



**DRESSEMBER**

*IT'S BIGGER THAN A DRESS*

**2017 / 18 ANNUAL REPORT**

# LETTER FROM BLYTHE

In 2017, we saw our biggest campaign yet: roughly **8,000** men and women committed to wearing dresses and ties, and we raised over **\$2MM USD** toward the fight to end modern day slavery. In less than five years, we've raised over **\$5MM USD** toward this fight.

When I aligned Dressemer with anti-trafficking, I did so out of the tension I had felt for years: feeling passionate to engage in this fight in a significant way and yet powerless to do so by the conventional pathways I saw. What continues to strike me about Dressemer is that I created a way for not only myself, but thousands of others like me, who have been eager to be actively involved.

Dressemer is about spreading the message of the inherent dignity of women. More than any other demographic, poor women and girls are exploited and dehumanized. At Dressemer, we believe women are sacred. Women are worth fighting for.

Along with promoting and reclaiming the dignity of women, we believe in the power of everyday advocacy. We believe there is power in small, consistent actions. We encourage people to see their power in a new way: that the things we say, the things we buy, and the things we wear carry the power and potential to affect positive change in the lives of those around us and across the world.

We also take seriously our position in the anti-trafficking movement at large. As more organizations are formed to help eradicate this issue, it becomes increasingly difficult to know which organizations to give to. This is where we step in. We vet our partners annually through five key criteria:

**Collaborative work**

**Cultural sensitivity**

**Measurable impact**

**Innovation**

**Sustainability**



We collaborate with programmatic organizations to create structured grants that ensure that we have the biggest, most sustainable impact.

We also take a holistic approach to end slavery through prevention, protection, and rescue, and partner with organizations working to do the same.

So, not only are our partners vetted, but they are collectively addressing human trafficking from every angle. By partnering with Dressemer, you have the opportunity to be part of substantial, targeted grants that move the needle forward in ending slavery once and for all.

Thank you for giving, advocating, and believing in a world where all women are allowed to live freely and flourish.

**WITH GRATITUDE,  
BLYTHE HILL  
CEO AND FOUNDER**

## OUR MISSION

Our **vision** is a world without slavery where all people are free to live vibrant, autonomous lives.

Our **mission** is to equip a community of people to advocate for the dignity of all people, leading to the protection and freedom of millions.

**WE FIGHT FOR THE**

*Dignity*

**OF ALL WOMEN.**

## OUR IMPACT

Since 2013, thousands of men and women across six continents have joined in the Dresember movement.

In five years, Dresember advocates have raised over **\$5MM USD** toward the fight to end modern day slavery.

In 2017, approximately **8,000** men and women registered for Dresember, and over **1,000** teams were formed.

Over **30,000** people made donations, and our average advocate raised over **\$260**.

**WE EMPOWER**

*World Changers*

# OUR BOARD OF DIRECTORS

**Talitha Baker** - Sr Manager of Impact, Fullscreen Media; Board Chair

**Johanna Tropiano** - Development Consultant

**Arianna Harrison** - People & Culture, World Vision; Board Secretary

**Michelle Hart** - Accountant; Board Treasurer

**Rachel Repko** - Grant Consultant, Repko Grants

**Taylor Thompson** - Financial Advisor, UBS

**Blythe Hill** - CEO/Founder, Dressemer Foundation

# OUR FIVE KEY CRITERIA

We vet our grant partners through the following criteria to ensure that your gift has a long-lasting impact.



## COLLABORATION

Partners who understand the complexity of the issue and seek to empower others and work together toward an end to this injustice



## CULTURAL SENSITIVITY

Partners who seek to understand and work with locals who understand an area's nuances and culture on a deeper level



## MEASURABLE IMPACT

Work that is proven to protect victims, increase convictions of perpetrators, and/or prevent the spread of slavery



