

**WE ARE  
MOBILISE**

*Connection For Change*

**Your opportunity to join our journey of  
positively impacting 10,000 lives by 2030**

[wearemobilise.org.au](http://wearemobilise.org.au)





# From Our CEO

We Are Mobilise has experienced an incredible period of growth on the back of Nedd Brockmann's record run in 2022. It put us in a position to develop many of the programs and dreams we've had for years.

We've been steadfastly focused on fostering a connection with our friends on the street while garnering insights from the conversations we've shared.

Our focus now is on scaling our impact, working with the other incredible organisations in the sector to deliver the resources and support necessary to positively impact 10,000 lives facing homelessness across Australia.

We were founded based on a simple question - "in a nation like Australia, why does anybody have to sleep on the street?"

**Together, we want to work towards a society where this is no longer a reality.**

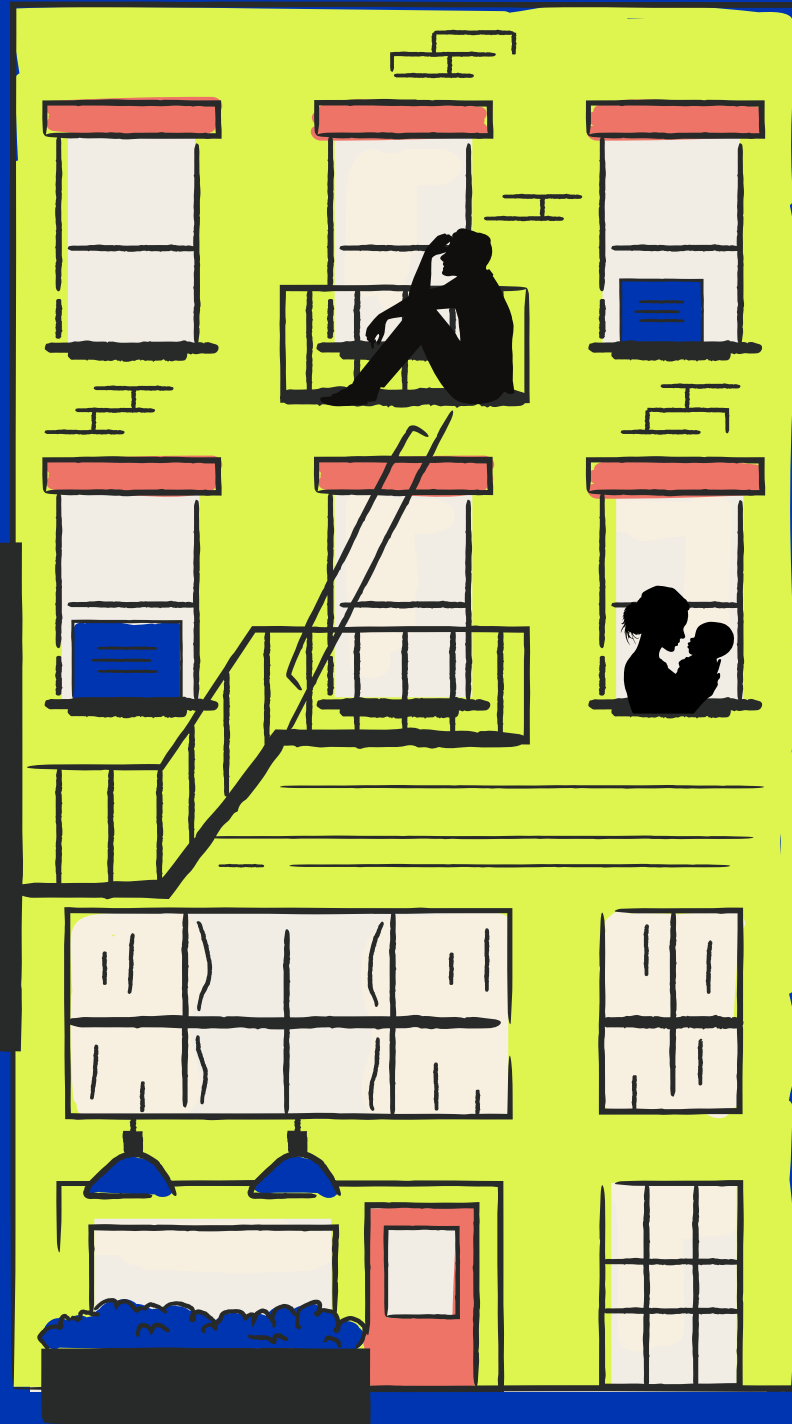
*- Noah Yang,*

*Founder & CEO*





# Most Homelessness Is Invisible and Goes Far Beyond Sleeping Rough



## Hidden Homelessness

Almost **94%** of the over **122,000 Australians** facing homelessness are classed as secondary or tertiary homeless.<sup>1</sup>

This includes:

- Couch surfing
- Emergency and temporary accommodation
- Living in accommodation that falls below minimum community standards.

## Visible Homelessness

Only about **6%** of people who are homeless are sleeping rough.



# Most Homelessness Is Invisible and Goes Far Beyond Sleeping Rough

“ I felt like a lamp post as thousands of people walked past me every day, but hardly anyone could even stop to say hello. ”





# Imagining a World Where No-One Sleeps On The Street

It started with donated  
bags of bread  
and a conversation...



Then one man inspiring  
over 35,000 donors

Culminating in  
Australian-first Direct  
Giving programs



Including support from  
organisations across the nation



This is our story on the pathway to  
impacting 10,000 lives by 2030 - let  
us share how we will get there...



**We would never have dreamed that a few conversations would lead to a revolutionary way to deliver impact across Australia.**





# **Mobilise Punches Above Its Weight and Is Continuing To Grow...**

From humble beginnings as a volunteer-run organisation conducting outreach, we've seen exponential growth throughout 2023 which has allowed us to increase our impact for our friends on the street and people facing homelessness across the country.



