



BELLABOUTIQUE

2018/2019

# Annual Report

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# A Note *from the President*

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It is unbelievable that after only five years in operation, this year Bella Boutique served 594 students in need! Bella Boutique's unprecedented growth speaks to the significant community need coupled with an awesome volunteer and partnership network. As we move forward into the 2019/2020 school year, Bella Boutique thanks all of its supporters and asks for continued community support and partnerships so that it can continue to grow and serve these truly deserving students.

**Karen Rogers**

*Bella Boutique Board of Directors President*

## Leadership

### **President**

Karen Rogers

### **VP - Finance**

Jennifer Dodson

### **VP - Program Services**

Starr Nienaber

### **VP - Marketing**

Beth Billingsley

### **VP - Operations**

Sally Shaughnessy

### **VP - Events & Partnerships**

Lindsey Pettit

### **VP - Grantwriting**

Ashley Sheehan

### **Leadership Committee**

Katie McDermott

### **Leadership Committee**

Naomi Amaha-Gallick

### **Leadership Committee**

Kelly Pierson





# The Problem

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Poverty has devastating effects on young people.\* With rising costs of living, Colorado families are struggling. 50% of Colorado students receive free or reduced lunch.\*\* With the costs of sending a child to prom eclipsing \$900\*\*\*, many children are forced to miss out on these exciting milestone events.

## Mission Statement & History

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Bella Boutique was founded in 2014 to provide free prom gowns shoes and accessories to teens in financial need. Bella Boutique is rooted in equity and inclusion, and serves to break down financial barriers to formative events. We do this with the help of personal shoppers in a space designed to replicate a chic dress shop.

Each Bella Boutique shopper is eligible to obtain a free gown, pair of shoes, set of jewelry, a scarf/wrap or jacket, and a purse. Prom season shoppers also receive a voucher for free hair and makeup, graciously provided by the Aveda Institute in downtown Denver.

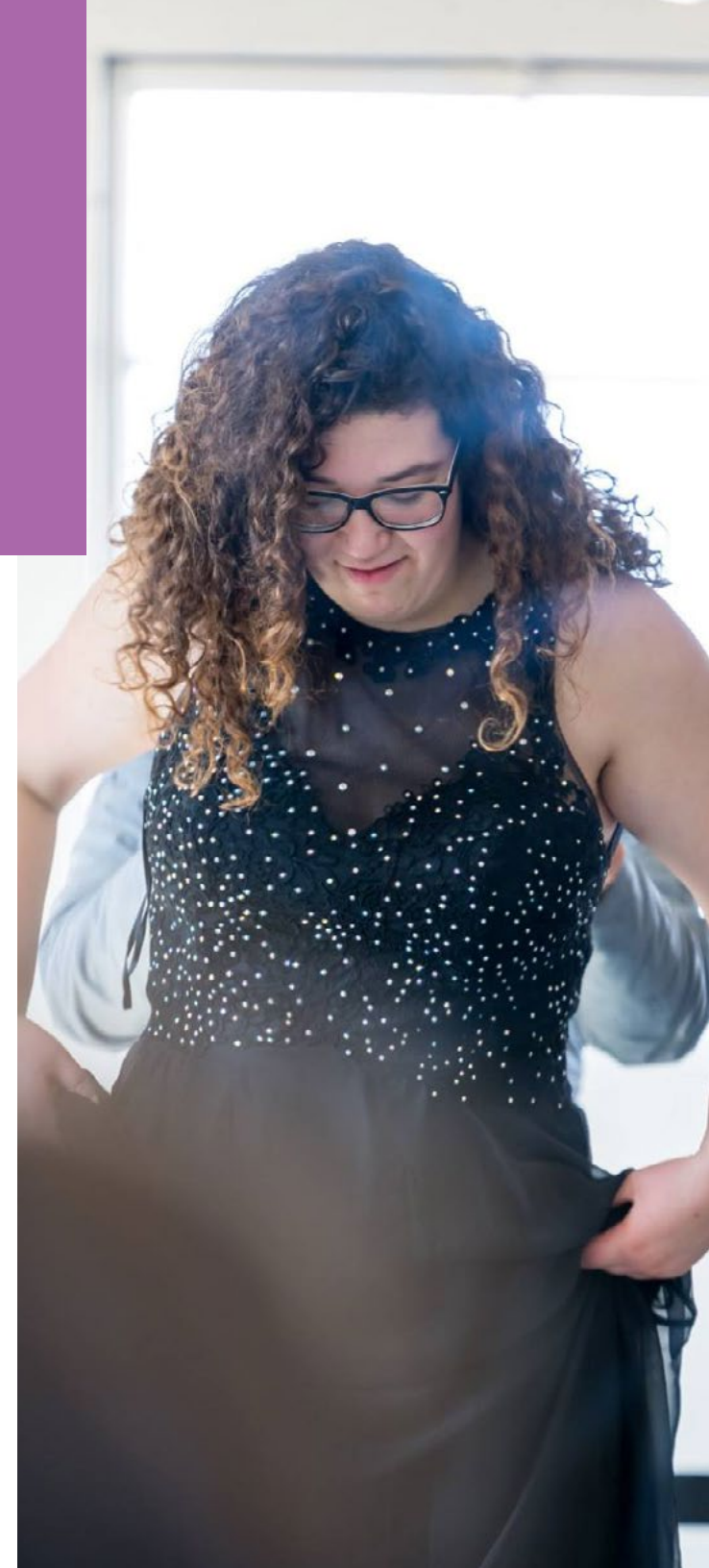
Since 2014, Bella Boutique has provided more than \$217,000 in free formalwear to deserving students from Colorado, as well as Kansas, Nebraska, Wyoming and Montana.

