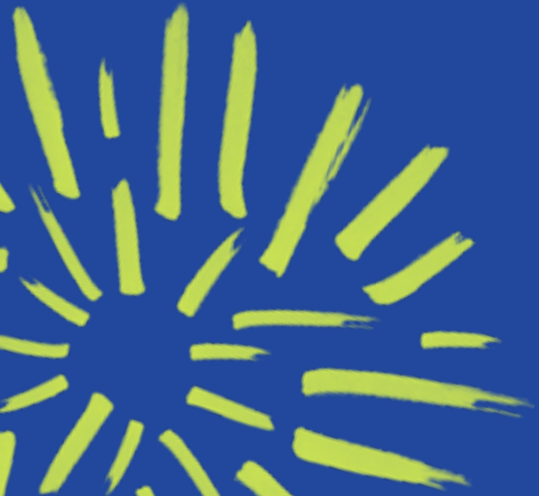


# MOBILISE



**IMPACT IN ACTION**  
**Our Progress and Future Plans**





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



# HEY! WE ARE MOBILISE

**HERE'S WHAT WE'RE ALL ABOUT**



## 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.

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

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# 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

# 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



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



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.

**37K**

DONATIONS

**\$2M**

RAISED

COTTESLOE  
BEACH

BONDI  
BEACH

**\$0**

MEDIA SPEND

**254K**

NEW FOLLOWERS

**10M+**

REEL VIEWS

**50M+**

REACH





# 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:

**PRF**

PAUL  
RAMSAY  
FOUNDATION



THE UNIVERSITY OF  
MELBOURNE



MELBOURNE  
INSTITUTE

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.





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

60%  
WOMEN

20  
AVE. AGE

10% neither genders



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.



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?

**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 involved<sup>1</sup>, 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.**

<sup>1</sup> <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 them 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: Improving people's perceived empowerment and self-esteem

One 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

We know that showing up for people at critical moments can spark self-belief, and we're keen to hear more from participants about how they grow from the opportunities presented through our Direct Giving programs.

Outreach is our way of showing respect and dignity, ensuring we leave each person feeling more empowered and uplifted than when we arrived.

Our network of dedicated Outreach Coordinators regularly share reflections from their conversations. Time and again, they report how grateful people are that we stop to chat—without assumptions or judgments—and simply offer a social connection.



**The first guy we chatted to noted that people often make assumptions and will ask what do you need/can I help you or can I pray for you. However, [he doesn't] need anything or want any help or prayer. He appreciated and valued that we had asked if we could sit down for a chat, appreciated the social connection.**

OUTREACH COORDINATOR

Outreach Coordinators also share stories about the visible impact of conversations and care. Many friends on the street may start off guarded but eventually open up as trust builds. Some offer hugs or small gifts as a way to say thank you, which we consider a sign that they leave these conversations feeling more confident, trusting, and valued.

"The first person we spoke to had been sleeping rough and couch surfing for 4 years, she thanked us and said, "That's really great that you stop and chat because you can really make someone's day." Another stand out was a woman [...] who had moved down to Sydney for [medical] treatment and was sleeping on the street or in hostels when she wasn't at the hospital. Yet she was so positive and hilariously funny, she had us all laughing. We spoke for nearly an hour and she gave us a big group hug and squeeze when we said goodbye!" – Outreach Coordinator



**[C] was really nervous and was unable make eye contact initially. After a short conversation he was able to open up a bit about his family.**

OUTREACH COORDINATOR

Our Matched pilot participants, however, weren't faring well when we met them – only a quarter reported feeling a strong sense of control over their lives, and only 7% (n= 2) felt confident in managing their circumstances.

This shows how important it is to give people opportunities for them to regain that control. We saw anecdotally about how some participants' perspectives improved over 6 months – we can't wait until we have more data to understand what the lasting impact of this program will be.





## Holistic wellbeing: Increasing participants' mental and physical health and wellbeing

**In July 2024, we launched our Mobilise Wellbeing program in partnership with Youth Projects to help people access psychiatric assessments.**

Since these assessments are expensive and difficult to access, this financial support is crucial for accessing more targeted treatments and proper assessment can help remove barriers caused by undiagnosed conditions. They play a huge role in helping people understand how to improve both their mental health and financial situation.

We created the Wellbeing program after we heard time and time again from staff in our charity partners that this was a key gap in the funding available to help their clients. So far, we've had the first few people referred to the program, but it's still too early to tell how and how much improving access to these assessments will improve their wellbeing. We're excited to report back to you once we follow up with these participants!

We also check in with our Kickstarter participants 3 months after they receive support to see if our rent and bond assistance has helped. So far, 30 participants have completed this survey, and many have reported that the financial help has improved their wellbeing by significantly reducing their stress, worry, or pressure.

