



Going Places. Going Strong.

2025 Annual Report

Dress for Success Christchurch Incorporated



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INTRODUCTION

Our Purpose:

To promote the economic independence of women by providing appropriate attire, a network of support, and the career development tools to help women thrive in work and in life.

Our Vision:

Empowering women; providing women in need within our community with the guidance, support, tools and confidence to pursue their employment goals and shape their own financial future.

Our Values:

- **Working Together:** *We will work alongside others with consideration and understanding.*
- **Respect:** *We will act with respect and empathy.*
- **Integrity:** *We will be honest, transparent and ethical.*

Dress for Success Christchurch was established in June 2003 by Penny Aitken, our Patron. We are part of a global network, an affiliate of a larger worldwide organisation which was established in New York in 1997. With 130 affiliates in 20 different countries, Dress for Success is having an enormous impact on women throughout the world. There are eight other affiliates in New Zealand.

Each year, thousands of New Zealand women need support to take the next step on their journey, whether it is finding employment, commencing training, making a career change or attending a unique event. It is these women Dress for Success Christchurch aims to support through our relevant and practical programmes and services.

Dress for Success helps create futures, starting with unlocking the potential to succeed in any situation. We champion each individual woman. We take time. We listen. We mentor. And together – we succeed.

Dress for Success Christchurch works closely with local organisations in the community. By working together, we can make a positive impact in women's lives. We are community funded, thanks to ongoing support of sponsors, community trusts, business partners, corporate and individual donors, whose support sustains our organisation and enables great things to happen.

PRESIDENT'S REPORT

On behalf of the Board of Dress for Success Christchurch it is my pleasure to present the Dress for Success Christchurch 22nd Annual Report for the year to 31 December 2024.

It is traditional to finish the President's Report with thanks but this year, I'd like to start by thanking those who comprise the Dress for Success Christchurch team, reflecting my admiration for each and every one of you, and reflecting also how important you are to our collective success.

The Dress for Success Christchurch team comprises the Governance Board, our Executive Manager and Administrator, our wonderful volunteers, and a loyal group of sponsors and supporters.

Firstly, on behalf of the Dress for Success Christchurch Board, my heartfelt thanks goes to our Executive Manager Ginny Rhodes. Aply supported by Mandy McArthur, Ginny has again delivered an impressive range of support services, sales and hospitality events, with professionalism, empathy, creativity and energy.

On behalf of the Board, my heartfelt thanks and admiration go also to our wonderful volunteers. Your time is valuable and that you commit it to Dress for Success and to supporting fellow wāhine in our community is testimony to your generosity and spirit.

My personal thanks to my Board colleagues who are also volunteers and who give their time and skills willingly throughout the year. It is a privilege to work with these wonderful women. In 2024 we farewelled Sheila Karimi, Jodie Shaw and Chris Kibblewhite, and welcomed Christine Lane, Stephanie Bain and Kia Sullivan.

Without our wonderful sponsors we cannot provide the services to the wāhine of our community in need. Your faith in us and your commitment to us provide practical support but also energise and invigorate our efforts and commitment. In a difficult financial environment, your support of sponsors is very much appreciated.

Collectively, the Dress for Success team delivered our busiest year yet in 2024, and a pleasing financial result with our total revenue for the financial year ahead of budget at almost \$260,000, from successful sales, our contracts with Corrections and other community agencies, and the generosity of sponsors and supporters.

Total dressing consultations increased dramatically, as did the number of Aroha packages provided. The Career Centre goes from strength to strength with Work Readiness Programmes proving highly successful and in demand.

I'd like to pay tribute to the courageous wāhine who seek our support. We cannot forget that our success in delivering a range of support services to a greater number of wāhine reflects an increasing need, which is itself not something to celebrate. We look forward to a day when this is not the case.

A key theme for 2024 was understanding our changing client base and our “reach” - geographic, demographically and socio-economic – and ensuring we provide support services fit for purpose.

