Annual Report 2017
Groomed to Go Inc (ABN 73477193897)
Operating

DRESS FOR SUCCESS®
MORNINGTON PENINSULA

Celebrating 10 years of Service

PRESENTED AT THE ANNUAL MEETING MARCH 15 2017

MAJOR SUPPORTERS

1. Annual Report Groomed to Go Inc 2017
1. INTRODUCTION:

_Groomed to Go Inc_ has provided a dressing support service for unemployed women for 10 years. It is committed to the mission of Dress for Success, and has been an affiliate of Dress for Success World Wide for 6 years. That mission is:-

_“To empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life”._

2017 has been a year of challenges, changes, success, and growth. Organisations should be measured against the goals they set out to achieve, and to a great extent we did succeed, but in some measures we did not reach our targets. This leaves the Board the tasks of evaluating our strengths and weaknesses, and putting in place strategies to improve the outcomes.

Being a small, local, but significant, Not-for Profit, brings challenges of growth and sustainability, which are difficult to resolve. The fact that we have now provided our service to unemployed women for nearly 10 years, and helped over 5000 women to restart their lives, speaks of the significant, tenacity and resolve of Committees past and present, the dedication, and resilience of the volunteers who have assisted during this time, and the continuing support that we receive from our local business partners, and philanthropic funds.

The key goals that we set for 2017 were.

- Suiting 400 clients
- Assisting 90 women in our Job Support Workshops provided by our Career Centre
- 20 employed clients engaged in our postemployment support program
- Appoint a General Manager to re review our support structure
- Develop a “sustainability” plan for the next 3-5 years
- Strengthen the Board/Committee
- Maintain our Volunteer support base
- Implement a Risk Management process
- Build a marketing strategy to especially build our website and on-line presence
- Raise $100k in income

Our “Scorecard” shows that we

- suited 350 clients, and
- welcomed more than 90 women to the various job-support workshops in the Career Centre.
- did not achieve the engagement of the 20 clients in the post-employment program, but 14 women did attended some sessions and 3 continued through the year.
- engaged a Sarah Lean Jones to Manage our service and work with the Board to build a more accountable, professional and focused organisation.
- appointed a new Career Centre Manager, Stephanie Ryder, to build on the great work of Susan Brown (the Centre’s founding Manager) and recalibrate the workshops, and organisation of the service.

2. Annual Report Groomed to Go Inc 2017
strengthened our volunteer base to a record 84 and developed a new recruitment process which has brought in some great new talent. Our volunteers dedicated over 6,200 hours (equivalent of 2 EFT) to the organisation.

- commenced a Risk Analysis lead by our Company Secretary
- Have improved the look and feel of our website through great work by Rhonda Idzczak, and increased our Facebook presence.
- Generated an income of $82,602, and received over $12,000 of donated product. Apart the very welcome Accenture Grant of $9,000 we did not receive any Grant income.

2. 2017 IN REVIEW

2.1. Our Clients

Of the 350 clients referred to our service via their Job Agency or Support Agency. 20% of are under 25, the largest group between 25-40, and a significant group are over 50. Many clients have had little or no employment experience or have been long-term unemployed for a variety of health, injury or family reasons. Personal tragedy and domestic violence are regular reasons for our clients being in need of careful and personalised support to help them with their self-confidence and sense of self-worth. Their comments after their visits are summed up by this comment from a client:

“Today I went to a place called Dress for Success and they are brilliant! They decked me out in a new suit and accessories for a job interview and they gave me a gift bag! Omg when I got home and was putting my clothes away being so excited for wearing it tomorrow I opened the gift bag ........! The bag had a full set of makeup for the day and a very expensive brand worth at least a couple of hundred dollar’s! ! I know I will feel a million dollar tomorrow, these ladies are fantastic.”

2.2 Management Roles

We were disappointed that our long term Manager Helen Mclean resigned at the beginning of the year, and Susan Brown, our founding Career Centre Manager, wished to step away from that role. The need to fill these positions meant a “slower than normal” start to our year. The position of Manager was reviewed and widened, to bring a more strategic focus to the role and Sarah Lean Jones was engaged in April to be General Manager, and Stephanie Ryder was appointed to lead the Career Centre, to review its structure, process and also our workshops content.

