

DRESS FOR SUCCESS GREATER LONDON

# TRUSTEES' ANNUAL REPORT

FOR THE YEAR ENDED

**31 MARCH 2018**



**DRESS FOR SUCCESS®**  
GREATER LONDON



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# INTRODUCTION

## FROM THE CO-FOUNDER & CHAIR

### JUANITA INGRAM JD MBA

It is indeed an honour and a privilege to present the Dress for Success Greater London Annual Report of the Board of Trustees for the year ending 31 March 2018.

The Dress for Success Greater London (“DfSGL”) affiliate opened its doors in 2015 and is focused on continuing the legacy of helping unemployed women succeed at their job interview and ultimately find economic independence. We have the benefit of being an affiliate of a large and well-established worldwide charity organisation, present in 154 offices and 30 countries, which has been in existence for over 20 years. DfSGL sets itself apart in that it offers our clients a differentiated experience where dignity, respect, and self-worth come together to build confidence, self-efficacy, and self-esteem on the road to economic success. We are unique in our global and established brand partnered with our local London understanding of our clients and supporters.

Each affiliate of Dress for Success is a stand-alone organisation with its own board of trustees and operational staff. While our current Greater London affiliate is successfully emerging from its initial three-year start-up phase, we are grateful to the on-going support from our Worldwide organisation and sister affiliates as we continue to leverage a global platform that provides for shared learnings, best practices, and global corporate social responsibility opportunities. This again makes DfSGL unique in its ability to help women in London through the implementation of well-established practices and programmes, with the backing of a time-tested and trusted global organisation.

# INTRODUCTION

FROM THE CO-FOUNDER & CHAIR **JUANITA INGRAM JD MBA**

Our primary focus during these past three years of re-launch and growth has been to remain committed to our suiting and interview training services. Each client received a dignified experience, inclusive of receiving interview attire and interview training in order to be successful at her upcoming job interview. Our well-established and trusted services are extremely effective. Many of our clients are long-term unemployed and have been unsuccessful in their pursuit of a number of job interviews and applications. Yet our clients who come through our London affiliate have a 67% success rate after the first visit and receipt of our services. We are honoured to know that so many of our clients benefit from the services we provide. We know that statistically when you change the economic posturing of a woman, you not only impact her life, but also the trajectory of the lives of those who depend on her including her children.

Our success rate is due in large part to the distinctive services that we provide, the dedication of our operational team, and our outstanding volunteers who give their time to dress and train our clients. The advice, expertise, and consideration given from our volunteers to our clients will always be our greatest strength. DfSGL is also buttressed by comprehensive partnerships that enable our service to thrive by donating their clothes, financial support and time. We consider it an honour and a privilege to have a number of respected names in the fashion and beauty industry. Their trust in the credibility 20+ year Dress for Success brand not only cements our integrity and credibility, but also affords us the opportunity to have access to vital stock to deliver a high-quality service.

Simultaneously, our trusted corporate partnerships and referral organisation relationships are also fundamental in enabling us to service the women who need our services. In addition, our grant funders provide us with the critical funding to enable our growth and sustainability.

Finally, I would like to say thank you to the Dress for Success Greater London Board of Trustees who have set a clear strategy for sustainability and growth. Their advice, dedication, and wisdom given to the charity is vital. Each Trustee brings their unique perspective, skillset and network to the charity. They are truly inspiring and have a passion for the work that we do and the women that we serve. We remain committed and passionate about the support we provide to each woman that walks through our doors because we have seen the transformation our services have provided. I hope you enjoy reading this report and that are inspired by the women we serve and their remarkable journey to success.





# OBJECTIVES & ACTIVITIES

The MISSION of **Dress for Success Greater London (DfSGL)** is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and career development tools to help them thrive in work and in life.

DfSGL provides professional clothing and counselling for each of our clients. When a client secures a job interview, we provide her with one free business suit, as well as the appropriate accessories, footwear, cosmetics and jewellery. At this session she is also provided with interview coaching.

When she successfully secures the job, she returns to DfSGL for a second dressing where she receives up to a week's worth of business attire to see her through to her first pay cheque. In addition to the dressings and initial interview coaching, DfSGL offers several programmes to help clients successfully secure and retain employment, including Career Centre, Professional Women's Group, Career Days and a Financial Literacy Programme. DfSGL serves job-ready women by referral only.



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# MAIN ACTIVITIES FOR THE PUBLIC BENEFIT

Dress for Success Greater London successfully achieved its primary objectives as outlined by our action plan for the year to 31 March 2018. These objectives in support of the public benefit include to:

- Provide work appropriate clothing for individuals seeking employment and/or educational opportunities;
- Provide job-seeking advice, training and education;
- Provide support services for those who successfully procure employment or an educational opportunity.

During the year ended 31 March 2018 the Charity continues to steadily increase the number of clients served, 626 appointments for interview dressing and interview and career coaching versus 617 during the prior year. Women served included, but is not limited to, ex-offenders, survivors of abuse, and women looking to return to work after raising children. The Professional Women's Group continued to support women who found employment to be successful in their new working life.

