

# Image for Success 2010 Annual Report

SELF-ESTEEM BEGINS WITH SELF-IMAGE

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

## Message from Diane Ettelson, Image for Success Executive Director



Diane Ettelson,  
Executive Director

Dear Friends,

When Barbara Lee founded Image 12 years ago, she never dreamed it would become what it is today -- a cherished, community institution that profoundly touches the lives of the men, women, and children who walk through its doors.

By providing complimentary, two-week wardrobes to those transitioning to a life of self-reliance, Image is fashioning a new future for thousands in our community. We provide not only the suit for the job interview, but the clothes for every day, a critical need when someone is trying to overcome life's obstacles.

Due to the generosity of our donors and the diligent efforts of our volunteers, staff and Board, Image is thriving. In fact, 2010 was a banner year for the organization. We expanded our services to include cosmetic consultations and haircuts, increased our staff, upgraded our retail store, and developed several promising, new

partnerships with local organizations.

We have many more exciting opportunities to pursue and many more deserving clients to dress. As always, each client will receive a priceless gift — the gift of self-esteem — that only a renewed and refreshed appearance provides.

Every day in our offices on Fourth Street, I am honored to see how Image transforms and uplifts lives in our community. Thank you for the opportunity to work beside you and with you. You have inspired me and encouraged me, and I am grateful beyond measure.

*Diane Ettelson*



Helen Rivenhooser  
2009 Client of the Year



Michael Ent  
2009 Client of the Year

## Barbara Lee, inducted into the Marin Women's Hall of Fame



Barbara Lee, IFS Founder

Barbara Lee, Founder of Image for Success is being inducted into the Marin Women's Hall of Fame for her achievements in the category of Social Change. The organization honors women who serve as role models, demonstrate excellence and contribute to the well-being of Marin County.

Barbara founded Image when she was seventy years old, believing that self-esteem begins with self-image.

She worked as the Executive Director until 2007 and is now an Emeritus Board Member. Her compassion, commitment, and spirit have touched us all. Congratulations, Barbara!



# Image for Success 2010 Annual Report

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## 2010 Highlights

- IFS dressed more than 1,000 clients
- Had record-breaking retail and consignment operations' revenue
- Hired Diane Ettelson, Executive Director , and Tamra Phillips, Intake Coordinator
- Broadened services to include cosmetic consultations and haircuts for select clients
- Upgraded retail store
- Expanded Board of Directors
- Had a very successful Spring Luncheon and Fall Fundraiser
- Developed an exciting, new partnership with the Women's Initiative

*"Fantastic and wonderful! Image for Success is a tremendous gift to the community. I received a new wardrobe and a new beginning."*

*"This has been one of the most uplifting, kind, and comfortable places I have ever been. The volunteers who helped me were amazing."*

*"Thank you for all you do. I'm on my way to a new job and a new life."*

*Messages from appreciative IFS clients*

## 2010 Financial Statement

	REVENUE		EXPENSES
Retail and Consignment Operations	\$159,758	Administrative	\$121,672
Fundraising	\$82,359	Operations	\$85,964
Fee for Service	\$22,010	Direct Program	\$49,923
Individual Contributions	\$32,669	Fundraising	\$41,095
Grants	\$17,561	Retail	\$53,214
Product Donation	\$73,054	SUBTOTAL	\$351,868
Released from Restricted	\$15,540	Reserves	\$51,083
TOTAL	\$402,951	TOTAL	\$402,951

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## Image for Success 2010 Board of Directors

Cindy Walker, President  
Ken Gosliner, Vice-President  
Donna Hale, Secretary  
Larry Miller, Treasurer  
Janet Hayward  
Diane Parente  
Cheryl Popp  
Asher Rubin  
Kristi Sandford  
Barbara Lee,  
Emeritus Board Member/Founder

*Image for Success deeply mourns the loss of Asher Rubin, who was a beloved member of our Board.*

In November 2010,

Image added three new Board Members:

- Kay Dunnigan
- Samantha Tuttle
- Fariba Zolnasr



IFS 2010 Board (from Left to Right): Janet Hayward, Asher Rubin, Ken Gosliner, Cindy Walker, Kristi Sandford, Donna Hale, Diane Parente, Larry Miller.

## Image for Success Staff

Diane Ettelson, Executive Director  
Francesca “Skipper” Cummings, Program & Services Director  
Susan Freedman, Retail and Donations Manager  
Aislinn Bryne, Retail Store Coordinator  
Tamra Phillips, Intake Coordinator

“IMAGE CHANGED  
MY LIFE IN  
MIRACULOUS  
WAYS. THANK  
YOU!”

## Your Donation Makes A Difference

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 PAY PAL:

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

### DONATE YOUR CAR:

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 in your will or estate plans.

Designate IFS as your beneficiary for any unused portion of your IRA or as a beneficiary of a Charitable Living Trust. Ask your accounting or investment professional for more information.