With the Committee’s support these appointments lead to some important changes in how we delivered our service, how we recruited and managed volunteers, and how we managed and governed ourselves, aiming at “best practice, and also ensuring that all governance issue were met. A significant “change management” process was undertaken by Sarah (in conjunction with Stephanie) which engaged all volunteers and the Board alike. This had led to a far more robust organisation, after all roles and processes were reviewed, and new position descriptions and client service changes were made leading better client and volunteer engagement and greater accountability.
2.4 Our programs

**Boutique dressing and Coaching**, an initial appointment of 1.5 hours where a personal dresser helps a client select her outfit, and puts her at ease, helping with appropriate clothing to suit the clients body shape and colour types. This fitting is then followed by a personalised one on one coaching session by a trained Boutique Coach about the client’s upcoming interview of job interests.

**Job Support.** Workshops held in our “Career Centre” each week which cover Steps2 Employment, Resumes, Decoding Job Ads, Setting Goals, Make-up (pop up), Dealing with Conflict, Basic Word, and 2 session of personalised intense interview coaching and Building Self-esteem

**Post Employment Support.** Available to women who have gained employment, when they also receive and beautiful Pandora Good Luck Bracelet , and join fellow participants in sessions aimed to support them in their working life.

**Pack and Send.** A developing program where we pack and send outfits for clients who are in remote locations and unable to visit the boutique.

**Justice Department** A program for women in their program leaving detention, and to whom we are delivering pre-employment workshops in our Region

**Schools** We are regularly invited to present to school leavers and VCAL students as they prepare to leave school and seek employment

2.4 Volunteers

84 Volunteers donated 6,200 plus hours to the organisation in 2017. They assist in:

**Boutique Services**

Our dressing and initial interview coaching is the mainstay of what we do, and we have a dedicated and stylish group of women who help our clients leave the boutique after a dressing feeling confident, and with a new self-image. **Sue Large** has led the daily Service Co-Ordinators through the changes in our process, and we acknowledge Sues’ dedication and nearly 7 year’s service. Our boutique, which our client’s praise for its style and selection of product, is stocked with donated product which **Gail Powell** carefully selects, and displays. Gail’s training of new volunteers in style and dressings is an important part of ensuring “quality control” in our service. Gail also oversees our emerging “**Pack and Send**” program to remote locales

To the many daily service co-ordinators, dressing volunteers, clothing preparation assistants and ironers, we say thanks

**Community Engagement**

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The review process also involved an evaluation of how we engaged with key stakeholders (like our 109 Referring Agencies), and the Committee wishes to acknowledge the constructive way that our Volunteer Referral Agency “outreach” team engaged in this process, and the extraordinary hard work and time that Maureen Robins has put into reworking this area of our operations. She and her team (now called the Community Engagement Team) have embraced change sometimes under difficult circumstances, in what is often a frustrating task. Thanks Maureen.

This team has also provides School workshops, attends regular Work and NFP expos and promotions, and has also worked closely with a wonderful team of Monash University OT Students, who have undertaken a community outreach program which has led to some wonderful new contacts in communities in South East Melbourne. A big thanks to them.

Career Centre

We have a number of volunteers with specific skills who assist in our Career Centre. We have several Career Coaches who attend the boutique on dressing days to undertake the initial interview coaching session that we offer clients on their first visit. Other host workshops, and assist in booking clients into workshops. Thank you all.

In addition we thanks the Campbell Page for their generosity in allowing us to use their Training room on Thursdays to hold our Career Centre Workshops. One of our aims is to have our own Job Support Career Centre adjacent to our boutique at some time in the future, so we can be more flexible about when and how we offer this support to clients. A number of our workshops are presented by volunteers, including Steps2Emloyment, and two specialist interview coaching sessions but others including Setting Goals, Writing effective Resume, Decoding Job Ads, and Make-up, are delivered by volunteers specialists in their field.

All our workshops are “advertised” on our website and through our Facebook page.

Office Support

Tricia McMullin kindly “held the fort” at the office until our new Manager was appointed, and we thank her for that, and for continuing with her volunteer roles of “rosters” when she stood down from that role. Linda Hubbard willingly took on the volunteer Office Admin.

Marketing

Linda Erskine, with a background in marketing, has joined our Committee (replacing Yvette Switalski who’s work commitments were precluding her from meetings). Linda has developed a marketing strategy for the organisation, and has redesigned our external material’s, and her work is starting to have a significant influence on improving our image and community impact. With a new Volunteer Eliza Murray joining Linda’s team, to manage our Facebook and digital media, we expect significant impacts in 2018. Rhonda Idzcak has continued to improve and edit our Website, making it more user friendly and informative.