"My work is not giving me enough hours to pay my rent so it has taken a load off my back to have my first 3 months covered." – Kickstarter participant, 3 months on



**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

One participant also explained that they were able to escape domestic violence because Kickstarter had covered the cost of moving.

"The Kickstarter program helped me escaping dv and not knowing how to pay everything." – Kickstarter participant, 3 months on

We've already started hearing from Kickstarter participants again 6 months after they participate in the program, and there are some participants still saying that Kickstarter had reduced their stress relating to financial obligations.



**Yes. Certainly [Kickstarter] has helped removed the worst of rental stress (and all the basic cost of living increase stress too).**

KICKSTARTER PARTICIPANT, 6 MONTHS ON



**Just wanted to say thank you as this has relieved stress on my finances which helped overall.**

KICKSTARTER PARTICIPANT, 6 MONTHS ON

We also spoke to Case Managers who had referred participants to our Kickstarter, Matched and Pay programs. Some of them let us know that participants' stress levels and pressure they had been feeling was lifted because the support removed competing financial priorities.

"[Being] able to fund bond and rent-in-advance for each partner and been a huge weight off their shoulders as they're covered for next 3 months of rent, they can focus on other essentials they need like a vehicle for the family." – Charity Referrer

"[One participant had just] moved back in with her children full time, and her parent payments didn't kick in for a month, so it was very overwhelming, it was over Christmas and she was just making ends meet. [...] So just having reprieve from bills and rent let her focus on the girls, getting back into a full-time mum again and not having financial stress for 3 months." – Charity Referrer



One Case Manager explained that because their Kickstarter participant did not have to think about paying rent for a period, it allowed them to explicitly focus on improving their mental health.

“[The participant’s] partner moved out, they lost their job and were in a bad mental state. The program allowed them to get their mental health taken care of and get back to work.” – Charity Referrer

For our Mobilise Matched pilot, we asked Case Managers for the main reasons why they were referring each of their clients. Of the 22 people referred and eligible for the program, two were primarily dealing with employment challenges caused by mental health issues or injuries,

while eight were referred due to unstable family situations or domestic and family violence (DFV).

We also asked them several questions about their physical and mental health. This was measured from multiple angles throughout the program (at the 1, 3 and 6-month points): Life satisfaction, locus of control, perceived stress, social connectedness, self-efficacy, and depression and anxiety symptoms.

We found that across the six months period, only a quarter of participants were satisfied with their life or felt socially connected. Over half of the participants had a high perception of stress and a third showed symptoms of severe depression and anxiety.

As the group of Mobilise Matched participants was so small, and it’s still early days, we can’t draw many conclusions about what impact Mobilise Matched had on the wellbeing of participants yet.

**But what we can see is that people facing homelessness are facing stressors and challenges to their mental wellbeing that mean they deserve to take part in programs that can enable them to feel less anxious and depressed, more socially connected, and more in control of their own destiny.**





## Holistic wellbeing: Increasing participants' levels of happiness and perceptions of safety and security

### Perceptions of Safety and Security

Since its launch, the Kickstarter program has played a pivotal role in improving the mental and physical well-being of participants, through enabling people to not only maintain stable housing but also to achieve a greater sense of security and independence.

One of the most encouraging findings from the participant survey is the high sense of security in both home and community environments.

A striking 84% of participants who responded to our survey 3 months after the program (n=26) reported feeling safe in their homes, with 52% (n=16) stating they always feel safe and 32% (n=10) saying they usually feel safe.

Of those who we've heard back from 6 months down the track, 80% of respondents (n=12) still said they always or usually feel safe in their homes. These results suggest that the program is effectively providing people with the means to secure appropriate housing that they find safe and secure.

**84%** **PARTICIPANTS REPORTED FEELING SAFE IN THEIR HOMES**

**52%** ALWAYS FEEL SAFE **32%** USUALLY FEEL SAFE



It definitely has been a major help, relieved a lot of stress and anxiety and made me feel secure.

KICKSTARTER PARTICIPANT, 6 MONTHS ON

**74%**

**FEEL SAFE IN THE AREAS  
WHERE THEY LIVE**

**16%**

**RARELY FEEL SAFE IN THE AREAS  
WHERE THEY LIVE**

In terms of safety in the wider community, 74% of respondents (n= 23) reported that they feel safe in the areas where they live at the 3-month mark. However, 16% of participants (n=5) indicated that they rarely feel safe 3 months down the track, suggesting that affordable housing for people on lower incomes may often be in areas that feel less secure.

When some of our participants got in touch 6 months after starting Kickstarter, we saw similar results: 73% (n=11) say they always or usual feel safe in the areas they live. Most participants are saying they feel safe in their community, which we think will also contribute to their happiness with where they live.

One referrer reported that 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



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

## How being financially independent boosts happiness

Financial stability and security are major drivers of happiness,<sup>2</sup> and our data is showing that Kickstarter has a positive impact in this area.

