

MOBILISE



IMPACT IN ACTION: **SUMMARY**

Our Progress and Future Plans





HEY! WE ARE MOBILISE
Here's what we're all about



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WE ARE MOBILISE
HERE'S WHAT WE'RE ALL ABOUT



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Since Nedd's Record Run, We Are Mobilise has been able to take massive strides in supporting those facing homelessness across Australia.

What started as a group of friends handing out loaves of bread in 2016 has evolved into a nationwide movement, powered by real human connection and a desire to make lasting change.

With Nedd Brockmann's inspiring run raising over \$2 million in 2022, we've been able to build out a range of new initiatives to tackle homelessness head-on.

From our first-ever direct cash transfer program launched in 2023, Mobilise Matched, to our Kickstarter, Mobility, Pay and Wellbeing programs, we're putting the power to change lives directly into the hands of those who need it most.

Our programs are already helping people secure housing, pay bills, and access much-needed services like psychiatric assessments.

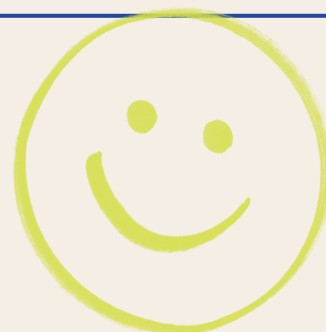
It's still early days, but we're excited to share how these programs are not only providing financial relief but also reducing stress, fostering stability, and helping participants regain control over their lives.

We're continuing to engage volunteers, donors, charities and communities across Australia, ensuring that everyone gets involved in creating a future where homelessness is a thing of the past.

Having said that, our journey has been so much more than working with Nedd, so in this report we've thrown in everything we've been up to and the evidence of our impact that we're seeing!

We hope you enjoy the trip down memory lane and getting to know us a bit more.

**We steadfastly believe that homelessness is a solvable problem.
We're on a journey together, and we're just getting started.**





THEORY OF CHANGE

Homelessness is a pervasive and growing issue across Australia.

The 2021 census found that there was a 5.2% increase in the number of people experiencing homelessness nationally between 2016–2021. Of those experiencing homelessness in 2021, 39% were living in severely crowded dwellings, 20% were in supported accommodation for the homeless and 6.2% were considered to be rough sleeping (ABS, 2023).

This is our 'theory of change' – you might not have seen one of these before, but it's like a roadmap that shows how an organisation plans to achieve its big goals.

It explains the steps and actions needed, and how each one leads to positive outcomes. Essentially, it's a plan that says, "If we do this, then that good thing will happen," helping everyone see the path to success.

BUT IF WE COULD...

- Ignite a movement
- Empower those experiencing homelessness
- And promote direct participation in the solution

AND IMPLEMENT...

- Expanded outreach opportunities
- Distribution of funds into the hands of those that need it most
- And engagement of the wider community in a conversation for change

THEN IN THE FUTURE WE COULD SEE...

- A cultural shift in how society thinks about and responds to homelessness
- People who have experienced homelessness are making strides towards the future they want
- Homelessness humanised through storytelling
- New and innovative ways to respond to homelessness

...and create a world where people are empowered, through trust, autonomy and empathy, to write their next chapter.



WHAT WE'VE ALWAYS DONE



WHAT WE'VE ALWAYS DONE

5

IMPACT IN ACTION: SUMMARY
Our Progress and Future Plans

2024 © MC

2024 © MOBILISE



WE'VE ALWAYS BEEN FOCUSED ON CONNECTION FOR CHANGE

Imagine a country where no one sleeps on the streets.
That's the question that sparked our founding and drives us every day.

Starting out as a few friends who wanted to hand out loaves of bread to people who seemingly had nothing, We Are Mobilise was born out of a realisation that it's genuine human connection, time, and companionship that make a real difference.

At Mobilise, we refuse to accept homelessness as a reality in prosperous Australia. Our mission is clear: to develop innovative solutions that change the lives of those experiencing homelessness.

When Mobilise was founded, there were few outreach programs available to people who wanted to drop in and lend a helping hand. After Noah and his friend Zach set out, they found out that many of their peers were also looking for ways to get involved that were outside the norm at the time.

The insights from years of reaching out to people sleeping rough are still the lifeblood of We Are Mobilise today- the goal of our flagship Outreaches is not to provide food or money, but conversations held in the spirit of curiosity and empathy.

What's more is that Mobilise has always wanted people to have a go at giving back to those in need using what they have at their disposal.

This is particularly relevant to young people who often don't have a lot of money to give, are still developing their skills, don't have as regular routines but are highly passionate about contributing to a

purpose (you could even do a giant board game night, or go for a run across the country (wink)).

But we weren't only about Outreach in the early days! If you go back through our history, you'll see our path charted consistently on social media, throughout a time when Australian charities didn't have a strong, millennial-focussed online presence.

We've also always said 'yes' to anyone who wanted to get involved and have a go, because we understood that a big group of passionate people bring ideas and opportunity far greater than a small team.

Another thing that has always set us apart is that our founding team all came from backgrounds outside the charity or social impact space – especially Noah has been taking insights from ASX-listed companies about building communities and businesses.

We used these principles to scale what we're doing from Outreach to Direct Giving, for example.

