



**IMPACT IN ACTION**

Our 2025 Progress and Future Plans



# THE HIDDEN PROBLEM OF HOMELESSNESS

**When we started Mobilise back in 2016, around 24,200 young people were experiencing homelessness. They made up 21% of all Australian's experiencing homelessness.**

From our early outreach, we knew that our friends on the street were the tip of the iceberg when it came to homelessness.

People across the country were couch-surfing with mates, keeping their families in temporary accommodation, or stuck in severely overpopulated homes, trying to juggle work, study, kids, rehabilitation, fleeing violence – all trying to stay afloat.

In 2022, **research** showed that 3 million people were one setback away from experiencing homelessness: a serious illness, rent hike, family emergency, job loss. Even then, we knew could happen to anyone.

It's now 2025. The risk of homelessness in our country is still pervasive across Australia, with an ever-rising cost of living crisis impacting individuals and families experiencing housing stress. **Recent reports from Anglicare** showed that rental affordability is at an all time low across the country.

The percentage of women and children who are at risk of homelessness due to family violence remains shockingly high at 38%, echoing stories heard by our partners at Catherine House, Hobart Women's Shelter and Lady Musgrave Trust.

From our own programs, we've seen how most people are experiencing secondary or tertiary homelessness, some for the majority of their lives. When you're stuck inside a complex web of challenges outside of your control, it can almost feel impossible to break out and thrive.

**And yet, every day we hear from participants who are doing just that.**

Our participants are making strides into the futures they want: rebuilding their home,

setting personal goals, and prioritising their overall wellbeing. To date, we've heard from 541 people who have changed their life through our Direct Giving programs.

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**While we might step in to give them a hand up for a short period of their lives, our participants are leading the way into that brighter, bold future. It's a privilege to be able to share in their celebratory wins this year, alongside our partners.**

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Some might say the odds are stacked against us, but we're in the business of disruptive change. With help from our charity partners, donors, and everyday supporters, we can all chip in make sure everyone in Australia has a roof over their heads and the resources they need to thrive.



## What can homelessness look like for our participants?



### 94% of Aussies experiencing homelessness have experienced 'hidden homelessness'

#### PRIMARY HOMELESSNESS

6%

Traditionally understood definition where people are sleeping rough, or living from their cars.

#### SECONDARY HOMELESSNESS

39%

People who are forced to frequently move from place to place, for example, couch surfing with mates, crisis or transitional accommodation, motel.

#### TERTIARY HOMELESSNESS

55%

People living in rentals, community housing, boarding or overcrowded houses that fall below minimum housing standards.



# WE KNOW HOMELESSNESS IS A SOLVABLE PROBLEM

## Project 10,000 is our big hairy audacious goal that proves we can do it together.

Project 10,000 is an ambitious initiative: to unlock the generosity of Australians and positively impact the lives of

10,000 people by 2030.

Our lofty goals didn't manifest overnight. Project 10,000 is the embodiment of a nine-year journey from the streets of Melbourne's CBD to, one day, ending homelessness across Australia.

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**. The scale and depth of impact from Direct Giving is directly tied to the amount of funds donated and distributed through our network. For each person experiencing homelessness we support through these programs, we take one more step towards that Project 10,000 finish line.

In the past year at Mobilise our steps looked more like leaps, with our rental assistance program, Mobilise Kickstarter, reaching record level highs for referrals. While these signs remind us that our work is far from over, it's a positive sign that our programs are reaching the people who need them.

The insights from this year's impact report speak volumes to the positive change our 371 new program participants are making in their own lives.

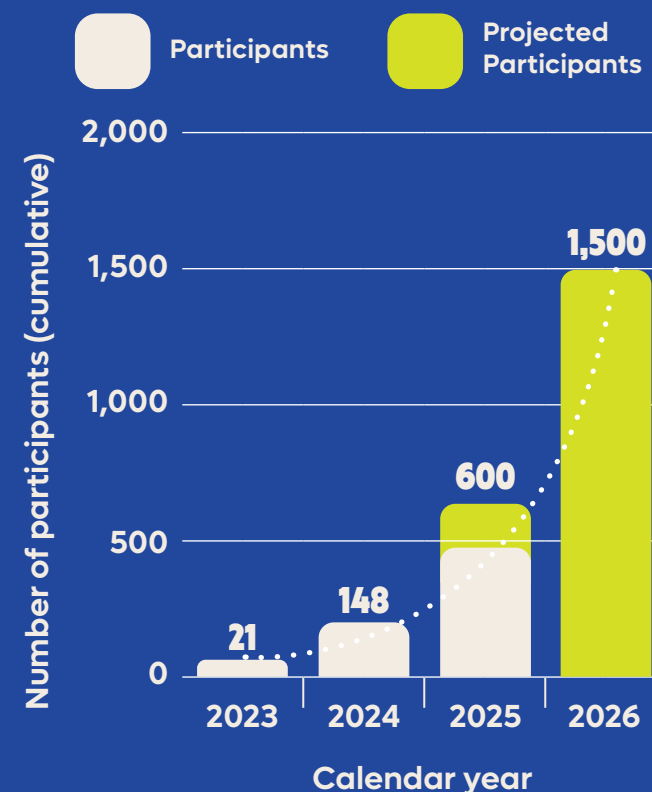
It's about getting people from where they are, to where they should be, to where they want to go.

To activate this next phase of growth at Mobilise, we'll be leaning heavily into our charity partner network across the country, and innovating the way we approach funding, technology, volunteering, and corporate partnerships. Reach, depth, and duration of impact – all through an exciting list of new, targeted initiatives.

Co-ordinated efforts and a whole lot of courage: that's how we'll get to 10,000 lives changed and beyond.



## Our number of referrals is rising







# OUR THEORY OF CHANGE

Project 10,000 represents an ambitious goal to solve homelessness. We owe it to people facing homelessness to try new ways to address the issue, and our Theory of Change lays out our plan to do it:

## NEW TO IMPACT?

A theory of change is like a roadmap. It tells you what we do, and how those activities create positive impact for the people who matter most. For us that's our participants, our partners and our supporters.

### IF WE COULD...

- Ignite a movement
- Empower those experiencing homelessness
- Catalyse 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'LL SEE...



**A cultural shift** in how society thinks and responds to homelessness,



People who have experienced homelessness **making strides** towards the future they want



**Humanising** homelessness **through storytelling**



**Innovative ways** to respond to homelessness



# INTRODUCING OUR STRATEGIC PILLARS!

This year we refreshed our 2025-2028 strategy, which you can find here. A quick peek at this strategy and you'll see that Mobilise is ramping up for exponential growth over the next few years.

The training wheels are off for our Direct Giving programs that now have a stable foundation to support them, with others coming out of pilot now we know what works (New Era of Funding). Our partners are showing us what systemic change can look like (Opportunity Engine), and we'll continue elevating the voices of lived experience in new and engaging ways (Humanising Homelessness).

We think business strategy and impact strategy are one in the same.

We've designed this impact report so that each section focuses on one of Mobilise's three strategic pillars. You'll learn about the **key activities** or programs under each pillar, how they **map to our impact themes**, and the **metrics** that show the impact created for our participants, partners and broader community. Keep an eye out for the four impact themes at the start of each section: Cultural Shift, Making Strides, Humanising through Storytelling, and Innovative Ways.

How we'll get there...



For each pillar, we'll show you how each of our programs expresses our impact outcomes. We'll then dive deeper into the underlying activities and outputs that tell the story of what impact means to us and the people we support.



# A NEW ERA OF FUNDING

**We've made big strides towards Project 10,000, including our first \$1 Million distributed directly into the hands of people experiencing homelessness since the conception of We Are Mobilise.**

## What does this mean?

We've spent the last few years investing in building our Direct Giving programs from the ground up, trying new approaches, and creating a scalable system that will allow us to act faster and distribute more cash to more people. Reaching \$1M distributed is an incredible milestone for Mobilise and its network of supporters. That's 541 lives that have changed for the better, kids who won't grow up in unstable home environments, and everyday people getting back to their sense of normality.

There are no signs of stopping either. We have an equally ambitious goal to distribute the second \$1M of funds before Christmas of 2025 (yep, you read that right). This section dives into our funding tailwinds from 2025.

## How we're doing it

- We disburse direct funds through three Direct Giving streams (Housing, Essentials and Futures) and their underlying programs.
- We work with our charity partners to enhance the reach and depth of our impact.
- We're exploring ways for donors to participate in our movement, including our Grow Together strategy to involve corporate, philanthropic and everyday people wanting to donate and make a difference.

Not going through the seven rings of hell to get an answer, our clients often don't have the time to sit through an intake and a referral and the process that can be quite exhausting. [Mobilise is] fit for purpose in how flexible and fast the process is, and you guys can get back to us in the same day.

CASE MANAGER

Mobilise trusts the word of the case manager... and it's such a strength of the program. A lot of red tape for government funding, and hopefully the red tape can stay away.

CASE MANAGER



# HOW THIS STRATEGIC PILLAR RELATES TO OUR IMPACT THEMES



## CULTURAL SHIFT

Our Direct Giving approach challenges some of the assumptions and stereotypes associated with how to best support people facing homelessness, and we're bringing tens of thousands of supporters along the journey of learning that everyone deserves an opportunity to create the life they want.

With our Grow Together fundraising model and fun campaigns like Nedd's Uncomfortable Challenge, we're also switching up the way people can contribute to solving homelessness and proving that impact can be fun, exciting, and doesn't have to look the way you think.



## MAKING STRIDES

This is the heart of our Direct Giving programs. Our direct transfer approach upholds the agency of both participants and partners to determine how best to use the funding we provide.

We see how Direct Giving improves people's sense of safety and security, overall wellbeing, access to other supports, and living circumstances.



## HUMANISING THROUGH STORYTELLING

Each of our Direct Giving participants is given the opportunity to share their experience of homelessness and what the direct funding unlocks for them.

These are precious stories that not only inspire our community to take action but remind us that homelessness can happen to any of us.

Once people understand that homelessness is hidden and not as far away from them as they think, we see more empathy and drive to do something about it.



