

IMAGE FOR SUCCESS RETAIL STORE:

1557 Fourth Street  
San Rafael, CA

RETAIL SHOP HOURS:

Tues & Weds  
11AM – 5 PM

Thurs-Sat  
11AM – 6PM NEW!!

CLOTHING DONATION HOURS:

Mon, Weds, Fri  
9AM to Noon or by appointment  
1557 Fourth Street, San Rafael  
Please drive behind store for donation  
drop off. There is a parking lot which  
you can enter next door to Atman  
Computer.

Small clothing donations are also  
accepted 7 days a week at the  
Concierge in the Village at Corte  
Madera. The office is located  
between Boudin SF and Starbucks  
at the Nordstrom end of the  
shopping center.

Concierge Hours:  
Mon-Fri 10 AM-8 PM  
Sat 10AM-7PM  
Sun 11AM-6PM

Image For Success  
Tel: 415-472-5855  
www.imageforsuccess.org



1557 Fourth Street  
San Rafael, CA 94901



Non-Profit  
U.S. Postage  
**PAID**  
Permit 39  
San Rafael, CA

Image for Success (IFS) is a non-profit organization dedicated to providing two-week wardrobes to disenfranchised men, women and children in Marin County who are transitioning toward self-reliance. Image for Success not only provides the suit for the interview, but also clothes for every day – a critical need when someone is making the effort to change their life. Our volunteer personal shoppers give each client special attention in the selection of a wardrobe that fits their current circumstance. Our goal is to offer individuals a profound and revived sense of dignity and self-assurance that comes with looking their best. This service is provided in our Men's, Women's and KID's Boutiques in San Rafael, located in Marin County, California.

# image for success 2009 annual report



Diane Ettelson  
Image For Success  
Executive Director

### Message from Image for Success Board President

Due to the generosity of our donors and the dedication and diligent effort of our volunteers, staff members, and Board members, Image for Success (IFS) is proud to report that we continue with great success to fulfill our mission to remain a volunteer-based, non-profit organization dedicated to providing clothing for men, women and children of Marin County who are transitioning to a life of self-reliance.

On behalf of the Board of Directors and the Image for Success Staff, I am pleased and honored to announce the appointment of our new Executive Director, Diane Ettelson.

*Cindy Walker*



Robert Burton  
Client of the Year

Diane Ettelson comes to Image for Success with an extensive background in public relations, public policy, and non-profit communications. A seasoned media executive, she's held senior positions at LucasFilm, Edelman Productions, and MyPrimeTime, Inc. Diane's experience in management, operations, and finance combined with lifelong efforts fundraising and volunteering in the community will enable her to grow IFS to the next level.

As IFS Executive Director, Diane will focus her efforts on fund development, strategic planning, and community relations in order to maximize IFS' impact and better serve its clients. She's passionate about IFS' mission and looks forward to the opportunity of serving the community she calls home. Diane lives in Tiburon with her husband and two daughters.

*"Thank you so much. I know that the work you're doing makes a supreme difference. I know not everyone is able to express that to you, but I'm sure an hour with an Image for Success personal shopper will change lives in miraculous ways."*

*Message from appreciative IFS client*



Nina Peschcke-Koedt  
Client of the Year



## 2009 highlights

- 1,264 clients dressed. A 9% increase from 2008
- 17% increase in male clients from 2008
- 5,400 volunteer hours contributed
- 12 community clothing drives
- 100 coats provided to Marin Link for the Homeless
- Completion of IFS facility upgrade:
  - Re-organization of IFS clothing intake area, thanks to the Rotary Club of San Rafael Harbor
  - Creation of an IFS volunteer lounge and renovation of IFS executive office, thanks to a private donation
- New Executive Director hired
- PhilanSHOPIC event with White + Warren and ISDA & Co.
- Participation in Ambassadors for Hope & Opportunity Youth Connect
- Ongoing image training workshops for the Conservation Corps
- Successful annual luncheon celebrating 10 years of IFS

## 2009 FINANCIAL STATEMENT

	REVENUE
Corporate Contributions	\$5,000
Fee for Service	\$10,700
Individual Contributions	\$31,442
Grants	\$33,291
Retail Store/Consignment	\$129,298
Interest Earned	\$384
Fundraising	\$60,729
Reserves	\$12,909
Total	\$283,753

	EXPENSES
Administrative	\$132,458
Fundraising	\$23,834
Direct Program Expenses	\$28,863
Operating Expenses	\$87,874
Retail Store	\$10,724
Total	\$283,753

“My spirits have lifted; I feel energized, confident and optimistic – all because some very special people gave me a helping hand. Image for Success has made a difference in my life.”