We continue to consider our governance and the services and business programmes which reflect our community and the need of the wāhine in our community. While our history and the learnings from our history are invaluable, just because we have always done something in a particular way does not mean it is the way forward.

Another key strategic goal for 2024 was consideration of a retail presence and whether or not this might present a more consistent source of funds to support our core services. In 2024 we investigated a retail offering and explored what would be required, both financially and with our people, which will stand us in good stead as we explore a new option in 2025.

In the meantime, clothing sales continue to be our primary fundraiser with a broader geographic reach – Rolleston, Hornby, High Street in the Christchurch Central City, and The Palms. Our sales are always successful, are a lot of hard work – but a lot of fun!

Our success is also due in no small way to the growing strength of the Dress for Success brand, a result of the superb services offered by Ginny and her team, supported by a growing presence in the community. We are increasingly asked to present to business and community groups, and invited to be the recipient of fundraising events which put Dress for Success front-and-centre. And our own events such as our International Women’s Day Breakfast and movie nights keep the Dress for Success flag flying with interesting, challenging and entertaining speakers and movie choices.

This demonstrates the growth and strengthening, and the positivity, of the Dress for Success brand. Within New Zealand Aotearoa, Dress for Success Christchurch is one of eight Affiliates. In 2024 Dress for Success Auckland celebrated 25yrs of service to wahine in its community. All New Zealand Affiliates attended along with representatives from Australian Affiliates. Auckland was a rare opportunity for Affiliate Chairs to meet in person and we organised a day’s mini-conference discussing how we can share learnings and support each other in the interests of the wāhine in our communities. We agreed there is merit in maintaining an alliance, but there are a variety of views about the framework or structure needed. Progress in developing a revised framework is ongoing.

Worldwide, Dress for Success Christchurch is one 134 Affiliates across over 20 countries. In 2025, we are all looking forward to Worldwide’s rollout of a revised worldwide framework, including the revision of the brand, an increased focus on Affiliates and on global partnerships, the development of governance programmes such as finance, networking and HR, and on how we measure our progress and success across such a diverse network. It will be an interesting Conference and year.

Thank you everyone for your commitment to Dress for Success Christchurch. I look forward to another successful year throughout 2025.

Nga mihi,
Jane Bryden

OUR PEOPLE

Governance Board

Jane Bryden (Chair) Maxine East (Treasurer), Theresa Perham, Sheila Karimi (until October 2024), Jodie Shaw (until March 2024), Chris Kibblewhite (until February 2024), Christine Lane, Stephanie Bain.

It is important to acknowledge that all Governance Board members are volunteers who put a great deal of time and energy into governing the organisation, and all provide support across a variety of areas.

Staff and Volunteers

Dress for Success Christchurch relies heavily on a dedicated team of around 50 volunteers who cover roles such as personal stylists, trainers, careers centre coaches, administration, events, support services, and other general roles.

Our Executive Manager Ginny Rhodes is supported by Office Administrator, Mandy McArthur, both paid employees of Dress for Success Christchurch.

Dress for Success New Zealand and Worldwide Relationships

We acknowledge the support from Dress for Success Worldwide as well as our New Zealand affiliate partners, working in collaboration to achieve the same vision.

SPONSORS AND GRANTS

To be a vital and sustainable charity, we rely on the generosity and support of our wonderful sponsors, donors and supporters.