## INNOVATION

We design our programs to address gaps in support coverage, and use technology to improve service delivery and data collection from our partners and participants. We can work together as a sector to make sure people are lifted out of harm's way immediately: responding at the time of need.

Check out our emergency response alongside Micah Projects during Cyclone Alfred as a clean example of how innovation makes homelessness support speedy and scalable.



## What makes our Direct Giving programs effective?

### WE REMOVE BUREAUCRACY

Other funding systems can create so many hurdles for one person to receive housing support. Our Direct Giving programs are designed to streamline the referral and approval process, from weeks to days. We only ask for information we need. A quick response is a good response.

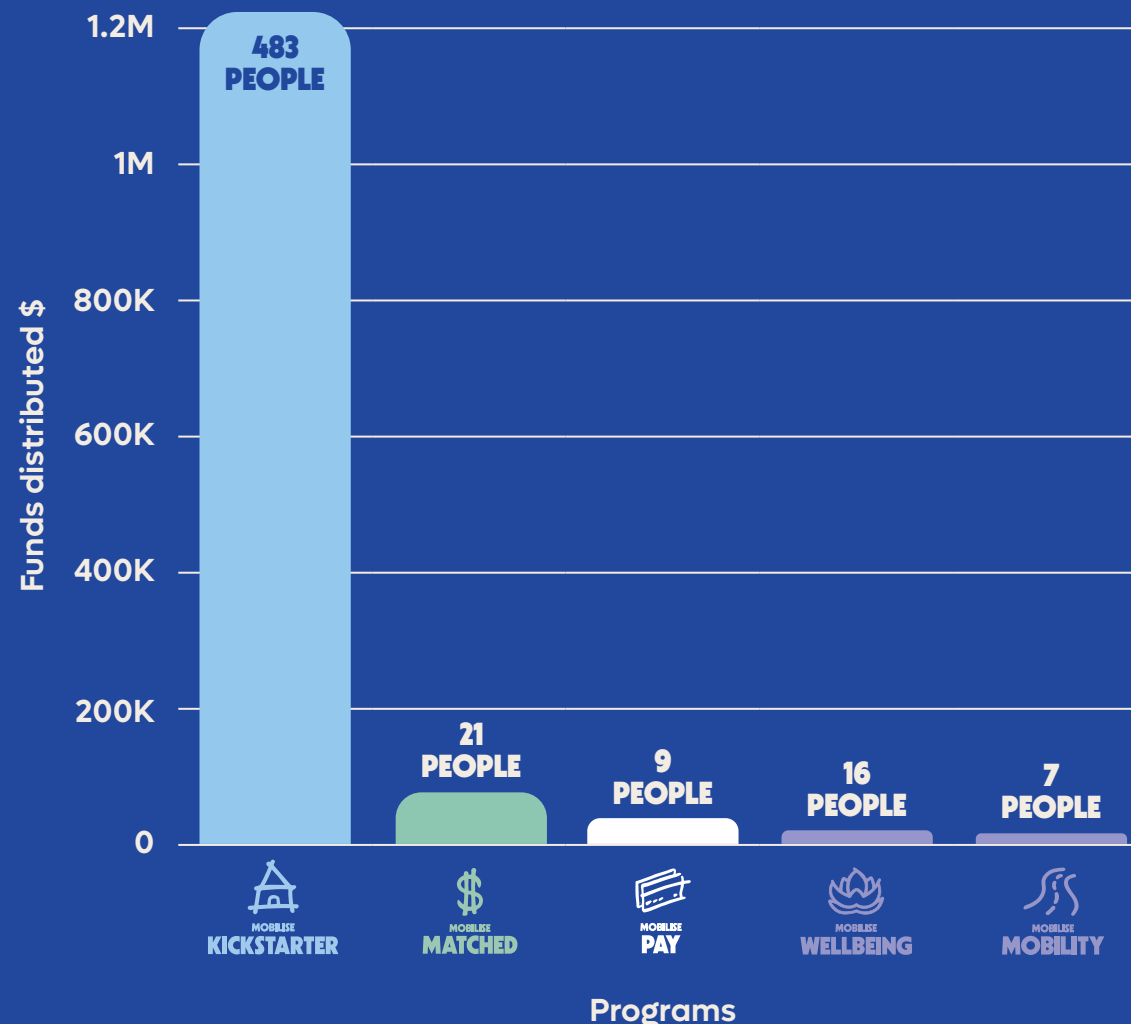
### WE GET OUT OF THE WAY

Our programs leverage the existing relationships and skills of case managers from our referral partners across the country. We provide the funds, and they manage the participants. If our shared goal is to scale efforts to solve homelessness, we can't do it through a centralised model. It needs to be a team effort.

### WE'RE LED BY OUR PARTICIPANTS

It shouldn't be up to us to decide what the future looks like for our participants. Especially with our new direct cash transfer programs like Mobilise Matched, we do our best to bake in flexibility where possible, so that participants and their case managers can decide how to spend their funds. We set up the guardrails and let them guide the way

## AS OF SEPTEMBER 2025, WE'VE SUPPORTED **541 PEOPLE** THROUGH OUR DIRECT GIVING PROGRAMS





# COLLABORATING ACROSS THE SECTOR

We've established referral pathways with 30+ homelessness services around the country to get funding straight to people who need it most.

## DONOR FUNDING

Corporate, philanthropic and everyday donors provide funding that is distributed through Direct Giving programs

## PARTNERSHIP

Mobilise and charity form a partnership.

## REFERRAL

Case worker at charity partner refers their client (someone facing homelessness) to Mobilise.

## DIRECT GIVING

Mobilise assesses referral and if eligible, provides funds (e.g. for rent or bills) to keep the person out of homelessness – while they continue to receive support from their case manager through the charity partner.

## EMPLOYMENT

Through our Toll partnership established this year we are able to direct people who are ready to take that next step into new employment opportunities around the country.the charity partner.



**We Are Mobilise**

3,831 followers

1mo • 🔄

✓ Following ...

We have a very special announcement to share with you all... together, we have distributed over \$1 million to those facing homelessness across the country! 🏠



# DIRECT GIVING: HOUSING

## We've now provided rental assistance for 483 people experiencing homelessness through our Kickstarter program.

Kickstarter is our largest Direct Giving program, distributing rental assistance funds to people experiencing or at risk of homelessness.

Participants who meet the eligibility criteria are referred into the program from our charity partners (specialist homelessness services). Participants are gifted up to \$3,000 to partially cover their bond and 8 weeks of rent.

Participants who receive Kickstarter support come from a range of living circumstances. We often hear from students who face sudden threats of eviction from their current rental, due to unforeseen rent increases, landlords selling properties, or unexpected changes in their family or income.

Others have been homeless or in transitional housing and supported by services for years, and now ready to move into supported or community housing. We also hear from many participants who are fleeing abusive environments with their children, or are seeking asylum in Australia and are moving into private rentals.

Our data shows that on average, people are paying just under half of their gross income to cover housing costs when they apply for Kickstarter. In some cases, they're paying up to two times more rent than they can afford. It's a twisted reality that we believe no one should be subjected to.

When participants receive Kickstarter funding they often share their immediate feelings of relief, knowing that their housing will be secure.

For parents, this also means they can provide a safe environment for their kids. People often talk about purchasing new beds for their kids, giving them their own bedroom for the first time, putting food on the table, and hanging up family photos in their new home. They share vivid images about the smell of coffee wafting from their kitchen, a full fridge of food, and enjoying the comfort of reading on their own bed. Simple things that make a home, and many of us take for granted.

Participants also feel like they have the bandwidth to start actioning their plans for the future, whether that's returning to studies or work, setting up a budget, or accessing mental health services for the first time.

Every time we hear stories from our participants, we're grateful for the support of our charity partners who step in to help each and every person who goes through our program.

Without our partners, we'd never be able to expand the reach of Kickstarter's impact at the speed we have today.

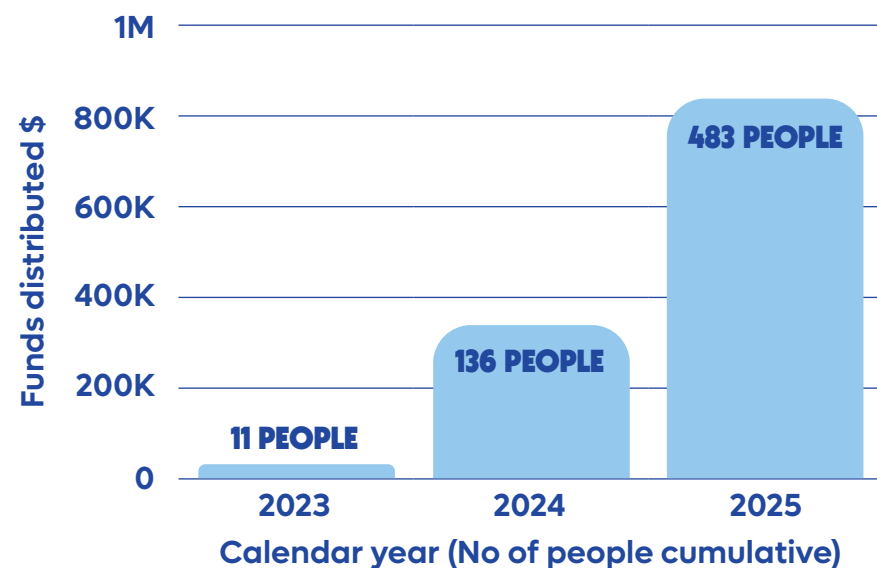
**H**

I am excited! This is the first time i have had my own place. For the last couple of years I have moved around a lot never had anywhere to leave my things. All my stuff would get stolen or lost. Now I can have my things and they will be safe. I have a bed of my own and my own TV.

PARTICIPANT



## AS OF SEPTEMBER 2025, WE'VE DISTRIBUTED \$1.22M IN RENTAL ASSISTANCE SINCE THE START OF KICKSTARTER IN 2023



**105 years equivalent of rent paid through Kickstarter.**

**Example participant:** 31, woman, paying \$933/month in a private rental, 46% of her income is going to housing costs.

On average, we paid \$2,524 per participant to cover their housing costs.

