

**WE ARE
MOBILISE**



CASE FOR SUPPORT

CONNECTION FOR CHANGE



MOBILISE
LIVING DELIVERS
GREATEST IMPACT
ECONOMY FOR
PARTICIPANTS

as shown
wards an
cash transfer
to \$1.39



MOBILISE
Connection for Change

LESSGO!

PROJECT 10,000

LESSGO!

VOLUNTEER WITH US

READY TO GET UNCOMFORTABLE?
LEADS
UNCOMFORTABLE CHALLENGE

WHERE DOES YOUR MONEY GO?

ABOUT MOBILISE

We Are Mobilise has experienced an incredible period of growth on the back of Nedd Brockmann's record run in 2022.

It's put us in a position to develop many of the programs & dreams we've had for years, including **Project 10,000**. By 2030, we aim to positively impact the lives of 10,000 people, providing them with the support and resources they need to regain control of their lives and thrive within their communities.

From our launch in 2016, we focused on fostering connections with our friends on the street while garnering insights from the conversations we've shared.

Today, we focus on delivering impact through our three key pillars: **Outreach, Direct Giving & Igniting a Movement**, and we invite you to read through our plan on how we aim to achieve this.

We were founded based on a simple question - **"In a nation as prosperous as Australia, why does anybody have to sleep on the street?"**

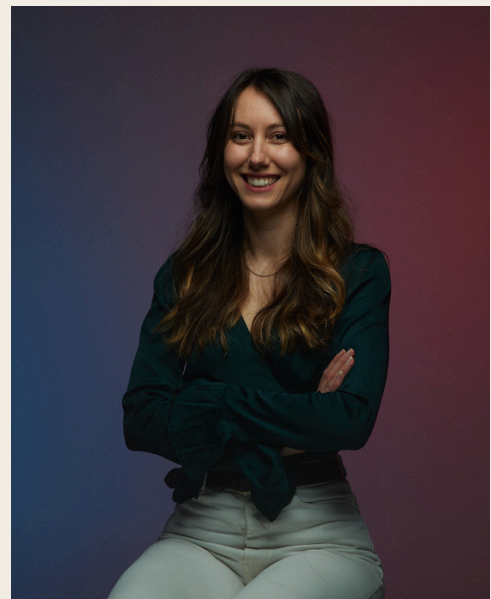
With that thought in mind, and with your help, we are confident we will reach our **most ambitious goal alongside the sector: to end homelessness in Australia.**

Noah Yang

Noah Yang
Founder & CEO

Danielle Schutte

Danielle Schutte
COO



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OUR THREE PILLARS

OUTREACH

Our Outreach program forms the heart of our movement and is our avenue for **everyone to make an impact**. We deliver **care packages** containing essential items like **food, clothing and hygiene and sanitary products** to those experiencing homelessness in our capital cities. What sets us apart is our emphasis on **meaningful conversations**. We believe in getting to know and understand the individuals we serve, **building connections** that go beyond material assistance. These connections are essential for driving change and creating supportive connections.

DIRECT GIVING

We aim to put **funding directly into the hands of people** and allow them the **choice to meet their needs** in the best way for them. This includes Australia's first direct cash transfer program, Mobilise Matched, our Mobilise Kickstarter rental assistance program and Mobilise Pay to support single mothers in gaining independence. We are tackling the **unmet needs** of Australians facing homelessness. We don't just react to problems – **we actively pioneer direct giving programs to empower those left behind**. We can successfully scale these programs by leveraging flexible funding and piloting innovative solutions alongside our charity partners.

IGNITING A MOVEMENT

Our Igniting A Movement pillar focuses on **giving a voice** to people experiencing homelessness in discussions about their future. We believe that elevating their voices is critical to our mission. By leveraging **storytelling, community building, and awareness-raising** across multiple social media platforms, we aim to create a real **connection for change**, and become a critical link between charities, private companies, schools, and the people we serve.