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

## Image for Success Congratulates the 2010 Volunteers of the Year



Sue Sweeney, Intake  
Volunteer Since 2000



Liz Greenberg, Personal Shopper  
Volunteer Since 2000



Sarah Lee Davis, Consignment  
Volunteer Since 2000

### 2010 VOLUNTEER LIST

Tree Allen  
Joan Applebome  
Mary Jo Bassing  
Betsy Baxter  
Diane Bazler  
Phillipa Beaumont  
Deborah Berenboim  
Judy Berg  
Sue Boland  
Sandi Bowman  
Jane Brayton  
Sharon Bryan  
Anne Burke  
Diane Connor  
Dee Cumberland  
Sarah Lee Davis  
Mary Diamond  
Linda Douglas  
Kay Dunnigan  
Joan Emerson  
Mitzie Forsland  
Fran Freeman  
Janet Friedman  
Marcella Friel  
Eleanor Gilbert  
Laura Giovannoli  
Joan Gosliner  
Ken Gosliner  
Heidi Greenberg  
Liz Greenberg  
Monika Grotz  
Jennifer Gundlach  
Erika Hagopian  
Donna Hale  
Janet Hayward

Karin Hebster  
Leni Herst  
Janan Kay Huntsberry  
Marquerite Illingworth  
Charlotte Jarman  
Nancy Jones  
Susan Jones  
Virginia Jones  
Leslie Kwartin  
Susan Lachtman  
Josette Lambert  
Karla LaPlante  
Kathryn Lazzaretti  
Barbara Lee  
Karen Lievense  
Susanne Light  
David Mann  
Gina Marr  
Janet McAllister  
Carole Meyers  
Larry Miller  
Nancy Moock  
Penelope Moore  
Starr Naimes  
Stephanie Novembri  
Diane Parente  
Constance Raiche  
Ruth Rakosky  
Sheri Rice  
Beverly Robbins  
Susan Robinson  
Shelia Rosenthal  
Natalie Sandell  
Kristi Sandford  
Carol Shagoury-Harper  
Aviva Shane

Laurie Sheldon  
Gerlinde Simon  
Pilar Sinelnikoff  
Ariel Sinelnikoff  
Ingrid Skog-Sato  
Carol Slamovich  
Louis (Bud) Speisberger  
Paula Trehearne  
Samantha Tuttle  
Mimi Little Utley  
Sally Ann Wagter  
Cindy Walker  
Susan Wheel  
Angela Wildman  
Lisa Wilson



Linda Douglas, The Marin IJ's  
Volunteer of the Week

## CORPORATE PARTNERS

Anonymous  
Autodesk  
Bank of Marin  
Goodman Marketing  
GMAC  
Seagate Properties  
TJX  
Village at Corte Madera  
Westamerica Bank

## FOUNDATIONS

Donner Foundation  
Fred Gellert Foundation  
Marin Charitable Association  
Marin Community Foundation  
TJX Foundation  
Wells Fargo Foundation

## DONORS

## BENEFACTOR

GIFTS TO \$10,000  
Donner Foundation  
Donna and Jim Hale

## PATRON

GIFTS TO \$2,500

Autodesk  
Bank of Marin  
Joan & Ken Gosliner  
Leni and Doug Herst  
Katherine Hill  
Penelope More  
Diane & Asher Rubin  
Homa Nadiyah Russouli  
Cindy, Jake, and Selby Walker  
Village at Corte Madera  
Wells Fargo Foundation  
Westamerica Bank  
Womens Welfare League

## PARTNER

GIFTS TO \$1,000

Brownrigg Charitable Trust  
Catherine Burke  
Rob and Mitzie Forsland  
Fred and Anne Gellert  
Linda and John Gruber  
Janet McAllister  
Carole Meyers  
Larry and Geraldine Miller  
Darice & Jeff O'Neill  
Reverend Chris Rankin-Williams  
San Rafael Host Lions Club  
Barbara Smith Gemstones  
St. John's Church, Ross Mission  
Carol Wallace

## SUPPORTER GIFTS TO \$500

Beth & John Allen  
Sara Beckman  
Katie Budge  
Elsie Carr  
Bridget Crowe  
Mark & Cathy Deveraux  
Paige Dickow  
Sara & Richard Duryea  
Robert D. Edwards  
Diane Ettelson  
Helene Ettelson  
Paul & DD Felton  
Carolyn Goodman  
Evelyn Haupt  
Janet Hayward  
George Horenstein Family Fdtn  
Katie Jarman  
Karen and Bill Jason  
Lyn Klein  
Frances Lana  
Barbara Lee  
Susan Levitin-Molinari  
Lisa Mantua  
Janet McAllister  
Mark & Susan Morris  
Catherine Munson  
Network for Good  
Joanne & Kenneth Nitzberg  
Clyde & Janet Ostler  
Diane Parente  
John & Maria Pitcairn  
Mary & Bill Poland  
Jan Roobian  
Natalie & Warren Sandell  
Seagate Properties  
Shelley Seward  
Sandford Svetcov  
Ann Taylor  
Carrie Thacher  
Samantha Tuttle  
Sausalito Women's Club  
Bud Spiesberger  
Stephen & Zoe Schwartz  
Don & Kass Simon  
Jan Roobian  
Shunzi  
Pamela Whipp