## INNOVATION

Work that uses creativity to dismantle a shrewd and manipulative industry



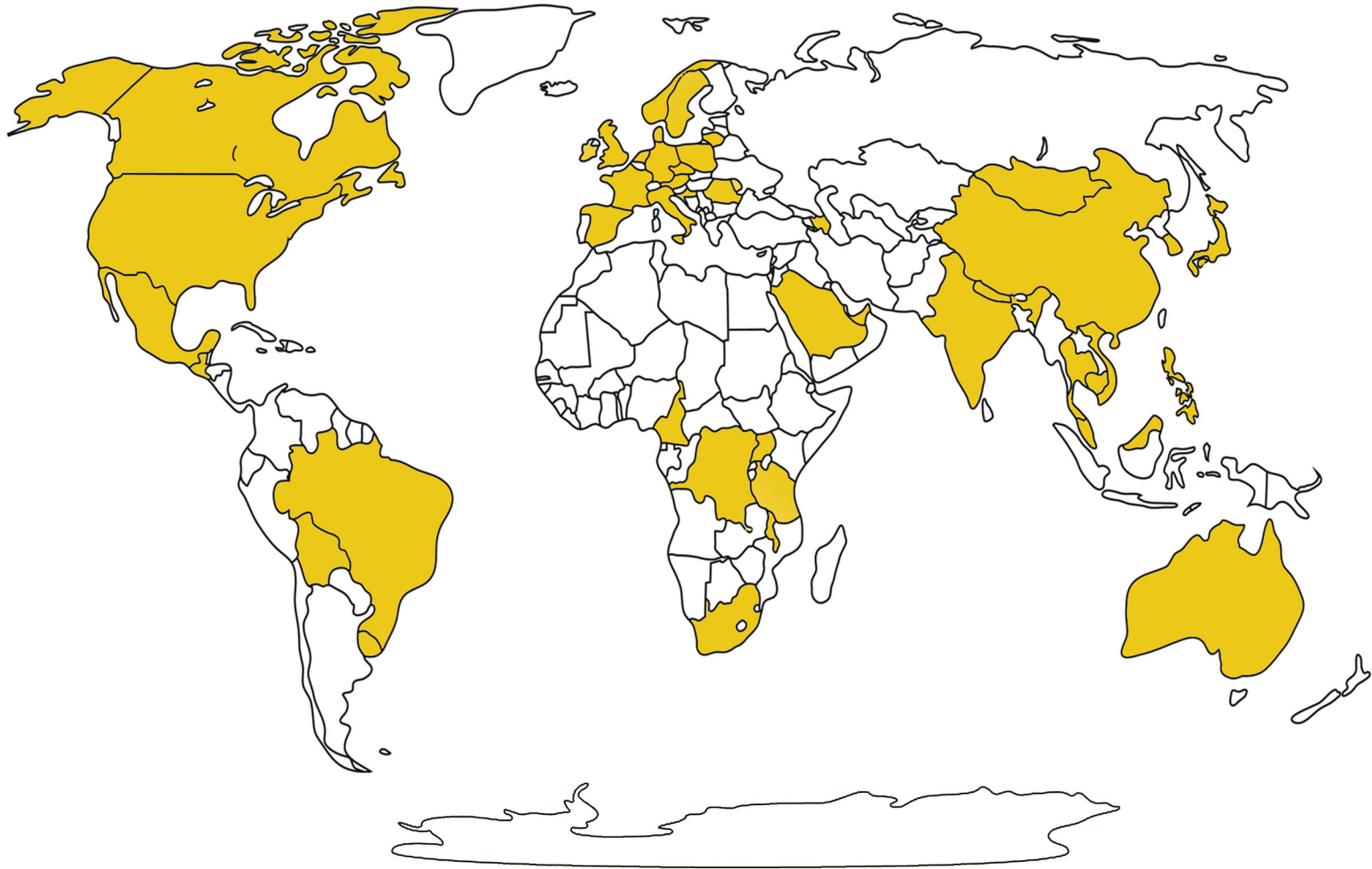
## SUSTAINABILITY

Work that is structured to last, and has a long lasting impact

# OUR ADVOCATES

**8,000**  
advocates

**6**  
continents





Leading a Dressemer team was so rewarding - I got to be a cheerleader for my teammates, help them meet their goals and stretch their comfort zones as we celebrated our collective successes and kept purpose front and center. I love how we showed how little things really add up, and how together, we can make a huge difference for real people around the world.

**RUTHANN**  
**KENNETT SQUARE, PA**

“Wear a tie for a month? No thanks!” was my initial response when my wife asked if I wanted to be a part of Dressemer. I hate wearing ties, even though I fully support the cause of fighting against human trafficking.