**58%**

**FEEL CONFIDENT IN  
PAYING THEIR RENT WITHOUT  
FURTHER ASSISTANCE**

Over half (58%, n=18) of participants feel confident in paying their rent without further assistance - feeling more financially independent is a step on the path to happiness.

Plus, when we asked about their overall finances, almost half (48%, n=15) of participants said they now feel like they have enough money to cover the basics. We're confident that feeling financially secure will enhance wellbeing and life satisfaction for participants.

**48%**

**FEEL LIKE THEY  
HAVE ENOUGH MONEY  
TO COVER THE BASICS**

## Housing stability as a factor in happiness

**100%**

**STILL LIVING IN THE  
SAME PROPERTY**

**84%**

**ACTIVELY INVOLVED IN LOOKING  
AFTER THEIR HOME**

Participants also reported having stable living situations, with 100% (n=31) still living in the same properties where they were initially approved for Kickstarter 3 months after commencing the program, and only one of the 15 participants we've heard back from 6 months after the program having moved to another property so far.

We're happy to hear most respondents (84%, n=26) are being actively involved in looking after their homes. We see this as a reflection of pride and satisfaction in their living environments.

Case Managers who had referred participants to our programs explained that the surety of having rental support clearly made their clients happier..



**[The participant has] Been super great, they've moved into long term housing. [...] Knowing the bond and rent has been secured makes them happy and feel supported and safe.**

CHARITY REFERRER



**They were rapt after finding out [they had been approved for the program].**

CHARITY REFERRER



**She cried when I told her she'd been approved for the grant.**

CHARITY REFERRER

<sup>2</sup> Killingsworth, M. A. (2021). Experienced well-being rises with income, even above \$75,000 per year. Proceedings of the National Academy of Sciences, 118(4), e2016976118.





## Holistic wellbeing: Encouraging participants to access 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.

One Case Manager who had referred participants to Mobilise Pay reported that the support the program provided allowed the participant the financial freedom and capacity to access mental and physical health services.

**H**

**[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

With our direct cash transfer program, Mobilise Matched, we will be exploring whether cash transfers change how much people engage with services, whether that be specialist homelessness services, medical, legal and justice, or other supports.

Mobilise Wellbeing and Mobilise Matched both encourage recipients to seek out healthcare and financial counselling respectively. By removing barriers to essential services, the programs help people become stable and self-sufficient in the long term as they address their needs.





## Holistic wellbeing: Supporting better social treatment at work and in the community

### Outreach has been great for building connections and changing how people experiencing homelessness are treated.

A lot of our friends on the street have said how much they appreciate just being seen, heard, and having a proper chat. And by leading the way with these kinds of conversations, we're showing volunteers how to break down barriers and get rid of any stigma.

After coming on an outreach, they're more likely to treat people sleeping rough with respect and kindness - as people with stories, talents, and humanity - not just during the program but in their day-to-day life too.

For example, several friends on the street spoke about how volunteers' willingness to sit and talk with them made them feel visible and valued.

"Our friends on the streets really appreciated having casual conversations and felt valued when we showed genuine interest in their hobbies and lives. It made them feel seen and heard." - Outreach coordinator

#### **We've heard so many of stories about how Outreach helps people feel more connected and part of the community.**

Our volunteers don't just show up to hand things out—they connect, share their own stories, and find common ground. It's those little things that make people feel part of a community that appreciates them for more than just being on the street.

"Met our friend J, he [was] very happy that someone [had] put a video of him online where he is riding a bike with [a] juice bottle perfectly balanced on his head."- Outreach coordinator

#### **Outreach creates moments of connection that help reduce the sense of isolation commonly experienced by people on the streets.**

One person sleeping rough spoke about a time when he hadn't had a meaningful conversation in months, and another appreciated being given the opportunity to talk openly about his mental health struggles. These interactions show how Outreach helps our friends on the street feel like they belong in the conversation.

"He said we were the first people to have a proper chat with him in 8 months." – Outreach coordinator

"A man felt comfortable enough with one of our new volunteers to begin to open up about his mental health and how he had been struggling and never speaking about it." – Outreach coordinator



**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 and was unable to get Centrelink support because he lost his ID. 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





## Holistic wellbeing: Encouraging better nutrition and improving food security

For the 22 people referred to our Mobilise Matched pilot, we asked if they had to skip meals due to a lack of access to safe and affordable food.

Unfortunately, two-thirds of participants reported skipping meals, with many saying they skipped at least one meal per day. By the end of the program, half of the 10 remaining participants said they had skipped a meal in the previous week. We haven't had the chance to follow up with these participants yet, but we're eager to see if the grant payments they received have improved their access to regular meals.

Also, as part of our Mobilise Pay program, we've provided over 102kg of fresh 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.



## Holistic wellbeing: Enabling participants to engage in community participation and to feel like they can meet social obligations

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 extracurricular activities – whether that be sport, art, music, or for infants it can also be used to cover childcare costs.

