



**2016 ANNUAL REPORT**



# LETTER FROM BLYTHE

In 2009, I decided to try wearing dresses every day for a month. The next full month was December and—being a lover of wordplay—I quickly came up with a name for my personal style challenge: Dressemer. In 2013, after seeing my lighthearted style challenge grow to delight even people I didn't know personally, I took a leap of faith and aligned Dressemer with anti-trafficking. I had no idea whether this silly idea, born out of boredom, would resonate with people enough to compel them to give. Nervously, I set our campaign goal at **\$25,000**—what felt like a huge, scary goal to me at the time. We hit my scary goal on day three of the campaign, and ended up raising six times my original goal: over **\$165,000**.

Since then, we've raised over **\$3** million, and I have found myself repeatedly needing to recalibrate my vision to keep up with this movement that keeps growing at an incredible pace.

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 a crowd-funded foundation, a collaborative army of advocates; our average advocate raises around **\$200**, and because there are so many of us joined together, we collectively raise millions.

Dressemer is not only an opportunity to actively engage in the fight to end modern day slavery; it is also an opportunity to give in a way that ensures the greatest impact. As a global community, we are increasingly aware of the magnitude and horror of this issue. More and more organizations are forming to help eradicate this issue.



So how do you choose whom to give to? This is where we step in. We seek out programmatic partners and learn about their work, their staff, and their programs, and then collaborate with them to create structured grants that ensure that we have the greatest, longest lasting impact. By partnering with Dressemer, you have the opportunity to be part of substantial, targeted gifts that move the needle forward in ending slavery once and for all.

Thank you for being part of this movement toward a world where no one is robbed of their dignity and their right to be free.

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.

## OUR **FIVE** KEY CRITERIA

Beginning in 2017, we will be vetting our grant partners through five key 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