OUR KEY STATS

2750+

Volunteer hours facilitated across Australia since our first outreach in 2016

5 states or territories

in Australia where Mobilise is delivering outreaches or programs

\$2 Million

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

36,000+

Donors who have joined our movement and contributed to our mission

8

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

10+

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

140+

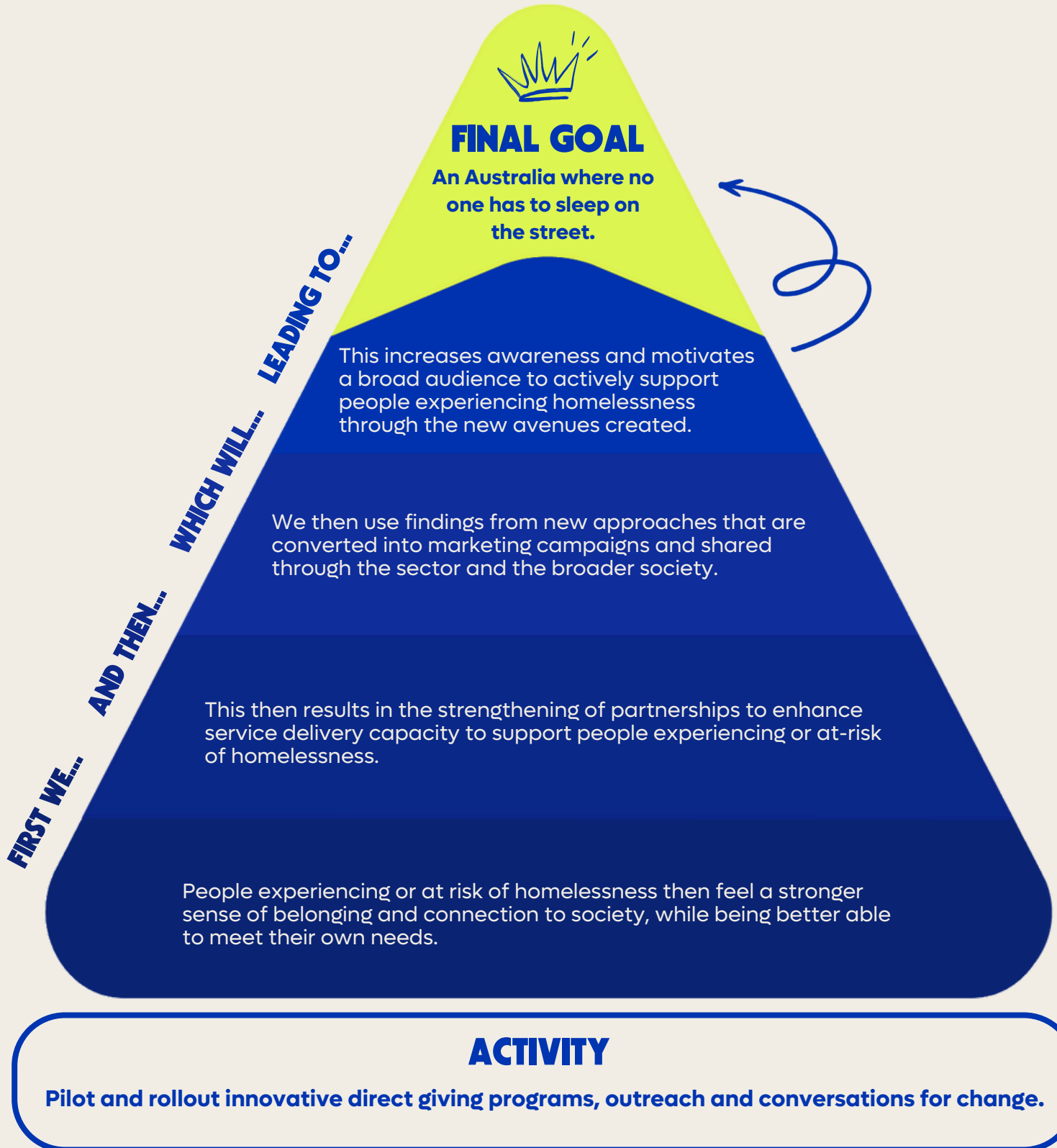
People who have had their lives changed through our Direct Giving programs

3,000+

Essential items provided to people sleeping rough across Australia



OUR THEORY OF CHANGE



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OUR PROGRAMS



MOBILISE MATCHED

Mobilise Matched is an Australian-first direct cash transfer program, providing participants with up to \$10,000 in grant funding.