Young people from poorer families and marginalised communities face many barriers to playing sport or other activities. Kids' sport is expensive, and non-sport activities are largely forgotten from subsidy programs.

But we know that playing sport and other activities leads to a range of benefits, from increased physical activity to higher wellbeing, quality of life and connectedness with their peers.

So far, Mobilise Pay has covered the cost of AusKick, childcare, soccer, basketball & cricket, with other children considering swimming lessons and gymnastics. We're looking forward to following up with our families further down the line to see how this has made a difference for them!







## Financial wellbeing: Reducing the duration of homelessness

# 10 DAYS

**AVERAGE TIME BETWEEN SOMEONE APPLYING FOR KICKSTARTER AND WHEN THEY CAN MOVE INTO THEIR NEW HOUSE WITH A BOND PAYMENT**

Through our Kickstarter program, we've been covering or heavily subsidising the costs of moving into a new rental property or maintaining a rental through a period of difficulty.

This is our most direct way of either reducing the duration of someone's experience of homelessness or preventing them from becoming homeless.

Some of our Kickstarter participants have completed surveys and let us know if the support was helpful for them, and how it was helpful. While it's still early days, we 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



Without the support from the Kickstarter program I would already be so far behind I'd be close to eviction.

KICKSTARTER PARTICIPANT, 3 MONTHS ON



It's [mouldy] at my house, so not that safe for me and the kids, we are looking for the new home for us, hopefully my social worker be able to help us out, but so glad you guys help us this past 3 month thank you so so much!!!

KICKSTARTER PARTICIPANT, 3 MONTHS ON



Yes, it has been helpful for us. This is because 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



## Managing and maintaining homes

We know that simply having a roof over your head isn't the end of the story. We want all our participants to thrive, not just survive! We want to see lives changed for the better rather than just give out a little help here and there. That's why for our most directly housing-related program, Kickstarter, we ask participants how they feel about their ability to manage and maintain their homes for the long term.<sup>3</sup>

At 3 months after they started Kickstarter, nearly half (45%) of respondents (n=14) reported they were 'finding what works' when it came to looking after their home- that they are actively finding ways to maintain their homes.

The second largest group (39%, n=12) said they have already established routines that ensure their homes are safe, warm, and well-maintained, meaning that they feel self-reliant. At 6 months after Kickstarter, responses to how they're maintaining their home were similar, with 93% (n=14) finding what works or feeling self-reliant.

However, when we asked how they felt about maintaining their tenancy we saw a little more change, with 67% (n=10) saying they felt self-reliant.

A growing sense of self-reliance is a positive sign that the Kickstarter program is helping participants create more stable and healthy living environments, which we think will prevent them from entering homelessness for a longer period of time than if they hadn't had a 'kick-start' from us.

We'll keep touching base with everyone as time goes on and see if people are still feeling self-reliant and stable in their housing.

## Financial wellbeing: Helping participants increase their household assets

While it's too early to know if the cash transfers received during Mobilise Matched have been used to invest in more household assets, we asked about participants larger goals for the future during our group catch-ups. Some participants reported goals that related to purchasing major assets like a home or a caravan.



[My goal is] Aim to buy my own house

MOBILISE MATCHED PARTICIPANT



[My goal is] Get a caravan to travel

MOBILISE MATCHED PARTICIPANT

Despite it still being early, we are keen to follow up with participants to see how the cash grants have potentially enabled them to invest in assets that help them fulfil their dreams for the future.

Another aspect of building material household assets has been through our Kickstarter program. Participants who enter a new property receive up to \$1,000 towards a bond payment. Unlike some other housing assistance programs and providers, this bond payment is made as a gift to each participant that is returned to them when or if they exit their tenancy, rather than being returned by Mobilise in the form of a loan.

This can further serve our program participants as an asset that can be carried forward, helping them secure future rental properties.

**TO DATE (AUGUST 2024), 47 KICKSTARTER PARTICIPANTS HAVE RECEIVED BOND PAYMENTS TALLING OVER \$32,000.**

<sup>3</sup> We use questions from the Home Star because they acknowledge that progress and change is a journey and allows us to see if someone is 'stuck', 'getting help', 'believing and trying', 'finding what works', or 'showing self-reliance'. Source: <https://www.outcomesstar.org.uk/using-the-star/see-the-stars/home-star/>



We've been able to start checking in with Kickstarter participants both 3 and 6 months after they receive their first rental grant from us. At both points, we ask if Kickstarter was helpful for them, and if so, how?

At the 3-month point, a key theme from open-ended responses was that the support from Kickstarter enabled participants to repurpose the money they would have spent on rent or a bond to pay for other essentials in their lives. For some participants these essentials included assets, from home appliances to modes of transport, and general home furnishings.