All these things converged and have enabled us to make the most of every opportunity we've been given by countless people and organisations that have helped the mission along the way. We think we're doing you proud, and couldn't be more grateful for every person who's seen and believed in our potential.

We've always been flexible about how we do things, but steadfast on making progress to solve the problems in front of us- so far this has been through Outreach, conversations, advocacy, Direct Giving- but this will be fluid into the future as we take the opportunities to make an impact that come our way.

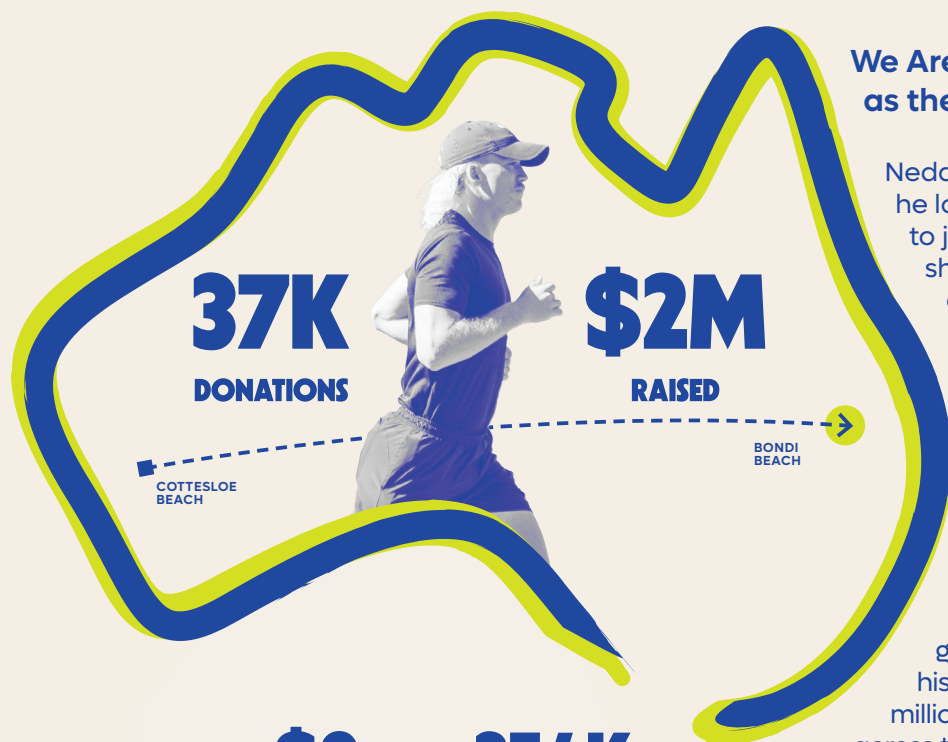
WAYS THAT OUR VOLUNTEERS HAVE CONTRIBUTED IN THE PAST

- GIANT MONOPOLY FUNDRAISING NIGHT
- BARBECUES
- RAN MARATHONS
- SCHOOL FUNDRAISERS
- PITCH EVENTS
- FOOD DELIVERY DURING COVID LOCKDOWNS
- HELPED WITH BUSHFIRE RECOVERY
- VIRTUAL 'SLEEPOUT'
- VIDEO & DOCUMENTARY PRODUCTION
- STREET SLEEPOUTS
- TRAINING AND PRESENTING TO WORKPLACES AND SCHOOLS
- '\$1 FOR AN INSULT' COMEDY VIDEOS
- PARTY FOR A PURPOSE
- COMMUNITY SURVEYS OF PEOPLE SLEEPING ROUGH



WHAT WE'VE ALWAYS DONE

NEDD'S RUN GAVE US THE OPPORTUNITY TO DO SO MUCH MORE...



\$0
MEDIA SPEND

254K
NEW FOLLOWERS

10M+
REEL VIEWS

50M+
REACH

We Are Mobilise was extremely fortunate to have been chosen as the charity partner for a major, national fundraising campaign.

Nedd Brockmann loves a challenge, and he loves helping others. Nedd chose to journey with Mobilise because of a shared energy for tackling big problems and not taking 'no' for an answer.

In 2022, he wanted to set a new world record for the fastest crossing of Australia – aiming to average 100 km a day for 40 days from Cottesloe Beach to Bondi Beach, while raising funds for We Are Mobilise.

Nedd began his run on the 1st of September 2022, with the support of the Australian population and a host of generous sponsors behind him. Across his run, Nedd was able to raise over \$2 million for those experiencing homelessness across the nation through Mobilise.

Nedd and Mobilise have now set a shared goal to transform 10,000 lives by 2030 – and his support extends to Nedd's books 'Showing Up' and 'Fire Up', Nedd's Milk partnerships, the RUNN documentary, and more world record attempts.

Over the past seven years, our Outreaches have allowed us to engage with thousands of people, gaining invaluable insights and identifying opportunities for impact.

Now, due to the determination of Nedd and the generosity of everyone who donated to his run, we have been thrilled to develop more sophisticated programs that address broader experiences of homelessness alongside sleeping rough.

These form our Direct Giving pillar and include a suite of groundbreaking programs including the first Australian Direct Cash Transfer Program of its kind, 'Mobilise Matched'. Our Direct Giving programs complement our Outreach efforts by providing meaningful amounts of funding directly to people in need, and connecting them with broader supports like employment opportunities, case management for housing and financial counselling.