74% of participants maintained or improved their ability to pay rent, after graduating Kickstarter (based on survey feedback).



After being in emergency accommodation for the last 13 months with my son... This has been an absolute unexpected lifeline. I will never forget and forever appreciate it. Miracles do happen. Thank you so much for your help, and the swift application and approval.

PARTICIPANT



I feel relieved, it's a huge weight off my shoulders, I can focus on getting my family settled and back on track. I honestly don't know what to say exactly, the impact may seem small from the outside because some think it's not much, but on the inside, there's so much happening; it's one less thing to worry about, it's allowing some breathing room to refocus, it's allowing me to organise my children without finance issues hanging over my head causing stress and uncertainty, I can afford to be more patient, to take time to sort our life out and make a plan.

PARTICIPANT



This funding has the potential to be life-changing. It will support their transition into a safer, more stable environment where they can continue focusing on their goals with confidence. It's a short-term investment with long-term impact.

CASE MANAGER, OPEN DOOR YOUTH HOUSING



# DIRECT GIVING: ESSENTIALS

## Homelessness isn't just about housing insecurity.

It's a wicked problem that impacts all aspects of a person's life. At Mobilise, we're switching up the way we address funding gaps for people experiencing homelessness.

Mobilise Pay and Wellbeing are part of our Essentials program under Direct Giving. They're designed to address financial stressors for people experiencing homelessness, specifically **young mums**, and **people who need access to mental health diagnoses**. The cost-of-living crisis shows up in different ways for our participants.

Based on the feedback from case managers and participants, we saw these two gaps in Australia's homelessness support ecosystem – a perfect invitation for Mobilise to step up and fill. By addressing these compounding challenges for participants, we relieve their financial burden and enhance access to services that'll help them get back on track.

Our **network of referral partners** is a critical piece to this puzzle. They not only identify people in need but act as on-the-ground case managers for our participants, highly experienced in navigating different pathways of support.

## What we've heard

I was referred to Mobilise by my case worker in a women's homeless housing placement I was in early in my pregnancy. The Kickstarter grant and other support from Mobilise has impacted my life and helped me with great magnitude, allowing me to focus on setting myself up for motherhood and welcoming my newborn baby into the world with secure accommodation that really feels like home!

PARTICIPANT, MOTHER

Better support for women who are pregnant at the top of my mind. This support would involve guidance and physical items that pregnant women need.

PARTICIPANT

I seem to start getting on top of everything and I get hit with another big bill or debt from somewhere. Cost of groceries is a big one. I have 3 children, and the weekly shopping is usually between \$190-\$280 depending on what we need in the home. It is a constant struggle still."

PARTICIPANT, MOTHER

We've noticed everyone has a gap in supporting the mental health of young people. I suppose we have students who see psychologists once a month but need more support.

CASE MANAGER

We are fortunate to have violence counsellor, but trying to access psychologists is insane due to the waitlist. It is just not a possibility without big fees... our cohort don't even start, since it's so unachievable.

CASE MANAGER

I'm always behind though, [...] a lot of electricity and gas and water. It's just something that's always been really hard to keep on top of. I don't think I've ever really been on top of my bills.

PAY PARTICIPANT



## Mobilise Wellbeing helps people access psychiatric assessments

We cover the cost of psychiatric assessments for people whose mental health struggles put or keep them at risk of homelessness. Through their charity case manager, participants get help accessing the right mental health provider, and receive broader support to navigate the health system.

**Studies show that accessing mental health treatments can help reduce the risk of homelessness**, by improving overall functioning, addressing anxiety, relationship building, tenancy stability, and engagement in work and education (to name a few).

### But what happens if you need a diagnosis for that treatment?

If private healthcare is unaffordable, people resort to long public waiting lists for a psychiatric assessment. Add in transport limitations, difficulties receiving appointment reminders on your phone, and the toxic cycle of stress that accompanies the experience of homelessness, and you'll start to understand why mental health support is out of reach for many of our participants.

Our goal is to fill in the assessment gap so that participants can finally access treatment. For some, this can mean unlocking government benefits like NDIS and Disability Support Pension to help cover the cost of much needed care. It's a prime example of how a small intervention can help people tap into the existing support ecosystem.

**\$21K Mobilise Wellbeing funds to our participants.**

**17 people have now accessed the mental wellbeing supports they need to reduce their risk of homelessness now and in the future.**

**Average participant:** 27, woman in transitional housing.

# \$1,285

**PER PERSON AVERAGE COST OF PSYCHIATRIC ASSESSMENTS**

**H** I can learn how to regulate myself, my emotions, my trauma, my nervous system better to allow me to live with a higher quality of life and consider my future including work and study.

PARTICIPANT

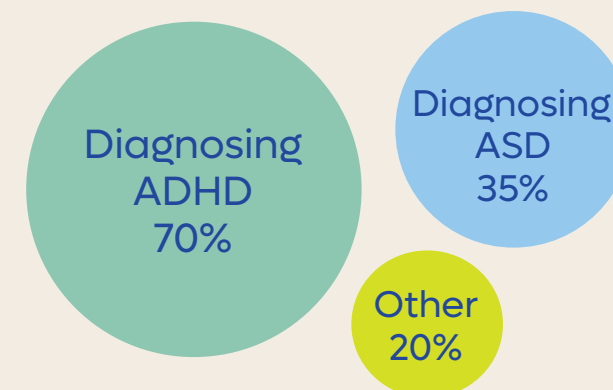
**H** Being able to receive this diagnosis means I can access appropriate help from NDIS that will support me in every aspect of life including housing... allowing me to live with a higher quality of life and consider my future including work and study.

PARTICIPANT

**H** Being able to access Mobilise Wellbeing enabled us to arrange a psychiatric assessment after nearly four years of working with this young person. This was a big goal for both the young person – and for myself to tick off as her case manager!

CASE MANAGER

## How are people using their Wellbeing funds?



## Mobilise Pay helps young mums cover their living costs, for an entire year

**Recent studies** showed that 1 in 3 single parent families in Australia were living below the poverty line. In 2021, women accounted for 80% of the increase in people experiencing homelessness in Australia.

We also know that domestic and family violence is a leading cause of homelessness for **women and children**. If we consider worsening housing unaffordability and the **prevalent income disparity for single mums**, we start to uncover a hidden group of people who need long-term assistance.

Whether it's putting food on the table, keeping bubs at school, fleeing violence or having a warm place to sleep at night - we often hear how our participants put their kids first, and settle for whatever's left.

Beyond resources, children rely heavily on their parents for emotional support to cope with their situation. In the words of our referral partners, single parents *"play a significant **safeguarding** role for their children and are **key to breaking the cycle of abuse and homelessness, in all of their futures.**"*

**Mobilise Pay** helps alleviate financial stress for single mothers facing homelessness. We cover direct payments with utility companies (debt and ongoing bills), kids' extracurriculars, and healthy food, up to \$10,000 for a full year. The amount we give is directly tied to the number of dependents in the family and what their financial situation is.

Participants also maintain access to the support they receive from homelessness services to sort our financial planning, their kids' health and development needs, and everyday living. By covering some of their living costs, these moms have more breathing room to regain financial stability and continue looking after their family and themselves.

As with all of our Direct Giving programs, we trust mothers to make the best decisions for themselves and their families.

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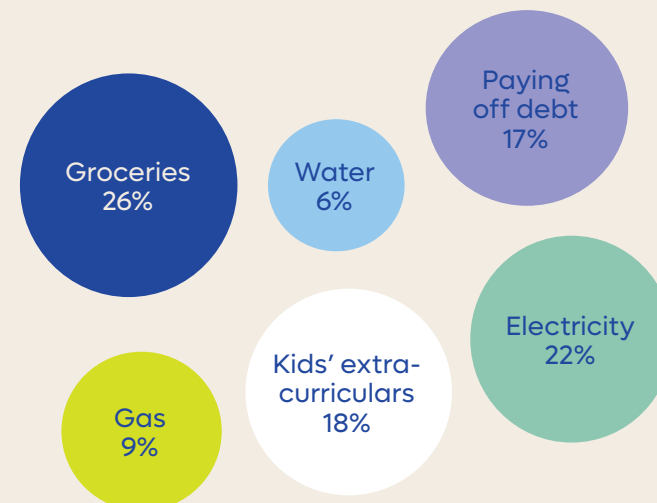
**YOUNG MOTHERS NOW HAVE  
THE RESOURCES THEY NEED**

**\$39K**

**DIRECT FUNDING SUPPORT  
THROUGH MOBILISE PAY SO FAR**

**Average participant:** 30 year old single mother,  
2 kids living in supported accommodation.

## How are young mothers using Pay funds?







We spoke with all our Pay participants about what impact the program has had for them, and it's clear that the Mums are using this opportunity to set themselves and their children up for a strong start to life, and that knowing they have longer term financial support has taken a lot of the stress that comes with juggling a family and finances off their shoulders. We've also seen that making sure children can keep participating in extracurriculars has benefits for the whole family – life after homelessness isn't just about having the basic food and shelter you need, it's about being part of a community after all.



...the fact that I don't have to worry about, like, bills as well. That's been wonderful. When I have received the [payment for] bills, I'm like, that's being sorted for me at the moment, so I'm not having to stress and think, okay, well, this pay or half this pay or something is going towards electricity and water. So that's been really helpful for me.

PAY PARTICIPANT



But knowing that, you know, that X amount is going to be paid every however long it like took a lot of stress off me because I wasn't sitting there like oh how am I gonna come up with the whole bill.

PAY PARTICIPANT



The bills being like, helped and paid for, I've been able to like, buy certain things for my daughters and provide things for them that I wouldn't be able to beforehand, like at [...] the start of this year, I was able to buy them a pair of Asics each for school.

PAY PARTICIPANT



I want to speak to [...] my financial counsellor again [...] I'm definitely ready to reach back out to her and get a new budget sorted.

PAY PARTICIPANT



I get a bit of social anxiety myself, but it's good to see that [the children] are confident and maybe that's helping me as well [...] I also think that, like, going to the sporting events and things like that has helped as well, because I'm able to converse with the other parents or other trainers and teachers there, and that's helped bring me out of my shell a lot because... Yeah. Being more involved within the community, being more involved with people outside of just like a friend circle.