Corporate governance and fundraising capacity continues to improve highly functional and effective with the 2017 expansion of the board of Trustees. These new trustees brought essential and complementary skills; and new networks to support the Charity. With the expansion of the board, sub-committees have been extremely effective and highly functional, enabling the board to address Finance, Fundraising, Development, Premises, Marketing & PR and Legal matters, all reporting to the full board at regular board meetings.

In addition, in early 2017 the Trustees also established an Advisory Board which continued throughout 2018 to consist of community members and former board members who are willing to advise and assist the Charity, particularly those with expertise in areas that the Charity's staff or Trustees do not have.

In early 2018, The Trustees completed a comprehensive Strategic Plan which provides an overall direction and strategy for both fundraising, compliance, development, and operational initiatives. Post implementation of said plan has proven to be highly effective.

The Trustees of DfSGL have had regard to the guidance issued by the Charity Commission on public benefit. The Trustees are aware of the guidance and take it into account when making decisions to which the guidance is relevant. All Trustees are provided an in-depth on-boarding orientation which includes a review of all relevant policies, procedures, requirements, obligations, and objectives.

# CONTRIBUTION MADE BY VOLUNTEERS

Volunteers contribute significant time and effort to the Charity to deliver our interview, dressing and coaching services to clients. In addition to direct client services, significant volunteer hours were spent in support ad hoc projects to support the mission of DfSGL, such as social media, clothing sales and other events and special projects. Volunteers are a core strength of our organisation and they are loyal to the mission of the Charity.

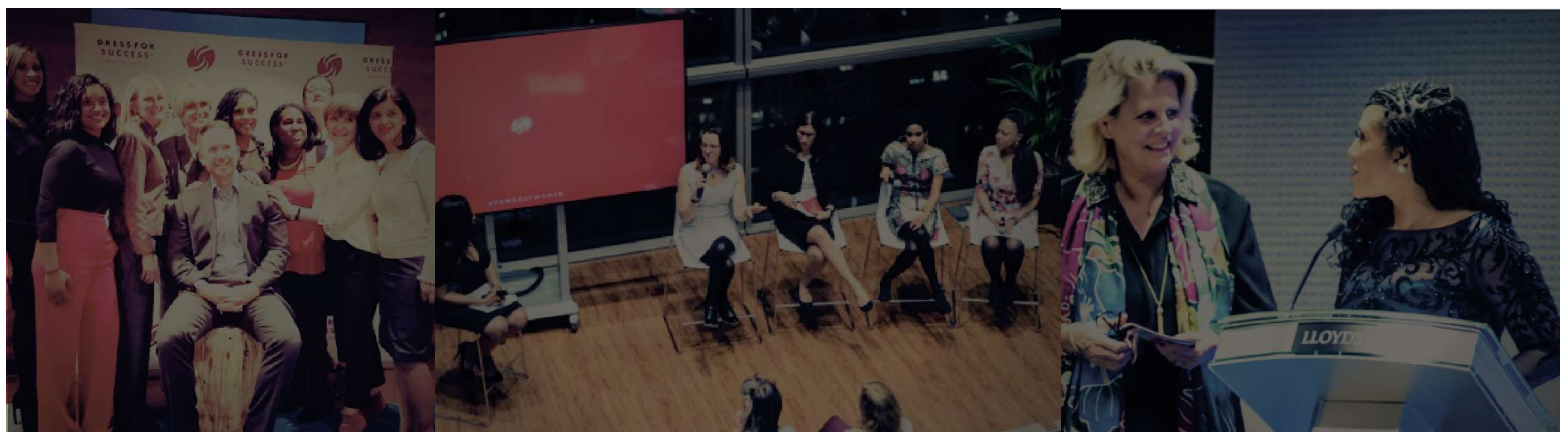
Our volunteer roster has increased significantly with a growth in volunteer hours throughout the year. DfSGL has over 85 volunteers on its roster, with 44 being active at any one time. This trend will grow and continue as we place important emphasis on volunteer development, training and engagement.

## ACHIEVEMENTS & PERFORMANCE

### HIGHLIGHTS OF OUR YEAR

#### PARTNERSHIPS & EVENTS

The Dress for Success brand and mission sits at the heart of our events and activities. Our ethos and values are echoed in our approach to our events and partnership. We continue to run events that not only raise funds but also broaden the awareness of our charity's mission while simultaneously uplifting women globally.