# Mobilise's Key Stats

**2750+**

Volunteer hours facilitated across Australia since our first outreach in 2016

**\$2 Million**

Raised in 2022 through the Nedd Brockmann campaign, one of the largest independently run fundraisers in Australia

**8**

Years we have been working as a group of passionate individuals to make an impact

**50+**

People who have had their lives changed through Direct Giving programs

**4 States**

in Australia where Mobilise is delivering monthly outreaches and care

**35,000+**

Donors who have joined our movement and contributed to our mission

**10+**

Charity referral partners we work with to support their clients through our programs

**3,000+**

Essential items provided to people sleeping rough across Australia





# But It All Started With A Conversation...



We Are Mobilise's purpose emerged out of a realisation that it's genuine human connection, time, and companionship that make a real difference.



Imagine a country where no one sleeps on the streets. That's the question that sparked our founding in 2016 (along with a few loaves of bread and a couple of smiles)...

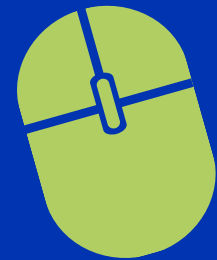
A movement of like-minded young people began to rally around the opportunity to make an impact for those on the streets, with outreach teams in NSW, QLD and the ACT joining the VIC mission.

Our outreaches have allowed us to engage with over a thousand individuals, gaining invaluable insights which has led us to our evolution...





# ...Which Led To A Movement...



**380K WEBSITE  
CLICKS**



**35K  
DONORS**



**\$2 MILLION+  
RAISED**



***"Inspiring"***  
**Ash Barty,**  
**Former World No 1.**  
**Tennis Player**



***"An amazing effort"***  
**Anthony Albanese,**  
**Prime Minister of**  
**Australia**



# ...Putting Us In A Position To End Cycles Of Homelessness



## MOBILISE MATCHED

An Australian-first direct cash transfer program. By integrating employment opportunities, ongoing support of housing and financial counselling, as well as substantial funding of up to \$10,000, Mobilise Matched provides a strong foundation for people to build their next chapter.



## MOBILISE KICKSTARTER

Kickstarter empowers people to enter the property market or maintain their existing housing. This provides the stability and security of a home by covering their bond and rent for eight weeks: a stepping stone towards long-term stability and independence.