IFS Client

“The experience at Image for Success is one that I will treasure forever. I was received with open arms and bright inviting smiles. What a fabulous service and a tremendous gift to the community.”

IFS Client

## IMAGE FOR SUCCESS BOARD OF DIRECTORS - 2010

Cindy Walker- President  
Ken Gosliner- Vice-President  
Donna Hale – Secretary  
Larry Miller – Treasurer  
Janet Hayward  
Diane Parente  
Cheryl Popp  
Asher Rubin  
Kristi Sandford

Emeritus Board Member/Founder  
Barbara Lee

## IMAGE FOR SUCCESS STAFF

Diane Ettelson  
Executive Director

Francesca “Skipper” Cummings  
Program & Services Coordinator

Susan Freedman  
Boutique Manager

Aislinn Byrne  
Retail Store Coordinator

Of course, we appreciate receiving clothing donations but we also depend on the generosity of our community to keep our operation running.

### FINANCIAL CONTRIBUTIONS BY MAIL OR PHONE:

Image for Success  
1557 Fourth Street  
San Rafael, CA 94901  
415-472-5855

### DONATE ONLINE BY CREDIT CARD WITH PAYPAL:

[www.imageforsuccess.org](http://www.imageforsuccess.org)

### DONATE YOUR CAR:

Please consider donating your used vehicle to Image for Success! Your car, truck, RV, or boat can help those transitioning to a life of self-reliance. It's a tax deductible gift and towing is free. Call 877-411-DONATE.

### BEQUESTS:

Make a gift to Image for Success in your will or other estate plans. Designate Image for Success as your beneficiary for any unused portion of your IRA or as a beneficiary of a Charitable Living Trust. For more information on the types of gifts you may want to make, please speak with your accounting or investment professional.

All contributions are tax-deductible to the extent allowed by law. IFS 501c3 ID#94331026.

C O R P O R A T E  
P A R T N E R S

Autodesk  
Bank of Marin  
Goodman Marketing Partners  
TJXX  
PG&E  
Village at Corte Madera  
Westamerica Bank  
GMAC  
Lucasfilm Ltd.  
Montecito Marketplace  
Vali Cooper & Associates  
Frank Howard Allen  
Tamalpais Bank  
Private Ocean LLC  
DeMartini & Walker Law Offices

F O U N D A T I O N S /  
G R A N T S

Lions Club/San Rafael  
Donner Foundation  
Tamalpais Bank  
Do a Little Foundation  
St. John Church, Ross Mission  
Marin Academy  
Susan Adams (Supervisor)  
Marin Charitable Assoc.  
Conservation Corp  
Marin Community Foundation  
Marin Employment Advisory Council

D O N O R S

B E N E F A C T O R  
G I F T S T O \$ 1 0 , 0 0 0

Conservation Corp  
Donner Foundation  
Do a Little Fund  
Goodman Marketing Partners  
Ken and Joan Gosliner  
Donna and Jim Hale  
Marin Community Foundation  
Cindy and Jake Walker

P A T R O N  
G I F T S T O \$ 2 5 0 0

Susan Adams (Supervisor)  
Autodesk  
Bank of Marin  
Marin Charitable Association  
PG&E  
TJXX  
Village at Corte Madera

P A R T N E R  
G I F T S T O \$ 1 0 0 0

Eric and Hollis Briese  
Brownrigg Charitable Trust  
Carolyn And Peter Goodman  
Liz and Joseph Greenberg  
Janet McAllister  
Carol and Merle Meyers

