



“

Finding  
a job  
changed  
my life”

Nadia



**Inclusion**  
**Compassion**  
**Hope**

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Ready Set is a volunteer-based charity that has been supporting the vulnerable and disadvantaged unemployed since 2011.

## Our mission

**We strengthen communities by empowering vulnerable and disadvantaged job seekers with Clothing, Coaching and Connections so they can build their confidence, realise their dreams and change their lives.**

## Our values



**Inclusion**  
Everyone is equal



**Compassion**  
Everyone has a story



**Hope**  
Everyone has potential



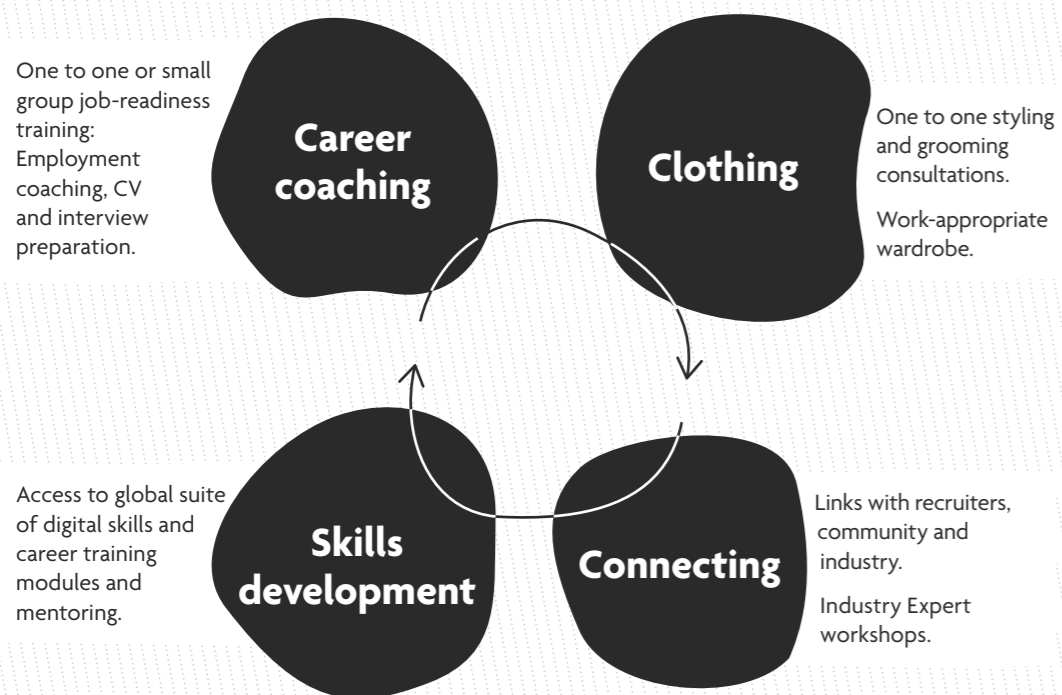
**Ready Set's unique solution is to work to empower the whole person by enhancing their external appearance, developing their toolkit for job-hunting, fostering their sense of connection, and most importantly, building their confidence and self-belief.**

ESTABLISHED IN 2011

Ready Set respectfully acknowledges the Traditional Custodians of the lands on which we work and pay respect to their Elders past, present and emerging.

# Ready Set services

Most clients have an interview lined up in the very near future, or are working with an employment agency to be interview ready. Some have a work placement, are starting a job or have another important life-changing event to attend, like a court appearance.



## Ready Set step-by-step

1. Agency registers with Ready Set
2. Agency books an appointment for their client via our website
3. Client comes in for clothing and coaching services or attends a virtual session
4. Client progresses in their job-search
5. Client comes back for clothing to set them up for their new job

# Who we help

Ready Set helps any community member who requires assistance to gain employment irrespective of age, gender, ability, or background. This includes, but is not limited to, people with disability, refugees, First Nations people, women who have experienced domestic violence, people from non-English speaking backgrounds, LGBTIQ+ and those recently released from the justice system.

Over

**200**

Organisations that refer to us, the majority come from key partners that we work closely with

We work with clients aged from

**15-70+**

With the majority in the

**20-50**

Age range

Our clients



**57%**

Male



**42%**

Female



**1%**

Non-binary  
LGBTIQ+

In the 2021-22 financial year,  
Ready Set supported

**560 people**

Under extraordinary circumstances due to the numerous lockdowns preventing clients to access our services in person.

We were the first charity in Australia to provide services of Clothing, Coaching and Connections to all people in need, regardless of age, gender, ability or background. We remain one of only two charities of this kind in Australia.

## Virtual dressing

Despite the challenges due to lockdown, Ready Set implemented virtual dressing and distributed workwear and essential clothing packs to ensure that those in need had a vehicle to access our support.



# Our impact

Between July 2021 and June 2022, Ready Set provided the following services to our clients:



**290**

Received on-site dressing consultations and clothing

**154**

Accessed virtual dressing consultations

**34**

Received essential clothing packs

**12-16**

The average number of clothing items given to each person

**\$935**

The average value of clothing, accessories and personal grooming items given to each person

The value of clothing increased to around

**\$1,800**

If they return to us for a work wardrobe after gaining employment



**95**

Received career coaching advice, both virtually and on-site

**\$600**

The average value of coaching services delivered to each client

# Client stories



## Al's story



**Al is working hard to overcome challenges and change his life.**

Al came to Ready Set after being unemployed for five years. He had battled personal issues that had taken a toll but was working hard to overcome them. He was looking for work in warehousing or as a driver, having completed his Heavy Rigid licence and was about to undertake a forklift licence. Al had struggled to afford the basics and had very little. Thanks to our clothing donors, we were able to provide him with quality work wear that he would need on the job but also neat, casual clothes for interviews and general wear. Coming into Ready Set and being treated with respect and kindness made a real difference to Al, as well as the practicality of equipping him with tools to find work and change his life.

## Fefe's story

**After two years out of work and a tough time, she is ready for a fresh start.**

FeFe had faced a tough few years, having been out of work after job-related stress impacted her life and knocked her belief in herself. She came to Ready Set ready to start fresh in hospitality and after her visit to us, she looked the part and was filled with confidence to interview.



## Patrick's story

**Patrick, a single dad with three kids, came to Ready Set via Launch Housing who provided emergency housing.**

Patrick had been homeless and staying in a hotel room when he could afford it. Patrick had a course he could do that would double his hourly rate at work if he could access the safety gear he needed. Ready Set helped him out with the right gear including quality safety boots. The support we were able to provide Patrick had a profound impact on his capacity to support his kids, and ensure they had a stable roof over their heads.



# Coaching

**Employment preparation including identifying appropriate job roles based on skills, experience and interests, goal setting, CV writing, developing online job seeking profiles and interview preparation.**

Our formidable team of volunteer career coaches works with clients to prepare them for their job-search. Our career coaches deliver both virtual and on-site career coaching which includes guiding clients into the most suitable job search and relevant platforms, to prepare a resume, and to prepare for an interview. Our job-seeking clients walk away from these sessions with greater insights into how to successfully look for work and a boost in their confidence and self-belief.