**Yes it was helpful as I was able to buy more things to make my home, a home.**

KICKSTARTER PARTICIPANT, 3 MONTHS AFTER FIRST GRANT

"I was able to go between employment and spend some money on my bicycle without financial stress." – Kickstarter participant (3 months after first grant)

"Allowed me to save money for washing machine." - Kickstarter participant (6 months after first grant)

Staff members of our charity partners agreed that Kickstarter and Pay participants had been able to afford assets and essentials for their homes and families that otherwise would not have been possible.

"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

"[The participant is] Still in the home and the funding really helped in the initial stages. Things come out like furniture etc, and this took the pressure off." – Charity Referrer

"The second family are going quite well, quite new to the tenancy. [Mobilise] were able to fund bond and rent-in-advance for each partner and it's been a huge weight off their shoulders as they're covered for next 3 months of rent, they can focus on other essentials they need like a vehicle for the family." – Charity Referrer

## Financial wellbeing: Enabling participants to invest in their employability and future goals

Mobilise Matched got participants thinking about how to achieve their bigger goals - they wanted to prioritise purchasing higher-value items or experiences over buying things that were considered unnecessary or of limited value.

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

"Spending so much on streaming services [and] buying so much 7/11." – Mobilise Matched participant

When we followed up with Case Managers who had referred people into Kickstarter, several of them shared stories of how receiving rent and/or bond grants had enabled them to improve their employability, focus on broader goals and issues in their lives, and even obtain employment.

"[Kickstarter] stopped someone from turning to rough sleeping because of the position they were in. Their partner moved out, they lost their job and were in a bad mental state. The program allowed them to get their mental health taken care of and get back to work." – Charity Referrer

"Yes, [two Kickstarter participants] have gone off and found jobs, so Kickstarter was definitely a help to that." – Charity Referrer



**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





## Financial wellbeing: Reducing the burden of financial deprivation

The pilot of Mobilise Matched was centred on providing direct cash transfers, as well as incentivising financially healthy behaviours like saving disposable income towards achieving goals.

Participants received a minimum grant of \$5,000 plus whatever they had saved matched dollar-for-dollar up to another \$5,000. The total available grant of \$10,000 was based on bringing people above the minimum savings threshold to prevent someone on a low wage from falling into catastrophic financial hardship in Australia (a 3-month safety net of approx. \$7,500 in 2023).

Our first group of 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, the participants in the Mobilise Matched pilot were provided enough to establish a 3-month savings buffer and leave much more financially secure than when they entered the program.**

We'll be following up with these participants in December 2024 to see how they used the grants, and what impact they think that financial resource had on their ability to achieve their goals and avoid financial deprivation.

## Financial stability and independence

A cornerstone of the Kickstarter program is it building financial independence by giving participants the chance to breathe without the responsibility of rent and bond payments and address other needs in their lives.

Over half (58%, n= 18) of participants 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.**

Aside from rent, nearly half of the respondents 48% (n=13) say that they now have the means to cover all their essential expenses. But again, this shows that over half feel they need ongoing support to address broader financial challenges they face.

While many participants are gaining financial stability, there are still challenges. A third (32%, n=10) of respondents have faced difficulties paying rent in the past two months, and financial strain has also affected other areas of their lives.

For instance, many reported still struggling to cover bills including utilities, food, and credit card payments (74%, n=23). **While Kickstarter is clearly helping people in need, it's also clear that even with housing support, many people face a long road to afford basic necessities comfortably.**



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

Mobilise is working to change how  
Australians see homelessness.

Through our innovative programs and 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 what homelessness is in the community

PEOPLE  
ARE OFTEN  
SHOCKED  
THAT

94%

OF PEOPLE EXPERIENCING HOMELESSNESS  
IN AUSTRALIA ARE NOT WHO THEY SEE  
SLEEPING ROUGH ON THE STREET

At Mobilise, we know that we can only solve a problem once we understand what the problem is, and when it comes to homelessness, this is a major misconception that often means the realities of almost 122,000 people across Australia isn't included in the public's idea of how to prevent and address homelessness as a social issue.





THEN IN THE FUTURE WE COULD SEE: A CULTURAL SHIFT ABOUT  
HOW SOCIETY THINKS ABOUT AND RESPONDS TO HOMELESSNESS

We're aiming to build a deeper understanding of homelessness in the community in a couple of ways.