## Fashion & Philanthropy Speaker Series

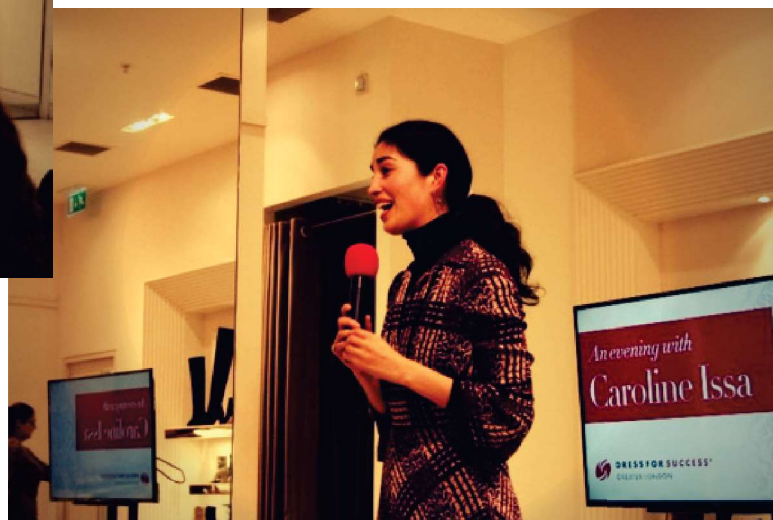
We were thrilled to have the British Fashion Council and East of Eden London support us in our inaugural Fashion and Philanthropy Empowerment Speaker Series event in November 2017. We were honoured to have Caroline Issa join us for our Inaugural evening event.

The Fashion and Philanthropy Speaker Empowerment Series highlights influential speakers within the fashion and related industries.

For years fashion has been a vehicle to provide confidence and empowerment for women - both in the styles we wear and in the opportunities the industry provides. Many fashion houses and fashion influencers recognise how Fashion and Philanthropy have become more interconnected with leaders in the fashion world turning to charitable organisations such as Dress for Success Greater London to blend their fashion and charitable endeavours to help women succeed. Join us during our series and we explore various aspects of fashion and how it can shape the lives of women all over the world.



**Founder and Chair, Juanita Ingram and fashion icon and CEO, Caroline Issa at the 2017 Fashion and Philanthropy Speaker Empowerment Series.**





## 2018 Power of Women Awards & Panel Discussion

DfSGL held its second annual Power of Women Awards and Panel Discussion in March 2018 at Lloyds Bank and Salesforce. The Award and Panel events, created by co-founder and Board Chair Juanita Ingram, have become DfSGL's flagship fund-raising event, recognizes the achievements of leaders for their contributions to the empowerment of women. Awards, sponsored by corporate partners of the Charity, were presented to a number of honourees who have made substantial contributions to their fields and to the role of women. The programme also included a panel discussion and a silent auction to raise funds for the Charity. Both events were well attended again as it did the previous year and plans are already underway for an even bigger and better event in 2019. In 2018, this event yielded over 30k in fundraising revenue. The Keynote Speaker and Charity Patron, Anne Robinson, delivered a wonder speech to the award attendees and our panel discussion was extremely well received and moderated by our long-time and cherished Patron, Angie Greaves.



## Pop-up Sales and Marathon Runner Fundraisers

We also run pop-up sales put together from clothing donations that are not interview-appropriate and raised funds in 2017. We will run a series of smaller pop-up one day sales in 2018 throughout the year. We also had a number of marathon runners support our charity and raised additional funds over a number of races throughout London.







## GENERAL

We increased our client appointments substantially, 626 in total in 2017 / 2018 compared to 533 in the first year since opening our doors, and this figure continues to grow. If the trend continues, we will review opening hours to include evenings and Saturdays for 2nd Dressings. We also will review the potential of monthly pop up suiting services in other areas of London for hard to reach clients such as ex-offenders and victims of abuse.

We are able to track our clients through our bespoke client database so that we have updated data on the number of women that we have helped, the number of appointments delivered, the quality of our operations, and the success rates of our clients. Proper utilisation of said data enables us to engage more referral organisations which has increased by 50 across London. We continue to place great emphasis on demonstrating the impact of our services. We capture data that shows positive change with a proven correlation.

We are committed to increasing our services to 16-19 year olds who are transitioning from high school to further education, colleges, and apprenticeships and ensure that they have the skills needed to succeed. We have developed a programme, (that we plan to implement in the future) combining instant impact (see below), suiting service, communications and leadership training with emotional intelligence development that can be delivered as an essential element of education for future leaders.

# OPERATIONAL ACHIEVEMENTS & PERFORMANCE

## SUITING SERVICE

DfSGL operated a suiting service 4 days per week where clients receive a combined service of interview coaching and styling session in preparation for job interview and success. Ongoing support includes a capsule wardrobe session once the client has succeeded at job interview.

## BLOCK BOOKINGS

DfSGL operated a suiting service 4 days per week where clients receive a combined service of interview coaching and styling session in preparation for job interview and success. Ongoing support includes a capsule wardrobe session once the client has succeeded at job interview.





# OPERATIONAL ACHIEVEMENTS & PERFORMANCE

## INSTANT IMPACT PROGRAMME

An innovative programme was introduced to corporate partners that provide a condensed session on the importance of "Instant Impact" in relation to communications and appearance. This is offered to Corporate Partners who run work experience week programmes for students aged 16+. The students are then offered the DfSGL suiting service as a follow up. This programme aligns with partner's corporate social responsibility and inclusion and diversity strategies.

Due to the success of "Instant Impact", DfSGL will continue to offer this to corporate partners.