These programs are all in varying, early stages, and we hope they are a game-changer for people facing homelessness – we welcome you on the journey of discovery with us!

And while you're here, stay tuned for Project 10,000 – our ambitious plan to make a real difference in the lives of 10,000 Australians by 2030.

PROJECT
10,000

It's our goal of creating a future where homelessness is no longer a given by doing things differently, and shining a light on what homelessness looks like beyond sleeping rough.



WHAT WE'RE UP TO NOW



WE'RE EMPOWERING PEOPLE EXPERIENCING HOMELESSNESS BY DISTRIBUTING FUNDS INTO THE HANDS OF THOSE THAT NEED IT MOST

We know that giving people direct access to the money and support they need can make all the difference. That's why at Mobilise, we're running programs that put cash, resources, and opportunities directly into the hands of those experiencing homelessness.

DIRECT GIVING OVERVIEW

We're pioneering new ways to empower people by giving them the tools they need to take control of their own futures. Whether it's through employment, financial grants, or building a support network, we're helping people chart their own course out of homelessness.

This is exciting because homelessness in Australia hasn't gone away – we owe it to people doing it tough to try new things to address a very old, wicked problem.

It's also based in a growing evidence base that when you give people the choice about how they spend their money, they make the right choices for their own situation.

We're also not the only ones excited by this – we're joined by some pretty amazing supporters:



At the core of what we do is Direct Giving, including **Mobilise Kickstarter**, **Pay**, **Wellbeing**, **Mobility** and Australia's first direct cash transfer program **Mobilise Matched**. These programs are designed to meet people where they are and provide them with the resources they need to get back on their feet.





WHAT WE'RE UP TO NOW



MOBILISE KICKSTARTER

With Kickstarter, we're going beyond the usual approaches. This program is all about helping people not only get into housing but stay there.

We cover bonds and rent for up to eight weeks, giving people the breathing room they need to get settled, feel secure, and start planning for the future. It's a stepping stone to long-term stability and independence, without the hassles of existing rent assistance programs.

TYPICAL PARTICIPANT PROFILE

1,100+
WEEKS OF
HOUSING PROVIDED

\$700
AVE. MONTHLY
RENT

26
AVE. AGE



MOBILISE MATCHED

Our Mobilise Matched program is an Australian first.

It's a direct cash transfer initiative that provides a range of support, including employment opportunities, housing assistance, financial counselling, and grants of up to \$10,000. This program is about inspiring people and preventing them from falling into homelessness, giving them the opportunity to build their lives on their own terms.

TYPICAL PARTICIPANT PROFILE

30%
MEN

10% neither genders

60%
WOMEN

20
AVE. AGE



MOBILISE PAY

Mobilise Pay focuses on supporting single mother families by covering their essential bills and expenses for a full year.

We take care of things like utilities, groceries, and even activities for their kids, so they can focus on what matters most—family and stability.

TYPICAL PARTICIPANT PROFILE

3
AVE. NO. OF
CHILDREN

4
FAMILIES IN
PRIVATE RENTALS
3 in transitional housing

26
AVE. AGE



MOBILISE WELLBEING

Mental health can often be the key to unlocking a better future.

Mobilise Wellbeing is designed to help people access psychiatric assessments that would otherwise be out of reach due to cost. These assessments are crucial for understanding someone's mental health and putting together a treatment plan, which can ultimately improve their financial situation and help break the cycle of homelessness.



MOBILISE MOBILITY

Transportation can be a major barrier to improving circumstances, so Mobilise Mobility is designed to help people get where they need to go.

Whether it's providing one-time assistance for car repairs or ongoing support through fuel vouchers and rideshares, this program makes it easier for participants to access jobs, resources, and essential services. By improving access to transport, Mobilise Mobility helps people gain financial stability and take control of their lives.



WE'RE PROMOTING DIRECT PARTICIPATION IN THE SOLUTION BY EXPANDING OUTREACH OPPORTUNITIES

Mobilise Outreach is our volunteer program that connects directly with our friends on the street who are doing it tough and experiencing homelessness.

The idea is simple: we head into the heart of the city, offering up essentials like food and hygiene products, but what's more important is the human connection we're building.

The real magic happens when our volunteers strike up conversations, listen to stories, and offer genuine companionship.

All the way from individual volunteers to some of Australia's biggest corporations, Outreach volunteers are consistently blown away with the power of conversation and what they learn about people & themselves along the way.



I am so appreciative of you guys stopping that I want to write your names into my art, thank you again.

OUTREACH COORDINATOR REFLECTION

Every fortnight, for just a couple of hours on a Sunday, we get together in Brisbane, Melbourne, Canberra and Sydney. Volunteers meet at a public spot, get a brief from our Outreach Coordinator, and then head out.

The goal is to form social connections with those who often feel unseen and unheard, helping break down the barriers that exist between those sleeping rough and the broader community.

We're expanding this program across Australia, aiming to provide a standout volunteering experience where people can genuinely make a difference. Whether it's distributing care packs or simply having a chat, our volunteers are making a huge impact one conversation at a time.

Mobilise is growing, and with more Outreach locations popping up, we're bringing more people together to be part of the solution—tackling homelessness head-on by offering support, friendship, and a sense of community.

This isn't just about ticking off a box for doing good—this is about showing up, forming real bonds, and being there for someone when it matters most. Through small acts of kindness and empathy, we're building a community that cares, one volunteer and one friend at a time.