## James Harper's story

**James Harper is one of our volunteer career coaches who started volunteering with Ready Set in October 2021. Most of James's working life has been in the area of Human Resources, specialising in Training and Development. It culminated in holding senior management positions in corporations before running his own consulting business until June 2021 when he retired from paid work.**

“

I very much enjoyed the career work I had done in helping people be more effective in their jobs and in managing their careers.

This included conducting workshops and one on one coaching.

When Amanda Alizzi, who already worked for Ready Set and with whom I had worked with a number of years previously, contacted me to ask if I was interested in doing coaching work for Ready Set, I saw it as an opportunity too good to refuse. It was an opportunity to keep using the abilities that I enjoyed using in the corporate world but with people who wanted and needed help in getting a job. As with most volunteers, I also welcomed the opportunity to 'give back' given the fortunate working life that I had experienced.

Ready Set's values of Inclusion (everyone is equal), Compassion (everyone has a story) and Hope (everyone has potential) all resonate with my own value system but Hope informs my coaching the most. Not just my own hope that the work I do with clients will make a positive difference to them getting a job that they want, but also creating more 'hope' inside them. Many clients are lacking confidence in what they have to offer employers so I ask questions that help them build up their own package of abilities and value these. Then to help them realise that these abilities are wanted by certain employers so that they leave Ready Set feeling much better about their employability.

The best aspects of volunteering at Ready Set include:

### **Camaraderie**

Working with a bunch of positive people at Ready Set who take what we offer seriously and like a good laugh.

### **Clients**

They are obviously very varied. It is rewarding getting to know them and stimulating in adjusting the coaching to their abilities and needs. Despite many of them having challenges in their lives, the courage they show in trying to get themselves ready for work is inspiring.

### **Contributing**

I presume that most volunteers do so for this reason. So it goes without saying that seeing clients leave here with a much more positive mindset is a great 'feel good' sensation.

### **My hopes for the future**

For our clients and for Ready Set – are that we are able to continue providing the support to clients which in turn means being known more widely in the business world for what we do. This in turn would provide us with a more steady stream of income so that we can focus more on helping clients and less on applying for grants.

Ultimately for employers and industry associations to come to us directly to ask for suitable employees and to work more collaboratively with employment agencies.”

## Sue Vidler's story

**Sue Vidler, one of Ready Set's career coaches, learnt quickly how to pivot to virtual coaching. Sue has been volunteering with Ready Set since 2018 and knew early on that she could make a difference supporting individuals and groups with their job-seeking skills.**

“

Virtual coaching makes it more accessible for our clients. Information can be shared over email, including links to useful tools and resources. It can also be less confronting for some people. The effort of having to come to a location and meet someone new, can sometimes be an obstacle for people. I love that it is an option we can provide our clients. On the other hand, so much about career coaching is providing practical skills, and building someone's confidence. Doing that in person is a lot easier. I find that as a coach, building rapport and engaging with clients is much easier face to face.”

From the client perspective, Sue notes that it's generally been a really positive experience: “I think some of the benefits of face-to-face interactions can be achieved via video calls. Also, these days interviews are often conducted

via video calls ... so it can be really good practice for our clients if they have virtual sessions with us. Like I said earlier, it also makes it really accessible. Sometimes a phone call with a few ideas or pointers is all that someone needs”

“There is a real gap in the market that we can help close. People are more than a number at Ready Set and getting that personalised ongoing service could really make a difference to people. Our clients' needs are all so different, so having a 'toolkit' available to leverage that helps our clients across that broad scope is really important. The opportunities for Ready Set, in addition to 1:1, group training, online resources are many ... the list is endless.”



## Career coaching @Ready Set

**In 2021, Ready Set was awarded a grant by Perpetual Trustees to establish a Career Coaching Centre in response to Victoria's unemployment crisis.**

This grant was in perfect alignment to Ready Set's mission to support vulnerable and disadvantaged job-seekers and to its key pillar of “Coaching” complementing Ready Set's “Clothing” and “Connecting” services.

**Throughout the 2021–22 financial year and with the support of this grant, Ready Set commenced work on the following:**

- Allocation of a dedicated resource to drive the project
- Expansion of its pool of volunteer career coaches
- Revision of its Coach Induction Process and identification of coaching resources for the establishment of a coaching library
- Mapping out a series of Industry Expert Workshops to be offered to clients
- Establishment of a Career Hub with dedicated computer stations for clients
- Identification of career coaching resources for Ready Set clients to access

# Clothing



**One-on-one styling sessions where up to \$1,800 worth of interview and work appropriate clothing, accessories and toiletry products are provided to each client.**

The largest group of Ready Set volunteers support our styling and clothing service, working directly with clients providing one-one-styling consultations, as well as sorting, curating and tagging all clothing items donated to us. Everything they do is conducted with the most exacting of standards, and importantly, compassion and respect for every individual who comes to us for support. Our volunteers have told us that they value being able to see the immediate results of their work because the client's appreciation is tangible and immediate.

**They tell us that the best aspects of their days at Ready Set are:**

- **The transformation they see with clients and seeing the joy in the faces of our clients as they realise just how well they can present themselves and the confidence this gives them.**
- **The self fulfilment and sense of self-worth that volunteering at Ready Set provides**
- **The opportunity to use their creative skills in a range of ways**



# Connecting



**Linking clients to employment opportunities, volunteering opportunities, Ready Set alumni and other relevant community organisations.**

Ready Set works proactively to engage with various members of the community, corporate organisations and small businesses to seek opportunities to connect clients to prospective pathways to employment and avenues for support.

We work hand-in-hand with referring agencies to identify how we can best connect clients to other services they may need.

Through our Career Coaching Centre, clients have access to links to employment opportunities and resources that support them through their pathway to employment and videos by industry experts who give them insights into employment in particular fields of work.

Ready Set is constantly building on its library and skills development resources that clients will be able to access from wherever they are located.



**On behalf of the Board of Directors, I would like to extend a heart-felt thank you to our team, members, founders, volunteers, referrers, donors and supporters for your ongoing engagement with and support of Ready Set during yet another challenging year.**

Our 2022 financial year provided significant challenges with further lockdowns and unexpectedly low unemployment rates impacting on our client numbers and income streams, and yet we have continued to navigate through these challenges, remaining resilient and always seeking to serve our mission and our clients on their journey to sustainable employment outcomes.

Our management team have been buoyed by the feedback we receive from our local community, as well as across the nation when we engage with our key stakeholders in our sphere of influence. Our volunteers are thrilled to be back providing face to face services, while also continuing with new ways of serving our community such as through virtual dressing and coaching – a silver lining of COVID-19 has been learning how to adapt with agility. This provides us with the confidence that our value, and the impact we deliver, continues to be highly relevant and important for the communities we serve.