# ADVOCATE GROWTH

## DRESSEMBER ADVOCATES



2013: **1,200**



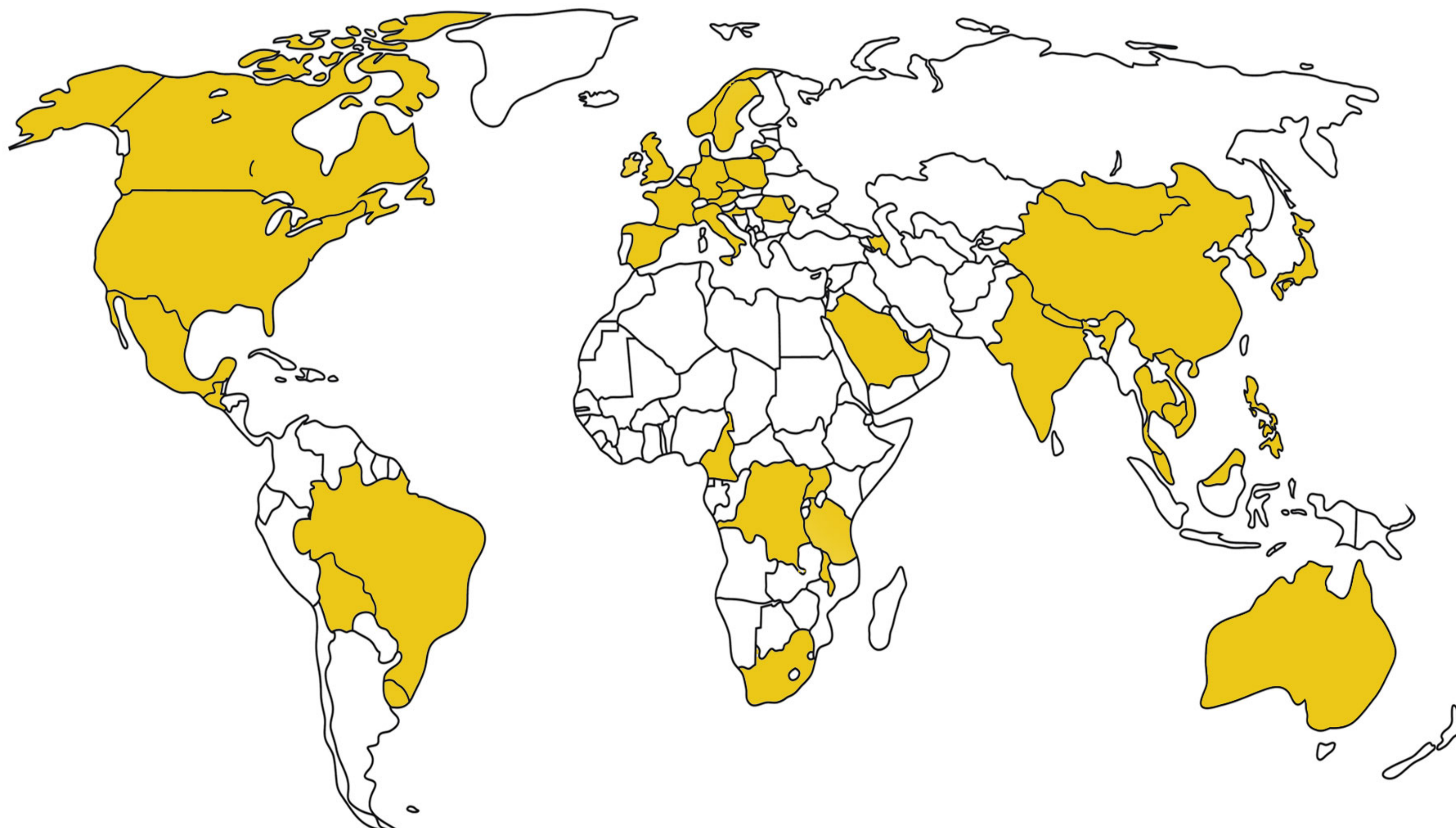
2014: **2,557**



2015: **4,603**



2016: **5,787**



# EQUIPPING, EMPOWERING, AND CELEBRATING THE EVERYDAY ADVOCATE



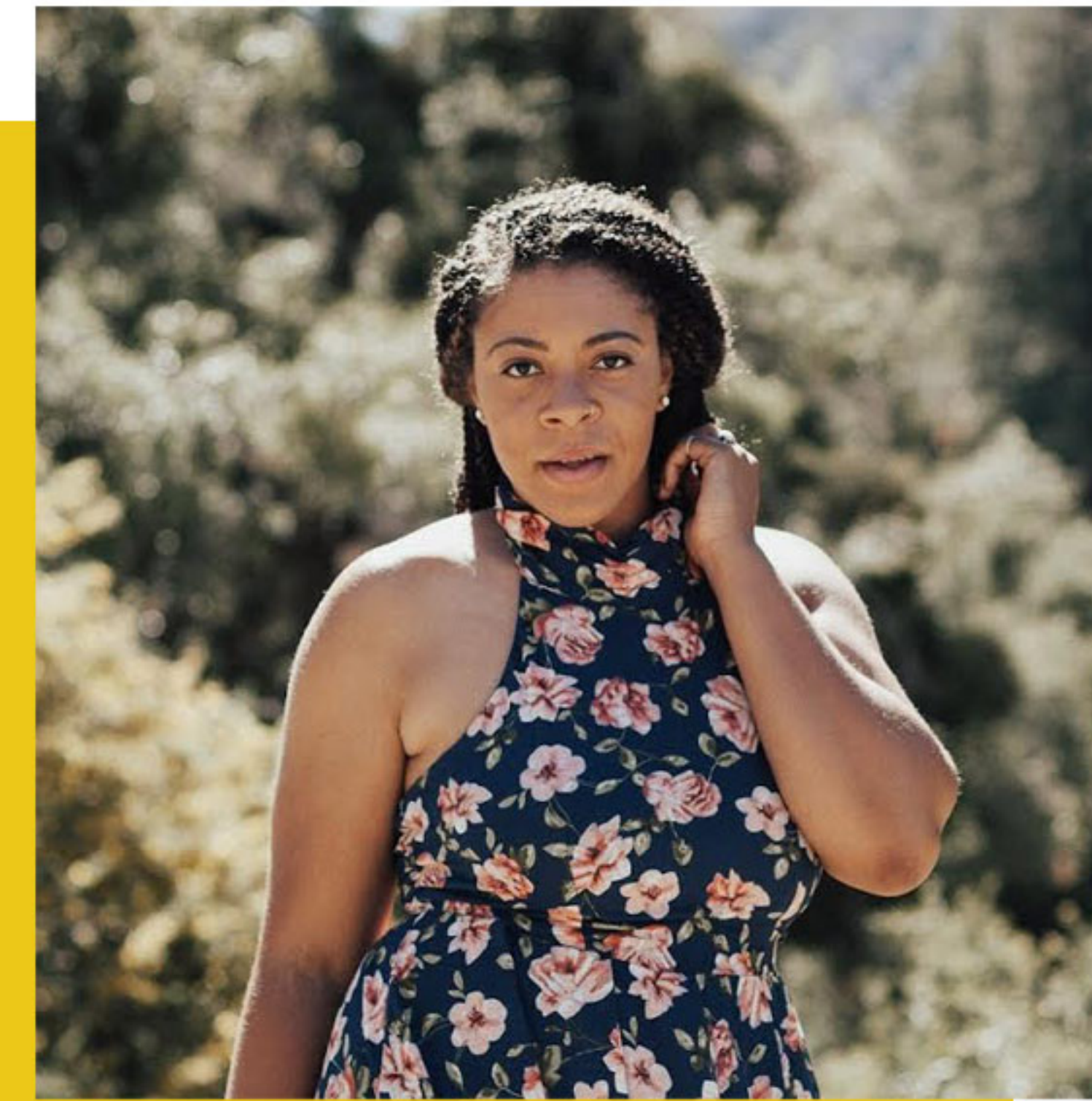
When I first learned about the reality of modern day slavery it seemed big, heavy and paralyzing, I did nothing for a while but then I found out about Dressemer! I can wear a dress! I can make a difference from right where I am and encourage others to do the same. When we stand together it is SO much bigger than just a dress!

