

**WE ARE
MOBILISE**

Connection For Change

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

wearemobilise.org.au



FROM THE 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 by 2030.

Our founding was based on a simple question: in a nation like Australia, why does anybody have to sleep on the street?

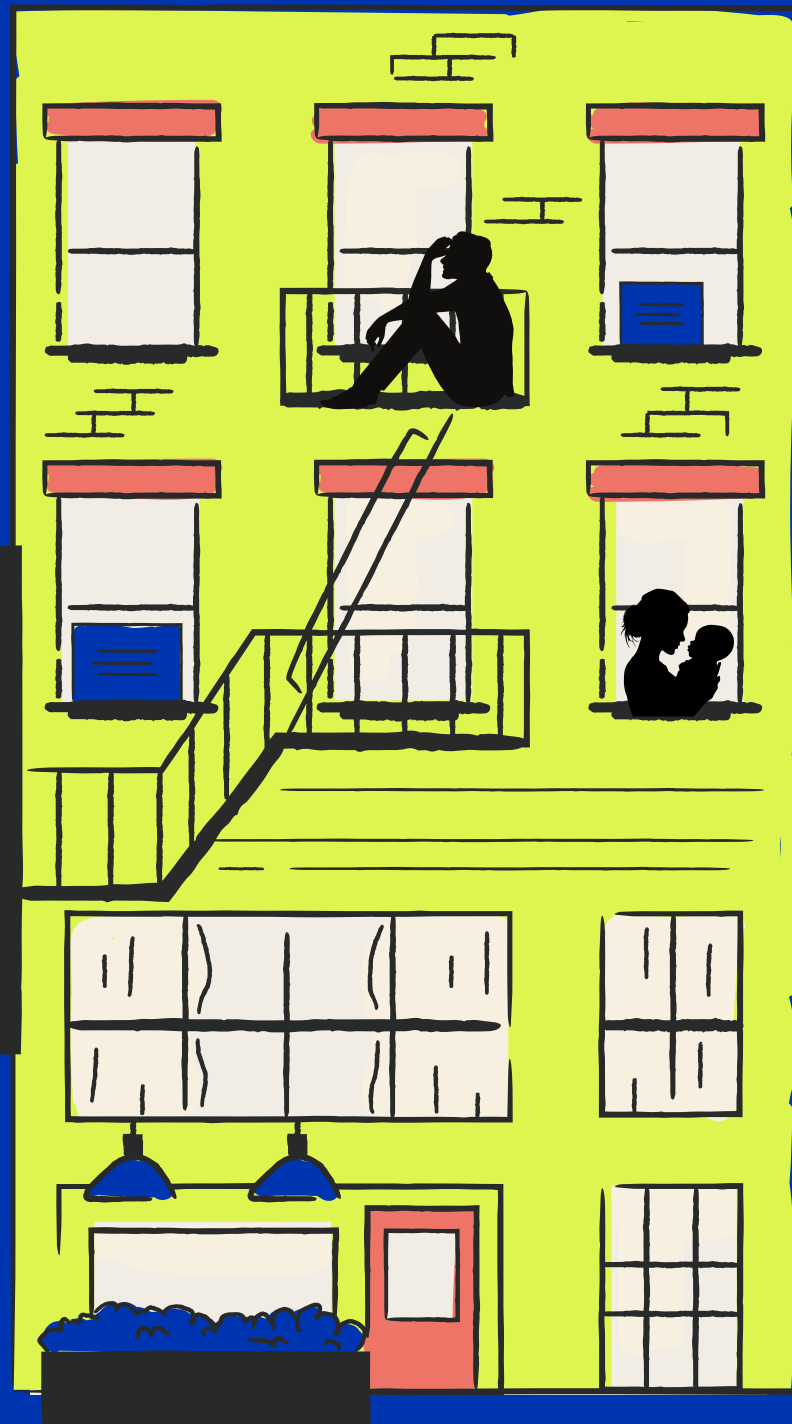
Together, we want to work towards a society where this is no longer a reality.

- 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.¹

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 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

60+

People who have had their lives changed through Direct Giving programs

5 States or territories

in Australia where Mobilise is delivering outreaches or programs

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.



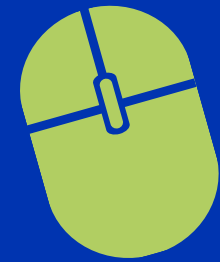
Imagine a country where no one sleeps on the streets. That's the question that sparked our founding in 2016 (along with a few loaves of bread and a couple of smiles)...

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.**

Why we do what we do

“

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

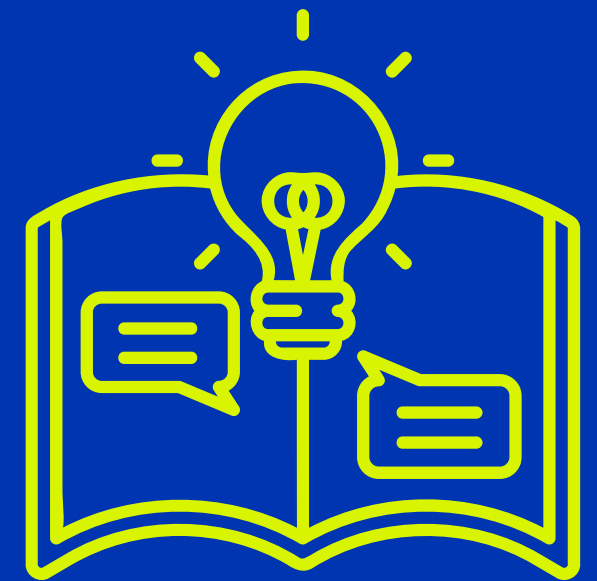
What Sets Us Apart?