PAY PARTICIPANT







# REAL STORIES FROM OUR PARTICIPANTS

(We've changed their names to respect their privacy)

Alex



Alex and her two children accessed the Women's Shelter after experiencing family violence, and not able to keep up with the rent for a private rental. They had to leave their dog when staying at the shelter. She was overwhelmed and stressed when experiencing homelessness.

She is working as an admin officer at a hospital. Despite the difficulties, Alex tries her best to maintain her job and care for her two children. Since she arrived at the shelter, Alex has been engaging very well with support services and applying for alternative accommodation. Although she received many rejections for her private housing applications, she does not give up.

Last week, Alex successfully secured a private property where her family and her lovely dog can reunify. Since she is caring for her children on her own and has no support from her family, she usually experiences financial stress. Mobilise Pay will allow her to pay for essential expenses such as swimming lessons, karate lessons, healthy groceries, electricity bills, etc. This will also allow her to focus on her personal growth, the children's needs, and their future, rather than constantly worrying about making ends meet.

Lily



Lily is single with a 20-month-old son, in full-time care with minimal family support. They moved into a private rental with her partner at the time, signing the lease based on two incomes. Lily experienced domestic violence from this partner, leaving the relationship 5 months later. She stayed at the property as she knew she did not want to take her son into crisis accommodation.

She is studying Youth Work, but has had to put this on hold due to the stress of her current situation. She hopes to re-enrol soon, once she's back on her feet, and dreams of starting a program one day for single dads.

At the end of the Pay program, Lily is still in the same house, being "more cautious with spending", seeing her son thrive with social interaction through sport and making sure she can afford fresh fruit for him to snack on. We're excited to check back in with her in a few months and see how she's going



# DIRECT GIVING: FUTURES

We've launched the next iteration of Mobilise Matched, a direct cash transfer program under our Futures funding stream.

Alongside our mates at Youth Projects, our Matched program is providing direct financial support for participants.

Our no-strings-attached direct cash approach is the first of its kind in Australia. It's been trialled with great success overseas, **including Canada and the US**, and we think it's about time we start bringing these solutions back home.

We piloted this program in 2024 to understand how best to roll out a scaled-up version and how we can best measure the impact of the program on homelessness. In the new rollout of Mobilise Matched, participants receive \$7,000 cash, coupled with intake and wraparound case management, financial and personal goal setting and social connection.

This means their immediate functional needs are met (i.e. food, housing), as well as their long-term needs and aspirations. We help participants set goals around how they want to use the funding, which in most cases extend well beyond meeting basic needs: they use the opportunity to work towards their bigger life goals that otherwise wouldn't have been or seemed possible.



What goals were important to our young people?

**33%**  
STABLE LIVING  
CONDITION AND  
A BALANCED LIFE

**24%**  
TO BE FINANCIALLY  
SUFFICIENT FOR  
DREAMS

**19%**  
MENTAL AND  
PHYSICAL HEALTH  
RECOVERY

**10%**  
PAY OFF DEBTS

**5%**  
BEING BETTER  
FOR FAMILY

**10%**  
NEED HELP TO  
SET GOALS

Survey of 21 young people referred in.

## What did we learn from the 2024 pilot?

### Social connection makes financial wellness fun!

Our pilot participants liked being able to connect with their peers throughout the 6 months. We've designed ways to bake in financial education into this experience, so that people can learn with and from each other too.

### Participant agency means opening up our definition of 'goal setting'

We want people to be empowered to make their own personal and financial goals. If the goal is for participants to get to a better position of stability and *stay there*, it's best if that journey is led by participants themselves.

### Flexible and simple payment plans are the way to go

We trialled innovative payment approaches to keep people committed to the full 6 months, like matched savings, but we realised this wouldn't work for everyone. People have diverse needs, preferences, and circumstances – and it's our job to build systems that meet those needs, not marginalise them. We've redesigned the program so that people get a small portion upfront, with the larger sums at 3 and 6 months, condition-free.

## How have we switched things up this year?

### Tailoring content to match what participants want

Last year our educational content covered basic financial literacy, but we were blown away with the aspirational drive coming from our participants. We'll be upping the ante for our goalsetting components and bringing in examples of role models to highlight different pathways for our participants. We want our workshops to match practical skills with ambitious dreams!

### Running a Randomised Controlled Trial with the Melbourne Institute of Applied Economic and Social Research

To measure participant outcomes and our impact over the long-term – the first of its kind in Australia! Contributing to the evidence base of what works best to solve homelessness in this country will help us all get closer to that goal, and this is us playing our part.

**\$94K**  
DIRECT CASH  
TRANSFERS TO DATE

ALL PARTICIPANTS  
IN 2025 TO RECEIVE  
**\$7K**

Average payment for pilot participants = \$7,087

**22** YOUNG PEOPLE HAVE BENEFITTED FROM THE MATCHED PROGRAM  
(10 in the 2024 pilot, 12 in 2025)

On average, young people were only spending **10 out of 60** days in safe or stable housing.

**Couchsurfing** was the most common form of unstable housing for participants.

**69% participants** said poor mental health was a major factor contributing to their housing situation, followed by unemployment (62%).

YOUNG PEOPLE WERE PAYING BETWEEN

**10%–83%**

OF THEIR INCOME TOWARDS HOUSING COSTS

This year marked another milestone for Matched with incredible support from Paul Ramsay Foundation. Thanks to their Experimental Evaluation grants, we'll be able to conduct that 3-year evaluation of our program. Growing our evidence base is a critical part of what we do. This evaluation will serve as a source of truth for our current and future partners (including the government!), proving that bold innovation can help solve homelessness.



# OUR NETWORK OF CHARITY PARTNERS

**We now have over 30 charity partners, with our reach extended to every state & territory in Australia! We're trying to build a future where everyone can access housing support, no matter where they are.**

We've spent 9 years in the sector, building strong relationships with leaders across the country and growing our impact through hyper efficient collaboration. We have hundreds of staff referring their clients in to our programs and have established a network unlike any existing community in the sector – all steadfastly focused on solving homelessness nationwide.

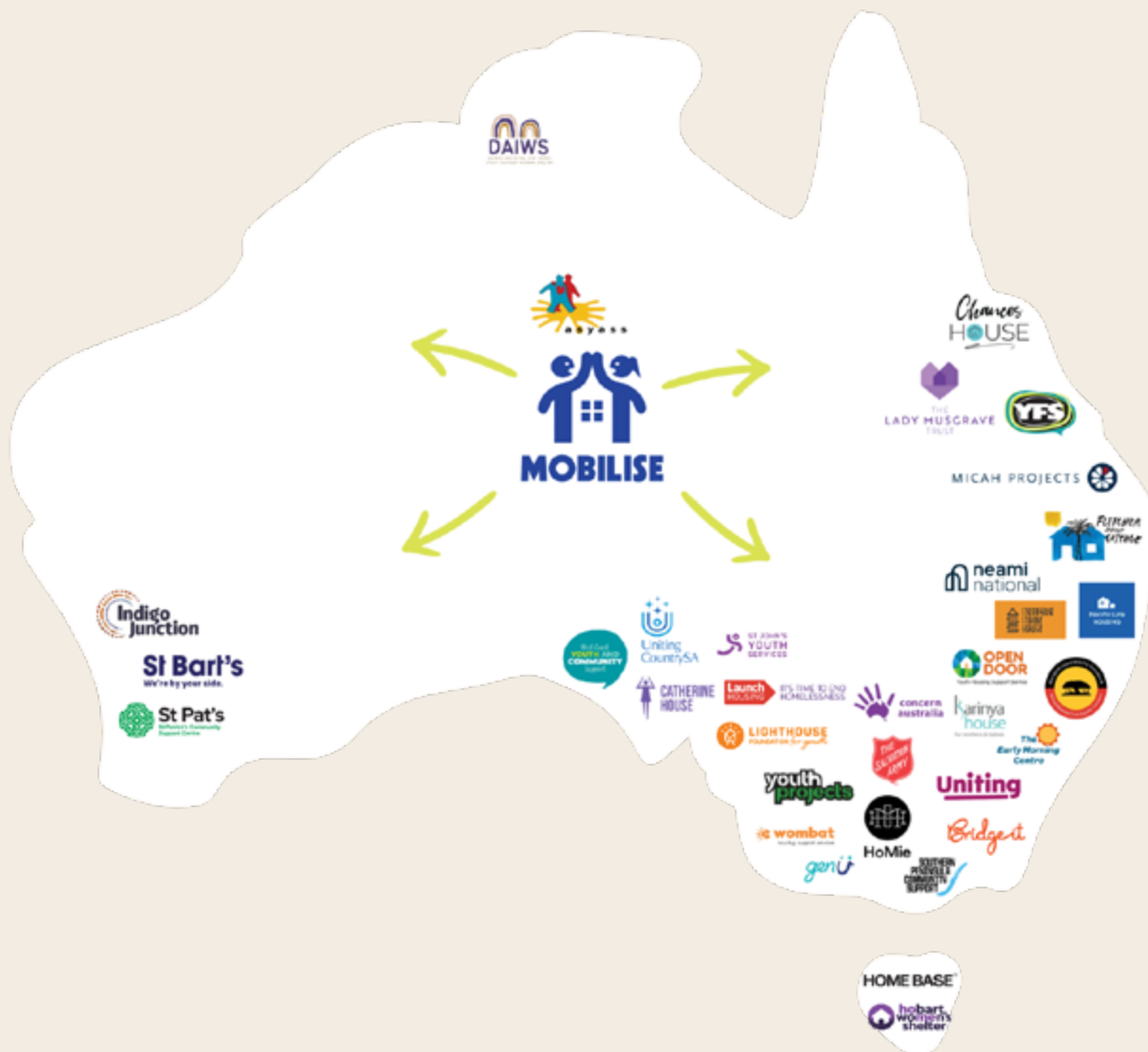
Our charity partners are specialist homelessness services (SHS) that support a range of groups of people experiencing homelessness, including women experiencing violence (e.g. Catherine House), and young

people (e.g. Youth Projects). Case managers inside our charity partners play a critical role in referring people to our Direct Giving programs. When we approve and provide funds, they continue to look after their clients. In return, case managers share valuable insights about our participant outcomes, process efficiencies, and sector-wide challenges they're seeing at the frontline. We use these insights to improve our existing programs and create new ones. We've found that this model amplifies what our partners do best and complements their existing wraparound services.