After some thought and reflection, I realized that wearing a tie for a month was a small sacrifice, especially when I compare my life to those enslaved. The simple act of wearing a tie did not go unnoticed. It provided me opportunities to have meaningful conversations with my students and colleagues, spread awareness, and help raise funds. Who knew that wearing a piece of fabric around your neck could change the world!? I sure didn't.

**RYAN**  
**SHANGHAI, CHINA**





I am a middle school teacher, and I started sharing my Dressemer journey with my students. Several of my students were profoundly impacted by the knowledge that many children their age around the world are not free, so they started their own Dressemer Club. The girls wore dresses, the boys wore bow ties, and they raised money to donate to the campaign. Human trafficking is truly a problem for everyone from all generations to come together and fight against.

**MEGAN**  
**LOS ANGELES, CA**

Dressemer changed me to my core. I often wrestle with this desire to do more along with a desire to raise children who fight for others. I saw Dressemer as the perfect opportunity to show my son and daughters that you can do great things right where you are and not take for granted the power you have to help others. Often we feel insignificant but the smallest thing can have the biggest impact.

**LATOYA**  
**MADISON, WI**





# GRANTS AWARDED



In 2016, McMahon/Ryan Child Advocacy Center in Syracuse, New York became our first domestic grant partner. We were shocked to discover that 1 out of 2 children in Syracuse live below the poverty line, leaving them vulnerable to human trafficking schemes. This year, we had the opportunity to fund youth programs that assisted youth survivors and those deemed at-risk with a variety of services from housing to medical assistance, criminal justice support, family reunification, and trauma-informed therapy.

Recently, McMahon/Ryan was able to partner with Rescue Mission to develop a youth home for runaway and LGBTQ youth. Through the support of Dressember's grant, McMahon/Ryan was also able to expand their outreach and education efforts through Focus Groups that brainstorm ways to redevelop media awareness and outreach efforts. For vulnerable children, support is vital to keeping them off the streets and preventing them from entry and re-entry into modern slavery.



**1 YOUTH WAS ABLE  
TO RECEIVE FULL TIME  
EMPLOYMENT.**



**3 YOUTH WERE  
EMPOWERED TO  
RECEIVE SAFE HOUSING.**



**21 NEW YOUTH  
REFERRED FOR SERVICES  
& 78 CLIENTS RECEIVED  
SERVICES.**



**2 YOUTH WERE  
ABLE TO OBTAIN  
BIRTH CERTIFICATES.**



# IJM

International Justice Mission (IJM) was our first grant partner in 2013, and a partnership we continue to be committed to year after year. This year, Dressember's grant was specifically targeted to IJM's field office in Mumbai. The most recent Reuter's study ranked India as the most dangerous place to be a woman in the world.

In Mumbai specifically, domestic servitude; forced labour; bonded labour; forced marriage and sexual slavery run rampant. Through the work of International Justice Mission and their partnership with local NGO's, they are experiencing a cultural mindset shift regarding the existence of slavery. Through IJM trainings, law enforcement and community members are equipped to recognize and respond to human trafficking. IJM's field office not only functions to perform rescue operations and walk survivors through their comprehensive aftercare program, but to work within the justice system to ensure that traffickers are brought to justice.

This past March, their staff trained over 300 members of the Mumbai judiciary. As founder, Gary Haugen, so eloquently puts it, 'Victims of oppression & injustice don't need our spasm of passion....they need our legs & lungs of endurance.' We are honored to continue supporting IJM's commitment to creating enduring justice for those trapped in modern slavery globally.



**RESCUED 13 VICTIMS  
OF SEX TRAFFICKING  
WITH THE HELP OF  
LOCAL PARTNERS.**



**COLLABORATED WITH  
LOCAL LAW ENFORCEMENT  
TO RESTRAIN 9 TRAFFICKERS  
AND SLAVE OWNERS.**



**SAW 11 SURVIVORS  
RESTORED TO WHOLENESS  
THROUGH COMPREHENSIVE  
AFTERCARE.**



**TRAINED 1,686  
POLICE OFFICERS,  
PROSECUTORS, JUDGES  
AND COMMUNITY  
MEMBERS.**



For the last 10 years, A21 has made it their mission to disrupt the demand of human trafficking and free those trapped in slavery around the world. Operating in 14 countries, A21 works multilaterally to make sure “freedom has the final word.” Dressember began partnering with A21 during our 2015 campaign.