## MOBILISE PAY

A direct giving program aimed at supporting single-mother families to pay their bills. This year-long program goes beyond financial assistance, utilising a voucher and gift system to cover necessities like utilities, groceries, and extracurricular activities for children.

By providing our  
participants with  
**trust & autonomy,**  
we **empower** them  
to use our  
platform and  
resources **to write**  
**their own next**  
**chapter.**

# Our 'Why'

“

**“The payments have been incredibly helpful, especially as there has been a mould issue at my current rental so it has tremendously helped with my savings to find somewhere else to rent alongside being able to get groceries and not just live off toast whilst I’m job searching. A huge thankyou to you and the kickstarter program.”**

Mobilise Kickstarter Participant

“

**“I just have to say the staff are gobsmacked and are just so overwhelmed, oh what this program has the potential to do for our clients. Thank you so much.”**

Kickstarter Charity Referral Partner

“

**“Our clients have been facing long-term homelessness, and with the Mobilise Kickstarter support, they’ve been able to finally get into their first private rental and break their decades-long cycle of generational homelessness.”**

Case Manager, Uniting



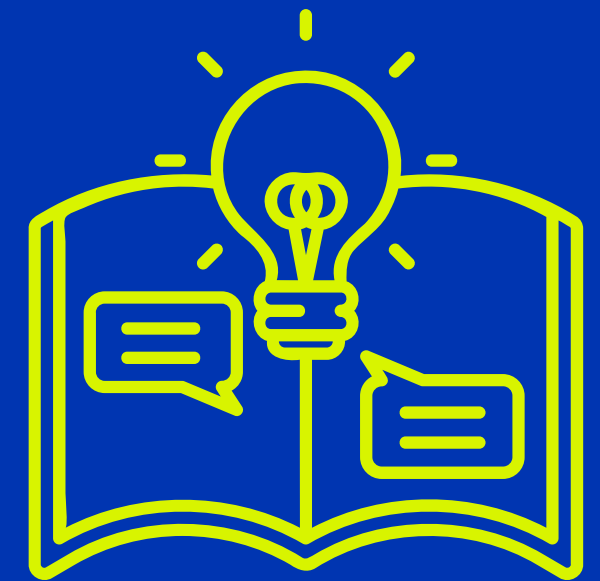
# What Sets Us Apart?



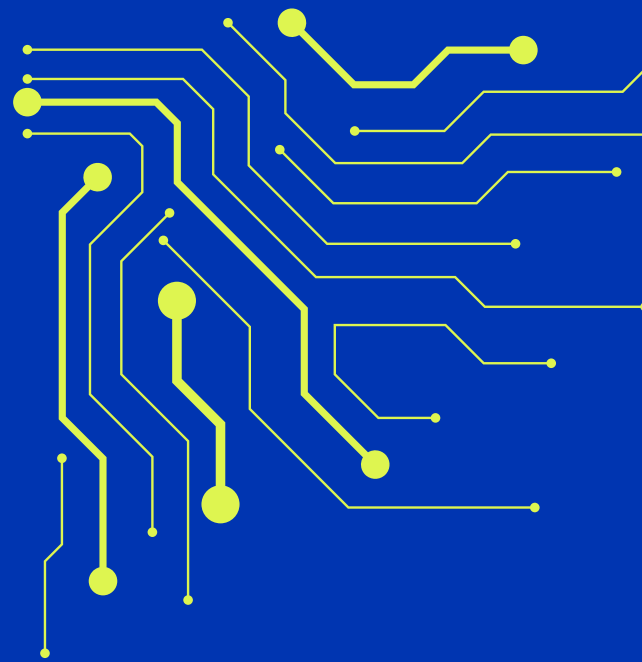
Our approach is **tech-first**: finding ways to embed the latest tech to ensure we stay lean and scalable.



We're one of the few charities with an **outreach program**, providing **real-world connection** for socially isolated people.



We're only adding on top of what works. **Instead of duplicating effort**, we're only pursuing programs that address gaps in current support.



Finding cutting-edge ways of getting good outcomes for our participants, like our **hyper efficient direct cash transfer program**.