Best of all, this approach is both scalable and honours the agency of participants and case managers to define what help they need (rather than us defining for them).







## What did our partners say about us this year



[Mobilise's program has] Given them flexibility and helped give people more breathing room than they ordinarily would get from more traditional programs. I really like what Kickstarter does and based on the feedback from the clients at the time, it really supported them, with no one coming back to me for support since.

CASE MANAGER



Look, it's the biggest funding agency we have been able to secure for our young people. It is great for young people moving out, and the fact you provide so much funding, we can manage that expectation and help them navigate the first couple months. We tell them, 'your rent is covered for this many weeks, so you can manage your bills and cost of living.' It's great.

CASE MANAGER



It's been really easy to get a response and get some assistance if required...also understanding all these people are very different. Some places are set on the rules. For example, with the ID there's a workaround [here at Mobilise], whereas some grants would say 'no physical ID, can't apply.' That flexibility has been a real positive.

CASE MANAGER





## Together with Micah Projects, we helped 11 people find safety during Cyclone Alfred.

This March, many of us in the Queensland and Northern New South Wales region were hit by Cyclone Alfred. While 300,000 Brisbane homes lost power, we knew people sleeping rough would be hit the hardest. Shelters were overwhelmed, pop-up facilities were stretched to max capacity, and it soon became obvious that the usual manual systems of finding rooms and filling forms weren't going to cut it.

The turning point came when our mates at Micah Projects called to say their shelter was full. We knew we could help fund emergency accommodation, but they needed a way to coordinate requests without burying already exhausted workers in extra work to access funding.

At Mobilise, we know that pressure makes diamonds. Within just 45 minutes, our team had built a live accommodation referral system that quickly released funds and got people into motels **the same day**. Our flexible process meant we could focus on getting funds out quickly without being held up by admin, and Micah Projects could focus on providing emergency care to people with the most acute needs.

Because of the partnership, we were able to support 11 people, including a family, secure emergency accommodation. For a number of people this was also their first time accessing homelessness support through Micah Projects. They now have access to long-term support to help them out of homelessness.

That's the power of partnership.



We're grateful for Mobilise being able to so quickly and flexibly support us in getting people into accommodation during the cyclone and the flooding here in Brisbane

KARYN WALSH, MICAH PROJECTS CEO

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

WOMBAT STEPPING STONE HOUSE TASKFORCE

MICAH PROJECTS CONCERN AUSTRALIA GENU

SALVATION ARMY – UPTON RD & TRANMERE ST YFS

UNITING CHIPPENDALE UNITING GOONELLABAH NSW

UNITING VICTAS HOBART WOMEN'S SHELTER HOMIE

ALICE SPRINGS YOUTH ACCOMMODATION AND SUPPORT SERVICES

YOUTH PROJECTS LTD. LIGHTHOUSE FOUNDATION ST PAT'S

BRIDGE IT UNITING RINGWOOD BYRON COMMUNITY CENTRE

LAUNCH HOUSING INDIGO JUNCTION CATHERINE HOUSE

ST JOHN'S YOUTH SERVICE ST BARTS NEAMI NATIONAL

UNITING COUNTRY SA PACIFIC LINK HOUSING CULTURA

WEST COAST YOUTH AND COMMUNITY SUPPORT (WCYCS)

JUNO OPEN DOOR YOUTH HOUSING SUPPORT SERVICE





# WELCOMING NEW SUPPORTERS SUPER-CHARGES WHAT WE CAN DO AS A SECTOR

## We've been focusing on growing the network...

What we've seen is the generosity of people and businesses who otherwise might not have seen themselves as part of the mission to end homelessness. We've been focusing on growing the network of people around the country who are keen to play their part, acknowledging we need the whole country to commit to solving this problem once and for all!

Without the commitment from our corporate, philanthropic, and everyday donors, we'd still be a small group of mates reaching out to rough sleepers around Australia. At Mobilise, we're exploring new ways to get new funders involved as part of igniting a nationwide movement.

OUR DONORS HAVE RAISED OVER

# \$7M

AT THE TIME OF WRITING



# 112K+

PEOPLE HAVE DONATED TO  
THE MOBILISE MOVEMENT



# \$65

AVERAGE DONATION – WE ARE  
PEOPLE POWERED!

NEDD'S RUN AND UNCOMFORTABLE  
CHALLENGE 2024 WAS OUR  
BIGGEST DONATION

# \$4M

TO END HOMELESSNESS FROM 6,953  
PEOPLE AND KEY SPONSORS!

Most of our donors are your everyday people, parents, colleagues, mates, and schoolkids who get exposed to the problem of homelessness in different ways. Some people draw from their own lived experience, whereas others are only exposed to what they see on the street. At Mobilise, we lean on the stories of our participants to highlight the truth of what homelessness can look like. We often hear from our donors that these stories break down barriers of misunderstanding and reignite empathy.

The fact that, like our participants, our donors come from all types of backgrounds, reminds us that help can come from anywhere. No one deserves to be at risk of homelessness, and it'll take all of us to collectively support each other.



## With love from our everyday donors

H

Becoming homeless is so real now. To help even one, is a kind gesture, to help them on a national scale, amazing!

MOBILISE DONOR

H

Pretending you're not homeless because you're couch surfing is a vibe. I spent two months like that. Forever grateful to my friends who took me in. The strength required to survive homelessness with kids, with abuse, without friends, or in situations of extreme poverty is unfathomable. Thanks so much for helping those in need!

MOBILISE DONOR

H

For anyone down on their luck, know that every day is a new day and that you are in control of your destiny so dream big.

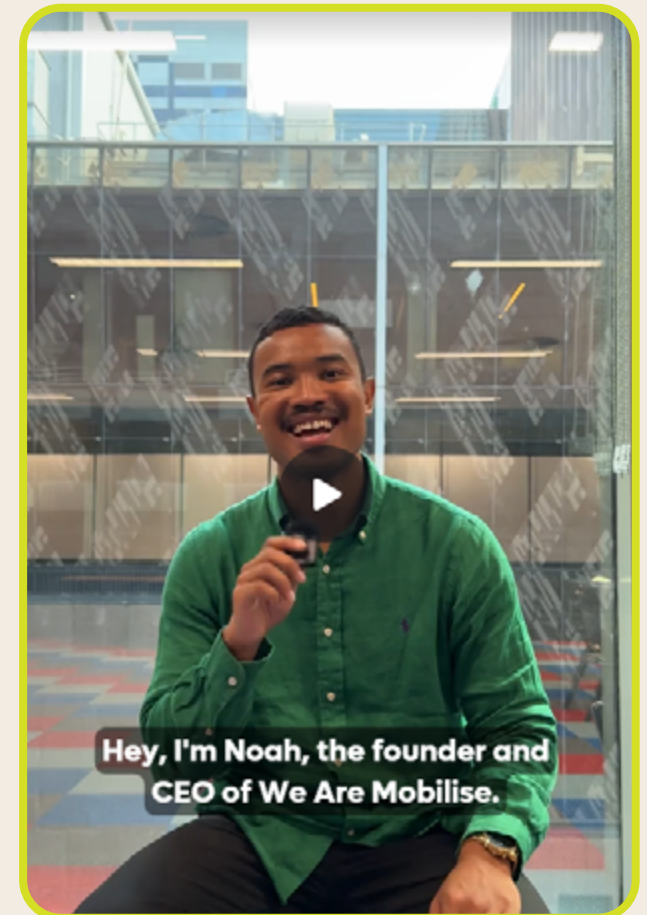
MOBILISE DONOR

# OUR GROW TOGETHER STRATEGY IS TRIALLING NEW WAYS FOR CORPORATE PARTNERS TO SUPPORT

This year we launched a new workplace giving model under our **Grow Together** strategy with our partners at **Image Property**. They're proud supporters of a growing community of investors, sellers, buyers, and tenants across QLD. For every home sold or leased, Image Property donates one night of housing to Mobilise's Direct Giving programs. They also invite their community to match the donation, multiplying their impact.

It's now easier than ever for local businesses to support their neighbourhood, with targeted support for people experiencing homelessness.

Image Property has already donated **over \$56K**, enough to cover around 20 people in our **Kickstarter program**, or over 1,500 nights of a roof over someone's





Corporate partners like Position have supported us through regular recurring donations and salary sacrifices, totalling over \$20,000 a year going to Mobilise Kickstarter. Similarly, Spheria Asset Management and the PNI Foundation have made generous yearly donations totalling \$40,000 and joined us on Outreaches, connecting with people on the streets.

This past year also marked another successful campaign with Nedd, launching the first Uncomfortable Challenge.

We want to give a special shoutout to the corporate sponsors who jumped in to do their part to solve homelessness. Grill'd jumped in as a new sponsor for Nedd during the campaign, donating \$80,000 through their Local Matters program, where customers can vote for the cause that matters most to them.

REA Group also donated \$122,000, symbolic of the number of people across Australia who experience homelessness on any given night. At the time, that was our largest donation ever!



I love the fact that it's so measurable and tangible, knowing that the dollars are going straight to people in need.

NIC YEOMANS, MANAGING DIRECTOR, POSITION



REA's purpose is to change the way the world experiences property, this includes those experiencing homelessness. Our donation is representative of the number of Australians who experience homelessness on any given night. Nedd's impactful campaign and the work of We Are Mobilise set the bar high for communities and corporate Australia to do more and to be part of the solution.

OWEN WILSON, CEO OF REA GROUP



Nedd is an absolute legend when it comes to his challenges and inspiring others to do more. He generates a huge impact when it comes to raising awareness and funds to help homelessness in Australia. At Grill'd we are incredibly passionate about supporting our local communities and have made it our mission to give back to those in need, so it was an instant YES from us to support.