Embarking on an ambitious goal, Mobilise Matched is an **Australian-first direct cash transfer program**. We believe it stands at the forefront of innovative social change in Australia. This groundbreaking program doesn't just provide financial assistance; it is a comprehensive approach to uplift individuals navigating the complexities of homelessness.

By integrating employment opportunities, ongoing support of housing, and financial counselling, and substantial direct cash transfers of up to \$10,000, Mobilise Matched is a **lifeline for those choosing to write their own next chapter**.

Recognising that stable employment is often elusive for individuals experiencing homelessness, we address **not just the financial aspect but also the systemic barriers** that impede their journey towards stability. Direct cash transfer programs have been successfully deployed in several international scenarios, with candidates using the money for housing, food and other essential needs.

The evidence of the **effectiveness of cash transfers in international development is well-established**, but their use in supporting those experiencing homelessness in high-income countries is still rare. Mobilise Matched will contribute to the global evidence base surrounding direct cash transfers. This pilot program will be coupled with **robust evaluation** alongside a scalable number of participants as the program evolves.

TESTIMONIAL

"What a massive difference it (the Matched payments) makes for my electricity bills, it was amazing and generous. I'm crying in happy tears as I'm having trouble at the moment with the payments. Thank you so much."

- Mobilise Matched participant

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MOBILISE KICKSTARTER



A rental assistance program aimed at ending the cycle of homelessness by helping people remain in or enter the housing market.

In response to the alarming housing affordability crisis gripping Australia, Mobilise Kickstarter emerges as a beacon of hope.

This initiative goes beyond traditional approaches by collaborating directly with housing providers to offer targeted rental assistance. Over eight weeks, we provide **support that extends to bond payments**, ensuring individuals facing housing instability or the looming threat of homelessness have access to a secure dwelling.

What sets Kickstarter apart is its **inclusivity**, reaching those who may fall through the cracks of conventional government programs.

Through our charity program partners, we **establish a direct connection with individuals in need**, understanding that a personalised approach is key to breaking the cycle of homelessness.

With participants already in secure housing due to Mobilise Kickstarter, we can't wait to share the success stories with you as they begin to emerge.

TESTIMONIAL

"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 the decades-long cycle of generational homelessness."

- Case Manager, Uniting



MOBILISE PAY

Mobilise Pay is created for single-mother families that will cover the children's bills, necessities, and expenses for a whole year.

As our commitment to direct giving initiatives continues to evolve, Mobilise Pay takes centre stage, focusing on the unique challenges facing single-mother families. 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.

In addition to these tangible benefits, Mobilise Pay facilitates access to vital third-party services, including financial counselling and resources promoting healthy living.

By **holistically addressing** the needs of single mothers, we aim to provide not just immediate relief but also the tools and support necessary for sustained stability, even in the face of economic uncertainty.



Women accounted for **81.7% of the 6,067 increase** of people experiencing homelessness in 2021



The rising cost of energy and water **bills** are impacting affordability causing financial stress



Over **30% of household income spent on food**, places families in financial stress



Young people from poorer families face many **barriers to participating in sport and recreational activities**

TESTIMONIAL

Supporting mothers through what is often the most challenging period of their lives will have generation-spanning effects on their family's personal and economic well-being. This life-changing support will allow a woman a fresh start for herself and her family.

- Catherine House, Mobilise Pay Charity Partner

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MOBILISE WELLBEING

A program that helps participants unlock their potential by addressing their mental health.

Mobilise Wellbeing **helps participants access psychiatric assessments** that would have previously been out of reach due to their prohibitive cost.

We recognise that **these assessments are crucial** for understanding mental health and **developing a treatment plan**, which can ultimately help improve financial situations and end cycles of homelessness.

People experiencing homelessness often have to make the **difficult decision to prioritise where their money goes**, choosing between necessities like food or housing. Unfortunately, this means that **people are unlikely to prioritise their mental health**.



Diagnosis can be incredibly expensive, often with long wait times—however, there can be **a lot of financial support once someone has been diagnosed**.

If we can support people with their mental well-being, this will **unlock more aspects of their lives** to help them end their cycles of homelessness.