MOBILISE
OUTREACH



SINCE 2020

860+ VOLUNTEERS

155+ OUTREACHES

1100+ CONVERSATIONS WITH FRIENDS ON THE STREET

2900+ ESSENTIAL ITEMS PROVIDED



AND WE'RE IGNITING A MOVEMENT BY ENGAGING THE WIDER COMMUNITY IN A CONVERSATION FOR CHANGE

Heard of Slip, Slop, Slap? How about RUOK? We know that people get behind great causes and how powerful great campaigns are in changing beliefs and behaviours.

We've seen how there are misconceptions about homelessness – what it looks like, what leads people into homelessness, and whether or not it's solvable.

Did you know why Direct Giving is such a good way to address homelessness?

NEITHER DID THE
70,000 OTHER
PEOPLE WHO
SAW THIS REEL



WE THINK AUSTRALIA NEEDS A WAKE-UP TO THE REALITIES OF 122,000 AUSSIES, AND THE BEST WAY TO DO THAT IS THROUGH BANGING CAMPAIGNS – BUT DON'T JUST TAKE IT FROM US...



...Unfortunately, such perceptions are widely held in the community as this [...] study of more than 1,000 Australians reveals. The study found nine out of ten Australians believe people living on the streets should be counted as homeless. **Only 20 per cent thought that sleeping on the floor at a friend's home was a form of homelessness**, families living in a shed or garage (15 per cent), or people staying in a shed medium to long term (9 per cent), staying in hotels medium to long term (3 per cent) or a boarding house (3 per cent).

Sadly such perceptions shape public views on the causes of homelessness: the vast majority of those surveyed believing the major contributors to homelessness are drug and alcohol addiction, unemployment and mental health issues. It is significant that people saw housing/rental affordability and household debt as less important factors.



Such strongly held beliefs not only discriminate against people experiencing homelessness but have the potential to define and regulate community and government responses.

REV DR KEITH V GARNER AM
CEO/SUPERINTENDENT WESLEY MISSION



At Mobilise, we're all about getting people involved in the conversation about homelessness – especially those who might not typically engage with these issues.

We've seen that change starts with awareness, and that's why we're launching campaigns that speak to younger audiences, cut through the noise, and get people to take action.

Whether it's through social media, community-building, or leveraging the power of influencers, our aim is to spark a movement that turns heads and gets Australians thinking differently about homelessness.

Our approach is bold, and we're not just relying on traditional methods. We're working with industry titans to run our 'Unhide Homelessness' campaign. We've partnered with Canva to roll out educational workshops across Australia, teaching students and

educators about homelessness through interactive lesson plans. JCDecaux is helping us deliver out-of-home experiences that bring the 'Unhide Homelessness' message to billboards and digital displays across the country.

We are working with TikTok who have provided us with pro-bono ad credit support to drive awareness of our message and Instagram who helped us to film contemporary videos to drive this conversation for change.

Our campaigns are especially targeted at Millennials, Gen Z and Gen Alpha, because they're the ones who'll carry the torch in the future.

These generations care deeply about social causes but 86% of young Australians face barriers to volunteering and getting involved¹, so we're reaching them to give them opportunities to turn their passion into action.

But it's not just about grabbing attention. It's about giving a voice to those experiencing homelessness and encouraging real action.

¹ <https://www.monash.edu/news/articles/young-peoples-evolving-perception-of-volunteering-and-the-barriers-they-face-in-participation>

WE KNOW THAT STORYTELLING IS ONE OF THE MOST POWERFUL WAYS TO BUILD EMPATHY AND UNDERSTANDING.

Through our channels, thousands of people can see first-hand what the reality of sleeping rough is like and build empathy towards our friends on the street. If we can keep telling stories like these over the last few years – imagine what we can do by 2030!





THEN IN THE FUTURE WE COULD SEE: PEOPLE WHO HAVE EXPERIENCED HOMELESSNESS MAKING STRIDES TOWARDS THE FUTURE THEY WANT

If we keep empowering people, promoting direct participation in the solution, and igniting a movement,

**THEN IN THE FUTURE
WE COULD SEE...**



THEN IN THE FUTURE WE COULD SEE: PEOPLE WHO HAVE EXPERIENCED HOMELESSNESS MAKING STRIDES TOWARDS THE FUTURE THEY WANT

PEOPLE WHO HAVE EXPERIENCED HOMELESSNESS MAKING STRIDES TOWARDS THE FUTURE THEY WANT



Our programs empower participants to take control of their futures by offering financial support, housing assistance, and opportunities for personal growth. We've seen participants use their grants to achieve their goals, whether it's finding stable employment, purchasing essential items, or planning for long-term aspirations like buying a home. This support helps participants regain confidence and self-reliance, setting goals on the path to the future they envision. We look at our growing impact in terms of people's holistic and financial wellbeing.

HOLISTIC WELLBEING

EMPOWERING PEOPLE AND IMPROVING SELF-ESTEEM

An aspect of our Direct Giving programs that surprised us was how quickly providing meaningful support can make someone feel empowered, knowing someone believes in them enough to help.

"For Kickstarter, one of our clients was just blown away and there were people out there who want [her] to succeed – and put in the effort for her." – Charity referrer

IMPROVED MENTAL AND PHYSICAL HEALTH AND WELLBEING

Kickstarter majorly reduces financial stress for participants, with many reporting improved mental well-being because they could focus on other important aspects of life.