In 2017, our grant focused on the further development and launch of their Can You See Me? Campaign in the United States. Through collaboration with the Department of Justice, Polaris Project, the National Center for Missing and Exploited Children (NCMEC), and the Department of Transportation, A21 was able to create & distribute powerful imagery and videos to paint a realistic picture of modern slavery situations in the United States. The goal behind Can You See Me? is to raise awareness, encourage reporting, and increase victim identification. Amtrak, JFK airport, LaGuardia, and Chicago O’Hare have all agreed to show Can You See Me? to passengers traveling through these bustling airports. Through 22 Amtrak locations alone, an anticipated 30 million people will be exposed to Can You See Me? in 2018.

In the words of A21, Dressember’s grant “is truly enabling [A21] to outwork Can You See Me? with excellence and incredible bandwidth.” We look forward to seeing the impact that Can You See Me? will have as our society grows in their awareness of human trafficking.



**CAN YOU SEE ME?  
POSTED ON 14,000  
LUGGAGE CARTS AND  
800 SIGNS IN THE  
BATHROOMS AT  
LONDON HEATHROW  
AIRPORT.**



**EVERY MALL IN THAILAND  
HAS AGREED TO SHOW  
THE CAN YOU SEE ME?  
VIDEO ONCE EVERY HOUR,  
REACHING 4 MILLION PEOPLE.**



**COLLABORATED WITH  
DEPARTMENT OF JUSTICE,  
POLARIS HOTLINE, NCMEC  
AND DEPARTMENT OF  
TRANSPORTATION TO  
LAUNCH CAN YOU SEE ME?  
USA.**

# THE DRESS COLLECTION



Our Fall 2017 Dress Collection was our third and most impactful collection created in collaboration with our brand partner, Elegantees. Our dresses are lovingly hand sewn by overcomers of trafficking in Nepal and offer an ethical option for advocates looking to purchase dresses for the Dresember campaign. It's estimated that over **12,000** girls are trafficked over the border from Nepal to India each year. Elegantees partners with KI Nepal, a local NGO, to employ women and girls who've been trafficked or nearly trafficked into India's commercial sex industry. KI Nepal rescues girls from Indian brothels and has a presence at the India/Nepal border to intercept girls at risk of being trafficked. They provide a safehouse focused on trauma therapy and vocational training, where girls can choose to learn trades they're interested in.

Elegantees employs **16** girls who were trained to sew through vocational training by KI Nepal, and there is a waiting list of **500** more girls who want to work in Elegantees' sewing center. Because of the demand for the 2017 Dresember Dress Collection, we created enough work to bring another girl off the waiting list this year.

At Dresember, we believe in the dignity of every human being. We also believe in creating economic opportunities to allow women and girls to realize their potential and flourish. There are few other factors that allow a person to flourish as much as a fair paying, dignified job. Thank you for being part of our impact in Nepal through your purchase of a **#DresemberDress**.



# THE DESIGNERS



"We have to get dressed every day, so why not get dressed in a way that helps someone less fortunate than us get help?"

**- PENNY LOVELL,  
CELEBRITY STYLIST**



"I believe in celebrating the connections we all share, and Dressemer is a beautiful way to bring women around the world together."

**- JESSICA HONEGGER,  
NOONDAY COLLECTION  
CEO/FOUNDER**



"It is an incredibly easy thing to partner with Dressemer and be part of a campaign working toward a world without slavery. It is important for us to be aware and to advocate for change and this is a really fun way to join the fight."

**- BRIT MOORE GILMORE,  
THE GIVING KEYS PRESIDENT**



"I love that what started out as an out-on-a-limb idea for myself to engage in anti-trafficking in a meaningful way continues to grow and expand to include more people in the conversation and the effort."