Larry & Gerri Miller  
Penelope More  
St. John Church, Ross Mission  
Brian and Susanne Trainor  
Westamerica Bank  
Angela Wildman

S U P P O R T E R  
G I F T S T O \$ 5 0 0

Bunko Babes  
Joan Capurro  
Elsie R. Carr  
Suzanna Coxhead  
Mitzi Forsland  
Susan and Wayne Freedman  
GMAC  
Gerald M. and Carole H. Gunn  
Erika Hagopian  
Leni and Doug Herst  
Susan Lachtman  
Barbara D. Lee  
Lions Club/San Rafael  
Lucasfilm Foundation  
Marin Academy  
Marin Employment Advisory  
Council  
Montecito Marketplace  
Stephanie Novembri  
Diane Parente  
Ralph & Elizabeth Peer  
Jan Roobian  
Natalie Sandell  
Sausalito Woman's Club  
Donald and Gail Schreuder  
Zorinne K. Schwartz  
Vali Cooper & Associates  
Carol Wallace  
Dennis and Pamela Whipp  
Ellen White

F R I E N D S  
G I F T S T O \$ 1 0 0

Susan Adams  
Jennie Aho  
Jerry and Marcia Amada  
Lorene S. Arbois  
Betsy Baxter  
Diane Bazler  
Philippa Beaumont  
Anke Betic  
Susan Bezman  
Sue Boland  
Tessa Bowers  
Kelle Brickley  
Joan Brown  
Winnie and Bill Caulkins  
Michelle Conte  
Suzanna P. Coxhead  
Jim Tillson and Skipper Cummings  
Jill Denney  
Mary Donovan  
Carol & Alan Feren  
Frank Howard Allen  
Paula Frankel  
Alice Fredericks  
Barbara Furstenberg  
Anna Graham Gale  
Rita Gershengorn  
Elissa Giambastiani  
Jennie & John Gill  
Give with Liberty  
Mitchell and Antoinette Golbus  
Liz Greenberg

Erika Hagopian  
Annemarie K. Hellmann  
Sonia M. Hotle  
Pam & Derek Howard  
Claude & Katharine Jarman  
Patrica Jenkins  
Patrice Kavanaugh  
Terry & Robert Keyes  
Stephan & Julia Kimball  
Lauren Fogel  
John Lenser  
Marcia A. Lenser  
Judy and Bill Levinson  
Rodger Lippa  
Nancy Anne MacPhee  
Jeanne Mardis  
Pam Martori  
Katherine McLaughlin  
Susan Molinari  
Chris and Maureen Morgan  
Catherine Munson  
William Murray  
Candi Krough-Myers and Alan  
Myers  
Robert and Susan Nalducci  
Robert & Diane Neuhaus  
JoAnn & Roger Nissim  
Gary and Dona Novack  
Gerald O'Sullivan  
Pat Orr  
James and Nancy Osborn  
Nancy W. and James Osborn  
Karen and Mike Palmiotti  
Bruce Patchman  
Larren Pezoldt  
Jan Phillips  
Maria Pitcairn  
Lorraine Platt  
Howard Pohle  
Maria Pracher  
Lidia Pringle  
Private Ocean LLC  
Cyrina Quinlan  
Ruth Rakosky  
Joe Rosenblatt  
Michelle Ruff  
Susan Severin  
Deirdre Sheerin  
Alice Shiffman  
Carol and Sanford Svetcov  
Tamalpais Bank  
Muriel M. Tarrant  
Priscilla Teresco  
Bob Towler  
Constance Vandament  
Carol Ann Weitz  
Christina Wittenkeller  
Lynne C. Worth  
Donald and Susan Young  
Diane G. Ziesing

I N - K I N D D O N O R S

AJ Printing  
Batteries Plus +, San Rafael  
Bead Ladies  
Bellissima Hair Salon  
Blanc Boutique  
Isda & Co., S.F.  
J. Jill, Corte Madera  
Karen Neuberger