Grants, Donations, Sponsors, In-kind Sponsors and Supporters for 2024

Grant & Trust Providers

New Zealand Lotteries

Rata Foundation

COGS

Maurice Carter Charitable Trust

Aotearoa Gaming Trust

CCC Strengthening Communities Grant

W.Toomey Trust

Corporate Sponsors & Donors

Indigo & Iris

Afterpay

The Hub Hornby/Colliers

Aecom

ASB

Qalibre

Forever New

Hays Recruitment

The Palms

Corporate In-kind Product & Services

Sponsors

Maxwell Drycleaning

Taking Shape

Just Cuts

The Hub Hornby

Peebles Group

National Sponsors

Edible Blooms

FAB Group

LionCo

Wainhouse Distributor – Belasonder

The Sisters Wine

Vanish

EXECUTIVE MANAGER'S REPORT 2024

2024 was the busiest year recorded by Dress for Success Christchurch, outstripping our previous busiest year in 2023 both in terms of individual women seen and consultations delivered. Overall, we delivered services to 622 individual women, 21% more than the previous year. In total there were 871 consultations, referred from over 40 referral organisations, an overall increase of 16%. This increase is attributable to a general increase in need by wāhine in our community impacted by tougher economic times and our ongoing work to extend our reach.

The Dressing Programme continued to support women from throughout Waitaha Canterbury and remains the only organisation providing this unique service. We have continued our focus on support for 'life situations' as well as workforce preparation. We also continue to deliver the Aroha Packages which are emergency clothing packages available for women in extreme need. This is a contactless service which delivered 120 packages in 2024, double the amount delivered in 2023.

The Careers Centre delivered one on one job search advice, guidance and skills. We delivered two Prison Resilience & Work Readiness Programmes as part of our national agreement with Department of Corrections, as well as some regional initiatives, focused on programmes for wāhine on remand.

The 'Work Readiness' programme in partnership with Risingholme Community Centre continued through 2024 with three intakes, with positive employment outcomes.

Community Engagement:

Dress for Success collaborated with CCC Libraries, Connected and The Career Development Company to secure funding support from Rātā Foundation to deliver the last in a series of three workshops to women in our ethnic communities. A highly successful series.

For the first time Dress for Success engaged with The Palms Shopping Centre Shirley. We developed the Spring Confidence Workshop concept and participated in it as well as being the charity of choice resulting in a small financial income from ticket sales to the event. In early December 2024 we ran Thriftmas, a 4-day sale at clearance prices. It was a great success with extremely positive feedback and an invitation to return in 2025.

Our engagement in Selwyn also involved a first time sale in Rolleston Square, where a shop site was provided. Great feedback from the community. Rolleston Square have paid for and set up two donation lockers, similar to those at The Hub. We also ran a pilot 'Introduction to Work Readiness' workshop supported by Rolleston Square. This engagement has paved the way for more activities and initiatives in 2025.

Volunteers:

Our Volunteers continue to be the backbone of our organisation, their commitment, enthusiasm and reliability allows the organisation to provide the valuable programmes we offer. We have volunteers in a number of roles: Personal stylists, Careers coaches, Events team members, Sales team members, Graphic designers and those that assist with one off projects. The team culture is warm, friendly and positive, this is particularly evident when we have new volunteers commencing and the welcome and support they receive. Our volunteer training focus for 2024 was on Unconscious Bias and we contracted Suran Dickson of Flipside Consulting

to run this as it was a follow-up to the D, E & I workshop she ran. The team also embraced the new digital client data collection system introduced January 2024. Data has previously been captured by hand and the move to electronic collection has increased the integrity of the data, adhered to our privacy and information collection policies and saved a huge amount of time in double handing.

Administration is superbly provided by Mandy McArthur who works 20 hrs per week, and often in excess of this to keep everything seamlessly moving. Mandy has a great understanding of our organisation having previously been in a personal stylist role and administration role and is able to adapt quickly to ever changing situations and needs, of which there are many. Mandy provides support to Dress for Success beyond administration and is a highly regarded and valued staff member.

The successful year that Dress for Success had in 2024, is attributable to everyone involved in this organisation, their shared vision, dedication, ability to welcome innovation and hard work. The board provides ongoing positive support, allowing, encouraging and appreciating innovation and extension. Thank you to all board members for the support and shared vision for Dress for Success Christchurch.