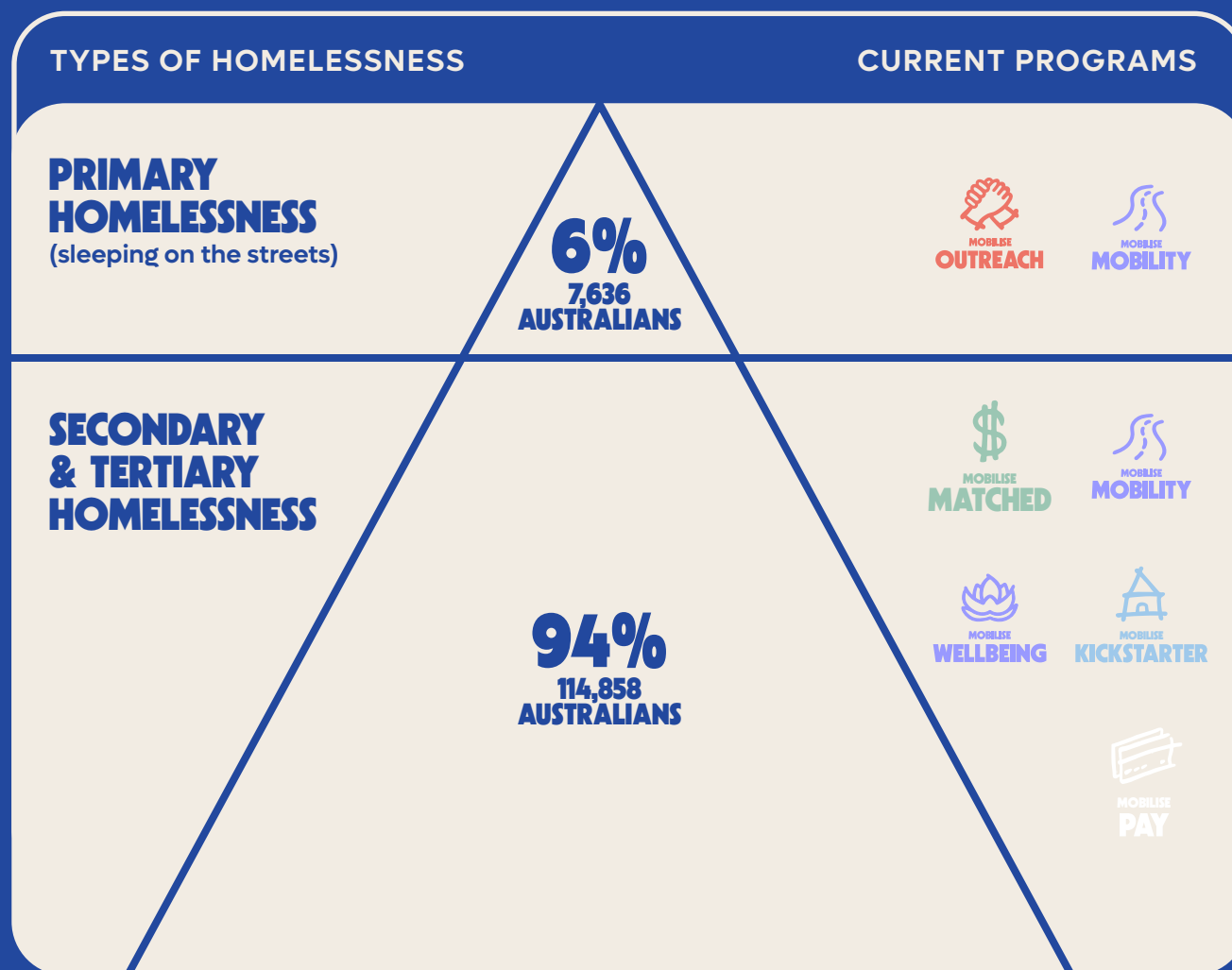
Firstly, we're developing out our suite of programs to go beyond the needs of just people sleeping rough to include aspects of 'secondary' and 'tertiary' homelessness as shown in the image.<sup>4</sup>

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.

<sup>4</sup> Secondary homeless includes people in: refuges; crisis shelters; couch surfing or no tenure, temporarily with friends and relatives; insecure accommodation on a short-term basis; emergency accommodation arranged by a specialist homelessness agency (for example, in hotels, motels).

Tertiary homelessness refers to people staying in accommodation that falls below minimum community standards (e.g. overcrowded housing and caravan parks).





Secondly, our Outreach program has always been our most effective way of giving people the opportunity to understand the different dimensions of homelessness from people with lived experience sleeping rough.

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. For example, one of our Outreach Coordinators shared that on shift they had met people from all walks of life who had found themselves on the street, while volunteers who attend Outreaches often report that they get insights into homelessness through the conversations they had.



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



Yes, I would definitely recommend outreach to a friend. I think it is a great opportunity to talk to people currently facing homelessness and get insight on how their current situation is, which will hopefully spark more ideas on solving this problem.

OUTREACH VOLUNTEER

Of 128 volunteers who responded in our post-Outreach survey, 99% (n=127) strongly agreed or agreed that they had a better understanding of the issues related to people experiencing homelessness than they did before the Outreach. This is fantastic for us to know, because it shows that no matter what someone's understanding of homelessness is before they have conversations with our friends on the street, they are always coming away with a fuller understanding. This also points to the power of conversations to build empathy and understanding.





## 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

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!