The year has forced us to deeply assess our relevance to the community, and to ask if there is still a role for our organisation given we find ourselves as a nation at 'full employment'. Reflection is a powerful tool, as it has allowed us to find renewed commitment to our mission. When we started in 2011, Ready Set supported 175 jobseekers at a time when there was approximately 150,000 Victorians unemployed and 200,000 were underemployed. At that time, these employment metrics were considered too high by our founding members and that drove their desire to contribute to making a difference for those vulnerable and disadvantaged Victorian struggling to find sustainable employment.

Over the course of the next nine years, Ready Set focused on delivering impactful clothing and coaching services. We served 1,500 clients in 2019, during a time of high unemployment and underemployment. In July 2019 in Victoria, there were 170,100 people who were unemployed and 302,500 (8.5% of the labour force) who were underemployed. It was considered timely by the then Board to grow the impact of Ready Set to support our community more significantly by aspiring to serve more clients, year on year, with a target of 5,000 clients per year.

The volatility we have all faced throughout the global pandemic and impact of COVID-19 has meant we find ourselves with unexpectedly low unemployment rates. As of September 2022 in Victoria, there were approximately 147,000 unemployed and 208,000 underemployed. These are the same numbers of people disadvantaged in our local communities as when we started all those years ago.

We remind ourselves that to be considered employed a person needs to have worked a minimum of at least one hour paid work a week. These are not working hours that provide people with sustainable employment, that lift themselves and those around them up and out of disadvantage and/or poverty. Unemployment is also not enough of an indicator to understand how many Victorians are at risk of being working poor – the underemployed are those who are unable to get the hours needed to get by and yet are available for more hours of work than they currently have.

Many people face barriers to employment – poverty, discrimination, disability, trauma – and they need support to look good, feel confident, be prepared and ready, and find work. The Board is resolute in our confidence that Ready Set delivers a valuable, needed and unique solution that empowers the whole person by enhancing their external appearance, developing their toolkit for job-hunting, fostering their sense of connection, and most importantly, building their confidence and self-belief.

We are encouraged by the resilience of our organisation and to be agile when faced with change. Our former CEO Wendy Draayers strove hard for Ready Set, including implementing process improvements and cost reduction initiatives and creating a positive working culture with our management and volunteers. Like many, Wendy reflected that given the impact of COVID-19 it was time to take a break for herself and family. We wish Wendy well.

The Board is delighted that Cynthia Kralik has stepped into the role of CEO. Initially in an interim capacity, Cynthia has accepted the offer to lead the organisation forward to reset and rebuild the organisation. Together with the Board, as we look to the future, we see further opportunities for us to realise more of the value we bring to our community, including our contribution to protecting the environment through the recycling, reusing and recirculating of fashion as well as how our services positively contribute to improving our clients' mental health.

With this in mind, and with our continuing drive for sustainable income streams, along with our important donors, sponsors and partnerships, and teams of volunteers and management, we are hopeful about our continued potential for impacting the real lives of real people.



**Naomi Fox**  
Chair

## Ensuring the resilience of Ready Set



**“The Board has taken a prudent approach by adjusting our operating costs in response to revenue challenges, while continuing to invest in opportunities to grow sustainable revenue streams and advocating for our role in making a positive impact in our communities.”**



# Overcoming challenges to ensure impact

**It has been my privilege to have joined the team at Ready Set in July 2022 initially in the role of Interim Chief Executive Officer and honoured to present the Annual Review for this past financial year.**

I was first drawn to Ready Set back in 2012 when I made a small contribution to this incredible charity as a volunteer. Full circle, 10 years later, I am proudly leading an organisation that remains unequivocally committed to assisting vulnerable and disadvantaged job-seekers and supporting them to build themselves a future that is transformative. It was, without doubt, another challenging year for Australian communities and for organisations like ours that are client-facing. Charities need to be accessible and visible and unfortunately, long periods of lockdown in the second half of 2021, created obstacles for Ready Set to reach those in need in the way it knew it had the capability and capacity for. The unintended consequence of this too was that funding that we may have otherwise attracted did not materialise.

Despite these enormous challenges, Ready Set continued to extend the measures it had already set in place to do what it could so that this support could be maintained as much as possible.

Remotely, and with the enormous support of the Board and wonderful volunteers, Ready Set continued to offer its virtual styling and dressing services and the shipment of workwear, essential clothing and toiletries to clients. This meant that no client who contacted Ready Set went without essential items to see them through difficult periods in their life.

Ready Set also continued to refine and offer its virtual career coaching services to clients and methodically worked to expand this critical service supported by the generous grant by Perpetual Trustees. Whilst it was challenging to meet all our aspirations due to lockdowns in the first half of the financial year, good progress was made to setting the foundations for this extended service.

Throughout the past year, our volunteers, Board members, small management team and our supporters remained focus on delivering our mission and for this we are extremely proud and grateful.

I very much look forward to the future and taking this wonderful organisation into its next, successful chapter. There is so much more Ready Set can do and I will travel down this road with you all with great excitement to explore these opportunities.

I would like to take this opportunity to thank the Ready Set team, Board and our supporters for warmly welcoming me into this role. It has been extremely rewarding to see first-hand our impact and to hear our community supporters and donors say how life-changing this work is.

*Cynthia Kralik*  
**Cynthia Kralik**  
Chief Executive Officer

**“Our mission is unwavering: creating a long-term impact for our clients through the provision of our Clothing, Coaching and Connecting services.”**



# Our strategy

**Our strategy, mission and values continue to strongly underpin our work and we have begun the development of our new strategy commencing July 2023.**



### Understanding the client experience of our services:

#### Reach

Increasing our client reach through extended partnerships and continuing to offer both virtual and in-person services and diversifying further where that is identified

#### Understand

Understanding our services by proactively seeking feedback and building that into continuous improvements

#### Impact

Understanding the impact of our service on job-readiness by looking at ways we can track the employment outcomes of our clients



### Attracting and engaging our volunteer base by:

#### Attracting

Continuing to engage volunteers from a variety of backgrounds and with a range of skills to support the work we do

#### Engaging

Refining our approaches to keep volunteers engaged and fulfilled



### Growing and remaining sustainable through:

#### Funding pipeline

Continuing to create a sustainable pipeline of funding to enable us to continue the work we do

#### Awareness

Continuing to work closely with individuals, groups and businesses in a range of communities to raise awareness of our work and our mission



# 2021–2022 Highlights

## July

### Ready Set was awarded

a grant by Perpetual Trustees enabling it to expand its Coaching services.

The Environment and Community teams of one of our corporate supporters, **Toyota Motor Corporation** held **clothing drives** at their Altona and Port Melbourne sites.



## August

### Ready Set supported a group of women from the Go Girls Foundation.

The women were all on a comprehensive work preparation program, to help them overcome personal obstacles and find meaningful employment and change their life.