"Very helpful as moving and figuring everything out is stressful and full of ups n downs so by having something that ensures a stable transition makes so much difference in anxiety levels etc and I was actually able to focus on things that were also important." – Kickstarter participant, 3 months on

MAKING PEOPLE HAPPY & INCREASING THEIR SENSE OF SAFETY AND SECURITY

84% of participants who responded to our survey 3 months after the joining Kickstarter reported feeling safe in their homes, and 74% say their community feels safe. Stable homes are about more than safety, though – the support provided through Mobilise Pay allowed a single mother to embrace the security it provided her family and enable her to provide a 'normal' life for her children.

"She's so excited about getting [her children] in with extracurricular activities- all their friends were in sport, but she had no way to pay. We were trying to find discounted ones, but she's so excited to get them into [team sport] with their friends - feel that normalcy that she wouldn't be able to give them." – Charity Referrer

ACCESSING BETTER SERVICES (HEALTHCARE VISITS, EDUCATION, HOUSING SUPPORT)

Our programs ultimately aim to give people the opportunity to change their own situation and build the life they want with the tools they have available to them. We hope that as part of building this independence, participants will gradually have to rely less on homelessness and other specialist support and engage more with services because they want to move forward with other aspects of their lives.

"[Mobilise Pay] Has freed her up to focus on her physical health issues, she's able to go to the hospital and attend appointments, be set up for appointments stress-free. She's [...] almost overwhelmed with how great it's been, she was so disrupted from the DV. She can now afford trauma counselling that's helped her take it all in and believe she's worthy." – Charity Referrer

BETTER SOCIAL TREATMENT AT WORK & IN THE COMMUNITY

Our friends on the street often speak about how volunteers' willingness to sit and talk with them make them feel visible and valued.

"One man, who had previously worked in construction [...] even contributing to the building on the street where he now sleeps. He became homeless after losing his job due to a change in circumstances [...] He mentioned that despite sleeping rough for 20 years, [he enjoys that] some people still recognise him [when they see him on the street]." – Outreach coordinator

BETTER NUTRITION AND IMPROVING FOOD SECURITY

As part of our Mobilise Pay program, we've provided over 102kg of fruit & vegetable boxes so far (and counting!) to ensure single mother families have access to nutritious food. We'll also be following up to see how this has helped Mums' and kids' nutrition.

We developed the Mobilise Pay program to not only address the needs of single mothers facing homelessness, but ensure that the needs of children weren't forgotten in the support package. This means as part of a package of up to \$10,000 per family, we allocate \$650 per child toward

FINANCIAL WELLBEING

REDUCING THE DURATION OF HOMELESSNESS

The average time between someone applying for Kickstarter and when they can move into their new house with a bond payment is **10 days**. We already have multiple participants saying that Kickstarter helped them avoid eviction and/or homelessness, or improve the standard of their housing.

"It was helpful to prevent me from going homeless." – Kickstarter participant, 3 months on

"...We wouldn't have housing for our family (we had a baby not long ago) if it wasn't for the help of Kickstarter paying the rent in advance and the bond to secure the property." – Kickstarter participant, 6 months on

INCREASING PARTICIPANTS' HOUSEHOLD ASSETS

As of August 2024, 47 Kickstarter participants have received bond payments totalling over \$32,000. Unlike most other housing assistance programs, this bond is made as a gift to each participant, rather than being returned by Mobilise as a loan.

Support from Kickstarter and Pay enabled participants to repurpose the money they would have spent on rent or a bond to pay for other essentials in their lives.

"One of the ladies who got it was going to use those savings toward buying a car- she was able to purchase one, she had a small amount of savings [...] she has 3 [children] under 7 so before that in middle of winter she'd be walking them to school and childcare, budgeting for boots and rain jackets. She cried when I told her she'd been approved for the grant." – Charity Referrer

INVESTING IN THEIR EMPLOYABILITY AND FUTURE GOALS

Mobilise Matched participants are already thinking about their bigger, longer-term goals and how to get there in reflection exercises throughout the program:

[To achieve my goals, I should stop:] "Spending money on unnecessary things (food, clothes etc)." – Mobilise Matched participant

Kickstarter has enabled people to improve their employability, focus on broader goals and issues in their lives, and even obtain employment.

"It has allowed them to focus on other aspects of their life thanks to the Kickstarter funds. [I think] they're on the right path. One participant in particular, it really helped and was able to give her that ability to look for work and have those pressures off during those 3 months and [I believe] they're now in full time employment." – Charity Referrer

REDUCING FINANCIAL DEPRIVATION

Our first group of Mobilise Matched participants saved anywhere up to \$5,300 over the course of the 6-month program, and our average total grant ended up being just over \$7,000. This means that on average, pilot participants were granted enough to create a 3-month savings buffer and leave much more financially secure than when they entered the program.

The 3-month post-Kickstarter survey reveals that 58% (n= 18) of respondents now feel confident in their ability to pay rent without additional help, which is a great sign they're on track to financial self-reliance. However, this also means that 42% of respondents (n= 13) still report needing extra financial help. This shows just how crucial it is to keep offering support to those still working towards getting back on their feet financially.