SIMON CROWE, FOUNDER OF GRILL'D

## SHOUT OUT TO OUR CORPORATE AND COMPANY DONORS OVER THE PAST YEAR

Canva

Commonwealth Bank

REA Group

PRF PAUL RAMSAY FOUNDATION

IMAGE. PROPERTY

TikTok

JCDecaux

AAH

Grill'd

PILLAR PERFORMANCE

BURSTY

PNI Foundation

PUMA

triple j

SPHERIA ASSET MANAGEMENT

TOLL

NEDD'S MILK

NSW GOVERNMENT

POSITION.

docusign

...and many others who've donated to the Mobilise Movement!



# OPPORTUNITY ENGINE FOR PEOPLE FACING HOMELESSNESS

**Our Direct Giving programs provide immediate relief for people experiencing homelessness – but what happens next?**

## What does this mean?

This year Mobilise launched its 3-year strategy to build a pipeline of rich opportunities for participants to step into the next phase of their journey. Think employment pathways, long-term housing stability, mentorship and more. We're investing in their potential.

This section explores the new opportunities we've already built this year with our corporate partners including Canva and Toll, and our revamped volunteering approach through Mobilise Circle. We're grateful to our partners who come on the journey and try new approaches with us.

## Why does it matter?

Transformative change takes time and if we're here for the long game, it's up to us to find new ways to bring in the community and walk alongside our participants as they grow. These initiatives are the final puzzle piece to complement our Direct Giving programs: Housing. Jobs. Opportunities. With these ingredients, we'll help people experiencing homelessness rise to their full potential.

## How we're doing it

- We're building new support programs with corporate partners, including our **Employment Pathway** with **Toll Group**.
- Our partnership with **Canva** shows how easy it is for both employers and employees to do what they do best and still help address homelessness through hackathons and skilled volunteering.
- **Mobilise Circle** is scaling our volunteer efforts through a new digital platform, extending our reach beyond our centralised outreach events.







# HOW THIS STRATEGIC PILLAR RELATES TO OUR IMPACT THEMES



## CULTURAL SHIFT

We're helping our partners re-imagine what homelessness support can look like for them.

Beyond donations, it's creating long-term opportunities for people to get back on their feet and live a safe, secure life.

Through our volunteer program, we're educating everyday people about what homelessness can look like, and how contributing can start with small acts that form part of your everyday.



## MAKING STRIDES

Our Employment Pathways program with Toll will have direct, positive outcomes on program participants who are moving beyond securing housing and into building the next chapter of their lives.

Living a fulfilled life after homelessness means being able to build the life you want for yourself, and we'll have many more opportunities coming down the pipeline through our partner network.



## HUMANISING THROUGH STORYTELLING

Storytelling helps our partners understand the impact of their collaboration, grounding the excitement of innovation in something real.

Our partners hear about their lived experience and are inspired to do something about it – because ultimately, everybody deserves an opportunity. Our approach and network will allow us to broaden and deepen what those opportunities look like through Mobilise, and tell those stories to inspire others to get involved.



## INNOVATION

Each spotlight represents a different way we're innovating our way towards solving homelessness.

Tech innovation keeps us lean and hyper-scalable, which we're starting to see through Mobilise Circle, and now that we've built our systems and partner network around the country, we can use this unique strength of ours to provide opportunities in a way that's never been seen before.



# CORPORATE SPOTLIGHT: TOLL EMPLOYMENT

## We are incredibly excited to announce our landmark corporate partnership with Toll Group.

Toll Group is Australia's leading logistics and global freight company, spanning 150 countries worldwide. We're piloting our Employment Pathway Program, giving Mobilise participants an opportunity to transition into better work inside Toll as an employer.

## What's happening this year

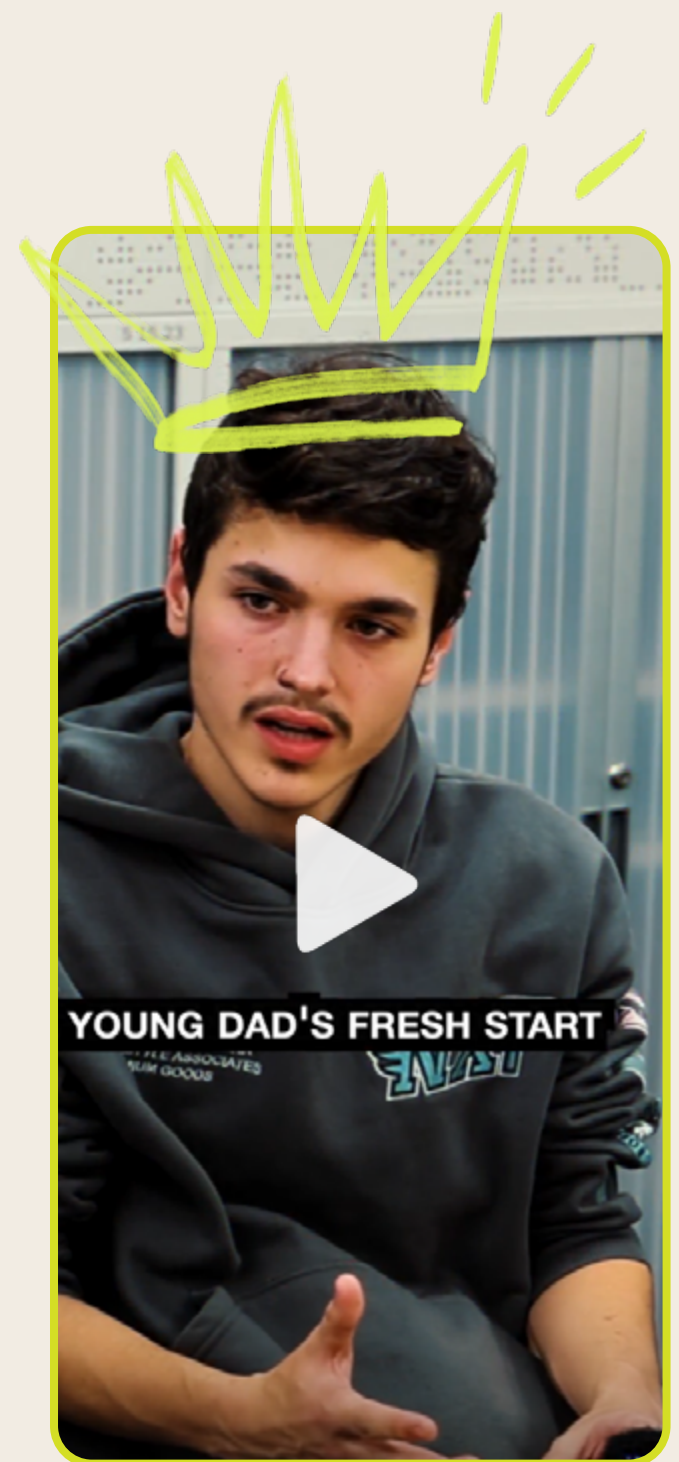
- This year we supported the first 8 people through the Employment Pathway Program pilot, with many more incoming.
- We're aiming for at least 30 new job placements before the end of 2025.
- We're keen to report back how it went, refine where necessary, and ultimately expand the reach of the program.

## Why does employment make sense for Mobilise?

If homelessness is one symptom of a messy web of societal issues, then we need to think bigger about how we all design solutions to end homelessness. Our partnership with Toll explores the dimension of employment, helping our participants gain meaningful work, earn an income, learn new skills, and form relationships with people in their community.

It's an amazing way to help people restore their sense of purpose and agency and be rewarded for the unique gifts only they can offer. **With improved agency, capacity and income, we believe participants are less likely to be at risk of homelessness.**

But we're realistic about it too. Like any major transition, coming back to work after a period of extreme housing stress can be a daunting experience. That's why we make sure the door to our charity network is always open for those that need it. We want participants to have everything they need to make strides toward the future they want!





## What's in it for employers?

Employers are people too! Research shows that employers who hire people coming out of vulnerable environments are actively wanting to make an impact in their local communities.

They want to be enablers, capable of improving the lives of their employees in a workplace environment, whether that's in the skilful work itself, or the social connection that's offered in the workplace. We hear from our corporate partners every day that purpose-driven initiatives benefit the whole team, and that working on pro bono or purpose-driven work is often what keeps people fulfilled in their roles.

**Research** shows that employers also recognise the financial benefit from referral organisations, who continue to provide financial assistance or wellbeing support during employee onboarding – similar to what we offer here at Mobilise.

It's a win-win for everyone. We're grateful for companies like Toll Group who choose to see the inherent value of investing in people's futures.



This partnership is a powerful reminder that Toll is more than a global supply chain provider. We are a business that drives social impact and supports the communities we operate in.

MICHAEL RUGENDYKE, PRESIDENT OF TOLL  
RESOURCES & INDUSTRIALS



# CORPORATE SPOTLIGHT: CANVA

## We're stoked to see more corporate partners like Canva join forces to help solve homelessness.

One of the messages central to our movement is the power of showing up however you can. You'd be surprised how much you can offer to someone in need. This year is no different with Canva, who have championed our impact through their **Two-Step Plan**. This aligns closely with our **skilled volunteering** approach, where our corporate partners offer their employees an opportunity to harness their expertise to support our cause.

We're grateful for their comprehensive range of pro-bono support across data science, engineering, marketing and strategy. They've captured the spirit of the Mobilise movement, using the skills or resources they have to get involved. People working in tech might not see themselves as a missing puzzle piece to solve homelessness, but as evidenced by these projects, **everyone** has a role to play.

## What does this mean?

- Canva's team of in-house marketing experts have helped revamp our branding assets, and digital presence. We've also worked with their team of data scientists and engineers to structure our database, and improve the way we capture program insights.
- Bold innovation is something we have in common. With support from Canva's AI Solutions team and engineers, we're implementing new ways to integrate AI into our everyday operations, taking advantage of efficiency it can bring to increase the reach of our programs.
- One of Canva's software engineers will forever be famous for developing the front-end of the screen that Nedd was using to track which lane he needed to be running in during his 1000mile run around the track - she turned this around while in the back of the car on a road trip with friends! This is nothing short of what we've come to expect from Canvanauts: grit, passion, and speed of execution when you need them most.
- To inspire future generations, we've also created a suite of lesson plans about homelessness in Australia for their Canva for Schools program. We've seen great success in using this to teach kids the benefits of getting uncomfortable and going after your life goals, just like Nedd Brockmann. As we've seen in our campaigns, kids' natural curiosity is often a gateway for families to talk about homelessness. In the same way our storytelling is humanising homelessness, these learning resources are creative ways to share lived experience of homelessness and build that empathy in future generations.