Over two days Ready Set delivered coaching on CV preparation and interview skills, before volunteer stylists worked with the women to put together an individual work wardrobe to take them to interviews into employment. They also had a fabulous makeover each from Nutrimetrics and took home tips on how to present their own unique self to shine. Ready Set was thrilled to support these women who come from a diverse range of backgrounds including domestic violence survivors, migrants, teen mothers and others who have faced big challenges in their lives.



## October

### Ready Set introduced 'LUXE LIMITED'

Its new weekly edit of a limited collection of very special preloved pieces available online via its newly launched online store.

This was a direct response to the constraints posed by lockdowns and enabled Ready Set to continue its fundraising activities via clothing sales.

The initiative included offering 'Click & Collect' services as well as providing home delivery options and enabled interested customers to snap up some great designer bargains!



### After months of closure, Ready Set was finally able to open its doors

and resume its Saturday dressing appointments.

The Saturday volunteer team were then kept busy with virtual fittings and clothing packages for people with an immediate need for interview clothing, as well as 'click and collect' for our new Luxe Limited online store. Volunteers were so happy to be back, albeit in very small numbers.

Ready Set's first outdoor sidewalk sale took place after many months! Many came to support us and grab a bargain.

## February

### Frankston Sunrise Rotary facilitated the donation of 800 pairs of shoes

Phil Tang had heard about the shoes and knew they could do some good, so worked out all the logistics of saving them from going into landfill and getting them to us with the support of Rotary.



## April

First sale for 2022 took place in April with the Luxe Sale at the Parish of the Parks Church in Albert Park.

### We had a surprise visit from lovely Lily.

Shown here in a gorgeous vintage frock she bought at the sale, Lily is standing next to a banner which bears her image.



She was a client of Ready Set several years ago and we showcased her story during our 10th anniversary celebration. We were thrilled to hear she's still at university and also loves her job in a major accounting firm. She's happy and kicking goals.

In April M Squared Electrical helped relocate from our additional offices, as we strived to reduce costs during challenging funding times as a result of the pandemic.

## November

### Ready Set was awarded a Streetsmart community grant

aimed at supporting vulnerable women who experience homelessness.



## December

### New Year appeal raised almost \$8,500

One donation was particularly meaningful as it was from a past client Ready Set helped. He was very grateful for the support he received and wanted others to receive that support too. Coming from a person who had overcome his own barriers to finding employment, it was heartfelt and immensely generous.



## March

Ready Set celebrated International Womens' Day, supported by several partners.

We heard from Amy from WISE Employment, talking about a very special program.

### Ready Set was proud to collaborate with WISE Women.

WISE Women came into fruition during COVID-19, with the aim of supporting women doing it extra tough, to find long term, sustainable employment. Ready Set supports this program which aims at providing women with

reskilling and upskilling to help with career change and linking them to established community groups.

Ready Set is proud to be working with WISE Employment through WISE Women, to ensure that no woman who needs help slips through the cracks.

In March, Ready Set attended Building Connections – Career Development Expo in Frankston where the Ready Set team met job seekers, major employers, training organisations and community groups – all supporting the employment journey.



## May

### National Volunteer Week saw us recognise our wonderful dedicated volunteer workforce

## June

### Inaugural Annual Giving Day on 17 June raised over \$40K.



# Our community

## Our volunteers

Ready Set is fortunate to have a dedicated, energetic and skilled group of volunteers, many of whom have been with us for many, many years – an average of 10 years with some supporting our work since the very beginning as founding volunteers.

Volunteers are the backbone of Ready Set, delivering outstanding services to our clients and supporting aspects of our operations and fundraising activities. They believe that everyone deserves to feel that they matter and these values are an important part of the Ready Set story.

Our volunteers say they choose to give their time to Ready Set to help people put one foot in front of the other, to make a difference in a “hands on” way, that it gives them a chance to give back to the community and be part of an energetic and like-minded group of people. They say that at Ready Set you see immediate results of your work as the client’s appreciation is tangible and immediate.

Our volunteers tell us that the best aspects of their days at Ready Set are:

- The camaraderie and deep friendships they’ve formed
- Seeing that the clients realise that someone cares for them

For the future, they hope that Ready Set will go from strength to strength and that we can continue to give hope to all those who use our service.

Between July 2021 and June 2022

~4,500

Volunteer hours

Volunteer hours since it opened its doors in 2011

81,825

Hours



### April Bice’s story

“

**April Bice, Social Media support extraordinaire!**

Hello, I am April the Founder of April Mae Marketing and the eyes behind Ready Set’s socials. I live and breathe the digital world of social media and more importantly the success of my clients as I transform their vision into a marketing masterpiece. My passion lies in giving brands a digital purpose through result-driven strategies and creative content that represents authenticity.

It’s been an absolute honour being part of such an incredible team of volunteers at Ready Set. Knowing that I’m helping make a positive impact on others creates a sense of accomplishment within myself. The experience that I have also gained from being surrounded by such a compassionate and driven group of people cannot be put to words.

## Our supporters

Ready Set is lucky to have committed supporters who provide their services on a pro-bono basis and who have been giving of their time and resources for many years.

We have benefited from their marketing, communications, coaching services and IT infrastructure expertise and support and for this we are extremely grateful. Here are the stories of some of our supporters and why they have chosen to stand alongside Ready Set over the years:

### Ray and Margaret Wilson’s story

Ray and Margaret Wilson have been loyal and generous supporters of Ready Set since 2018 through regular financial donations to support our mission and in the case of Margaret, as a volunteer to support our client services.

“

Margaret’s volunteering came before our family foundation’s financial support. Her experience with the organization only reinforced our belief that helping unemployed community members obtain a better chance of getting that all important job was worthy of further support. We like a majority of our foundation’s grants to go directly to charities that a family member knows personally.

Ready Set’s mission and values align closely with ours. We both grew up in families that had modest means, so have an understanding that disadvantaged people can’t usually progress to a better life without external assistance, be it from the state or the community. Once we had sufficient for our own and our family’s needs, we saw it as an obligation to assist. It’s rarely possible to show thanks to the helping hands from the past, so the words “pay it forward” resonate with us.

Fulfilling an obligation is not about making you feel better. Naturally Margaret has been able to see the smiles and hear the “thank you” of clients of Ready Set when volunteering, and that obviously brings on a warm feeling. We fund an after hours study program in Broadmeadows attended by year 12 kids with tough domestic situations, close to Ray’s heart. When we heard one student obtained an ATAR of 99+ last year it was a special feeling.

Seeing the impact of the work of charities is therefore important to us.”