THEN IN THE FUTURE WE COULD SEE: PEOPLE WHO HAVE EXPERIENCED HOMELESSNESS MAKING STRIDES TOWARDS THE FUTURE THEY WANT

A CULTURAL SHIFT IN HOW SOCIETY THINKS ABOUT AND RESPONDS TO HOMELESSNESS

Mobilise is working to change how Australians see homelessness. Of the 122,000 people across Australia facing homelessness, 94% are not visible on the street but are living in unstable or insecure housing. Through our Direct Giving programs as well as Outreach, we aim to challenge these misconceptions to reduce stigma, encourage a deeper understanding of the issue and inspire the community to take action.

FOSTERING A DEEPER UNDERSTANDING OF HOMELESSNESS IN THE COMMUNITY

- We're developing out our suite of programs to go beyond the needs of just people sleeping rough to include aspects of 'secondary' and 'tertiary' homelessness. This includes launching programs like Matched, Pay, Kickstarter, Wellbeing, and Mobility. This means that we can share more and more stories of people's experiences of living in sub-standard housing, temporary accommodation, shelters, and so on.
- Volunteers who attend Outreaches frequently report that they've learned something new about the experience of homelessness and how people can fall into homelessness of any kind: 99% of the 128 volunteers who responded in our post-Outreach survey strongly agreed or agreed that they had a better understanding of the issues related to people experiencing homelessness than they did before the outreach.

"We met some incredible people of all ages, from friends who had university degrees or an elderly person who first became homeless at 75. Both with amazing journeys yet circumstances dictated their current position. Both showed amazing positivity despite the adversity."
– Outreach Coordinator reflection

INSPIRING PEOPLE TO TAKE ACTION

The efforts of volunteers who show up again and again to Outreaches alone show that they are committed to making a difference to the lives of people facing homelessness.

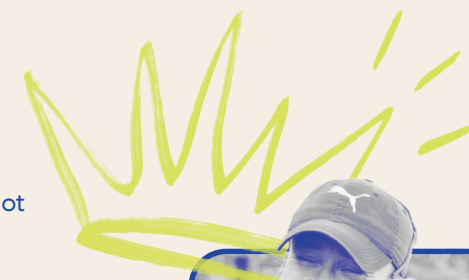
Outreach stats July 2020 - August 2024:

- 155 outreaches across 4 states
- 864 dedicated volunteers distributed almost
- 3,000 items, and
- 1,100+ meaningful conversations with people sleeping rough.

Of people who attended Outreaches, 100% would like to attend again, and over 86% felt they had made a meaningful contribution.

We've also seen incredible support through people donating to ensure funding goes directly to people facing homelessness. Just during Nedd's 2022 campaign, 35,000+ legends donated to help end homelessness in Australia.

Mobilise has been built by an army of hundreds of volunteers and thousands of volunteer hours.



SPECIAL THANK YOU TO

We'd love to shout out the legends who have helped us get closer to achieving our mission along the way:

BURSTY



PKF 180DC AUSUNITY GADEN'S LAW FIRM

MORC INTERIORS CANVA CO GROUND COFFEE

UPPAREL INTERLOCK CONSTRUCTION GOFUNDME

MELBOURNE REBELS KPMG DELOITTE BAKER'S DELIGHT

ROTARACT WHITEHORSE LAW SQUARED BLESSING BAGS

NEW HOPE BAPTIST CHURCH YOUTH PROJECTS MCKINSEY

OXFORD UNDERGROUND NEW HOPE WOMEN'S MINISTRY GROUP

ST ANDREWS COLLEGE, UNIVERSITY OF SYDNEY RHSPTS

OAKTREE ENLIGHTENED PROJECT NO SIGNAL RUN CLUB

BAR ROCHFORD WE ARE POSI OPTIMISING BULLFROG

MACQUARIE BANK LEGEND PROJECT INTRA CANBERRA

CIRCULAR TEXTILES BORN & RAISED COFFEE SAVERS

POSITION / ROUGH SLEEPER CO BDO BLUE ROCK

REDUCING STIGMA ASSOCIATED WITH HOMELESSNESS

Volunteers who attend Outreaches often report that they have their assumptions about homelessness challenged through having conversations with our friends on the street.

"It was quite rewarding and eye opening, a positive experience overall, I think this is something everyone should experience, to reshape their understanding of homelessness." – Outreach volunteer

"It was a lovely experience that really helped me break down some of my unconscious bias and gain a better understanding of homelessness." – Outreach volunteer

We're yet to explore how engaging with our programs and/or volunteers might change the stigma that people facing homelessness feel themselves about their own situation – we're hoping to explore that in future reports, but we're hearing some amazing stories about self-empowerment for program participants, so stay tuned!



THEN IN THE FUTURE WE COULD SEE: PEOPLE WHO HAVE EXPERIENCED HOMELESSNESS MAKING STRIDES TOWARDS THE FUTURE THEY WANT

HOMELESSNESS HUMANISED THROUGH STORYTELLING

Storytelling is at the heart of Mobilise's approach.

By sharing the real-life experiences of people facing homelessness, we break down barriers and build empathy. We do this by creating opportunities for meaningful conversations. These conversations and stories bring humanity to the forefront and shift the focus from their circumstances of homelessness to the resilience and talents of people.

We can see the impact of storytelling in how the community engages with homelessness as an issue.