**TRACIE  
MADISON, WI**



Dressemer has united me with women and girls of all ages. In addition to the money we've raised every year...I've seen my students feel empowered to positively change the world. Now I look forward with gratefulness to be part of something bigger than myself that results in freedom for others and freedom for me to love in a new way.

**LINNEA  
ERIE, CO**



This past year, a group of creative friends and I joined together in a team effort to participate in Dressemer for the first time. It was the most beautiful and liberating experience I've ever been a part of. Being able to bring words like empowering, strong, capable, warrior and survivor back into the context of being a woman is such an incredible experience. Who says you can't change the world while wearing a dress?

**ARIELLE  
PASADENA, CA**

## \$258

The average amount raised by a Dressemer 2016 advocate

## \$11,000

The amount raised by the top advocate in 2016

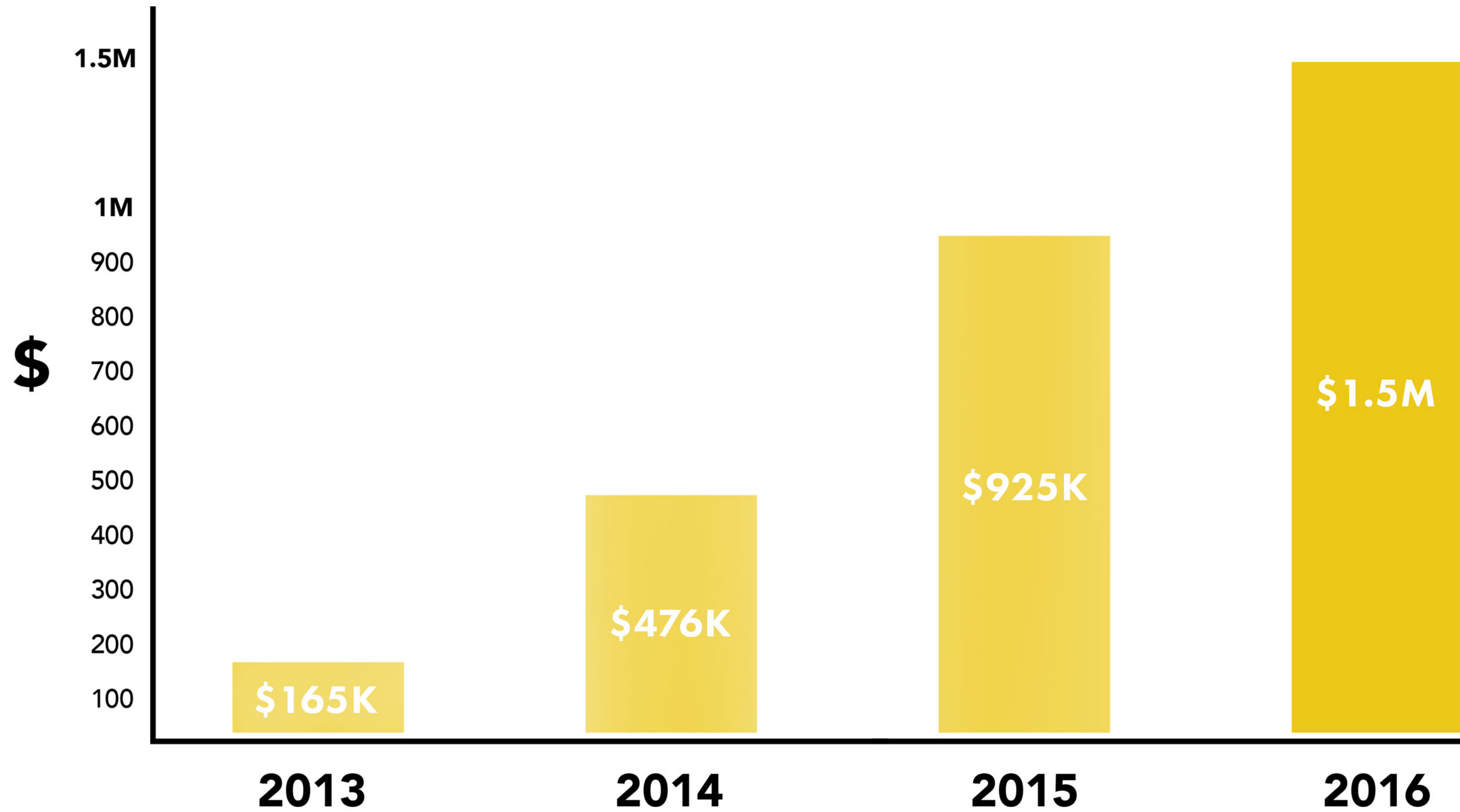
## 5

Average team size

## \$1,235

Average amount raised by a team in 2016

# CAMPAIGN GROWTH



**GROWTH IN FUNDS RAISED YEAR OVER YEAR SINCE 2013**

# GRANTS AWARDED

Since 2013, we've awarded over **\$2.6M USD** in grants. We look for partner organizations we can align with for the long term, in order to have a substantial and lasting impact.