### Chris Giouris's story

**Chris Giouris from Techbridge Consulting has been a long-time supporter of Ready Set providing invaluable pro-bono IT support for our operations. Chris started volunteering with Ready Set in 2015 and has continued to support us over the years. Chris is usually just a phone call**

**away, always willing to come to us to trouble shoot any IT problems as well as ensuring we have a secure, stable and efficient IT infrastructure.**

“

My path to supporting Ready Set was when my wife told me I needed to get rid of shirts from my wardrobe before going to buy some more. I then came across an ad for Wear for Success and made the approach to donate my shirts. When I turned up with my shirts, I was chatting to one of the lovely volunteers and mentioned that I wanted to help however I could. I was then introduced to the CEO at the time, Jodie, and the rest is history.

In essence, my support of Ready Set comes from the stark reality that not everybody can simply go to a shop and afford to buy clothes for a job interview or their first couple of weeks of work. I want to help change that reality and supporting Ready Set achieves that goal. Everybody deserves the opportunity to improve their circumstances, and with the assistance of Ready Set, it's the first step in improving the mindset and self-confidence of their clients. The work in our organisation is about ensuring that our clients have the best tools available to operate their business. It is very satisfying to know that my contribution has helped your clients and am extremely proud to know that I play my part in ensuring that Ready Set has reliable, secure and efficient IT equipment and communications equipment.



### Melissa Hider's story

**Melissa Hider started volunteering with Ready Set in 2012, joining the Board with a specific focus on the marketing portfolio. This aligned with her professional life in marketing communications leadership roles for professional services firms including KPMG.**

After stepping down from the Board in 2017, Melissa continued providing support to Ready Set and leading our marketing and communications for many years. This included everything from fundraising events, creating collateral, and marketing and brand style guides, supporting our partnerships and supporting the organisation's rebranding more recently. Melissa has shown a real passion and true commitment for 10 years and we are absolutely grateful to her for her leadership and support over the years.

“

I was introduced to Ready Set by the first board Chair, Graham Seldon. He told me it was a wonderful opportunity to use my marketing skills for the greater good and warned me it would be hands on ... which it certainly has been! Ready Set's value of compassion really resonates with me. It's so easy to judge others and blame them for the circumstance they are in. So, the fact that every person who enters the doors is treated with compassion and respect, and offered support without judgement, makes me so proud of our service and the volunteers who deliver it. Someone once told me that to make impact you don't have to be able to do everything or even do a lot, just do the thing you're good at and let others do the same ... together you'll create huge impact. That definitely sums up Ready Set to me ... lots of people contributing their skills and time in their own way, all making a difference.”

### Richard Elstone's story

**Richard Elstone of Executive Interview Coaching has supported Ready Set since 2018 through regular financial donations to support our mission and in-kind work to support our career coaching program.**

Richard's contributions have had the power to support over 140 vulnerable and disadvantaged people seeking to enter or re-enter the workforce after periods or lifetimes of hardship and for this Ready Set is extremely grateful.

“

When I started Executive Interview Coaching, I wanted to support people based in Melbourne and so it made sense to work with a Melbourne-based charity. For me, having self-esteem and mental resilience are really important for everyone – if this is important for executives, then even more so for people who are at entry level in terms of their work. The fact that Ready Set supports everyone: males, females and non-binary, truly resonated with me and I could see that there was an obvious strong correlation in the work that both Executive Interview Coaching and Ready Set were doing – it was a fantastic association in other words.

Our values were aligned and we were both focussed on the life-changing impact that employment has, not only on the individual, but also those around them: their families and their communities. The truth is that things happen in all our lives that don't go the right way, so finding support to get you back on track is really important. I'm especially pleased to know of the impact my support has had. For every executive that I've helped since 2018, it turns out that I've helped the same number of vulnerable and disadvantaged job-seekers at Ready Set. That's a great feeling!”



## Our partnerships

Ready Set has forged strong partnerships with a range of corporate organisations, agencies, community groups and small businesses over the year.

Each partner is aligned to the core values of Ready Set and facilitates the work we do to maximise our impact on individuals and communities.

Read about three of our partnerships: an extended partnership with WISE Employment, a new partnership with Dovetail Social Enterprises as well as our collaboration with Melbourne City Mission (MCM).

### Spotlight on

#### WISE Employment

**WISE Employment has been partnering with Ready Set for a number of years and the new Workforce Australia contract provides the perfect opportunity to grow our existing partnership and ensure customers feel empowered through sustainable and meaningful employment.**

Ready Set asked Mary Gyurcsik, the WISE Employment Operations Manager for South East Melbourne & Peninsula a few questions about this partnership:

#### Why are Ready Set's services important to the people you support?

Our participants come from a varied background, often presenting with complex barriers to employment. Focusing on providing support to the vulnerable and disadvantaged in our community, when referred to Ready Set, they feel valued, looked after and supported. The service provided has seen our participants receive Resume and Interview preparation skills as well as interview and work attire. Customers can attend fitting appointments online or in person to receive tailored and personalised service based on their circumstance.

#### What is your experience working with Ready Set?

As a volunteer-based organisation, Ready Set has provided support to WISE Employment and our participants through varied services. The referral process is easy to follow and the service is personalised to the participant's individual circumstances. Ready Set volunteers treat our participants with respect, empathy and care and the service provided adds value towards achieving their goal of sustainable employment.

#### What feedback have you received from your clients about Ready Set?

Participants are thrilled to receive the personalised service. They are shown respect and support throughout the process. The full business attire makes them feel they belong into the chosen workforce. Being styled and provided the Resume and Interview skill support means they are confident to attend the interview and feel empowered with the knowledge that they received during the coaching.

**To continue offering its services during COVID-19 restrictions, Ready Set adapted its service delivery to virtual dressing and virtual coaching. What feedback did you receive from clients about this mode of delivery?**

The flexibility to be able to receive the same service, with the stylish clothing being delivered to their home has meant that our participants did not miss out on this support and they didn't feel disadvantaged even with COVID-19 restrictions. The service remained personalised and tailored to participants' needs even when delivered virtually.



### Spotlight on Dovetail

Ready Set is thrilled to have joined the Dovetail Social Impact Program during the past year. Dovetail's program was specifically developed to support smaller grass-root charities like Ready Set to grow their capacity and capabilities, to allow us to scale and increase the impact that we make with our customers. They do this by being our outsourced business development and relationship management team, supporting new and existing business donors to raise more funds through their business and also leverage it in achieving their business goals, engaging their staff, their customers and increasing brand recognition.

Dovetail itself is set up as a Social Enterprise and provides its services and support to Ready Set at zero cost nor keeping any % of funds raised. The first new business partner through the program was a networking group, BNI CBD, a chapter of Business Network International based in Melbourne CBD. They chose Ready Set for their Charity Partnership because they felt it was a great fit for a business networking group to support an organisation that inclusively helps some of the most vulnerable people in our community gain employment.

The BNI CBD Chapter has raised over \$15,000 already, surpassing their personal goal of \$10,000 in the first six months. They created fundraising elements into their social and networking events, with a major 30km Netwalking Challenge to connect with all of the other BNI Chapters across the region. Dovetail has since had one of the members of that chapter join the program to support Ready Set through a Family Law Practice and has a goal to bring more businesses via the Dovetail Social Impact Program to support Ready Set.