We understand the **power of storytelling** in getting us to 10,000 lives changed, working with the best storytellers combining advocacy & marketing.



# Our Board Of Directors

*Bringing different perspectives to charity*



**Andrew Sloman**  
Risk & Compliance Advisor



**Chris King**  
Senior Director –  
Bullfrog Media



**Jenna Downer**  
Project Director –  
No 2nd Place



**Trent Milvain**  
COO –  
Law Squared



**Danielle Schutte**  
Chief Operating Officer



**Noah Yang**  
Chief Executive Officer

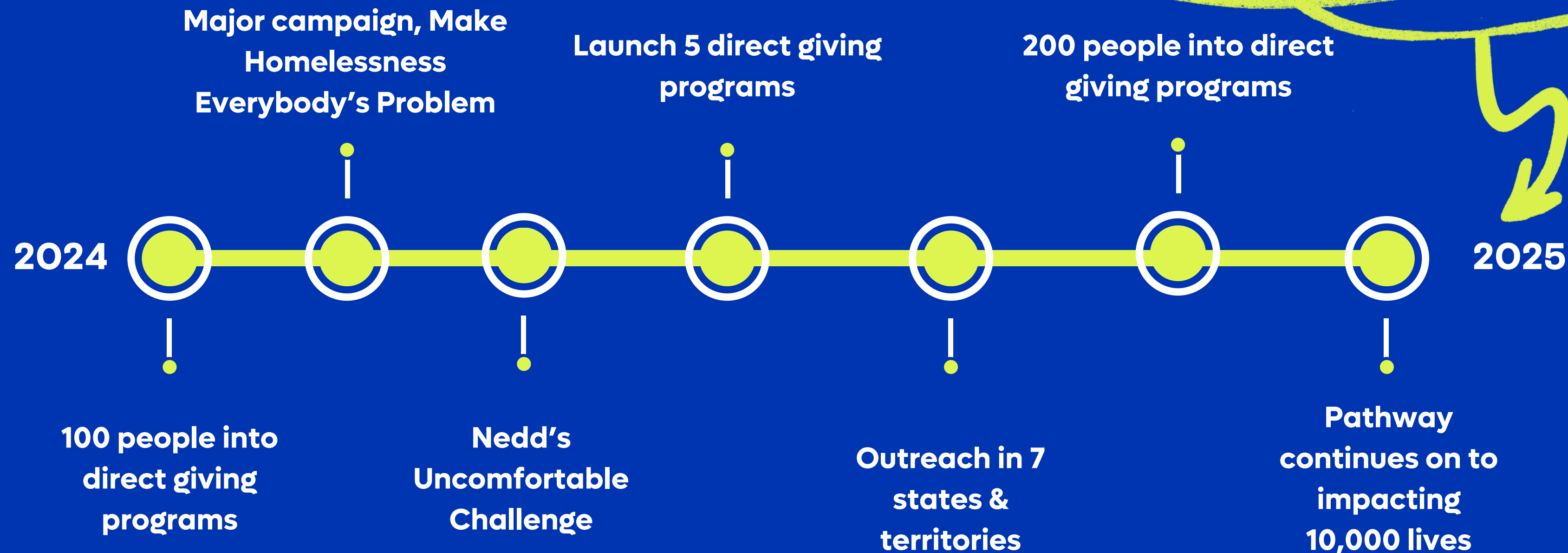


**Anthony Alsop**  
Chief Marketing Officer





# Our Roadmap





# How Can You Help?



## Corporate Pledges

According to a survey commissioned by New York-based Zeno Group of 8,000 global consumers and 75 companies, consumers are four to six times more likely to purchase, protect and champion purpose-driven companies.

Contributing to a program like **Mobilise Kickstarter** is good for society and your business.

**Contributions can be made at the following levels per month:**

**\$250** (1 week's rent)

**\$500** (2 week's rent)

**\$1,000** (4 week's rent)

**\$5,000** (5 people's rent covered for one month)

A contribution of **\$1,000** per month will directly fund the housing costs for one person, providing them with the foundation they need to rebuild their life.