Kismet  
Levi Strauss, S.F.  
Lily's Cleaners  
Mary Kay Cosmeticss  
Men's Warehouse  
MSD Consulting Services  
Olde Towne Jewelers, Santa Rosa  
Cyrina Quinlan,  
The Art of Organization  
Ram Printing  
Sylvie & Mado  
White + Warren, NYC  
Workforce Boots, Petaluma

C O N S I G N M E N T  
P A R T N E R S

Encore, San Rafael  
Good Byes, S.F.  
Jaylina's, Mill Valley  
Laurel House Antiques, Ross  
Once and Again, Novato  
Pretty Baby, San Anselmo  
Stella's, San Anselmo  
Swan Dive, Corte Madera  
Unique Boutique, Tiburon  
Yeah Baby, Fairfax



Natalie Sandell  
2009 Volunteer of the Year



Laura Giovannoli  
2009 Volunteer of the Year



Susan Freedman, Staff  
Celebrating her 10 year  
anniversary at Image

[www.imageforsuccess.org](http://www.imageforsuccess.org)

## 2009 VOLUNTEER LIST

Susan Adams  
Tree Allen  
Susan Anderson  
Joan Applebome  
Norma Barnes  
Mary Jo Bassing  
Betsy Baxter  
Diane Bazler  
Philippa Beaumont  
Deborah Berenboim  
Judy Berg  
Angela Bergamini  
Susan Bezman  
Kathleen Boggs  
Sue Boland  
Joanne Boodras  
Jane Brayton  
Sharon Bryan  
Anne Burke  
Collette Cadgene  
Joan Cohen  
Joyce Cole  
Lilyan Cole  
Jamie Coleman  
Diane Connor  
Marc Daniels  
Maritza Davis  
Sarah Lee Davis  
Mary Diamond  
Agnes Dickow  
Linda Douglas

Ellen Duenow  
Rebecca Dugan  
Kay Dunnigan  
Joan Emerson  
Mitzie Forsland  
Fran Freeman  
Jamie Geidt  
Eleanor G. Gilbert  
Laura Giovannoli  
Ken Gomez  
Ken Gosliner  
Joan Gosliner  
Heidi Greenberg  
Liz Greenberg  
Monika Grotz  
Jennifer Gundlach  
Erika Hagopian  
Starr Haines  
Donna Hale  
Janet Hayward  
Leni Herst  
Pam Howard  
Janan Kay Huntsberry  
Marquerite Illingworth  
Marcia Jacobs  
Marte Jansen  
Nancy Jones  
Susan Jones  
Brooke Kamler  
Nancy Knepler  
Carol Kuhn

Leslie Kwartin  
Susan Lachtman  
Josette Lambert  
Karla LaPlante  
Kathryn Lazzaretti  
Barbara Lee  
Paige Lerman  
Lori Levy  
Karen Lievens  
Susanne Light  
David Mann  
Jeanne Mardis  
Eleana Maroth  
Gina Marr  
Janet McAllister  
Carole Meyers  
Larry Miller  
Nancy Mook  
Penelope More  
Stephanie Novembri  
Diane Parente  
Janis Parente  
Dolores Parhomenko  
Anne Paterlini  
Suzan Plath  
Connie Raiche  
Ruth Rakosky  
Homa Rassouli  
Sherri Rice  
Beverly Robbins  
Susan Robinson

Shelia Rosenthal  
Asher Rubin  
Natalie Sandell  
Kristi Sandford  
Ellen Sargent  
Carol Shagoury-Harper  
Victoria Shea  
Laurie Sheldon  
Rice Sheri  
Diane Sidjakov  
Gerlinde Simone  
Pilar & Ariel Sinelnikoff  
Ingrid Skog-Sato  
Carol Slamovich  
Louis (Bud) Speisberger  
Leslie Tognazzini  
Suzanne Sweeney  
Cynthia Thayer Nel  
Paula Trehearne  
Cathy Unruh  
Mimi Little Utley  
Diana Vine  
Sally Ann Wagter  
Cindy Walker  
Selby Walker  
Carol Wallace  
Susan Wheel  
Angela Wildman  
Hannah Wilton  
Nicole Young  
Azadeh Ziai