If you have a business and would like to find out more about how Dovetail can help your business support Ready Set, go to:

[www.dovetailsocialenterprises.com.au/our-changemakers](http://www.dovetailsocialenterprises.com.au/our-changemakers)





## Spotlight on Melbourne City Mission



Since 2020, I have been collaborating with Ready Set. For the clients that our organisation supports, Ready Set is important. The homeless status, poor mental health, and childhood or adult traumatic experiences of the clients that our organisation supports makes them extremely vulnerable. For our clients during the pandemic, especially those who were homeless, things got worse since it was unsafe to be out on the streets. Their mental health suffered as a result, and receiving clothes, toiletries, and shoes helped them feel valued, supported, and confident in themselves.



I first encountered Ready Set at the height of the pandemic. It was a trying moment for the entire Australian community, but it was especially hard on the people we helped because of COVID-19. They were unable to couch-surf or live on the streets. They lost their possessions, including their clothing, shoes, and other necessities because of being homeless. It was challenging for a frontline worker to observe the struggles of the general populace, especially those that we support. Ready Set accepted the concept with open arms and enquired as to what we required in order to support those vulnerable people when we contacted them and discussed the difficulties and requirements of the people we support. They distributed fresh bedding, toiletries, clothing, and shoes. The people we assist were shocked when we gave them clothes, shoes, and toiletries. It was priceless to see the emotion on their faces.

The young people who attended the Ready Set service reported having a great time and loving every item they received from Ready Set. Obtaining the clothing has been very beneficial. Not only does wearing new clothing give you more confidence, but you may also try out some new hygiene and beauty techniques! Most clients were overjoyed to receive the donation. Some of the clients told us they were astonished by the high calibre of the Ready Set clothing, footwear, and cosmetics they received. They also stated that receiving new clothing, shoes, and other items made them feel appreciated, treated with dignity, and on par with other members of the community.

Even though it was a difficult time for everyone at the time, Ready Set employees went above and beyond to help our clients find employment by giving them access to necessities like work attire and boots telephone consultations with clients were conducted in order to assist those who had been out of work for a while with developing interview skills. I'm eager to keep up our partnership and work with Ready Set to help our clients in the future.

Youth Coach, Detour



# The environment

## Circular Fashion: our role in protecting the environment

### 15,000

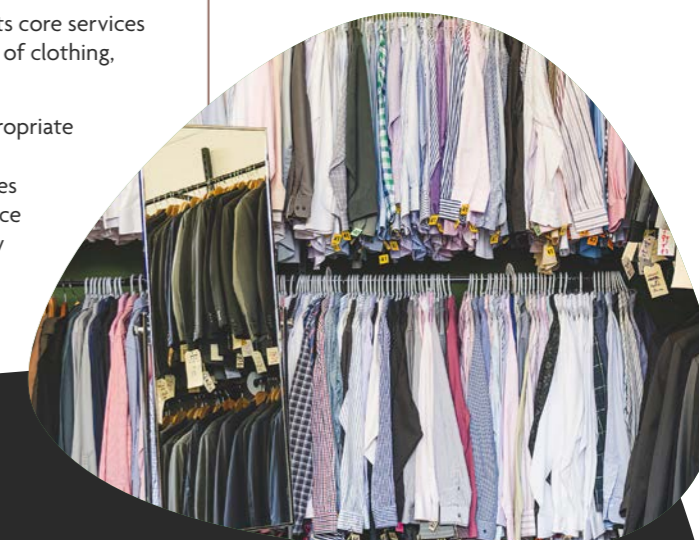
Items of clothing, shoes and accessories donated each year.

Ready Set plays an important role in the circular fashion economy and in protecting our environment.

It is widely reported that on average, the average Australian discards 23kg of clothing into landfill each year and that charities such as Ready Set and opportunity shops help reduce this impact on our environment.

Ready Set sees recycling and sustainability as a key ancillary pillar to its core services and has a multi-pronged approach to managing the over 15,000 items of clothing, shoes and accessories donated each year.

Our principal objective is to ensure that clients receive the most appropriate attire to support them as they enter or re-enter the workforce. Since Ready Set first opened its doors in 2011, it has seen many changes in both the type and quality of clothing donated and clients' workplace clothing requirements. As taste and fashion has evolved, so has Ready Set's approach to how donations are used.



After sorting and assessing every item that is donated, items are either re-used, recycled, or recirculated to ensure they do not end up in landfill.



### Recycling

Clothes that are not suitable for an interview or work, or when there is a surplus of similar items, Ready Set recycles these items through its fundraising sales. These sales provide a vital income stream to support Ready Set's services and are a vehicle for introducing Ready Set to a broader audience who may not know of our work.



### Re-using

Each year, over 15,000 items are cleaned, sorted according to style and size, before landing in the Ready Set warehouse. Volunteer stylists use these to put together a wardrobe for each client, based on their individual needs and preferences.



### Recirculating

Clothing that can't be reused or recycled is recirculated to a number of other organisations that have a strong commitment to environmental sustainability. Ready Set donates clothing to community and charity organisations, enabling them to sell in their social enterprises, give to their own clients or to repurpose.

Ready Set also has a mutually beneficial relationship with innovative material recycler Upparel which donates clothing to Ready Set and in turn, damaged and unwearable clothing is donated by Ready Set to Upparel. Ready Set has a strong commitment to minimising its environmental footprint and maximising the contribution it makes to the circular fashion movement.

# Financial summary



## Treasurer's Report

Ready Set's financial results for the year ended 30 June 2022 are not what we had planned for, with greater optimism at the beginning of the financial year that we could implement elements of our strategy for growth.

Our financial year results reflect the ongoing impacts of COVID-19 lockdowns and restrictions continuing throughout the year, significantly impacting our fee-for-service partnerships and fundraising activities in particular.

The Board is well aware of Ready Set's position and is monitoring this regularly, reducing costs where possible, including a renegotiation of our rent, as well as focussing on new income opportunities. We are confident that we can restore our financial position in the coming 12–18 months and have already begun to see promising changes at the beginning of the new financial year.

I thank the team, Wendy, Cynthia, Amanda, Lee and Ian for their assistance, together with the fantastic support of our volunteers.

**Peter Pryn**  
Treasurer

“I must thank the team, Wendy, Cynthia, Amanda, Lee and Ian for their assistance, together with the fantastic support of our volunteers.”