Ginny Rhodes
Executive Manager



TREASURER'S REPORT

For the Year Ended 31st December 2024

Dress for Success Christchurch Incorporated made a net surplus of \$8,676 for the year ended 31st December 2024, compared with a net surplus of \$34,517 in 2023. The charity received a slightly lower income in 2024 compared with 2023 (\$258,972 vs \$275,463) and an increase in expenses of \$9,350 which has attributed to the lower net surplus achieved this year. The charity is in a stable financial position with strong cash reserves to support it into the future.

As at 31st December 2024 the charity had net assets of \$379,443. (2023: \$370,767)



Maxine East
Treasurer



Annual Report

Dress for Success Christchurch Incorporated
For the year ended 31 December 2024

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Entity Information

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

'Who are we?', 'Why do we exist?'

Legal Name of Entity

Dress for Success Christchurch Incorporated

Entity Type and Legal Basis

Registered Charity

Registration Number

CC23372

Entity's Purpose or Mission

Our purpose is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

Vision

Empowering women; providing women in need within our community with the guidance, support, tools and confidence to pursue their employment goals and shape their own financial future.

Entity Structure

Dress for Success Christchurch Incorporated has an elected board of governance consisting of the following:

President: Jane Bryden

Treasurer: Maxine East

Board Members:

Theresa Perham

Christine Lane

Steph Bain (joined June 2024)

Kia Sullivan (joined March 2025)

Sheila Karmini (resigned December 2024)

The day to day operations are run by the Executive Manager - Virginia Rhodes.

Main Sources of Entity's Cash and Resources

Dress for Success Christchurch Incorporated receives grants & trust donations from the following organisations to support its operations and deliver services:

Grant Providers

Rata Foundation

NZ Lotteries

COGS Christchurch & Rural

Trust Donations

Maurice Carter Charitable Trust

Aotearoa Gaming Trust

Main Methods Used by Entity to Raise Funds

Dress for Success Christchurch Incorporated main method of raising funds is through clothing sales held at least 3 times per year. Funds raised from these sales are used to support the operations and delivery of services to our clients.

Dress for Success Christchurch Incorporated has run the Christchurch Women's Prison Resilience Programs since the 2020 financial year and has raised funds from running the programs.

Entity's Reliance on Volunteers and Donated Goods or Services

Dress for Success has a dedicated team of 50+ volunteers who are involved in a variety of roles including, personal stylists, events support, careers and development coordinators, youth volunteer interns & technical advisers and professional services.

Dress for Success also has a committed and professional board of governance who are all volunteers.

Contact Details

Physical Address

317 Madras Street, Christchurch Central, Christchurch, New Zealand, 8013

Postal Address

317 Madras Street, Christchurch Central, Christchurch, New Zealand, 8013

Phone

03 343 3241

Website

www.christchurch.dressforsuccess.org

Email

christchurch@dressforsuccess.org

Approval of Financial Report

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

The governing body are pleased to present the approved financial report including the historical financial statements of Dress for Success Christchurch Incorporated for year ended 31 December 2024.

APPROVED

Jane Bryden

President

Dated 16 June 2025

Maxine East

Treasurer

Dated 16 June 2025

Statement of Service Performance

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

'What did we do?', 'When did we do it?'

Description of Entity's Outcomes

Dress for Success Christchurch empowers and supports wāhine as they take positive steps forward to achieve life and employment goals. By building confidence and self-esteem and providing tools, guidance and support wāhine can achieve their goals which in turn impacts positively on whānau and community. We offer a number of programmes and services to support this journey.

Dressing Programme – Provision of appropriate clothing for life and employment situations.

Careers Centre – Provision of one on one careers coaching and delivery of 'work readiness' workshops and customised workforce development support.

Support Services – Provision of various customised support services including emergency clothing support to wāhine in crises, mentoring and work experience.

	2024	2023
Description and Quantification of the Entity's Outputs		
Individual women attending the programmes	622	509
Total consultations	871	749
Careers Centre Consultations	178	166
Client Clothing Sales	4	3

Statement of Financial Performance

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

'How was it funded?' and 'What did it cost?'