INCREASING COMMUNITY ENGAGEMENT WITH HOMELESSNESS

Mobilise's passion for storytelling through social media is a key way that we get people started on the journey from awareness of homelessness, all the way to taking action.

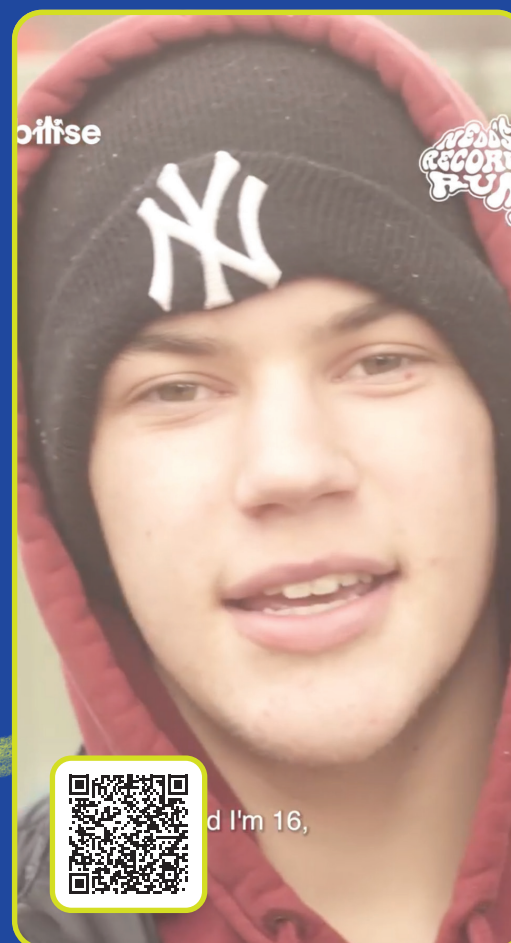
Since Nedd's Run in October 2022, our community has surged, particularly across Australia's major cities. The event sparked a 300% increase in Instagram followers, with continued growth long after, showing how people do really want to engage with the issue of homelessness as part of their daily lives.

"Holy moly. This is impactful. What a story" – Instagram user comment

A growing audience is connecting to our cause - our Facebook community has over 1,700 members who have or who are keen to join us as volunteers and connect with people sleeping rough.

Mobilise also helped to develop the RUNN documentary, which follows Nedd Brockmann's legendary run across Australia, that has spread awareness surrounding homelessness in Australia.

Between 5 screenings in NSW, VIC and QLD, as well as streaming on Foxtel and Kayo freebies, this has been viewed by people around the world. RUNN and its showings opened up a new way for us to connect with the public about homelessness, and inspiring people to do what they can to be part of the solution.





THEN IN THE FUTURE WE COULD SEE: PEOPLE WHO HAVE EXPERIENCED HOMELESSNESS MAKING STRIDES TOWARDS THE FUTURE THEY WANT

NEW AND INNOVATIVE WAYS TO RESPOND TO HOMELESSNESS

Mobilise is contributing to innovation in the homelessness sector by addressing gaps and inefficiencies in current supports. We use technology to streamline what we do, ensuring our programs are effective and tailored to the needs of participants. From direct cash transfers to wellbeing services, our programs are designed to provide meaningful, tailored support that empowers people and creates lasting change in their lives. Don't just take it from us- here's what one of our charity referrers had to say about our program approach, and a person was locked out of the existing support system because the rent of his potential house wasn't deemed 'affordable':

"Simon has recently obtained full-time work in a chemical production/packing facility. As a result, the rental is now affordable for him. A lot of his success has come from Kickstarter's flexibility in eligibility requirements for the program's funding. Other programs would have deemed Simon ineligible for bond and rent in advance funding, resulting in (most likely) him still being without stable accommodation to this day. That flexibility allowed him to move into an "unaffordable" rental, to which he used that as a springboard to find full-time employment. He got full-time employment by chatting to his neighbour across the road. If you ask me, that's a powerful link between your program's funding and clients finding stability. As a result, Simon may exit the homelessness system for the last time." – Charity referrer*

*Name has been changed

ADDRESSING GAPS IN SUPPORT COVERAGE

After speaking with 16 staff from our charity partners, it's clear we've already been able to fill some key gaps in the support system that's available for people facing homelessness. We often heard about how our Direct Giving programs were providing funding in places or situations where there was no other funding available.

"The young family I recently referred moved into community housing. With some of our funding it's only for private rentals, so young people moving into community housing can't access brokerage to support with bond and rent in advance. Being able to access the Kickstarter program for community housing and private rentals helps to overcome that barrier." – Charity referrer

We actively take feedback from our partner organisations about any gaps they see in the funding and support available to the people they work with. We use this feedback to build new pilot programs that cover these unmet needs. This is how Kickstarter and Mobility came into being.

"One area we see more with [clients] who are ready to move on, is driving lessons and licenses. Most [people] we work with would have one- no one on Centrelink can afford paid lessons, you need someone who can afford petrol and time to teach you. It's so unattainable that some [clients] don't even think about it as a priority- even if you come from a family where parents can't teach you, that keeps going into later life." – Charity referrer

"The [need for] psychological assessments is huge. For almost all young people we see coming through the doors this is, or has been, a huge barrier for them. This kind of funding just doesn't exist." – Charity referrer

EMPOWERING CHARITY PARTNERS

Another gap that we've filled is where charities are trusted to use their judgement and understanding of a person to get support for them.