### Statement of Income and Expenditure

For period ended 30 June 2022

	2022 (\$)	2021 (\$)
<b>Total Income</b>	366,889	338,478
<b>Total Expenditure</b>	417,065	347,570
<b>Operating Surplus/Deficit</b>	(50,176)	(9,092)

### Balance Sheet

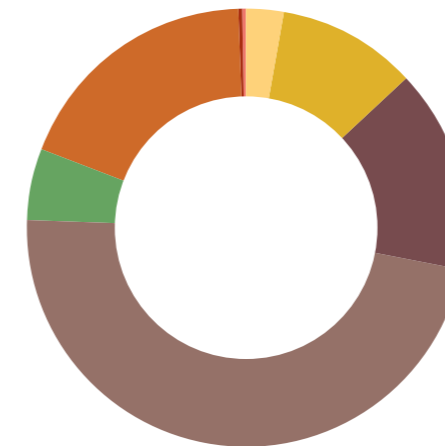
As at 30 June 2022

	2022 (\$)	2021 (\$)
<b>Total Assets</b>	327,338	184,890
<b>Total Liabilities</b>	26,178	118,450
<b>Retained Profits and Total Equity</b>	158,712	208,888

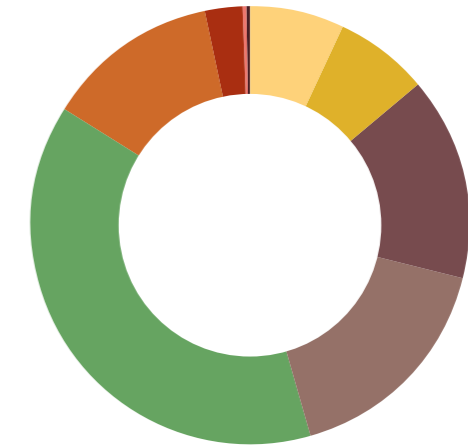
### Audit and Accounts

Ready Set complies with all applicable Australian Accounting Standards and Guidelines, and is in compliance with the *Corporations Act 2001* and *Australian Charities and Not-for-profits Commission Act 2012*. CVS Sincock & Co audits the financial statements. These statements are available upon request from Ready Set.

### 2022 Income breakdown



### 2021 Income breakdown



	2022	2021
Fees from referral agencies	2.82%	7.20%
Corporate donations	10.36%	6.78%
Public donations	15.07%	15.04%
Grants and Foundations	47.32%	16.54%
COVID Government Grants	5.45%	38.59%
Clothing Sales	18.50%	12.76%
Fundraising events	0.16%	2.62%
Memberships	0.31%	0.34%
Interest income	0.01%	0.12%



# Board and leadership



## Naomi Fox

### Chair

Naomi has been with Ready Set since 2018, starting as a volunteer stylist/dresser, then working with the Board to develop their first strategy. In 2020, Naomi was appointed to the Board.

She has 25+ years experience specialising in organisational development across industries including retail, FMCG, telco, university, professional and human services. Naomi works with leaders and organisations to develop strategies, capabilities and capacities to adapt, learn and grow. She is founder of Culture Co-Lab a boutique consultancy and currently is Head of Organisational Development with Australian Unity.

In 2022, Naomi was awarded the Women's Board Leadership Program scholarship from the Victorian Government's Office for Women and the Australian Institute of Company Directors (AICD).



## Peter Pryn

### Treasurer/Financial Controller

Peter is a Director at Hall Chadwick Melbourne and is a Fellow of the Institute of Chartered Accountants.

Peter has been actively involved in many community service groups, business chambers, sporting clubs and charity organisations over many years. He is active in his family activities, garden, golf, travel, and Genealogy. A board member since 2016, Peter also manages the Ready Set financials for internal reporting requirements and ACNC compliance.

Through Peter, Hall Chadwick Melbourne provide pro-bono accounting and payroll services to Ready Set.



## Simone Caylock

### Legal Support

Simone joined the Ready Set Board in January 2020 and is also a Partner at Rigby Cooke Lawyers.

Having been an Employment and Workplace Relations lawyer for over 20 years, Simone understands that work is central to health and wellbeing in that it provides social connection, a sense of identity and self-worth, purpose and meaning, structure and routine as well as a livelihood. She therefore appreciates the important role that Ready Set plays for people in our community.

Through Simone, Rigby Cooke has provided much valued pro-bono legal services to Ready Set.



## Liam Hayes

### People and Culture support

Liam joined the Ready Set board in 2016 and is also the Chief People Officer at Aurecon. As Chief People Officer at Aurecon, his role is focused on empowering people to achieve the company's purpose and strategic aspiration, and to work together to continually transform culture into a more diverse and inclusive environment where everyone can connect, learn and thrive. He loves the impact Ready Set has on so many lives. The combination of his professional background and his passion for seeing people succeed enables Liam to make a positive contribution to Ready Set.



## Margot Stevenson

### Disability and Mental Health Industry advice

Margot started volunteering at Ready Set in 2017 as a career coach and two years later she became a volunteer member of the Ready Set Board.

Margot holds a Master of Applied Science, Graduate Diploma of Marketing, Bachelor of Commerce, GAICD and FAHRI and is an accredited executive coach. Margot is currently the General Manager, People and Culture at Nextt, a disability and mental health services provider.

Passionate about the work she does at Nextt and Ready Set, Margot is proud to be part of organisations making a positive impact on the lives of less advantaged people in our community.



## Charlotte Webb

### Fundraising support

Charlotte joined the Ready Set board in late 2021. She is currently the General Manager of Fundraising & Growth at Leukaemia Foundation following six years as Chief Fundraising Officer at Movember. She brings over 20 years' experience in the non-profit sector and a personal commitment to making a sustainable, positive impact on society.

Charlotte is passionate about the multi-faceted work of Ready Set and its potential to support those who find themselves with multiple barriers to employment.



## Julie Quirk

### Volunteer Representative

A founding volunteer of Ready Set and volunteer representative on the Board, Julie is deeply committed to the continued growth of our organisation and integrity of the service we offer the community.

After a successful management career in fashion retail, manufacturing and recruitment, Julie gained enormous personal satisfaction by volunteering at Ready Set. Julie went on to obtain diplomas in Community Services Work and Case Management.

Julie worked in various roles in the Welfare Sector before moving into her current role at Sacred Heart Mission Women's House in St Kilda where she sees first-hand the challenges faced by the most vulnerable in our community.

She believes passionately in the capacity of Ready Set to support people facing barriers to succeed in having a life they deserve.



## Elizabeth Redfern

### Volunteer Representative

Originally from the UK, Elizabeth spent 25 years in Hong Kong before moving to Melbourne in October 2016. She has extensive experience in publishing, marketing/communications, and business development. While in Hong Kong, she headed the APAC marketing/communications teams for U.S. law firms and established a boutique marketing/PR consultancy. Drawing on her corporate experience, Elizabeth has practised as an executive coach for the past ten years. Her work crosses industries, geographies and hierarchies and includes clients from professional services, media/PR, human resources, and education.

Elizabeth joined Ready Set in November 2017. She initially volunteered as a dresser before also joining Ready Set's career coaching team. Elizabeth was elected to the board as a Volunteer Representative in August 2021.