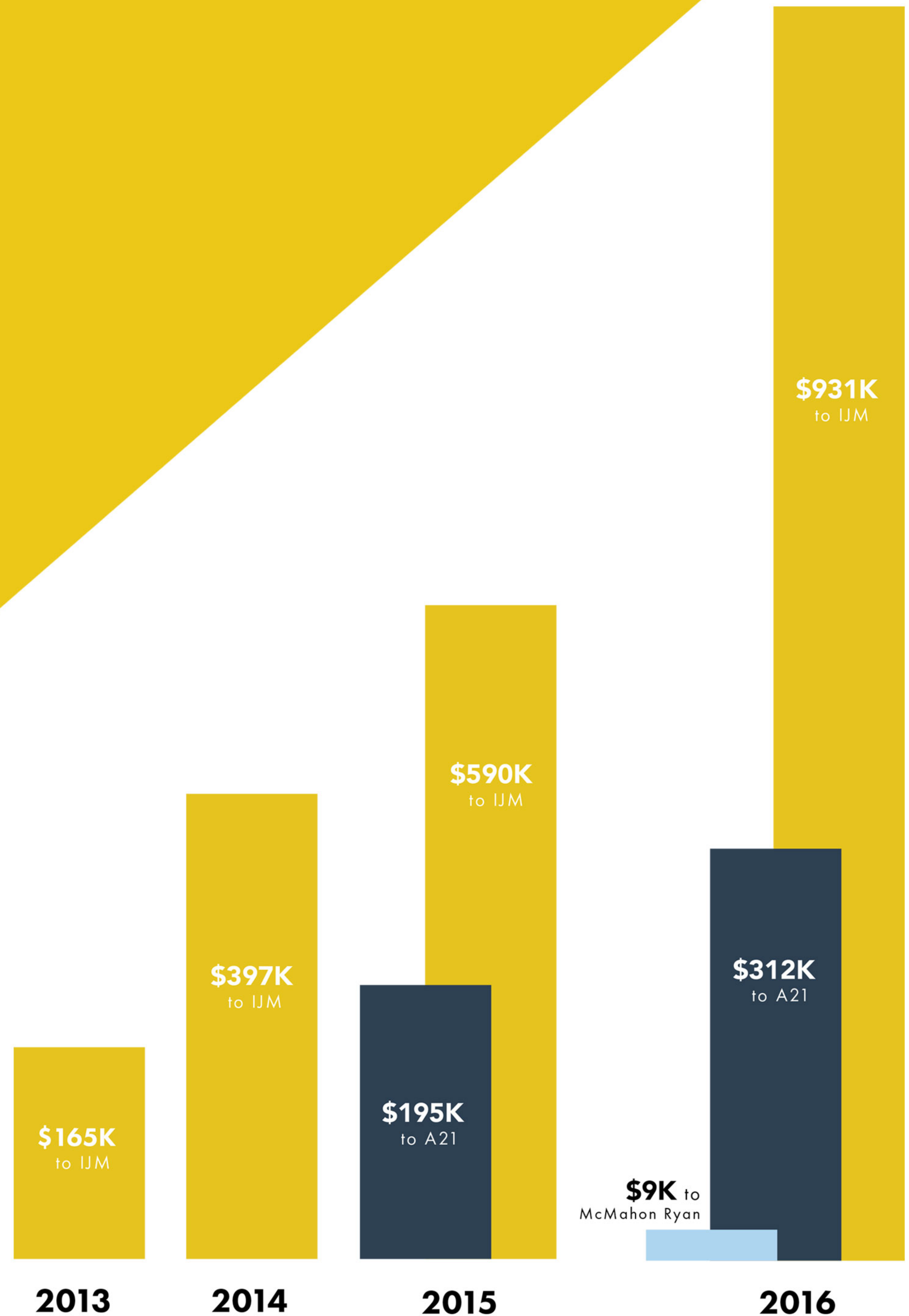
## OUR CURRENT PARTNERS ARE:

**International Justice Mission** – IJM was our first grant partner in 2013. IJM is the world's largest anti-trafficking organization, setting the standard for impact measurement across the nonprofit sector. As a human rights organization, IJM seeks to rescue and restore victims of slavery across the world, while seeking an end to violence against the poor. More information can be found at [www.ijm.org](http://www.ijm.org)

**A21** – We began partnering with A21 in 2015, after seeing the impact they are having in trafficking awareness and prevention. The majority of trafficking recruitment happens through fake job opportunities, so A21 works in countries like Greece, with vulnerable populations like refugees, to educate and prevent trafficking from happening. More information can be found at [www.a21.org](http://www.a21.org)

**McMahon Ryan** – In 2016, we added our first domestic partner organization. McMahon Ryan is a Child Advocacy Center in Syracuse, New York, that focuses on prevention through education and outreach to at-risk youth, as well as aftercare for child survivors of trafficking. They are the first of hopefully several domestic partnerships for Dressember. More information can be found at [www.mcmahonryan.org](http://www.mcmahonryan.org).

Beginning in 2018, we will invite a handful of US-based organizations to submit applications for grant partnership as part of our vision to have both a local and international impact.



# THE DRESS COLLECTION

In 2016, we partnered with Elegantees for a second year to create an official Dresember Dress Collection that included three styles in four colors.

These dresses were handmade by survivors of sex trafficking in Nepal. Elegantees works directly with an NGO in Nepal that rescues **20,000** people from trafficking each year, then provides aftercare, job training, and dignified work at a fair wage.