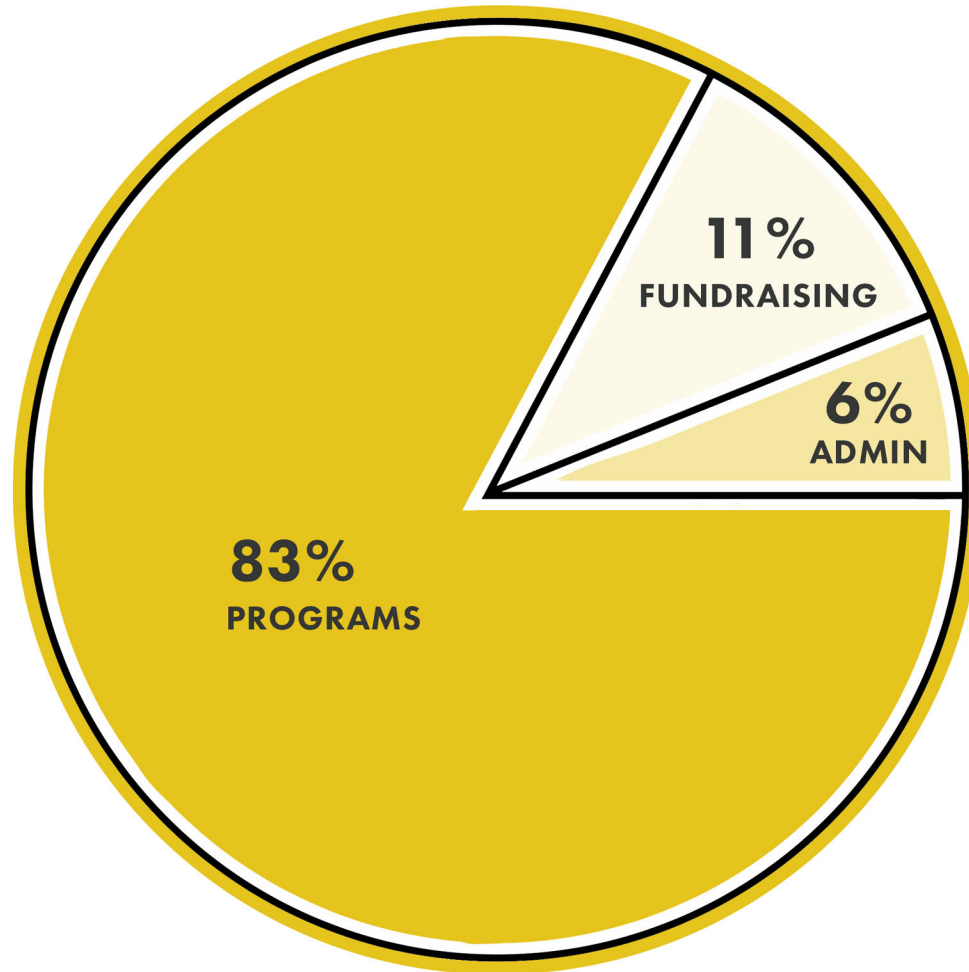
**- BLYTHE HILL,  
DRESSEMBER FOUNDATION  
CEO/FOUNDER**



"I love that DresseMBER makes impacting the world possible and accessible to everyone. I want to be a part of the story that DresseMBER is writing across the globe and I want to have a small hand in eliminating modern-day slavery."

**- SIERRA BARRETT,  
DRESSEMBER DESIGN  
CHALLENGE WINNER**

# HOW WE SPEND OUR FUNDS



## PROGRAMS

Grants to anti-human trafficking programs; trafficking education; grants management expenses