## Edmund Waters

### Company Secretary

Edmund is Deputy Company Secretary at AustralianSuper. In addition to being a qualified lawyer, he is a Chartered Secretary, holds a Graduate Diploma of Applied Corporate Governance from the Governance Institute of Australia (GIA) and is a Fellow of the GIA. In his current role, he provides governance advice and company secretarial support to the Australian Super Board and various Board Committees.

Edmund is committed to supporting people to achieve their career goals, having managed interns as part of the CareerTracker Indigenous Internship programme. He is committed to Ready Set's mission and making a positive impact on the lives of jobseekers.



## Cynthia Kralik

### Chief Executive Officer

Cynthia's background is in pre-tertiary international education leading large portfolios globally. She is an accredited company director and has held Deputy Chair and Chair roles for not-for-profit organisations.

She is passionate about all aspects of leadership and relationship building and is motivated by the opportunities that innovations and change can bring to organisations and people. She enjoys embarking on new challenges, tackling problems, and finding solutions that are in the best interests of all involved.

Cynthia became involved with Ready Set 10 years ago as a volunteer and over the years has observed the enormous impact of this organisation.

## Administration support

This small but essential team, ably supported by administration volunteers, look after our day-to-day operations and administrative functions. They are the first people clients see when they come to us, and they are always busy answering the phone, assisting with client bookings and receiving clients when they arrive. In this team, we also have volunteers who look after our social media and policies and procedures.

### Amanda

Amanda is our Operations and Partnerships Manager and has worked at Ready Set since 2019, starting off as a volunteer. She manages our relationships with referral partners, oversees the recruitment and day-to-day support of our volunteers and drives delivery of our clothing service. Amanda has boundless energy and unwavering dedication to our clients, partners and volunteers – add her tactical and analytical skills and we have the perfect person to manage all our day-to-day activities!

### Ian

Ian provides operational support to the team and has been with Ready Set since 2021. He supports our client booking systems, is the go-to person for data and ensures our bills are paid!

### Lee

Lee is our Career and Partnerships Coordinator and is responsible for our Career Support Program. Lee started working with us as a volunteer four years ago and has moved on to overseeing our career coaching program as well as supporting our operations and relationships with referral partners.

### Marita

Marita is one of the administration volunteers who, along with Cathy, Liz, Sue, Maggie and Dreda, support our administrative functions, policies and procedures.



# Thank you partners and supporters

Ready Set is extremely grateful for all the individual and corporate donations it receives throughout the year. These donations include clothing, footwear and accessories, financial contributions and pro-bono services.

We rely on the generosity of individuals, community groups and businesses to support the important work we do to change people's lives. Whilst we cannot list all individual donors, we want to acknowledge the support, trust and confidence they place in us.

## Clothing Partners

Alessandra  
All at Sea  
Anne Moran Boutique  
Bared Footwear  
Channel 9  
Footscape  
Gazman  
Good 360  
Muse Boutique  
Nancy Bird  
Pony-Up for Good  
Shop for Shops  
Shoreditch Uniforms  
Pinchipoo Ltd  
The Loftt  
Thread Together  
Upparel  
Workwear Group

## Corporate and Community Supporters

Blaze your Trail  
Complex Façade Installations  
Culture Co-Lab  
Deloitte  
Direct Chemist Outlet-Ripponlea  
Dovetail Social Enterprises  
Flocon Engineering  
Frankston Rotary  
Grill'd Social Matters  
Live Life Port Phillip  
Mastercard  
Methodist Ladies College  
Officeworks  
Parish on the Parks, Albert Park  
Port Phillip Lions Club  
Port Phillip Rotary Club  
Salesforce  
Red Hill Football Netball Club  
Toyota

## Pro-bono supporters

Armstrong Studio  
Coaching services and financial contributions  
Executive Interview Coaching  
Hall Chadwick  
Mission Imperative  
Rigby Cooke Lawyers  
Techbridge Consulting  
Web Force 5

## Grants and Foundations

Australian Philanthropic Services  
Equity Trustees/John and Betty Laidlaw Legacy  
Elsie Cameron Foundation  
Leg Up Foundation  
Perpetual Trustees  
Ray and Margaret Wilson  
Streetsmart

# Thank you volunteers

## Our dynamic clothing services volunteers

Allison Hommelhof	Lindy Kew
Anita King	Liz Redfern
Carol West	Liz Oxenbury
Catherine Blair	Louise Leggo
Dianne Bellingham	Loreta Gleeson
Elspeth Connor	Marion Sitter
Fran Woodruff	Martine Oldfield
Helen Wilms	Meri McFarlane
Iva Sazunic	Morgan Collins
Jacki Burgess	Muriel Arnott
Jaypee Toledo	Natasha Barton
Jeannette Robson	Odette Cains
Jill Thompson	Pamela Thomas
Julia Roberts	Peter Hillman
Julie Quirk	Robin J Edwards
Karen E McLeish	Rosanne Osborn
Kay Frith	Sarah Ridley
Kerry Lee-Kuschel	Sally Hearn
Lauren Green	Sari Hunt (Taddei)
Linda Rowe	Sue Grisdale

## Our coaching volunteers

Barb Griffen	Graham Fetherstonhaugh
Bernd Zomerdijk	Meghan Curtis
Christine Santeusano	Peter Sprott
Clint Whyte	Sue Vidler
Deborah Ashton	Sharon Ryan
James Harper	Venkat Ramakrishnan

## Our efficient administration volunteers

April Bice (Social Media)	Maggie Hammerton
Catherine Schofield	Marita J O'Keefe
Dreda Charters-Wood	Sue Stephens
Liz Crosby	Theresa Le Duc
	Voula Andritsos

Jenny was one of the Founding Members of Wear for Success (Ready Set) and sadly passed away in September 2022.



She was the Ready Set Warehouse Manager for many years and a loyal and dedicated volunteer since 2011. She was a compassionate and skilled dresser and a thoughtful and focussed Team Lead.

Jenny was an inspiration to everyone at Ready Set. She loved her fellow volunteers and was loved by them all. All the clients she dressed also loved her as she was considerate, perceptive and able to make them all feel at ease, especially those who were apprehensive about accessing our services. She was full of life and positivity and we all feel very privileged to have known and worked with her. Jenny was a fine example to us all.

This poem was written by one of our volunteers, Carol, as a tribute to our friend, Jenny, who we will miss dearly.

Her twinkling eyes  
Take me by surprise  
A tiny frame  
She's always on her game  
Helping others, always smiling  
Positive vibes, oh so beguiling  
Leading on by quiet example  
No fuss, no tension "Is that a new sample?"  
She would ask when setting-up sale  
Looking for fashion's Holy Grail  
Your gracious beauty warmed my heart  
Thank you darling Jenny for being a part  
Of special memories on this journey called Life  
Forever a beloved colleague, friend, mother and wife

Carol West





[www.readyset.org.au](http://www.readyset.org.au)



Ready Set is grateful  
for the pro-bono  
design communication  
provided by

**ARMSTRONG**