## PROFESSIONAL WOMEN'S GROUP (PWG)

PWG launched in the spring of 2016 with 12 members, all former clients who have secured jobs. The PWG programme is designed for women who have been successful in finding new employment but who will benefit from ongoing support to ensure success in the workplace and life. The programme runs a once a month session with key speakers from the corporate world addressing issues such as work / life balance, financial literacy, personal branding, etc. At month six, a six month coaching programme is introduced. We previously had a reserve list of 30 and launched additional groups during 2017-18 that will run in parallel with the initial intake.

## CAREER CENTRE

We were accredited level two career centre by Dress for Success Worldwide in January 2016. Our career centre continues to grow in demand for mock interview sessions, CV review and interview skills and techniques. In addition to the interview coaching offered as part of our suiting service, throughout the year we introduced CV review and mock interviews.

# OPERATIONAL ACHIEVEMENTS & PERFORMANCE

## REFERRAL PARTNERS

March 2017-2018 experienced a significant increase in Referral Agency (RA) engagement with 125 RAs on our database, a 33% increase over the previous year. We maintained this figure and added 50 additional referral agencies to this list in 2018. We maintain regular engagement with all our Referral Agencies through awareness campaigns, presentations to team leaders and Boutique open days.

We receive clients from a diverse range of agencies which serve populations which include but are not limited to ex-offenders, survivors of human trafficking, recovered drug and alcohol abuse addicts, out of care youth, and survivors of domestic and sexual abuse. We have also identified the need for early intervention and outreach suiting service targeted at young people under the age of 16 so they can realise their full potential through building confidence and self-esteem.

We continue to strengthen our relationships with RAs with regular presentations and outreach to their teams to ensure agency staff are aware of the DfSGL services available to their clients. Regular dialogue helps us identify opportunities to grow and extend our support of our clients. One innovation was the introduction of block bookings, which have proved effective for many referral agencies and their clients.

## PR & MARKETING

Our website was redeveloped to better serve the needs of our clients, volunteers, sponsors and partners. Online forms were developed to facilitate referrals, minimize paperwork for Referral Agencies and improve efficiency in monitoring client success. We have experienced an increase in traffic with an increase in volunteer applications and donations. Our social media channels have also played a key role in promoting our events and brand over the last year. Our Instagram, Twitter, LinkedIn, and Facebook engagement continues to grow at a steady and promising pace.

# OPERATIONAL ACHIEVEMENTS & PERFORMANCE

## INFRASTRUCTURE

A key objective for the year was to build a sustainable infrastructure through restructuring of staffing and relocation to new premises that would best serve our clients in terms of the service delivery and in economic value.

Following a situation analysis, DfSGL continues to operate to its model adopted in the summer of 2016 staffing for the Charity was re-aligned with contract part time Office Manager, Boutique Manager and Director of Operations and Programmes. This flexible staffing arrangement, together with DfSGL's dedicated volunteer resources, has been successful in allowing the smooth running of the boutique and provision of client services. It will be continually reviewed as the scope of the Charity's service offerings develop over time.

New premises were found offering the same space but at an approximately 60% lower net cost, including consolidation of previously offsite leased storage space for clothing. The new premises, located just minutes away from the previous location, offered the further advantage of being all on one level, at ground floor, facilitating access for disabled clients to the boutique, career centre and administrative offices.

Following redecoration work undertaken with donated materials by volunteers, trustees and staff members over consecutive weekends to minimize disruption to client services, DfSGL moved into its new home at 47 Hobsons Place, Woodseer St, E1 in September 2016.





# PERFORMANCE OF FUNDRAISING ACTIVITIES AGAINST OBJECTIVES SET

Partners and donors are an integral part of Dress for Success Greater London to sustain and maintain our services. Our fundraising efforts resulted in a significant increase in donations, grants and income from special. In addition, DfSGL had donations of in kind services, including advertising and fund-raising related expenses, of **£47,348** for the year.

## CORPORATE PARTNERS & DONORS

We have continued to build and establish new relationships with corporate partners who support and are committed to the work of DfSGL. Corporate partners include Llyods Bank, Salesforce, Allen & Overy, Legg Mason, Telstra, KPMG, CBI, and Guild of HR Professionals. Retail partners include Tesco, Benefits, Marks and Spencer, Eileen Fisher, Mulberry, Lucy Choi, Adrianna Papel, Collect + and Sister London.

We established and developed relationships with key foundations such as the Brown Source Trust and The Schroder foundation- all key London foundations who have the potential to “open doors” to others in support of DfSGL.



## CLOTHING DONATIONS

DfSGL relies heavily on donations of business appropriate clothing, footwear and accessories in order for us to suit our clients for their interviews and new employment. We continue to enjoy meaningful donations from individuals and corporations through suit, footwear and accessory drives. Retail donations from partners as noted, in particular Marks & Spencer and Mulberry were especially generous with donations of clothing in a range of sizes. Make-up donations from Johnston and Johnston and Revlon provided a year's worth of make-up for 100 clients per month. We have used this to prepare "goodie bags" for all our clients and PWG members. In March 2017 – March 2018, several corporates ran clothing collection drives for us. We also received clothing donations directly from a number of retail organisations which added a tremendous amount of available quality stock to our inventory. The quality and quantity of our clothing donations remains outstanding which gives us an on-going supply of high quality suits, trousers, separates, dresses, coats, jackets, shoes, and accessories.