Source acknowledgments

\*<http://www.jstor.org/stable/1602387>

\*\*<https://www.cde.state.co.us/search/node/reduced%20lunch>

\*\*\*According to a 2015 Visa study.



# The Results

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## 2018 Homecoming

To start the 2018-2019 school year, Bella Boutique opened for a four-week homecoming shopping season in September. 125 students took home fantastic homecoming looks, marking the largest homecoming giveaway to date.

2018 was the third time we were able to open a Homecoming season boutique.

With the acquisition of permanent space, we aim to be open annually in both the fall and spring to accommodate the entire academic school year.

**125**

Students Served

**106**

Volunteers

**\$18,600**

Provided in Free Formalwear





## 2019 Prom

The 2019 prom season ran from March through May and was a runaway success. We gave away gowns and more to 469 students from over 100 different schools in this record-breaking season. We also saw an uptick in corporate and group volunteers from the likes of Southwest Airlines, DaVita, Inc., Longmont Giving Circle, Single Volunteers of Greater Denver and the Junior League of Denver. Students are also visiting the shop from greater distances, too.

Prom 2019 saw students arriving from Glenwood Springs, CO, Colorado Springs, CO, Pueblo, CO and out of state shoppers from Goodland, KS, and Harmon, MT.

**\$70,350**

Provided in Free Formalwear

**469**

Students Served

**298**

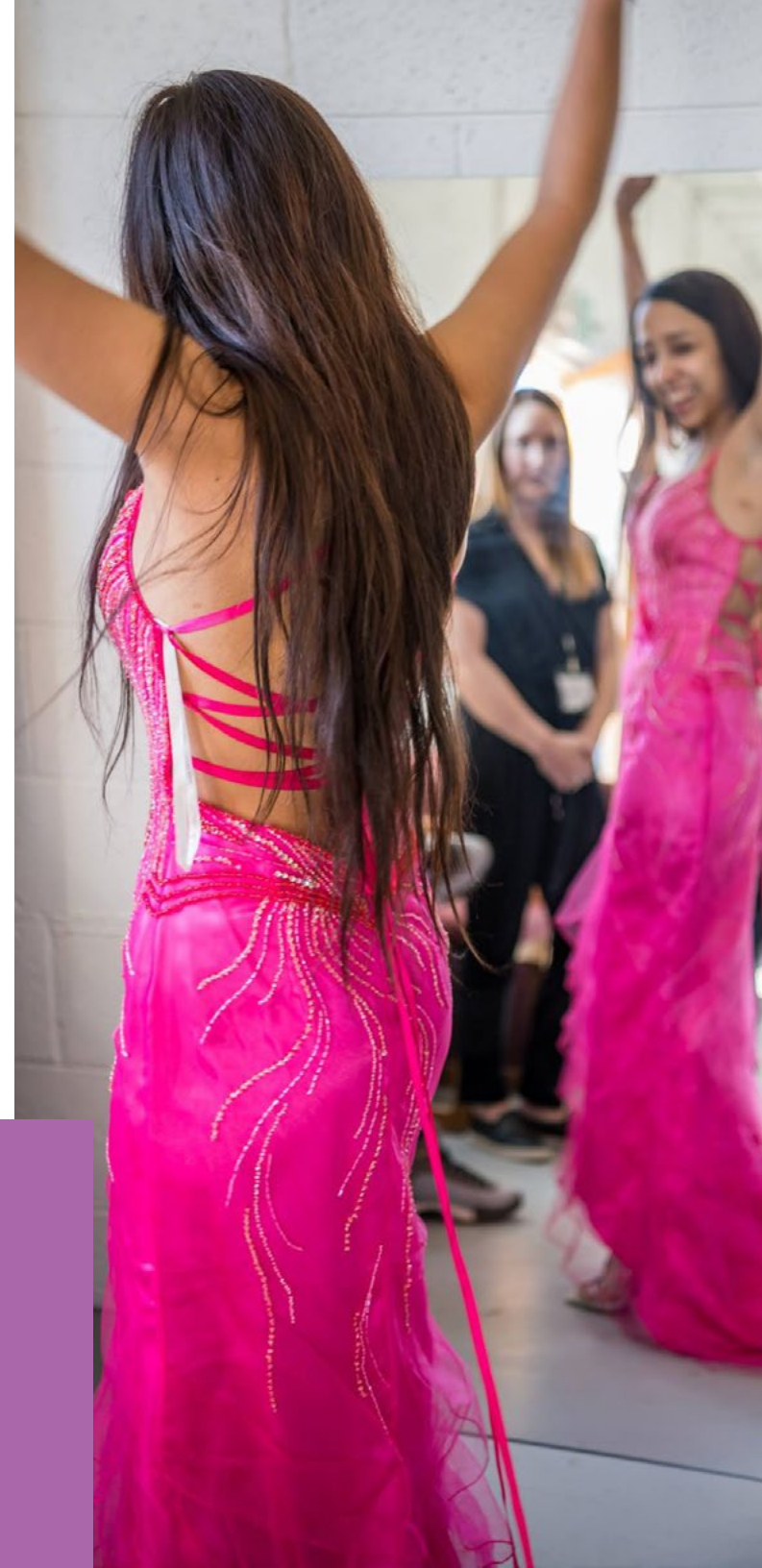
Volunteers

## Top Three Referring Schools

Arrupe Jesuit High School

North High School

Colorado Charter Schools - Osage and GES campuses



