Concord Baptist Church Helps Girls Dress to Impress

Since 2007, Concord Baptist Church in Caroline County has hosted a one-day shopping opportunity each year in the spring to allow girls to choose a dress, free of charge, for their prom or end-of-year formal. They call it “Cinderella’s Closet.”

Jeannie Ball, co-coordinator for the event, explained, “This ministry began on a whim. We realized as fun as prom can be, the financial hardships during these difficult economic times can overshadow the event and make it challenging to attend.” The church realized they had a real opportunity to minister to the community, allowing girls to go to the prom and feel like princesses.

This year, on March 21, Cinderella’s Closet offered nearly 300 dresses in new or gently used condition. They also offered shoes, purses, and jewelry in limited quantities. Thirty-two young women participated, and each selected a dress. The average number of girls who participate each year is about 40. Sometimes, seamstresses have been available to help further by altering some dresses to make them fit participants better, boosting their confidence even more.

This year, the ministry was able to help a young woman who didn’t have a prom to attend. She is a refugee from the Congo, studying for
her GED, and engaged to be married. She needed a dress for an upcoming party, so Ball invited her to come and shop. The young woman was overwhelmed by the women’s attention and generosity.

Rev. Kevin Moen, pastor, experienced Cinderella’s Closet for the first time last year when he arrived at the church. “I was amazed once again to see how it all works,” he commented. “With the girls changing from their street clothes to new dresses, the place was filled with princesses,” he said.

The church promoted the event through local media, Facebook, and area teacher connections. Attendees came from Caroline, Spotsylvania, Fredericksburg, King William, Hanover, and Chesterfield counties. Ball explained, “This ministry is just one way we can engage in our community by filling a need of our young people.”

For more information about outreach ideas for your church, contact:
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