Fund-Raising

5. Annual Report Groomed to Go Inc 2017
Lynlee Blake has ensured that our regular Sales and fabulous VIP nights continue to provide us with 20% of our income. Our volunteers provide considerable help to the success of the fund-raising events that third party’s like the Frankston Business Network Women’s Connect and the Bendigo Bank run for us (2 lunches and an Annual Golf Day). It’s great to have these partnerships, which have been vital to our income. Volunteer Jenny Wright has recently joined our team, and is now leading our Events team.

Volunteers Recruitment

We have revamped our process for Volunteers recruitment to ensure we meet volunteer’s expectations and qualifications, with our service needs. In addition we have put in place new processes and policies to ensure “best practice” management for a volunteer based organisation. We now have a full set of Position Descriptions, and an analysis of all positions that we need to fill to be fully operational. This process was led (in conjunction with our General Manager) by Susan Brown, and has proved to be very successful. We thanks Susan for an enormous amount of work in putting this in place.

Systems

Thanks to Allen Robins, working with Sarah and Linda Hubbard for his work on helping us to streamline our internal IT issues. We have reviewed a number of the platforms we use for Data collection, and particularly on-line bookings, and these will be upgraded and improved in 2018 thanks to this review. This will make it easier for volunteers and we hope stakeholders who which to book clients into our various services.

3. Our Future:

As information about or service grows and widens, we are increasingly seeing clients from a larger area from Cranbourne, Dandenong, Narre Warren and the southern Bayside suburbs. This area is now seen as Melbourne’ South East. This puts more demands on our volunteers as they travel to agencies, or present to groups. This also means that our operational name “Dress for Success Mornington Peninsula” no longer reflects our actual service area and we will review this in 2018.

We have set targets for 2018, the main ones being:

- Suiting 500 clients
- 100 clients engaged in Job Support at our Career Centre with at least 50% attending two or more workshops.
- Diversify our funding streams and increasing our income to allow for growth
- Planning to relocate our Career Centre to be adjacent to our Boutique
- Holding a major gala event to celebrate our 10th anniversary
- Finding new support partners
- Updating all Office IT and Computer systems
- Continue Board renewal and additions to fit vacancies
- Fully implement our Marketing plan
- To run two successful fund-raising events of our own
- Change our operational name to Dress for Success Melbourne South East
Our Supporters

Our key supporters for the last several years have been:

- the Frankston Business Network Women Connect whose annual IWD lunch has is a dedicated fund-raiser for us. Thanks Karin Hann, Michelle Braggins and Pippa Hanson for you support.
- the Regional Bendigo Bank Network whose Annual Golf Day has been a major fund-raiser for us, but they are standing down from organising this in 2018, but will still support us in other ways. WE thank Kim Waters and her hard working staff for their wonderful support over the last 5 years.
- The Commonwealth Bank Regional have provided financial support through donations, and a very successful fund-raising trivia night. We thanks Stan Mihailidis and his team for their continuing support.
- The Helen McPherson Smith Trust has assisted us over a number of years in funding for our Career Centre and also our Post-Employment program, without which we would not have commenced, refined and succeeded with these programs.
- Accenture support Dress for Success Nationally, through a 3 year commitment to our Career Centres, and we value the ongoing $9,000 each year to support that work.
- We have received support from The Gandel Foundation, which helped rewrite a number of new Career Centre Workshops and supported our Volunteer Training program in 2017.
- We have received generous National support from Pandora (bracelet for clients who gain employment) as well as a National fund-raising through their on-line sales.
- L’Occitane is a National Dress for Success partner and their point of sales fund-raising is very valuable as was the Colette Pom Pom fund-raiser during this year.
- We have had generous donations of new clothing from various stores and company outfitters, all of which has been very welcome.

The Board

The Board decided at the beginning of the year that we should take the opportunity to invest in engaging a person with General Management skills, who would help us review our practices, and strategy, and help us build for the future. Although this process has meant we have spent some of our reserves, it has meant that, through Sarah’s work, we have developed a far more robust organisational structure, a clearer understanding of, and description for the roles which are needed to deliver our service, and a new and exciting recruitment model. The Board has fully supported this change in direction.

We have also been able to put in place, through the efforts of our Treasurer, Rhonda Idzca, a more robust and detailed accounting for our expenditure and income sources. We thank Rhonda for her detailed work on this.
Bridget Thakrar has been responsible for our HR policy and practice and a reliable source of assistance, particularly to Sarah, during the change management process.

Robyn Wright has taken on the Secretarial and Governance tasks in a totally professional way and is starting to tackle a Risk Management analysis. Her organisational skills are very welcome.