# THE DRESS FOR SUCCESS TRANSFORMATION IMPACT

The daily transformation that we witness in our clients continues to fuel our passion for the services we provide. We continue to play a critical role in helping women re-enter the workplace and building self-worth, self-efficacy, and confidence in each woman that we serve. We know that statistically when you change the economic posturing of a women, you not only impact her life, but also the trajectory of the lives of those who depend on her including her children. The most impactful way to understand our impact is through the testimonies of our clients:

## FROM REFERRAL AGENCIES

***“Dress for Success helped my claimant with a great outfit including shoes and bag. They also gave her excellent help and practice on how to answer job interview questions. Perhaps even more significantly they made her feel great about herself. She rang me afterwards to say that she was confident she would get the job. Not only did she get the job but she turned it down initially because the employer had increased the number of hours and my customer’s childcare wasn’t possible. The employer pursued her to work for them until they reached a compromise on the hours required. An employer chasing an applicant in this way is absolutely remarkable and I am sure that the influence of Dress for Success was instrumental in making my customer the only person they would give the job to.”***

- Work Coach, London Bridge Jobcentre Plus

We at Crisis Employment Services are really happy that we have such an effective service to refer our women clients to and would whole-heartedly recommend the service to anyone.

We at Crisis recently had an ‘Employment Platform’ (a jobs fair) and referred a number of clients to Dress for Success in a fortnight. The Job Coaches here were very grateful that the Dress for Success team managed to fit all of those clients in in time, one Coach said she found the service ‘incredibly flexible and the clients really enjoyed the whole experience’. Another Job Coach said: ‘Dress for Success are very flexible, always happy to help and their interview preparation for women is very good. The fact that it is an all-female service works very well for our more nervous clients’.

## FROM OUR CLIENTS

*'The staff were really helpful and it felt like a special experience being professionally 'dressed'. I was really happy with my outfit, staff listened to my preferences clothes wise, there were plenty of options, I felt really smart at interviews I attended afterwards. I also found the mock interview really, really useful, this helped me to feel more confident when attending assessments and interviews'*

*'They are great people. When I had an interview my Job Coach sent me to them. They gave me clothes and I went for the interview. I was successful at the interview but I had no other clothes for work so they gave me some more. They treated me very well, they didn't care where I came from, I felt like I had people to look after me. I'm really happy with their service and I hope they keep up the good work.'*

**Client X** is a part-time student and mother and she was referred to DFSGL by Jobcentre Plus. Client X was long term unemployed and now has her dream job as a SEN Teaching Assistant. Please see her story below:

I'm sitting in my car feeling somewhat bewildered by what just happened. As I arrived I walked along Brick Lane taking in its beauty and looking for a brewery I was nervous about what to expect. When I went inside, I met a smiley lady who introduced herself as Seema, she told me she would guide me to the boutique. Excitement and nerves were building. She took me to an airy room filled with organised clothes, beautiful chairs and mirrors, this is where I met Beverley. After making me a cup of tea and filling in paperwork with me, Seema and Beverley asked me the style of clothing I'd like. Seema went on to select a few items for me to wear while Beverley kept me talking. I went into a changing room and tried on a beautiful looking dress and knew it was the one. They both complimented me while offering several jackets to try on, then shoes, then a rain jacket, a handbag and a scarf! I was overwhelmed, even emotional. Before and after photos were taken with my permission, then I went into a cubical with Beverley who prepped me for the interview by taking through several interview questions. I found this extremely helpful. I am now so optimistic about my new job, I feel prepared to show my new employers how lucky they are to have me and looking forward to my next step into my career.

Filled with Gratitude,

Client X





# FINANCIAL REVIEW

As of 31 March 2018 the Charity had unrestricted reserves of £48,185, nearly double that of 2016 year end's £35,797. While the reserves decreased from 2017, **it should be noted that a large part of our fundraising efforts were post March 31, 2018.** The majority of the reserve is held in the form of bank cash deposits totaling £48,185 versus £69,034 as of the prior year end.



## RESERVES POLICY

Unrestricted reserves are to comprise total reserves to the charity less those reserves which have been restricted or designated for specific purposes. Unrestricted reserves should not exceed what is required to support on-going operations for up to 12 consecutive months. The trustees have considered that the most appropriate policy continues to maintain any surplus funds in the form of bank deposits. This policy is kept under review, having regard to the level of funds available. Each year the Finance Committee, in consultation with the senior officer, reviews the reserves policy, taking into consideration the major risks faced by the charity. Any changes to the policy will be proposed by the Finance Committee and approved by the Trustees.



# FINANCIAL REVIEW (CON'T.)

## AMOUNT OF RESERVES HELD

As of 31 March 2018 DFSGl held unrestricted reserves of £48185.

## DETAILS OF FUND MATERIALLY IN DEFICIT

The Charity has no funds materially in deficit.