## FUNDRAISING

Online campaign platform; credit card fees; other fundraising expenses



## ADMIN

Salaries, operations & supplies



# FINANCIALS

STATEMENT OF ACTIVITIES	2018	2017	2016	2015
<b>REVENUES</b>				
CAMPAIGN CONTRIBUTIONS	\$2,079,367	\$1,489,787	\$922,130	\$464,460
OTHER CONTRIBUTIONS	33,794	12,962	20,417	6,528
SALES	17,914	13,330	2,357	-
OTHER INCOME	212	143	848	-
<b>TOTAL REVENUES</b>	<b>2,131,287</b>	<b>1,516,222</b>	<b>945,752</b>	<b>470,988</b>
<b>EXPENSES</b>				
COST OF GOODS SOLD	9,969	3,357	1,029	-
GRANTS	1,606,627	1,255,102	783,747	394,791
PAYROLL AND EMPLOYEE BENEFITS	81,848	52,998	-	-
PROFESSIONAL SERVICES	152,112	66,987	38,573	30,066
OPERATIONS	19,669	9,573	3,672	7,070
TRAVEL	7,557	10,012	2,565	-
OTHER	80,806	58,281	31,745	14,137
<b>TOTAL EXPENSES</b>	<b>1,958,588</b>	<b>1,456,310</b>	<b>861,331</b>	<b>446,064</b>
<b>CHANGE IN NET ASSETS</b>				
CHANGE IN NET ASSETS	172,699	59,912	84,421	24,924
NET ASSETS, PRIOR YEAR	169,257	109,345	24,924	-
<b>NET ASSETS, CURRENT YEAR</b>	<b>\$341,956</b>	<b>\$169,257</b>	<b>\$109,345</b>	<b>\$24,924</b>

# FINANCIALS

STATEMENT OF FINANCIAL POSITION	2018	2017	2016	2015
<b>ASSETS</b>				
CASH	\$344,183	\$169,831	\$113,983	\$32,368
ACCOUNTS RECEIVABLE	7,553	2,690	-	-
PREPAID	15,284	6,486	5,735	735
INVENTORY	2,638	2,397	1,018	-
PROPERTY AND EQUIPMENT, NET	552	1,061	-	-
<b>TOTAL ASSETS</b>	<b>\$370,210</b>	<b>\$182,465</b>	<b>\$120,736</b>	<b>\$33,103</b>
<b>LIABILITIES &amp; NET ASSETS</b>				
<b>TOTAL LIABILITIES</b>	<b>\$28,254</b>	<b>\$13,208</b>	<b>\$11,391</b>	<b>\$8,179</b>
<b>UNRESTRICTED NET ASSETS</b>	<b>341,956</b>	<b>169,257</b>	<b>109,345</b>	<b>24,924</b>
<b>BOARD RESTRICTED NET ASSETS</b>	<b>71,056</b>			
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 370,210</b>	<b>\$182,465</b>	<b>\$120,736</b>	<b>\$33,103</b>

990 AND/OR AUDIT REPORT RESULTS AVAILABLE UPON REQUEST

# VISION FOR 2018/19

Over the last year, we expanded our resources for advocates —offering tools, tips, guides, and stories via the Dresseember blog, which we launched in September. We set out to give our advocates a language around trafficking to equip them to be more effective in raising funds and awareness surrounding this issue. Consequently, we saw our advocate community grow to **8,000** women and men across 6 continents. Collectively, we raised over **\$2MM USD** during our annual campaign, making it our biggest year yet.

Additionally, we stepped into deeper relationships with our grant partners by collaborating with them to create strategic and long lasting impact. We developed core criteria and an application process that we will continue to refine as we bring on new partners this year and in future years.

Once every year we get to grant a significant amount of money to partner organizations doing incredible work to dismantle and eradicate slavery. Looking forward, our goal is to expand our impact by offering grants throughout the year. With this in mind, we launched a monthly recurring giving program, the Dresseember

Collective, to offer our supporters an opportunity for ongoing engagement in the fight. Trafficking is not a seasonal issue—it is the daily reality for millions of women and girls and, for this reason, we aim to make our contribution one that is ongoing.

We are also expanding to offer events and fundraising opportunities outside of our historic October – January campaign season. Through a “You Can Do Anything in a Dress (or Tie)” 5K walk/run in the spring, both new and legacy advocates will have the opportunity to physically take action to raise more awareness and funding to restore dignity to women everywhere.

For the 2018/19 campaign, our goal is to deepen connections with our advocates and supporters so we are expanding our staff to provide more resources toward fostering.

The 2018/19 campaign will support a handful of new partner organizations, in addition to our existing partners. Our vision is to eventually blanket the US with domestic partnerships, so that all of our US advocates and supporters feel that through their engagement in Dresseember, they are having a significant impact both locally and internationally.



**AS OUR FUNDING GROWS, SO WILL OUR IMPACT.**

**WE INVITE YOU TO BE PART OF IT!**

**[WWW.DRESSEMBER.ORG](http://WWW.DRESSEMBER.ORG)**