## FRIENDS GIFTS TO \$100

Susan Adams  
Jennie Aho  
Sue Aldridge  
Frank Howard Allen  
Dana Baldwin  
Mary Jo and Peter Bassing  
Basso-Healy Foundation  
Betsy Baxter  
Diane and Jack Bazler  
Anke Betic

Sue Boland  
Carrie and Frederic Bonnet  
Annie Bowman  
Susan Browne Bowser  
Anne Marie Caple  
Mary Jane Chetelat  
Joseph and Eleanor Cohen  
Zeva S. Cohn  
Laura and Lincoln Collins  
Patti Cook  
Coreen Cordova  
Rene Cournoyer-Kokka  
Maureen Cronin  
Teri Cundall  
Edith Dagley  
Lisa Della Valle  
Jill Denney  
Suzanne Durkin  
Katherine Easley  
Lynne Edminster  
Anne Englert  
Judy Erdberg  
Mollie Eschen  
Carol Feren  
Teri and Ken Frangie-Young  
Charly and Perry Freeman  
Deborah Freissen  
Bill & Melinda Gates Fdtn.  
Joan Gavney  
Kathy Goldsmith  
Owen and Marianne Gray  
Liz & Joe Greenberg  
Monika Grotz  
Louise and Jack Haberman  
Erika Hagopian  
Brian and Betsy Hand  
Pam Howard  
Patricia Jenkins  
Suzanne Karp  
Kathryn Kelly  
Elaine Kimball  
Stephan & Julia Kimball  
Kenneth King  
Judi and Jeff Kirshbaum  
Melanie Kissler  
Valerie Klung  
Susan Lachtman  
John Lenser  
Judy Levinson  
Bob and Deb Lewis  
Sharon Lewis  
Pari Livermore  
Noel and Sylvia Luneau  
Rosie and Noel Marcovecchio  
Dorito Marringa  
Debbie Matthies  
Nancy and Charlie McCarthy  
Patrick and Kathleen McNeil  
Mojon's Bench Winery  
Starr Naines  
Mary Nelson

Marilyn Norman  
Pat Orr  
Gail Owen  
Ellen & Scott Page  
Stephanie Pearson  
Howard Pohle  
Ruth Rakowsky  
Liz Reynolds  
Joyce Rifkind  
Adrian Rodriguez  
Debra Rose  
Joe Rosenblatt  
Sharon Rowbury  
Michelle Ruff  
Sarah Ryan  
Lorraine Sachs  
Gail Schreuder  
Donna Scott  
Judy Shaper  
Jeff and Linda Skinner  
Lisa Smith  
Virginia Snyder  
William Solari III  
Lizanne and Benjamin Suter  
Carol Sweeney  
Sue Sweeney  
Sunrise Home  
Beverly Tanner  
Samantha Tuttle  
Telfords Cigar and Pipe  
Ann and David Thalman  
Stephanie Tomasky  
Constance Vandamant  
Lisa and Bob Varady  
Judy Wagner  
Sally Ann Wagter  
Julie White  
Martha and Blair White  
Lisa Wise  
Lynne C. Worth  
Marvin and Michelle Zwerin

## IN-KIND DONORS

Anisa brushes  
Bernie Benson, CPA  
Bella  
David Feinstein  
Sarah Hardy  
Louis Hernandez  
J.Jill  
Stephen Levinson  
Look at Me Make-Up  
Martin and Osa  
Mini-Stor  
Starr Naines  
Cyrina Quinlan  
Talbots  
Tamalpais Paints  
White + Warren  
Whiting and Davis

## Self-Esteem begins with Self-Image

### IMAGE FOR SUCCESS

1557 Fourth Street  
San Rafael, CA 94901  
Phone: 415-472-5855  
E-mail: [ifs@imageforsuccess.org](mailto:ifs@imageforsuccess.org)  
[www.imageforsuccess.org](http://www.imageforsuccess.org)

#### RETAIL STORE HOURS:

Tues & Wed  
11am—5pm

Thurs—Sat  
11am—6pm

#### CLOTHING DONATION HOURS:

Mon, Wed, Fri  
9am—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.

*Your donation makes a difference!*

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	10am — 8pm
Sat	10am— 7pm
Sun	11am—6pm



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 men, women, and children in Marin County who are transitioning to a life of 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.