## GOING CONCERN

The Directors consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

## PRINCIPAL SOURCES OF REVENUE

The Charity relies on a variety of sources, primarily fundraising activities, grants, corporate and individual sponsors, for revenue. For the fiscal years to 31 March 2016 and 2017 DfSGL also benefited from the support of Dress for Success Worldwide for start-up funding and operating capital over the period. For fiscal year March 2017 to March 2018 DfSGL the charity relied on grant funding and fundraising activities.

# FINANCIAL REVIEW (CON'T.)

## EXPENDITURES, INCOME & FINANCIAL POLICIES

The Trustees of DfSGL review planned expenditures and expected income as part of a formal annual budgeting process. Any proposed new expenditures or programmes are inventoried and evaluated prior to incurring costs to ensure adherence to the budget and maintenance of adequate reserves. Risks associated with new or increased expenditures are inventoried and evaluated prior to incurring costs. Mechanisms for mitigation are put in place as soon as deemed necessary.

Internal controls over all forms of income, assets and commitment and expenditure continue to be refined to improve efficiency and. Performance is monitored through a series of operational Key Performance Indicators (KPIs) reviewed regularly by the Trustees. Financial management information is prepared and presented to the Finance Committee on a monthly basis and to the Trustees for regular review

As previously reported, the move to new premises in September 2016 resulted in a meaningful reduction in facilities costs and a realignment of staffing contributed to a 13% reduction in related expenditure without diminution of delivery of services to our clients.

With regard to fund raising and advertising, the vast majority of these outgoings can be associated with in kind donation of services, with minimal cash expenditure.

## PRINCIPAL RISKS FACING THE CHARITY

All current financial obligations are short term and flexible in nature and cash flows are monitored monthly and forecasts updated regularly to ensure adequate financial resources for the Charity. In addition, the Charity manages other operational risks with staff and volunteer training, adherence to policies and procedures as well as third party insurances as appropriate.

## NOTE REGARDING IN-KIND DONATIONS

Donated goods and services are recognised in the financial statements when the goods and services are received by the charity and their value can be measured with reasonable accuracy. The value is placed on these resources is their value to the charity.



# PLANS FOR THE FUTURE

The next coming years continue to be a formation period of our growth during our start-up. In 2018/2019 we will **focus on increasing grant funding and corporate funding**. Our focus on the **continued sustainability of our organisation in London** and **the continuance of our ability to meet the demands of the women that we serve**. We would also like to **establish an additional location of donated premises to serve clients in other areas of the London area**. In delivering these plans and the ones set forth below, we are committed to **delivering uncompromising services and meeting all of the global performance requirements established by Dress for Success Worldwide**. We will aim to **continue to maintain a 67% or high success rate in London and deliver the much needed support we provide to the women we serve**.

## KEY GOALS & OBJECTIVES FOR '18-'19:

1. Maintain high standard of service delivery
2. Increase client appointments to 800 annually, through expansion of core services, including launch of additional PWG sessions
3. Retain and engage Volunteers and Staff to deliver core services
4. Grow Advisory Board, Expert Executive Group, and launch YES programme to engage younger professional women in the DfSGL mission
5. Expand fundraising and grant procurement and expand Corporate and Retail partnerships to ensure the long term financial future of the Charity





# STRUCTURE, GOVERNANCE & MANAGEMENT

## DESCRIPTION OF THE CHARITY'S TRUSTS

### Type of governing document

Dress for Success Greater London Limited ("DfSGL") is registered as a charitable company limited by guarantee without share capital. It was set up by a Memorandum and Articles of Association which were incorporated on 13th March 2014. DfSGL and its Trustees are bound by said Memorandum and Articles of Association. **The names of the trustees who served during the year are set forth on page 25.**

### How is the charity constituted

The charity is constituted as a private company limited by guarantee without share capital

### Trustee selection methods

All Trustees are recruited against a role description. Candidates for Trustee positions meet with at least two Trustees (serving as an ad hoc Nominating Committee) to assess suitability for the Board in terms of experience, skills and potential value that they will add. If the candidate is deemed suitable, Board members may by ordinary resolution appoint a person who is willing to be a Trustee under the terms of the Articles of Association. Regular reviews of Trustee Scorecards are undertaken to assess the skills of the current trustees and identify any areas of expertise gaps.

### Additional governance issues

#### **Policies and procedures adopted for the induction and training of trustees:**

New Trustees participate in a comprehensive induction process and are provided with an information pack covering the work of the charity and their responsibilities as a Trustee. The Chair of the Board of Trustees works closely with new Trustees to ensure that they have a good understanding of their role and the contribution that they can make to the charity.

#### **Organisational structure and any wider network within which the charity works:**

The management of the Company is the responsibility of the Trustees (who are also Directors of the charity for purposes of the Companies Act). The trustees review and approve all policies, and follow a strategy set forth in 2015, and recently revised in 2018.

