

Execs Team Up to Help Job Applicants ...

Suit Up For Success



Nine years ago, New York attorney Joi Gordon saw a television news report about a start-up nonprofit named Dress for Success, which collected new or slightly used suits to distribute to low-income women trying to enter the workforce.

Ms. Gordon, who wore a suit to the courtroom daily, found herself imagining what it would feel like to go on a job interview without the appropriate attire. “I knew immediately that I wanted to get involved,” she says.

Starting out as a volunteer, Ms. Gordon eventually became CEO. Under her leadership, the corporate sponsorship for Dress for Success has significantly increased. Now, half of the organization’s inventory comes from corporate donations. Next, she explains, “I want to go beyond the closet and offer services that will help women stay employed.” With 86 offices worldwide, the organization and its volunteers conduct suit drives in addition to offering career-building seminars, resume-writing workshops, and mock interviews.

Enter CTPartners. In March, coinciding with Women’s History Month, the firm launched a company-wide effort to collect suits. Office managers in nine locations across the U.S. and Europe collected new or gently used suits from colleagues as well as their spouses, friends, and relatives.

“Pairing up with Dress for Success just makes sense,” says Adam Cohn, a CTPartners Boston-based Marketing Manager. “There’s real synergy. We’re in the search business, and our collaboration shows that we understand the full spectrum of job hunters, from the beginning Dress for Success client to the high-level talent that we place. This is a wonderful way for our employees to reach out and make a humanitarian effort.”

There’s global synergy as well. “Dress for Success is unique in Europe,” says Jenni Prior, CTPartners’ U.K. Marketing Manager. “There’s nothing quite like it. As a result, we had an overwhelming response in London and Paris. Our colleagues were very generous and they rallied strong support from their families and friends.”

Indeed, for global companies such as CTPartners, working with nonprofits whose operations are also worldwide in scope can be especially productive. Mr. Cohn explains, “It’s increasingly important for businesses that operate globally to be competitive, embrace diversity, and fully utilize their talent. Dress for Success provides us another way to accomplish these goals.”

That kind of energy excites Joi Gordon. “Word of mouth from our corporate partners is extremely valuable,” she says. “CTPartners works with the brightest people out there. It’s a fabulous collaboration.” ■

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—Joi Gordon, CEO, Dress for Success

Do You Want to Get Involved?

Contact Dress for Success www.dressforsuccess.org