	NOTES	2024	2023
Revenue			
Donations, fundraising and other similar revenue	1	201,509	215,895
Revenue from providing goods or services	1	41,529	44,343
Interest, dividends and other investment revenue	1	15,934	15,225
Total Revenue		258,972	275,463
Expenses			
Expenses related to public fundraising	2	13,154	16,978
Volunteer and employee related costs	2	136,327	133,111
Costs related to providing goods or service	2	80,143	62,989
Other expenses	2	20,672	27,867
Total Expenses		250,296	240,946
Surplus/(Deficit) for the Year		8,676	34,517

Note: This Statement is to be read in conjunction with the Accounting Policies and Notes to the Performance Report and the Independent Auditor's Report.

Statement of Financial Position

Dress for Success Christchurch Incorporated As at 31 December 2024

'What the entity owns?' and 'What the entity owes?'

	NOTES	31 DEC 2024	31 DEC 2023
Assets			
Current Assets			
Bank accounts and cash	3	49,976	54,652
Debtors and prepayments	3	10,464	9,950
Total Current Assets		60,440	64,602
Non-Current Assets			
Property, Plant and Equipment	5	18,666	22,163
Investments	3	340,226	325,334
Total Non-Current Assets		358,893	347,496
Total Assets		419,332	412,098
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	14,377	11,003
Employee costs payable	4	21,923	21,057
Unused donations and grants with conditions	4	3,590	9,271
Total Current Liabilities		39,890	41,331
Total Liabilities		39,890	41,331
Total Assets less Total Liabilities (Net Assets)		379,443	370,767
Accumulated Funds			
Accumulated surpluses or (deficits)	6	379,443	370,767
Total Accumulated Funds		379,443	370,767

Note: This Statement is to be read in conjunction with the Accounting Policies and Notes to the Performance Report and the Independent Auditor's Report.

Statement of Cash Flows

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

	2024	2023
Net Increase/(Decrease) in Cash		
Cash Flows from Operating Activities		
Donations, fundraising and other similar receipts	195,828	222,876
Receipts from providing goods or services	41,240	55,929
Interest, dividends and other investment receipts	15,934	15,225
GST	(791)	(1,121)
Payments to suppliers and employees	(206,398)	(228,091)
Total Cash Flows from Operating Activities	45,813	64,818
Cash Flows from Investing and Financing Activities		
Payments made to investment in term deposits	(49,410)	(81,947)
Payments to acquire property, plant and equipment	-	(10,361)
Total Cash Flows from Investing and Financing Activities	(49,410)	(92,308)
Total Net Increase/(Decrease) in Cash	(3,597)	(27,490)
	2024	2023
Net Change in Cash for Period		
Cash and cash equivalents at end of period	49,976	53,753
Less: Cash and cash equivalents at beginning of period	(53,573)	(81,243)
Total Net Change in Cash for Period	(3,597)	(27,490)

Statement of Accounting Policies

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

'How did we do our accounting?'

Basis of Preparation

Dress for Success Christchurch Incorporated has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

Dress for Success Christchurch Incorporated is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

Notes to the Performance Report

Dress for Success Christchurch Incorporated For the year ended 31 December 2024

	2024	2023
1. Analysis of Revenue		
Donations, fundraising and other similar revenue		
Clothing Sales	80,388	85,312
Donations - Corporate (National)	8,904	-
Donations - Corporate (Local)	8,833	13,157
Donations - Individuals	1,560	3,356
Fundraising Events	4,867	12,770
Fundraising Events (3rd Party)	2,057	-
Grants	94,900	101,300
Total Donations, fundraising and other similar revenue	201,509	215,895
Revenue from providing goods or services		
Christchurch Prison Resilience Programme Income	26,930	31,180
Contract Income	14,599	13,163
Total Revenue from providing goods or services	41,529	44,343
Interest, dividends and other investment revenue		
Interest Income	15,934	15,225
Total Interest, dividends and other investment revenue	15,934	15,225
Total Analysis of Revenue	258,972	275,463
	2024	2023