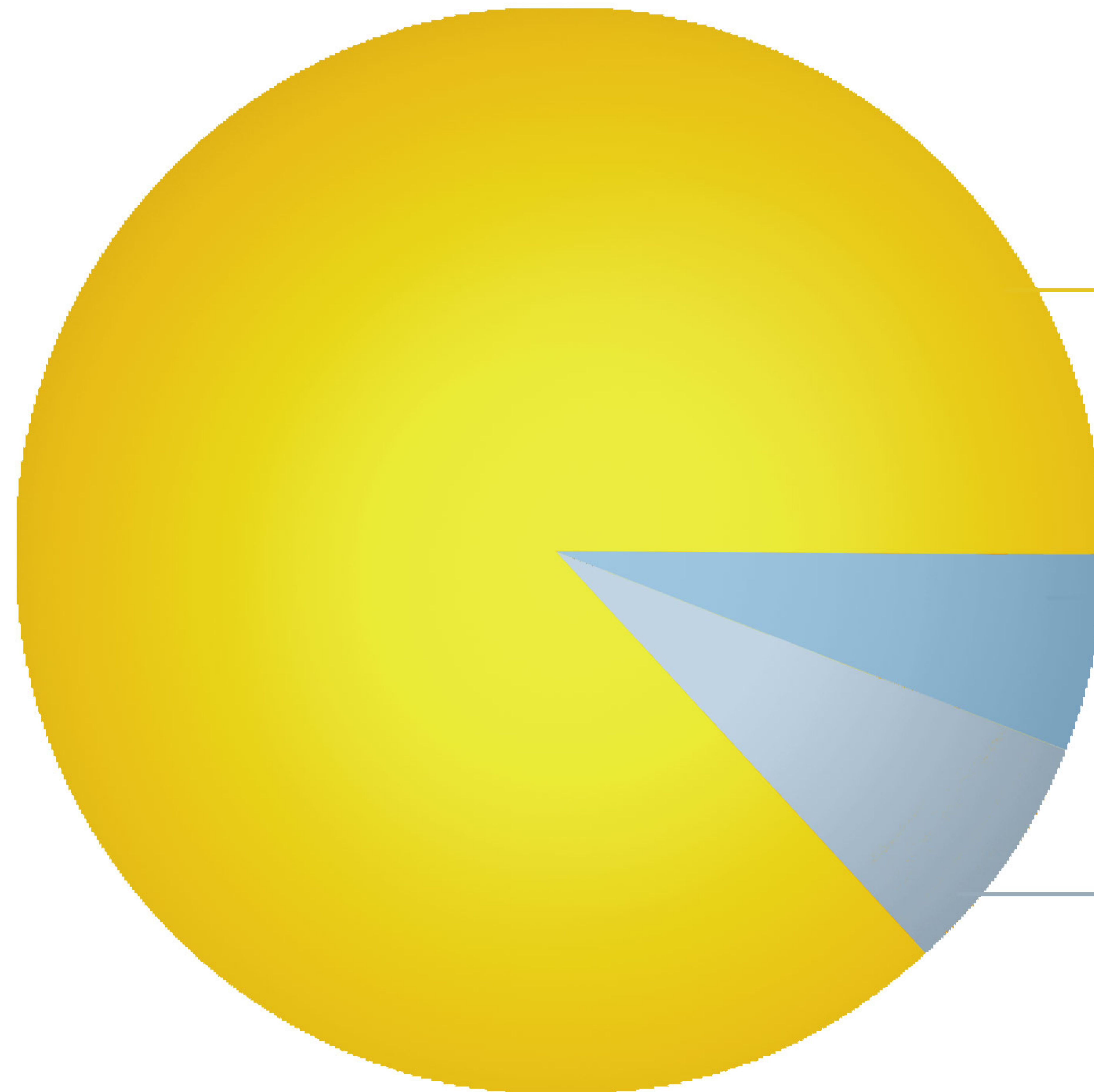
There is a waiting list of over **500** women who want to work in Elegantees' sewing center. The demand Dresember creates for these dresses helps sustain and create vital jobs for these survivors.

To view the Dresember Dress Collection, visit [www.dresember.org/shop](http://www.dresember.org/shop).