### Step 1



#### **\$1,000 Bond**

Upfront payment directly to RTBA.



### Step 2

#### **\$250 p/w**

Weekly rent payment made to realtor for eight weeks.



### Step 3

#### **\$250 bonus**

Paid at 3-month follow-up.

# How Can You Help?

We want to provide corporate Australia with the opportunity to contribute to impact in meaningful and unique ways.

Not just a simple tick-the-box exercise to achieve CSR objectives, we want to leverage your resources, skills and expertise to positively impact the lives of **10,000 people facing homelessness.**

## Direct Giving and In-Kind Support

We are building an ecosystem of like-minded organisations to support those most in need during pivotal moments in their lives. From food to clothes or household items, we go above and beyond to deliver goods and services that allow program participants to transition into a home, not a house.

As a not-for-profit, our generous corporate partners fully enable our life-changing programs and ongoing support. From pro-bono consulting to ongoing donations of supplies that power our mission - we can't do it without them.



**BE BOLD AND INNOVATIVE WITH  
YOUR COLLABORATION IDEAS**





# Consulting and Pro Bono Support

Corporate volunteering via pro bono consulting or low bono support is the cornerstone of purpose-driven engagement.

By extending your company's expertise and resources towards We Are Mobilise, you not only fulfil your social responsibility obligations but also reap substantial employee benefits.

These sessions enhance employee engagement, while providing opportunities for your staff to deploy their skills - often in settings they may not have extended into before.

We've worked with organisations from across the legal sectors to global consultancies and the design world - we'd love to work with you to design a bespoke session that will truly make a meaningful impact while also being a great day for your staff.



Recently, we partnered with the team at We Are Mobilise to give back to the community and give the team a meaningful experience.

Helping people in need across the community has always been closely connected to the purpose of the NRMA and I was so impressed by how the Mobilise team facilitated the experience and brought us all together to break down the barriers and our biases.

Participating in the outreach and knowledge-sharing session connected us as a team and established a lasting relationship with the We Are Mobilise team.

**Marie Ferrett - General Manager Brand and Reputation, NRMA**



# Why Philanthropy Matters

## Direct Giving

Develop and pilot innovative Direct Giving programs with untied funding aimed at serving unmet needs

## Collaboration

Lean on these insights to become a leading Direct Giving provider working alongside partners to support 10,000 Australians

## Funding

Secure regular recurring funding through philanthropy to scale the successful direct giving programs providing impact at scale

## Evaluation

Robustly evaluate the impact of those programs, identifying whom they are best aimed at, to continue growing the evidence base for the industry

Untied funding has enabled us to trial innovative programs that haven't been tested before.

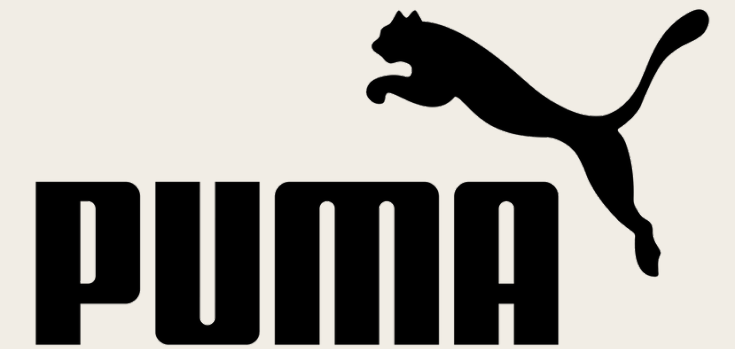
We are building an ecosystem of charity referral partners, a significant technology infrastructure & a growing number of successful participant outcomes, enabling us to collaboratively develop programs unlike anything seen yet in the sector.



# Who has already contributed?

We Are Mobilise provides distinctive and purpose-driven partnership opportunities customised to align with the goals and objectives of your organisation.

We have collaborated with various organisations and governments to foster a deeper connection with our friends on the street.





# THANK YOU!



**Noah Yang**  
Founder & CEO

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🌐 [wearemobilise.org.au](http://wearemobilise.org.au)