2. Analysis of Expenses

Expenses related to public fundraising		
Clothing Sales Expenses	10,138	8,676
Fundraising Expenses	3,016	8,302
Total Expenses related to public fundraising	13,154	16,978
Volunteer and employee related costs		
ACC	-	2
Mileage	2,202	1,844
Training Expenses	1,444	2,318
Volunteer & Staff Expenses	2,366	2,285
Wages & Salaries	130,315	126,661
Total Volunteer and employee related costs	136,327	133,111
Costs related to providing goods or services		
Advertising	1,765	576
Career Centre Programme Expenses	129	56
Christchurch Prison Resilience Programme Expenses	13,383	13,770
Cleaning	1,658	1,522
Clothing Programme Expenses	6,344	3,655
Computer & Stationery	1,209	2,296

	2024	2023
Electricity	2,174	1,545
Eftpos Hire	524	-
Events	923	145
General Expenses	1,673	778
Insurance	3,062	2,519
PWG Expenses (Woman in Work)	500	-
Rent - Boutique	31,800	32,536
Rent - Storage	12,384	-
Repairs and Maintenance	-	240
Security	405	910
Telephone, Tolls & Internet	2,210	2,440
Total Costs related to providing goods or services	80,143	62,989
Other expenses		
Audit Fees	5,431	7,920
Bank Fees	633	1,154
Depreciation	3,496	3,487
Moving Costs	765	189
Subscriptions	7,753	4,812
Travel & Conference	2,594	10,306
Total Other expenses	20,672	27,867
Total Analysis of Expenses	250,296	240,946
	2024	2023
3. Analysis of Assets		
Bank accounts and cash		
ASB Business Saver	25,214	38,062
ASB Cheque Account	24,697	16,052
Petty Cash	64	538
Total Bank accounts and cash	49,976	54,652
Debtors and prepayments		
Accounts Receivable	7,767	7,477
Prepayments	2,698	2,472
Total Debtors and prepayments	10,464	9,950
Investments		
Term Deposits	340,226	325,334
Total Investments	340,226	325,334
Total Analysis of Assets	400,666	389,935
	2024	2023
4. Analysis of Liabilities		
Creditors and accrued expenses		
ASB Credit Card	1,354	899

	2024	2023
Accounts Payable	12,632	8,922
GST	390	1,182
Total Creditors and accrued expenses	14,377	11,003
Employee costs payable		
Annual Leave Payable	15,654	14,771
Wages Taxes Payable	6,269	6,286
Total Employee costs payable	21,923	21,057
Unused donations and grants with conditions		
Grants Received in Advance - Aotearoa Gaming Trust	2,800	2,200
Grants Received in Advance - DFS WW PWG Reboot	790	1,290
Empower Her Workshops	-	5,781
Total Unused donations and grants with conditions	3,590	9,271
Total Analysis of Liabilities	39,890	41,331
	2024	2023
5. Property, Plant and Equipment		
Leasehold Improvements	2,033	2,711
Furniture and Fittings	13,340	15,267
Office Equipment	3,292	4,184
Total Property, Plant and Equipment	18,666	22,163
	2024	2023
6. Accumulated Funds		
Accumulated Funds		
Opening Balance	370,767	336,250
Accumulated surpluses or (deficits)	8,676	34,517
Total Accumulated Funds	379,443	370,767
Total Accumulated Funds	379,443	370,767

7. Commitments

Dress for Success signed a 3 year rental extension for 317 Madras Street commencing January 24 2025. The new rental amount is \$650 per week. The rent is subject to annual review. The rent per week was \$600 from 01 January 2024 to 31 December 2024.

8. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 31 December 2024 (Last year - nil).

9. Related Parties

There were no transactions involving related parties during the financial year.

10. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.