Lynlee Blake served on the Committee representing the Events team, and we thank her for her hard work in this area.

Yvette Switkowski has for several years led our Marketing efforts, but due to work commitments resigned during the year, and Linda Erskine has kindly taken on this task. Thanks Yvette for your contribution.

Karin Hann, has been a strong Vice-president, always available in a crisis and networking with local businesses and Council on our behalf. She will be taking over as President in 2018, and I thank her for her support and friendship during my time as President.

Thanks

The following Volunteers have retired after many years of service, and we thank them very sincerely for their great contribution. Barb Jones who has been with us for several years is leaving to go sailing and we wish her well, others?

The Future

This organisation has become a valuable and unique part of the support networks that are available to women in our area, and will continue to

My thanks

This is the last Annual Report that I will be giving for Groomed to Go Inc and Dress for Success. After 5 years at the helm here at Mornington Peninsula and prior to that, over 5 years establishing and leading Dress for Success in Brisbane, it is time to hand on the responsibility to new leaders with new ideas. I have been very privileged to play a leadership role for Dress for Success in Australia over those 10 plus years. I have met and become friends with some fantastically talented and dedicated women (and men) in that time, and some amazingly resilient clients whose lives we have all helped to change for the good. It has been a wonderful time but it’s time to stand back and do other things for the organisation. I am particularly pleased that our Committee has been refreshed with some very talented women who will I am sure continue to build a great organisation into an even better one which will continue to offer relevant and accessible support services to unemployed women who need our help.

Prue Leggoe

President for the Board 15th March 2017
Certificate verifying Financial Statements for the year 2016

GROOMED TO GO INC
A0052025T
Trading as Dress for Success Mornington Peninsula

Statements by Members of the Committee of Management for the year ending 31st December 2017

In the opinion of the Committee the Profit and Loss Statement and Balance Sheet:

1. Present fairly the Financial position of Groomed to Go Inc, trading as Dress for Success Mornington Peninsula, as at 31st December 2017 and its performance for the period ending on that date.

2. At the date of this statement, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.

This statement is made based upon a resolution of the Committee and is signed on its behalf.

................................................................. Date
Prue Leggoe
President

................................................................. Date
Robyn Wight
Secretary
Profit and Loss (cash) January to December 2017

Groomed to Go Inc.

INCOME

Individual donations $2,410.26
Corporate donations $13,961.50
Foundation grants $13,250.00
Programs (Justice Department) $5,000.00
National fund drives $3,730.96
Special event income $32,026.75
Membership fees $880.00
Clothing sales $12,185.40
Other Income
  School presentations $600.00
  Refunds $75.61
  Bank interest $726.18
TOTAL INCOME $84,120.48

EXPENSES

Consultancy fees 2017
  Total consultancy fees $59,734.16
  Honorarium $1,008.00
Boutique costs
  Annual rent $13,671.04
  Phone $2,142.93
  Electricity account $1,430.14
  Insurance $3,470.78
General expenses
  Affiliate and annual fees $984.53
  Badges/trophies $166.37
  Stationary/toners $662.62
  External printing $608.23
  Postage/shipping $26.31
  Bank fees $12.00
  Maintenance/repairs $390.00
  General gifts/lunches $193.13
  Recruitment $251.36
  General Boutique supplies $1,043.53
Education/Training/Volunteer investment
  Volunteer meeting/lunches, etc. $1,416.11
  PWG expenses $34.19
Vehicle and travel expenses $751.66
Fundraising costs
  IWD lunch $707.47
  RA VIP night $260.40
  B&B VIP night July $589.39
  WC lunch Sept $727.22
  BB Golf Day $3,415.34
  B&B VIP night Nov $288.13
  Gala event May 2018 $500.00
TOTAL EXPENSES $94,485.04

TOTAL INCOME/LOSS -$10,364.56
Balance Sheet as of December 2017

Groomed to Go Inc.

ASSETS
Current Assets
   Cash on Hand
      Dress for Success Control Account 289  $45,462.83
      Grants Account 089  $14,027.84
      Golf Day Account 685  $28.40
      Term Deposit Account  $25,000.00
      Cash Card  $120.00
   Withholding Credits
   TOTAL ASSETS  $84,639.07

LIABILITIES
Current Liabilities
   GST Liabilities
      GST Collected
      GST Paid  -$1,425.00
   TOTAL LIABILITIES  -$1,425.00

NET ASSETS  $86,064.07