#### **Pay Policy**

All trustees give their time freely and no trustee received remuneration this year. Pay policies for staff and independent contractors should be fair, transparent, competitive, benchmarked and sustainable. DfSGL shall pay its staff and independent contractors competitively and at the same time ensure that it remains prudent, guaranteeing that salary and compensation costs are sustainable at all times. We aspire to pay staff and independent contractors around the medium market pay level for comparable jobs in similar sized charities in London.

#### **Relationship to any related parties**

Dress for Success Greater London is an affiliate of Dress for Success Worldwide

## Reference and Administrative Information

<b>Registered Charity Number:</b>	1160560
<b>Charity's Principal Address:</b>	47 Hobsons Place Woodseer Street London E1 5HH

## Names of the Trustees Who Run the Charity

<b>Trustee name</b>	<b>Office (if any)</b>	<b>Dates acted if not for whole year</b>
Juanita R. Ingram	Chair	
Nina Patel	Vice Chair	
Wendy Leyland	Treasurer	From 20 February 2017
Gregory Davison		
Susan Denmead		
Tyler Harnish		
Frances Hutchinson		
Pamela Jones		
Katherine Bryant		From 20 February 2017
Rina Einy		From 20 February 2017
Alanna J Thompson		
Jessica Lion		From 20 February 2017
Megan Marshall		From 20 February 2017
Monica Pahwa		From 20 February 2017
Katy Pell		From 20 February 2017
Therese Prince		From 20 February 2017
Stacey Quaye		From 20 February 2017
Donna Reeves		From 20 February 2017
Ambrita Shahani		From 20 February 2017
Shaundra Hamilton		To 31 December 2016
Heather McCormick		To 31 December 2016

**Corporate Trustees – names of the directors at the date the report was approved**

**Director name**

Juanita R. Ingram  
Katherine Bryant  
Susan Denmead  
Rina Einy  
Tyler Harnish  
Wendy Leyland  
Jessica Lion  
Megan Marshall  
Monica Pahwa  
Kathryn Pell  
Therese Prince  
Stacey Quaye  
Donna Reeves  
Ambrita Shahani

**Name of trustees holding title to property belonging to the charity**

Not applicable

**Funds held as custodian trustees on behalf of others**

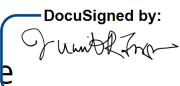
Not applicable


**Names and addresses of advisers (optional information)**

Type of Adviser	Name	Address
Accountant	MHR Consultancy	Minster House, 126a High Street, Whitton, Twickenham, Middlesex, TW2 7LL

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature   
49C749DBE0434F9...

Signature   
FBCDCDE337B5448...

Fill Name: Juanita Ingram

Susan Denmead

Position: Co-Founder, Board Chairman, &  
PR & Marketing Chair

Co-Founder; Development Chair &  
Corporate Liaison

Date: 29 October 2018



**Dress For Success Greater London Ltd**  
**Company Limited by Guarantee**  
**Unaudited Financial Statements**  
**31 March 2018**

**MHR CONSULTANCY LTD**

Chartered Management Accountants  
Minster House, 126a High St  
Whitton  
TWICKENHAM  
Middlesex

**Company Limited by Guarantee**

**Financial Statements**

**Year ended 31 March 2018**

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# **Dress For Success Greater London Ltd**

## **Company Limited by Guarantee**

### **Directors' Report**

**Year ended 31 March 2018**

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The directors present their report and the unaudited financial statements of the company for the year ended 31 March 2018.

#### **Directors**

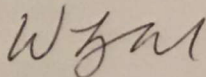
The directors who served the company during the year were as follows:

K Bryant  
G Davis  
S Denmead  
R Einy  
T Harnish  
F Hutchinson  
J Ingram  
P Jones  
W Leyland  
J Lion  
M Marshall  
M Pahwa  
N Patel  
K Pell  
T Prince  
S Quayle  
D Reeves  
A Shahani  
A Thompson

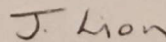
#### **Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

This report was approved by the board of directors on 16 July 2018 and signed on behalf of the board by:



W Leyland  
Director



J Lion  
Director

Registered office:  
Tower 42 30th Floor  
25 Old Broad Street  
London  
EC2N 1HQ



## **Dress For Success Greater London Ltd**

**Company Limited by Guarantee**

### **Chartered Management Accountants Report to the Board of Directors on the Preparation of the Unaudited Statutory Financial Statements of Dress For Success Greater London Ltd**

**Year ended 31 March 2018**

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In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Dress For Success Greater London Ltd for the year ended 31 March 2018, which comprise the statement of income and retained earnings, statement of financial position and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Chartered Institute of Management Accountants, we are subject to its ethical and other professional requirements which are detailed at [www.cimaglobal.com](http://www.cimaglobal.com).