## 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.

OCTOBER 2023 – AUGUST 2024

51

OUTREACHES  
CONDUCTED

4

STATES

258

DEDICATED  
VOLUNTEERS

446

MEANINGFUL  
CONVERSATIONS

Volunteers have provided essential items, including food, clothing, sleeping gear, hygiene products, and other necessities, directly supporting the well-being of our friends on the street.

Of volunteers who responded to our survey, **100% (n=148) of those that attended would like to attend again**, and **over 85% (n=148) felt they had made a meaningful contribution**.

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





Mobilise has a small team of core staff but has been built by an army of hundreds of volunteers and thousands of volunteer hours.

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

### CORPORATE VOLUNTEERS & PRO BONO CONTRIBUTORS

SPECIAL THANK YOU TO

**BURSTY**



PKF 180DC AUSUNITY GADEN'S LAW FIRM BLUE ROCK BDO

MORC INTERIORS CANVA POSITION / ROUGH SLEEPER CO BLESSING BAGS

UPPAREL INTERLOCK CONSTRUCTION GOFUNDME BULLFROG MCKINSEY

MELBOURNE REBELS KPMG DELOITTE BAKER'S DELIGHT MACQUARIE BANK

ROTARACT WHITEHORSE LAW SQUARED CO GROUND COFFEE

NEW HOPE BAPTIST CHURCH YOUTH PROJECTS LEGEND PROJECT SAVERS

OXFORD UNDERGROUND NEW HOPE WOMEN'S MINISTRY GROUP RHPSPORTS

ST ANDREWS COLLEGE, UNIVERSITY OF SYDNEY CIRCULAR TEXTILES INTRA CANBERRA

OAKTREE ENLIGHTENED PROJECT NO SIGNAL RUN CLUB BORN & RAISED COFFEE

BAR ROCHFORD WE ARE POSI OPTIMISING

### VOLUNTEERS IN THE EARLY DAYS





If we keep empowering people, promoting direct participation in the solution, and igniting a movement,  
**THEN IN THE FUTURE WE COULD SEE: HOMELESSNESS HUMANISED THROUGH STORYTELLING**



# ...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 significant 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

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.

Our Instagram following has grown around 300% since 2022 showing a growing audience connected to our cause.

Cities like Sydney and Melbourne lead the way, making up nearly half of our total followers.

The support isn't just widespread—it's consistent, as people across Australia continue to join the conversation.

Overall, the legacy of Nedd's Run has ignited a movement that Mobilise has sustained alongside

Nedd, with more people than ever engaging in the fight against homelessness and joining us for the longer-term journey!

Mobilise 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.

From those who attended one of the screenings we gathered insights that showed people aren't just interested—they want to stay involved through other avenues like our mailing list of over 20,000 people.

It's clear the documentary doesn't just share a message — people walked away not just more informed but feeling that they could play a part in addressing homelessness. That's the kind of momentum we're building on.





If we keep empowering people, promoting direct participation in the solution, and igniting a movement,  
**THEN IN THE FUTURE WE COULD SEE: NEW AND INNOVATIVE WAYS TO RESPOND TO HOMELESSNESS**

## ...NEW AND INNOVATIVE WAYS TO RESPOND TO HOMELESSNESS

**Mobilise is contributing to innovation in the homelessness sector by identifying 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 holistic wellbeing initiatives, 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 – this person was locked out of the existing support system because the rent of his potential house wasn't deemed 'affordable':

### H

**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





## Identifying and addressing gaps and inefficiencies in existing homelessness supports

### Gaps in support coverage

At Mobilise, we aren't interested in doing what already exists – why duplicate, when we can have a look at what gaps there are in our current support system, and make it easier for people to help people?

This has been our guiding philosophy since day 1 when there weren't options for young people to make social connections with people sleeping rough and has led to us developing our Direct Giving programs.

Direct Giving is based on funding people who need support, rather than the charities that support them, which is a new way of getting the money we raise to the people who need it in Australia. 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.

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

CHARITY REFERRER

"[Direct giving] is super needed funding especially when other sources are difficult to come by." – Charity referrer

"I've never seen anything like [Kickstarter]. Rental and bond are such direct support. One-of-a-kind support to help clients make a new start." – Charity referrer

"We don't have anything like PRAP<sup>5</sup> here- on eligible properties [State Government] will pay bond and 2 weeks rent in advance, but some clients aren't entitled to that. So, the properties women have just gone into, there would be no other assistance for them outside [Mobilise]. [...] Even housing providers where we've used Kickstarter have been saying 'What is this? This is amazing'! [Other] grants run out of money very quickly- so there's no guarantee [of getting support]." – Charity referrer

Some of our charity partners explained that the scope of the support Mobilise provides was broader than other forms of funding available to them.