We loved reconnecting with our partners, Canva, during their Force For Good 2025 week. Our founder and CEO, Noah, met with their co-founder Cameron Adams and Product Manager Nicole Phillips to discuss the next phase of tech development for Mobilise.



Our friends at Mobilise are applying startup thinking to massively scale their approach to ensuring every Australian has a safe place to live.

There's this concept in philanthropy called the 3 Ts – 'time, treasure, and talent' (giving your time through volunteering, your treasure through donations, and your talent through skills-based support) – and **Canva** smashes it at all 3.

When you step outside your day job, you notice how much you have to offer resource-constrained orgs – even just helping create efficiency in their systems through AI/GPT projects or prioritising problems by impact to effort. It also just feels really really good to help others when you can!

NICOLE PHILLIPS, CANVA





# COMING BACK TO OUR VOLUNTEERING ROOTS

## Our outreach crew will always be at the heart of Mobilise.

Since day one, they've been looking after our friends sleeping rough on the streets, providing food, supplies, and a listening ear for those who need it. Simple acts of conversation, presence and kindness can have a huge impact on people experiencing homelessness, replacing feelings of isolation with a sense of dignity – even if just for a moment. It's also a way to check-in on people who we've met before.

Some of our conversations highlight the systemic barriers that make it difficult for people to escape homelessness, such as unaffordable housing, healthcare, and disjointed support services. The impact of these hurdles is felt differently across the spectrum, with some leaving abusive relationships, seeking asylum, recovering from addiction, and some simply being in the wrong place at the wrong time.

What keeps us coming back is the remarkable empathy and openness of the people we meet. They're generous enough to tell complete strangers about their family, careers, quirks, and goals – we're incredibly grateful for the time we share together.



We talked to one of our regulars, Sally, who had just recently been put into housing. She was telling us about everything she had in her new apartment, but that she still needs curtains! It was great to see that she was doing well and had a stable roof over her head

OUTREACH VOLUNTEER



We weren't sure how it went approaching them, but of course once we connected, we had such a warm reception. They all got up and cheered and laughed, we enjoyed a great connection that was topped off by one of the older women getting up and excitedly giving us a big hug to us all. A reminder that you can never judge a book by its cover and always lead with trust and love!

OUTREACH VOLUNTEER





Without our volunteers on the ground, we'd never be able to evolve our Direct Giving programs to success they are today. This past year, we had 83 volunteers turn up to our outreach events – for 70% of them, this was their very first time!

**99%**

SAID THEY'D ATTEND ANOTHER  
OUTREACH EVENT



**88%**

FELT LIKE THEY MADE A MEANINGFUL  
CONTRIBUTION BY ATTENDING



**94%**

LEFT WITH A BETTER  
UNDERSTANDING OF THE ISSUES  
SURROUNDING HOMELESSNESS

## ALL TIME DATA...

**1,914**

OUTREACH VOLUNTEERS  
TO DATE!

**3,828**

HOURS OUT VOLUNTEERING  
IN OUR NEIGHBOURHOOD

**1,815**

CONVERSATIONS WITH OUR  
FRIENDS ON THE STREETS

**277**

OUTREACH EVENTS  
ACROSS THE COUNTRY

## Humans helping other humans feel seen



We talked about the footy at the train station while I was on my way to a footy game. He was a Richmond fan while I was a Collingwood fan, so there was good banter (and heated passion) between us, but he was super friendly! He felt more comfortable and eager to open up as the conversation went on, which was very pleasing. It was clear to tell how a simple conversation brightened up his day.

OUTREACH VOLUNTEER



Today was filled with a lot of really long and comfortable conversations, but I was in awe of a woman we spoke to who just had so much strength and resilience. This was her first time on the street, and she said, *"first and last, this is just a speed bump."* We were all really inspired by her resilience and positivity.

OUTREACH VOLUNTEER



But outreach is only the half of it. This year, we've been rumbling with the idea that volunteering doesn't need to come from Mobilise directly. In fact, we'd argue our job is to ignite the spark for others to take up and lead themselves.

## That's why we've launched Mobilise Circle

Mobilise Circle is a digital platform for people to learn the different ways of volunteering, offer their unique skills, and join the efforts of likeminded people to come up with their own ways to solve homelessness.

Members get access to a suite of self-directed learning materials, a shared events calendar, and can post ideas to the wider community. So far, our members have hosted volunteer mixers and outreach meet-ups across the country, as well as online educational webinars.

As a new launch in 2025, we're still a budding community hub of ~1,000 members across major cities in Australia, but we're ready to ramp up our efforts in the year to come.

Circle members offer their professional skills, creativity, or just a good, listening ear:

*"I am a great communicator and very well organised with my time. I'm a planner so things are always done on time and efficient."*

*"I am a primary assistant teacher and support worker!"*

*"I love listening and talking to people in order to make connections. I have lived experience of significant mental health challenges and suicide."*

*"I love using my creativity and storytelling skills to share, give back and do good!"*

*"I am originally from Thailand so I do understand cultural diversity and being alienated in an environment because of your culture."*

*"My special skills include web development, UI/UX design, freelancing, and startup ideas. I'm great at building projects with React, Next.js, and FireCMS."*

# 978

PEOPLE HAVE JOINED OUR MOVEMENT!

# 66%

OF CIRCLE MEMBERS WERE BETWEEN 18-34 YEARS OLD

# 1 IN 3

PEOPLE LIVE IN MELBOURNE OR SYDNEY METRO AREAS

ENGAGEMENT LOOKED LIKE: 349 POSTS, 511 COMMENTS, 1,462 LIKES

# 10%

OF PEOPLE HAD LIVED EXPERIENCE OF HOMELESSNESS THEMSELVES, WHICH IS REALLY SPECIAL TO SEE OUR VOLUNTEERS WANTING TO GIVE BACK AND SUPPORT OTHERS



So far, we've held three major hackathon events on Circle – bringing together tech, design, data, business and creative minds to tackle major questions and help us uncover more opportunities to connect with and support people facing homelessness:

## GOOD DATA INSTITUTE

Mobilise partnered with Good Data Institute (GDI) to undertake a CRM audit – to identify bottlenecks in the information flow and identify whether certain processes could be improved upon and further automated.

We also hosted a hackathon with GDI volunteers across the country. The challenge was to develop a Homelessness Risk Forecasting model to identify and quantify factors affecting the prevalence and severity of homelessness, and to enhance impact measurements for Mobilise to better understand outcomes delivered across groups of program participants.

Volunteers completely blew us away with the depth of research and extent of the builds they presented, with 4 groups vying for the prize. This work allows us to harness the true power of data we capture to get even closer to targeted methods of solving homelessness on an individual level.

## 180DC CASE COMPETITION

We collaborated with 180 Degrees Consulting Global to run a national Case Competition. With over 400 students across 12 universities from every state in the country, we were able to put forward a tangible business case that was both relevant and supportive of our requirements as an organisation. With the support of consultancy Kearney, students across a range of experience levels were able to learn technical consulting skills and apply them in a practical context.

With 60 team submissions, students were able to recommend actionable deliverables that could increase direct giving referral activity and support more people into programs.

### Student breakdown

- 50% Commerce/Business
- 15% Comp-sci/Data analytics
- 15% Law
- 10% Engineering
- 5% Masters/Postgraduate
- 5% Other

## CCA HACKATHON

In March this year we engaged over a hundred students from Monash University to envisage innovative ways to address homelessness in Australia. It exposed computer science and tech focused students to the state of homelessness in Australia and gave them a tangible way to use their skillset to make an impact. The solutions themselves covered a variety of solutions, from providing direct supports to people sleeping rough to predictive models that would give suggestions for regions of Australia where rental support could be provided.

The volunteer opportunity not only offered an initial pathway for students to get involved, but came up with innovative ways to get more of Australia engaged with solving homelessness.

It was never about us. It's about giving people a glimpse of their own potential to help solve homelessness, whether it's to do it for themselves, or for others. We're building resilient communities of practice, innovation, and compassion to lend a hand however they can.

For those that want to be a part of our centralised volunteers at Mobilise, don't fret! Our Outreach team will continue volunteering to take people out, making sure our programs are informed by those with lived experience.





# HUMANISING HOMELESSNESS & USING FUN AS A FORCE FOR GOOD

## What does this mean?

Humanising homelessness is about sharing stories of lived experience. By championing these stories, we challenge our collective beliefs about who, how and why people experience homelessness. After building that empathy, we use fun as a way for people to relate to each other and feel inspired to participate in the solution.

## Why it matters

When people graduate our programs, they're marking a change in their life's trajectory: they overcome the reality of homelessness and are now standing proudly on what they've built for themselves. Mobilise is their platform, as much as it is ours. It's a beacon for participants to share their story with pride and call out to others who might be in the same boat. No one deserves to do this alone.

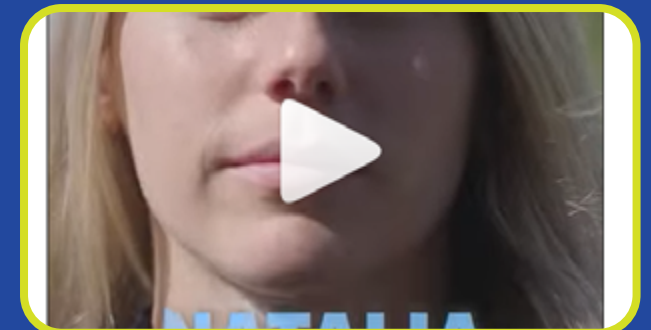
We've seen how their stories ignite empathy in all of us. Simply look at the comments section on our socials, or the thousands of people who join our wild campaigns. When empathy gets everyday Australians out of their seats, we use fun as an invitation for our community to be creative, collaborative, and boldly re-imagine what solving homelessness actually looks like.