# Spotlight

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The Aveda Institute, a world renowned cosmetology training school, is one of Bella Boutique's longest partnerships. Aveda Institute has been providing free hair and makeup services to Bella Boutique's prom season shoppers for four years in a row. In dollars and cents, Aveda has supplied \$3,000 in free services to deserving students through our partnership. While Bella shoppers are in the stylist's chair, they are also hearing about post-secondary career opportunities. This is just one of the ways that Bella Boutique is more than just a dress giveaway.



Hope House is a Denver-based non-profit providing critical services to teenage mothers including educational training and support, parenting and childcare classes, housing and much more. Each year, dozens of students graduate from Hope House programming and they are acknowledged at their annual black-tie gala. Bella Boutique has been partnering with Hope House since 2016 to outfit these accomplished mothers and celebrate their achievements.

# Spotlight

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## Volunteers

Lucy Fisher has been volunteering with Bella Boutique for four seasons. Lucy enjoys bringing her daughter Ruby to volunteer in the shop to instill a personal sense of service to others in her daughter. Ruby enjoys checking students in and browsing the racks to help shoppers find that perfect look.

## Students

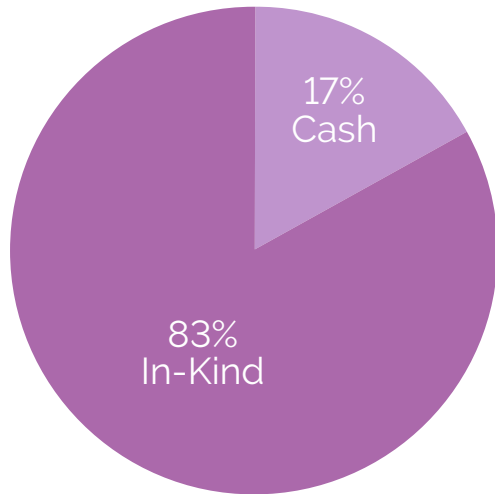
Nya Henderson has shopped at Bella Boutique three times. She even won Homecoming Queen in a Bella Boutique dress! Nya told CBS4 Denver that she enjoys shopping at Bella because the team “really cares” about her and “there is always a great selection to shop from”.