This report is made solely to the Board of Directors of Dress For Success Greater London Ltd, as a body. Our work has been undertaken solely to prepare for your approval the financial statements of Dress For Success Greater London Ltd and state those matters that we have agreed to state to you, as a body, in this report in accordance with the requirements of the Chartered Institute of Management Accountants as detailed at [www.cimaglobal.com](http://www.cimaglobal.com). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Dress For Success Greater London Ltd and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Dress For Success Greater London Ltd has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Dress For Success Greater London Ltd. You consider that Dress For Success Greater London Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Dress For Success Greater London Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

MHR CONSULTANCY LTD  
Chartered Management Accountants

Minster House, 126a High St  
Whitton  
TWICKENHAM  
Middlesex  
TW2 7LL

16 July 2018

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**Dress For Success Greater London Ltd****Company Limited by Guarantee****Statement of Income and Retained Earnings****Year ended 31 March 2018**

	Note	2018 £	2017 £
Turnover		173,584	244,152
Cost of sales		58,552	44,577
<b>Gross profit</b>		115,032	199,575
Administrative expenses		135,880	166,338
<b>Operating (loss)/profit</b>		(20,848)	33,237
<b>(Loss)/profit before taxation</b>	6	(20,848)	33,237
Tax on (loss)/profit		—	—
<b>(Loss)/profit for the financial year and total comprehensive income</b>		(20,848)	33,237
<b>Retained earnings at the start of the year</b>		69,033	35,796
<b>Retained earnings at the end of the year</b>		48,185	69,033

All the activities of the company are from continuing operations.



**Dress For Success Greater London Ltd****Company Limited by Guarantee****Statement of Financial Position****31 March 2018**

	<b>Note</b>	<b>2018 £</b>	<b>2017 £</b>
<b>Fixed assets</b>			
Tangible assets	7	16	206
<b>Current assets</b>			
Debtors	8	5,000	4,000
Cash at bank and in hand		46,400	65,961
		<u>51,400</u>	<u>69,961</u>
<b>Creditors: amounts falling due within one year</b>	9	3,231	1,134
<b>Net current assets</b>		<u>48,169</u>	<u>68,827</u>
<b>Total assets less current liabilities</b>		<u>48,185</u>	<u>69,033</u>
<b>Net assets</b>		<u>48,185</u>	<u>69,033</u>
<b>Capital and reserves</b>			
Profit and loss account		48,185	69,033
<b>Members funds</b>		<u>48,185</u>	<u>69,033</u>

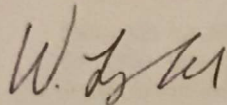
These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

For the year ending 31 March 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

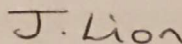
Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements were approved by the board of directors and authorised for issue on 16 July 2018, and are signed on behalf of the board by:



W Leyland  
Director



J Lion  
Director

Company registration number: 08938602



**Dress for Success Greater London Ltd****Company Limited by Guarantee****Notes to the Financial Statements****Year ended 31 March 2018**

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**1. General information**

The company is a private company limited by guarantee, registered in England & Wales. The address of the registered office is Tower 42 30th Floor, 25 Old Broad Street, London, EC2N 1HQ.

**2. Statement of compliance**

These financial statements have been prepared in compliance with Section 1A of FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

**3. Accounting policies****Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**In kind donations**

Donations in kind, excluding volunteer assistance and donated clothes and accessories, are recognised at their reasonable market value when received. Volunteer assistance, donated clothes and accessories are not included in donations in kind as it is impractical to measure reliably the fair value of these donations. As permitted by the SORP the value of these donations are not recognised in the financial statements.

**Going concern**

All current financial obligations are short term and flexible in nature. Dress for Success Greater London Ltd. relies on a variety of sources, primarily fund raising activities, grants, corporate and individual sponsors, which are not guaranteed, for income. The Directors consider that there are no material uncertainties about the charitable company's ability to continue as a going concern and therefore the accounts are prepared on this basis.

**Revenue recognition**

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods supplied and services rendered, stated net of discounts and of Value Added Tax.

**Income tax**

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 schedule 6 Finance Act 2010. Accordingly it is potentially exempt from taxation in respect of income and capital gains received to the extent that such income or gains are applied to exclusively charitable purposes. No provision for taxation has been made in these financial statements.

**Tangible assets**

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses.

**Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment	- 25% straight line
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**4. Company limited by guarantee**

Each member of the Board of Directors provides a Guarantee of £1.

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**Company Limited by Guarantee****Notes to the Financial Statements** *(continued)***Year ended 31 March 2018****5. Employee numbers**

The average number of persons employed by the company during the year amounted to Nil (2017: Nil).

**6. Profit before taxation**

(Loss)/profit before taxation is stated after charging:

	<b>2018</b>	2017
	<b>£</b>	£
Depreciation of tangible assets	190	190

**7. Tangible assets**

	<b>Equipment</b>
	<b>£</b>
<b>Cost</b>	
At 1 April 2017 and 31 March 2018	570
<b>Depreciation</b>	
At 1 April 2017	364
Charge for the year	190
<b>At 31 March 2018</b>	554
<b>Carrying amount</b>	
At 31 March 2018	16
At 31 March 2017	206

**8. Debtors**

	<b>2018</b>	2017
	<b>£</b>	£
Other debtors	5,000	4,000

**9. Creditors: amounts falling due within one year**

	<b>2018</b>	2017
	<b>£</b>	£
Trade creditors	2,260	284
Other creditors	971	850
	3,231	1,134