We've heard many times that current funding from other sources doesn't make Case Managers feel like their professional opinion is considered when their clients are being approved or denied support.

Mobilise builds deep partnerships with charities and respects that fact that Case Managers will understand their clients' needs better than we ever will, so we've built our eligibility criteria to accept the referrer's overall judgement of the situation rather than make it a box-ticking exercise.

"The trust Mobilise places on the referral partner to make the best judgement call is appreciated and really valued." – Charity referrer

IMPROVING THE EFFICIENCY OF SUPPORT – REMOVING BUREAUCRACY

We have received a huge amount of feedback from our charity partners about how our referral and delivery processes are so much easier than accessing support from other sources.

This is both in terms of process and the flexible eligibility criteria for our programs.

"[The process is] Super convenient for everyone, how fast it moves once it's approved- people need the money when they need it, and you guys are great at getting that out to housing providers, it doesn't hold up [the participants] moving into a property. All our Ops group have been surprised, [we've heard back from Mobilise] even within the same day." – Charity referrer

"The information [we're] being asked for [by Mobilise] was relevant to the application. Other applications can ask for onerous support, such as references, support people or a complete 3-year history of housing." – Charity referrer

"The eligibility [for Kickstarter] is more flexible and in line with current expectations for the rental system and community housing." – Charity referrer

USING TECHNOLOGY TO IMPROVE SERVICE DELIVERY, OUTREACH, OR DATA COLLECTION ABOUT HOMELESSNESS

We've been able to build our programs thinking about the technology that underlines them from the very beginning.

Our goal has always been to remain as efficient as possible, using technology as the backbone to getting support to as many people as possible, as efficiently as possible.

We've had feedback that the tech we've used to build out our program referral process is highly accessible for Case Managers.

"The process is far simpler than all other services." – Charity referrer

Although we have made the process of getting support through Direct Giving programs far easier for Case Managers through our use of technology, there are still some issues with how accessible this technology has been for people facing homelessness.

"The only challenge recently was just regarding clients having to upload some ID when filling consent forms – it's understandable but can be a challenge for clients who don't have photo ID or specifically licenses or a passport." – Charity referrer

We're actively working through ways to adapt the technology we use to address some of these challenges, and this feedback from Case Managers is a major source of information guiding the development process.

"MOBILISE HAS GENUINELY CREATED SOMETHING WHERE THERE WAS NOTHING."

CHARITY REFERRER



OUR ROAD TO 10,000 LIVES CHANGED



**OUR ROAD TO
10,000 LIVES
CHANGED.**



At Mobilise, we know that homelessness in Australia *IS* solvable, and our journey is just getting started.

Project 10,000 is the ambitious goal of Nedd Brockmann and Mobilise to make a real difference in the lives of 10,000 Australians by 2030.

This initiative builds on everything we've already talked about—our programs, campaigns, partnerships, and outreach—and takes them to the next level.

It's not just about providing immediate relief but creating a future where homelessness is no longer a given alongside our charity partners and the community we're building.

These big dreams haven't come out of nowhere; they're the result of an eight-year journey that started on the streets of Melbourne and aims to end homelessness across Australia.

We've also seen firsthand through our Direct Giving programs—Mobilise Kickstarter, Matched, Pay, and Wellbeing—how targeted financial support can help people regain control over their lives. But as we've discussed, homelessness is complex.

As we keep saying 94% of people experiencing homelessness are 'hidden,' not visible on the streets. They're in cars, on couches, or in unsafe, overcrowded housing. Project 10,000 will shine a light on these Australians, reaching those we haven't yet helped, with the same determination that has guided us so far.

Project 10,000 aims to close gaps in the existing support systems by working side by side with

trusted charity partners, bringing more consistent corporate supporters into the fold, and scaling up the innovative solutions that are making a difference today. Our focus is on using technology to improve what we do and ensuring we're always looking forward and expanding our reach.

Our vision for 2030 is clear: no one sleeping rough, stronger relationships and regular support touchpoints for those at risk and a community that actively includes those who have experienced homelessness.

By 2030, we envision a world where people like our program participants are not just surviving but thriving, with steady jobs, stable homes, and a future to look forward to building on their own terms.

Project 10,000 isn't just a target—it's a rallying cry for Australians to come together and make ending homelessness a reality.

With your help, whether it's through donations, volunteering, or simply spreading the word, we believe that we can transform 10,000 lives by 2030 and take a huge step toward ending homelessness in Australia for good.

We know we need to do this together. Together, let's tackle this challenge, one life at a time, and turn our vision into reality.

PROJECT 10,000

HOMELESSNESS IS SOLVABLE

How do we know this?

Because it's been done before!

Finland, Canada and USA are examples of being on the way to ending homelessness.⁶ Finland have reached a point where they have no rough sleeping and a small number of people in shelters.

Some communities in the US and Canada have ended homelessness for different populations, e.g., a few places like Arlington County, Virginia have ended veteran homelessness, while Medicine Hat, Alberta have put an end to chronic rough sleeping.

If other communities can do it, we can definitely do it here.

⁶ Pearson, D. 2020. Homelessness is solvable: How we can end it in Australia. AAEH & Churchill Trust. Retrieved from <https://aaeh.org.au/churchill-fellowship-report>



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