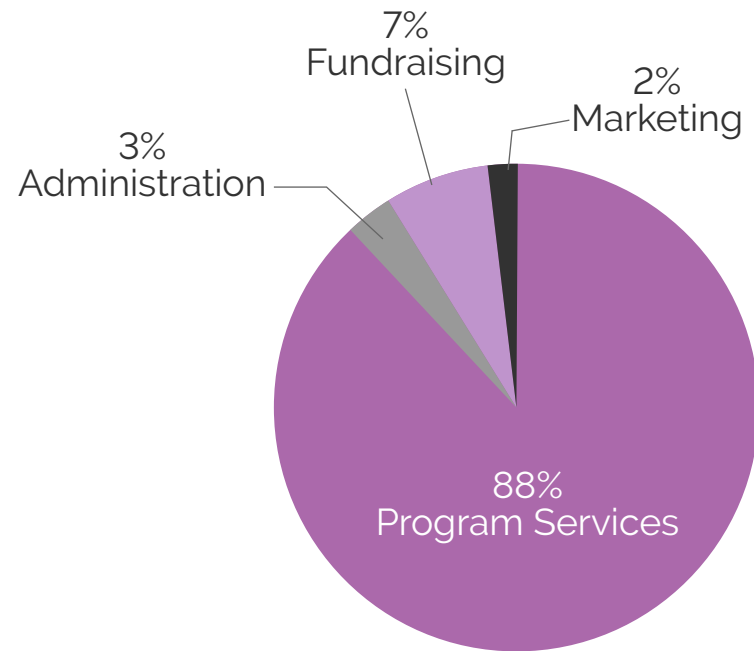


2018/2019

# Revenue & Expenses



**Revenue: \$92,787**



**Expenses: \$76,596**





# Partners & Supporters

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Walmart Foundation

Viking Foundation

Safeway Albertson's Foundation

Amazon Smile

Aveda Institute Denver

Westbrook Development Partners

Richardson Properties

Greenbox SelfStorage

Austin Studio Denver

814 Creative

Banana Republic

Bella Bridesmaids

Compleat Couture

True Love Boutique

The Bridal Collection Occasions

CoBank

Bachus & Schanker CARES  
Foundation

Southwest Airlines

ColorUp Therapeutics

Infinite Monkey Theorem

Fierce45

High Ride Cycle

Pearl Street Fitness

Alamo Drafthouse

White Lotus Therapeutics

Jonny Wong Photography

Barefoot Wine

DU Graduate School of Business

Junior League of Denver

ARC of Denver

Gone for Good

Denver NeuroDiagnostics

Wells Fargo Bank

# Events

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## Bubbles for Bella

In a new partnership, we hosted friends and supporters at RiNo's Infinite Monkey Theorem for a wine tasting event. 50% of all proceeds were gifted to Bella.

## Namaste & Cabernet

ColorUp Therapeutics hosted instructor Kathleen Ryan and Bella friends for a night of Yoga. We were able to sip wines and discuss Bella Boutique's services with new friends at this fun new event.

## Annual Spring Sale

We closed out the school year with our second annual spring cleaning fundraiser where we offered up casual dresses and high-end donations that are not quite right for our teen shoppers.



# 2020 & Beyond

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The Bella Boutique team is working hard to raise critical funds to grow and sustain the mission. We are seeking to raise \$50,000 to secure long-term boutique space, which will enable us to grow 20% annually. We hope to grow the leadership team by another six people to realize more traction on our strategic goals.

## Get Involved

Sponsorships are available for the 2019-2020 year. Please contact our team at [info@belladenver.org](mailto:info@belladenver.org) for more information and how to get involved.



Bella Boutique (EIN) is a registered 501(c)3 non-profit organization based in Denver, Colorado. Learn more about Bella Boutique, its history, mission and vision at [bellaboutiquedenver.org](http://bellaboutiquedenver.org). Bella Boutique IRS tax-exempt determination letter and financial statements can be found online at [bellaboutiquedenver.org](http://bellaboutiquedenver.org).