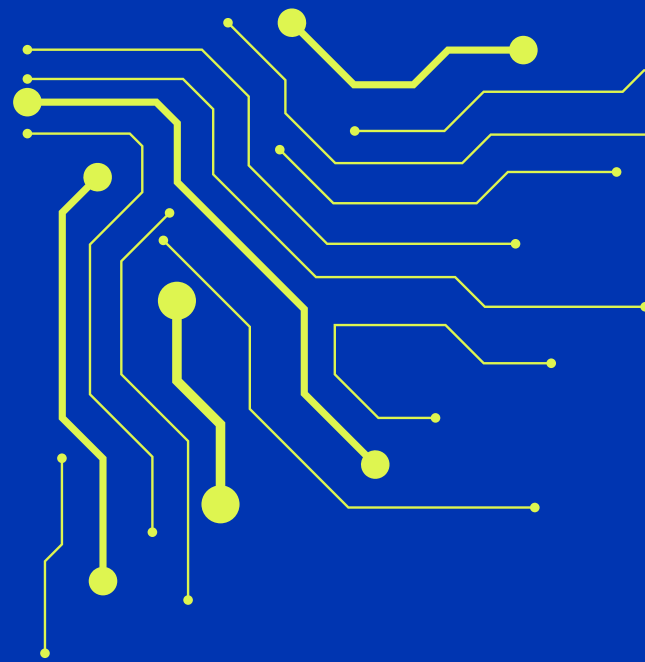
Our approach is **tech-first**: finding ways to embed the latest tech to ensure we stay lean and scalable.



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



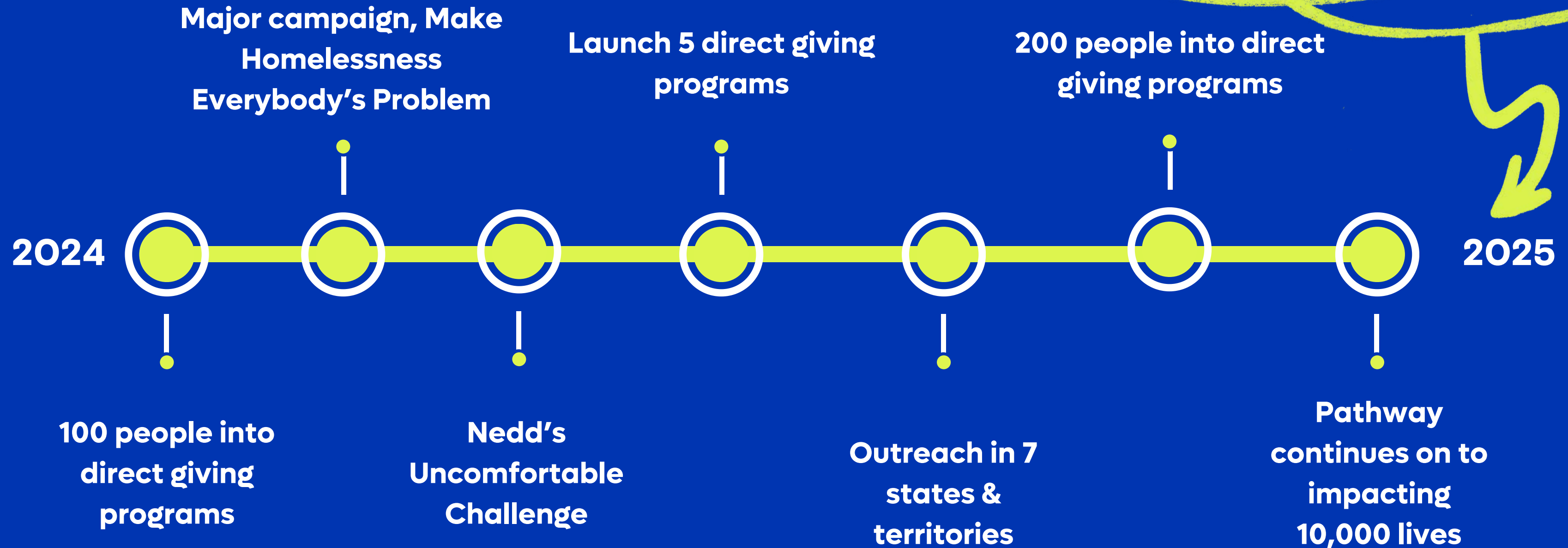
Noah Yang
Chief Executive Officer



Anthony Alsop
Chief Marketing Officer



Our Roadmap



We know that's an ambitious timeline, but we've got big dreams, and a proven track record of delivering them. Bring on 2025!



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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