Being homeless is regarded as a **psychologically traumatic** experience in itself



Those with lived experience are **almost twice as likely** to report experience of a mental health condition compared with the general public



Preceding experiences of trauma, both prior to and during homelessness, can give rise to complex mental health issues



People facing homelessness often confront a myriad of challenges, including **social isolation**, which can hinder their ability to establish and maintain supportive relationships

OUR AMBITIOUS GOAL

We believe homelessness **is a solvable problem**.

That's why we're launching Project 10,000 – an ambitious initiative to unlock the generosity of Australians to positively impact the lives of 10,000 individuals by 2030.

Those big dreams haven't come overnight, though. They are the culmination of an eight-year journey from the streets of Melbourne's CBD to, one day, **ending homelessness across Australia.**

As we focus on nationwide homelessness, we must spotlight those who need it most. While the most visible example of homelessness we see are our friends on the street, they only make up approximately 6% of total homelessness. **94% of homeless people are considered hidden.** Hidden Homelessness can happen to anyone through no fault of their own. Illness, job loss or domestic violence can mean people end up homeless. To survive these circumstances, people turn to couch surfing, living in their cars, a garage or other temporary, **often insecure accommodation that falls below minimum community standards.**

They are Australia's unseen homeless, and we must bring them into the light by getting to them as quickly as possible through action.

Now, we launch **Project 10,000**. It is our key to unlocking individuals and their resources to enable our program participants to reclaim control of their lives and thrive within their communities. With your help, we can turn our ambitious goal into reality.

PROJECT 10,000

The logo for Project 10,000 is rendered in a bold, blue, sans-serif font. The word 'PROJECT' is on the top line, and '10,000' is on the bottom line. The letter 'O' in 'PROJECT' is replaced by a white icon of two stylized human figures standing under a house. The letter '0' in '10,000' is replaced by a white icon of a key.

MOBILISE WITH US

We don't just offer programs; we offer a comprehensive, collaborative strategy to tackle the homelessness crisis in Australia head-on. We empower individuals to rebuild their lives and reintegrate into society through the intricate interweaving of access to secure housing, employment opportunities, and targeted financial assistance.

As governments at all levels across the country begin to recognise the cost of living crisis and the growing number of homeless, this only underscores our commitment to a collaborative effort involving government, community organisations, and individuals.

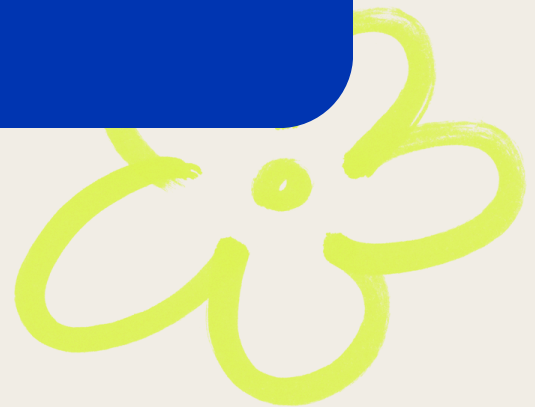
We Are Mobilise started with a conversation and a loaf of bread on the streets of Melbourne, and those conversations have evolved into advocacy for our friends on the street at the highest of levels, enabling us to have conversations with the likes of you.

We invite you to join us in developing innovative solutions, ensuring everyone has a roof over their head and the opportunity to live their best possible life.

TESTIMONIAL

"Supporting the homeless was something I'd thought about doing for a long time but never knew what to do or how to begin. Volunteering with Mobilise, I finally put myself in the position to educate myself and take action instead of sitting around wishing I could do something."

- We Are Mobilise volunteer



MOBILISE IN ACTION



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OUR PARTNERS



OUR SUPPORTERS



OUR CHARITY PARTNERS



COLLABORATION

Our strength lies in our ability to amplify the sector's efforts. We collaborate with charity partners already delivering world-class services, enabling them to unlock funds for other critical needs and enhance the lives of their clients.

Through our support, these partners can focus more on their core missions and extend their impact further.

By partnering with us, these organisations are empowered and amplified, allowing us to serve as an accelerator for the entire industry.

Collaboration is one of our key values, and it drives our commitment to fostering strong, effective partnerships that maximise the potential of every dollar and resource available.



THANK YOU

*Contact us to find out more
about We Are Mobilise:*



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