## HOW WE SPEND OUR FUNDS



**88% PROGRAMS:**

*Grants to organizations combatting human trafficking.*

**7% FUNDRAISING:**

*Online campaign platform & credit card fees.*

**5% ADMIN:**

*Salaries, operations & supplies.*

# FINANCIALS

<b>STATEMENT OF FINANCIAL POSITION</b>			
<b>ASSETS</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>CASH</b>	<b>\$169,831</b>	<b>\$113,983</b>	<b>\$32,368</b>
<b>ACCOUNTS RECEIVABLE</b>	<b>2,690</b>	<b>-</b>	<b>-</b>
<b>PREPAID</b>	<b>6,486</b>	<b>5,735</b>	<b>735</b>
<b>INVENTORY</b>	<b>2,397</b>	<b>1,018</b>	<b>-</b>
<b>PROPERTY AND EQUIPMENT, NET</b>	<b>1,061</b>	<b>-</b>	<b>-</b>
<b>TOTAL ASSETS</b>	<b>\$182,465</b>	<b>\$120,736</b>	<b>\$33,103</b>
<b>LIABILITIES &amp; NET ASSETS</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>TOTAL LIABILITIES</b>	<b>\$13,208</b>	<b>\$11,391</b>	<b>\$8,179</b>
<b>UNRESTRICTED NET ASSETS</b>	<b>169,257</b>	<b>109,345</b>	<b>24,924</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$182,465</b>	<b>\$120,736</b>	<b>\$33,103</b>

<b>STATEMENT OF ACTIVITIES</b>			
<b>REVENUES</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>CAMPAIGN CONTRIBUTIONS</b>	<b>\$1,489,787</b>	<b>\$922,130</b>	<b>\$464,460</b>
<b>SALES</b>	<b>13,330</b>	<b>2,357</b>	<b>-</b>
<b>OTHER INCOME</b>	<b>143</b>	<b>848</b>	<b>-</b>
<b>TOTAL REVENUES</b>	<b>1,516,222</b>	<b>945,752</b>	<b>470,988</b>
<b>EXPENSES</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>COST OF GOODS SOLD</b>	<b>3,357</b>	<b>1,029</b>	<b>-</b>
<b>GRANTS</b>	<b>1,255,102</b>	<b>783,747</b>	<b>394,791</b>
<b>PAYROLL AND EMPLOYEE BENEFITS</b>	<b>52,998</b>	<b>-</b>	<b>-</b>
<b>PROFESSIONAL SERVICES</b>	<b>66,987</b>	<b>38,573</b>	<b>30,066</b>
<b>OPERATIONS</b>	<b>9,573</b>	<b>3,672</b>	<b>7,070</b>
<b>TRAVEL</b>	<b>10,012</b>	<b>2,565</b>	<b>-</b>
<b>OTHER</b>	<b>58,281</b>	<b>31,745</b>	<b>14,137</b>
<b>OPERATIONS</b>	<b>9,573</b>	<b>3,672</b>	<b>7,070</b>
<b>TOTAL EXPENSES</b>	<b>1,456,310</b>	<b>861,331</b>	<b>446,064</b>
<b>CHANGE IN NET ASSETS</b>	<b>59,912</b>	<b>84,421</b>	<b>24,924</b>
<b>NET ASSETS, PRIOR YEAR</b>	<b>109,345</b>	<b>24,924</b>	<b>-</b>
<b>NET ASSETS, CURRENT YEAR</b>	<b>\$169,257</b>	<b>\$109,345</b>	<b>\$24,924</b>

# VISION FOR 2017

In 2017, we hope to grow our community of advocates in numbers and geography. We also hope to increase the impact each individual has and feels. We will do this through providing more tools, tips, stories, and resources to our advocates than ever before. We also hope to grow the definition of advocacy to outlast our campaign season. We aim to equip a community of advocates who realize the power they have in every decision they make throughout the year—that the things they buy, the things they wear, the things they say are all opportunities to advocate for the dignity of others.

We will also be stepping into deeper relationships with our grant partners, engaging in an even more collaborative process of structuring grants to have a more strategic impact within and through their work in the larger anti-trafficking landscape.

Beginning in 2018, we will expand our domestic grant partnerships, aiming to eventually blanket the US with regional partners that feel local to all our US-based advocates and supporters. This is out of our vision to strengthen our impact both internationally and locally.

We hope you'll join us in the fight to end human trafficking across the world!

Sign up to be a 2017 advocate at [www.dressember.org](http://www.dressember.org).