"Others are much more limited in the scope of their funding (i.e. very specific set of circumstances to be eligible for funding)." – Charity referrer



**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

<sup>5</sup> The Private Rent Assistance Program is a Victorian Government initiative: <https://fac.dffh.vic.gov.au/private-rental-assistance-program-guidelines>





At Mobilise, 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.

For example, after receiving advice from Case Managers, we made Kickstarter more flexible to cover arrears and people trying to maintain housing rather than just for people entering new housing.

Another example is we heard quite frequently that transport-related funding was scarce for people facing homelessness but was considered a major barrier to people finding and keeping jobs, attending school, and looking after their and their family.

That's why we decided to build Mobilise Mobility to cover many different aspects of transport.

"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

"[A key support gap is] Car registration, roadworthiness, and repairs." – Charity referrer

"I reckon at least half of [our clients] would have fines. That comes from a lack of understanding about debt, and sometimes from living- you haven't got any money for the bus but need to get on anyway, it's expensive being poor- you take the risk and get a fine." – Charity referrer

"[I'm] Trying to find some funding for driving lessons." – Charity referrer

Just like Mobilise Mobility is a direct attempt to fill the gaps that Case Managers and charities are constantly faced with, Mobilise Wellbeing was also developed to address key gaps that our partners see in accessing mental health support.

There was specifically a gap for funding assessments by psychiatrists for mental health disorders, psychosocial disabilities, and other conditions called out by our charity partners.

This is why Wellbeing is designed to remove the financial barriers to accessing those assessments.



**Psych assessments are so expensive, [we're] waiting 2 years for ASD and ADHD, and trauma counselling wait lists too long. Rare to get bulk billed counselling, covering that gap [...] they need to recover, but keep going round and round in the trauma cycle.**

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

"[We see a big gap in funding for] Psych assessments around PTSD, Autism and ADHD and getting people into the NDIS." – Charity referrer

Finding and addressing gaps is embedded in our processes. With each of our programs, we make sure the program design process includes an environmental scan of what similar support might be available, so we know that we're on the right track to filling a gap- this is a key part of ensuring we're able to innovate, not duplicate.

## 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 really pride ourselves on how easy we're making it for people to access the support they need.**

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.

Most of the feedback we received when we interviewed Case Managers was about how Direct Giving programs removed layers of bureaucracy for them when they were trying to find support for their clients.

Some Case Managers remarked on how quick the referral process is for Direct Giving programs and how fast the turnaround time is from submitting a referral to having payments made for participants compared to other sources of funding.

**“[The process is] Super convenient for everyone, is 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

“[Case Managers] like that it's not a lengthy process and that they can establish a tenancy quickly.” – Charity referrer

We heard very strong feedback about how our referral process was less resource intensive than other financial aid programs and avoided asking for irrelevant, repetitive or onerous information to support a referral.

“There is also a great deal of doubling up of information in other applications, with many of the same things being asked for multiple times.” – Charity referrer

“There is far less bureaucracy with Mobilise. There are far more hoops with PRAP including (but not only) letters from the council and/or landlord. This can lead to seriously long wait times.” – 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

We've intentionally made the eligibility criteria for Direct Giving programs broad and flexible to account for how different people's circumstances can be, while understanding that people can be at risk of homelessness and still deserve help despite not meeting certain thresholds.

We've had a lot of feedback from Case Managers about how this is very different to other sources of funding, and makes it so much easier to get help for people who might have otherwise been shut out of getting support.

We also heard this was a more appropriate approach because the cost of living had made the strict eligibility criteria of other funding less relevant.

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

“[The eligibility criteria for] Other funding sources are so specific, have so many boxes. In [Case Manager's] experience none of his young people could tick all the boxes. [Mobilise's] was much more understanding and open-ended. There are a lot of people in these situations who need help but don't tick all the boxes.” – Charity referrer

“Some programs have requested budget tools and case managers think this is too invasive for a young person. They don't believe it captures relevant data and it feels judgmental, such as asking about their cigarette purchasing habits, they say it's no-one else's business. Kickstarter doesn't feel judgemental.” – 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 easily 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

"The [initial] email process wasn't very clear regarding how much info was required to submit referrals. Since the online portal started it's been more direct and clear. Much easier." – Charity referrer

"Quite simple and straightforward - a lot easier than referring to our own private rental brokerage program." – 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. Some Case Managers have said their clients had trouble with the ID verification process we use as part of how we get participants' consent.

This is largely due to people experiencing homelessness sometimes not having government-issued photo ID, because it's often lost, stolen, and expensive to replace. Access to the internet is also required to access the consent forms, which can be a barrier for people who can't afford internet access on their phones.



**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



**I think the hardest part has been getting the ID approved to sign consent- most don't have an active driver's license, or no ID at all at time of referral, or definitely not photo ID. Some clients don't have wifi on their phones either, so we've been wanting to help them but don't have wifi for clients to access on site- they have to go offsite to access free wifi but then we're not with them.**

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.







# 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.<sup>6</sup> 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.**

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



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