### The biggest barrier to solving homelessness in Australia is the assumption that it is not solvable.

At Mobilise, we're proving that it's not only solvable, but it's rich with opportunities to shape our shared future where everyone has a chance to thrive. **This movement is alive.** Whether you're 7 or 70, everyone can offer something unique and play their part to help solve homelessness.

## How we're doing it

- Our **social media channels** are the easiest way for stories of lived experience to reach a broader audience. These channels show our partners and donors where their money is going, how it's delivered and to whom.
- **Sponsored fundraising campaigns** with partners like Nedd's Uncomfortable Challenge and Triple J Hottest 100. They're fun ways to raise awareness about homelessness in Australia, take action, and donate to our Direct Giving Programs.





# HOW THIS STRATEGIC PILLAR RELATES TO OUR IMPACT THEMES



## CULTURAL SHIFT

Our campaigns shift the way people understand and contribute to ending homelessness. It's shifting our frame of mind from pity to positivity, delivered through stories of lived experience and energising campaigns.

Talk to any of our new mates who have donated to our campaigns, and you'll see how collective action makes the problem feel smaller!



## MAKING STRIDES

This strategic pillar is all about the responsibility to challenge our collective beliefs about homelessness. The activities described here create **downstream positive impact** for our program participants.



## HUMANISING THROUGH STORYTELLING

Our social media platforms and bespoke campaigns are a platform for people with lived experience to share their story with pride.

You'll see through our fundraising campaigns that these stories deeply resonate with every day people. It's a call to action, rallying support across every corner of our community: together we can all play our part to solve homelessness.



## INNOVATION

We use social media as a new tool for people facing homelessness to be seen and heard at a much larger scale.

We're innovative in how we design bespoke campaigns, bringing in sponsors through the medium of fun.

# STORIES ON SOCIALS

**We're no strangers to disruption, and our communication strategy is no different.**

At Mobilise, our goal is to elevate the voices of our participants to help others understand the reality of hidden homelessness, and how our participants are making strides in their own life. It's about being proud and regaining the power over your own story and having the courage to step up and be heard by others.

Social media is one of many ways our participants get to share their stories. By doing so, we're creating a platform that breaks barriers between those with lived experience of homelessness and the community, and inspiring others to take up small (or big!) acts to engage in the solution. For every person that sees or engages with our posts, we're expanding the reach of the Mobilise community and our impact.

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**And for anyone who sees our posts and might be in the same boat, it's a gentle reminder that you are not alone.**

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We're seeing social media stories tap into the minds of our young people online who want to do good in the world, the very same demographic that we see in our programs. We also saw a huge uptick in engagement during our major campaigns, further demonstrating the power of social media as a beacon to reach everyone. This year, we've also started an episodic series so that our donors and supporters can see what a 'day in the life' of Mobilise looks like, making sure that anyone who supports us can take a peak behind the scenes of the impact we're making and can follow the journey with us.

We're rallying troops around our movement, showing them the size of our community and the impact of every dollar they donate.

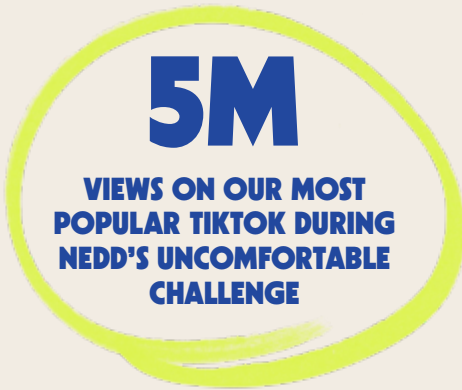
Our reach on socials



**20K+**

**FOLLOWERS ACROSS  
TIKTOK & INSTAGRAM**

**231K**  
**LIKES ON TIKTOK**



**5M**

**VIEWS ON OUR MOST  
POPULAR TIKTOK DURING  
NEDD'S UNCOMFORTABLE  
CHALLENGE**



# NEDD'S UNCOMFORTABLE CHALLENGE

**Pushing boundaries is part of our DNA here at Mobilise, because this past year marked another successful run (literally, and figuratively) with Nedd's Uncomfortable Challenge.**

Nedd's Uncomfortable Challenge is a fundraising campaign that's all about pushing yourself to the limit, not just for yourself but for others too. It all stems from Nedd Brockmann's challenge back in 2022 to run the distance of Australia, raising over \$2M in donations for homelessness.

Looking back on Mobilise's history with Nedd, we're pinching ourselves at the scale of commitment made from Aussies across the country to help just like him.

This year, 6,934 people committed to their own Uncomfortable Challenges and raised a whopping \$4.7M from their community, with all proceeds going to people in our Kickstarter

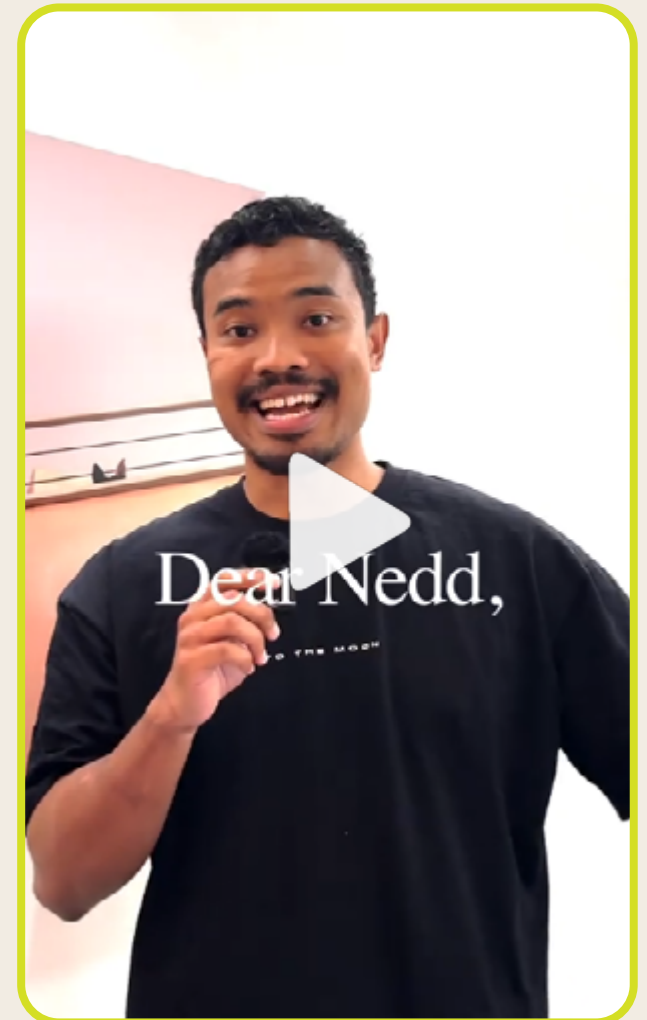
program. That's equivalent to 400 years of safe housing!

Each person signed up to an Uncomfortable Challenge for 10 days straight. **Over 5,700 participants** committed to running, walking, cycling, swimming, or physical exercise. Others left their phones at home, committing to a screen-free digital detox. There was even a select crew that let their mates pick a daily challenge for them!

But why are people so keen to be involved? Our surveys showed that over 60% of challengers were "inspired by Nedd" as their primary motivation, whereas others wanted to rise to the physical and mental challenge, join their colleagues, or play their small part to raise funds for the cause.

This is the power of getting involved in what you care about. You might just inspire thousands to follow in your footsteps!

**We're especially touched by the 54 people whose primary motivation was their lived experience with homelessness, either with themselves or with friends and family.**







## Why did people sign up? Let them tell you

*"I've experienced what it's like to be homeless. It's a mental battle to keep positive, I would like to help those who are stuck with nowhere to go. This is something I can get behind."*

*"Running is hard, but being homeless is harder, and the times when you are uncomfortable are the times where you grow the most. I want to prove to myself that I can do hard things."*

### People that blew us away

*"I'm 5 weeks post abdominal surgery. I am uncomfortable by default... but LESSSSSGO."*

*"Inspired by Nedd and him doing crazy things to raise money for homeless people. I'm 8 years old so I'll ride 8km's a day for 10 days."*

*"Nedd has fuelled my bravery fire! Being absolutely awe-struck by Nedd over the last 12 days (all for an altruistic cause) has motivated me to dig deep to face my demons and support something wayyyy bigger than me in the process!"*

Looking back at people's 'why', we're reminded of the power of friends and family to trigger new conversations about homelessness. So many participants talked about how their kids, parents, and schoolmates convinced them to join the Challenge – sometimes that's all it takes. It's how Mobilise started. A small group of university mates wanting to do a good thing, and now here we are 2025 watching the ripple effect unfold across the country.

*A few months ago, my 11yr old wanted to offer [help to] a person who she thought was experiencing homelessness. Turns out they were okay, but it sparked a conversation and curiosity in her, so we wanted to do something to help.*



**\$4.7M**

RAISED ACROSS **60K+** SUPPORTERS

**10K+**

PEOPLE ANSWERED THE CALL FROM NEDD,  
ACROSS **EVERY STATE IN THE COUNTRY**



OUR **YOUNGEST** PARTICIPANT WAS

**6YO**

**60.4M**

SOCIAL MEDIA VIEWS, 482K WEBSITE  
VISITORS, **2,440** PIECES OF COVERAGE  
ALL ON **\$0** MEDIA SPEND

## What Uncomfortable Challenges did people commit to?

**5,700+**

PARTICIPANTS COMMITTED TO RUNNING,  
WALKING, CYCLING, SWIMMING, OR  
PHYSICAL EXERCISE

**39**

PEOPLE MADE FOOD-RELATED  
COMMITMENTS

**220**

PEOPLE BRAVED THE COLD (COLD  
SHOWERS, ICE BATHS, OCEAN DIPS)

**105**

PEOPLE CHALLENGED  
THEIR SLEEP HABITS

**111**

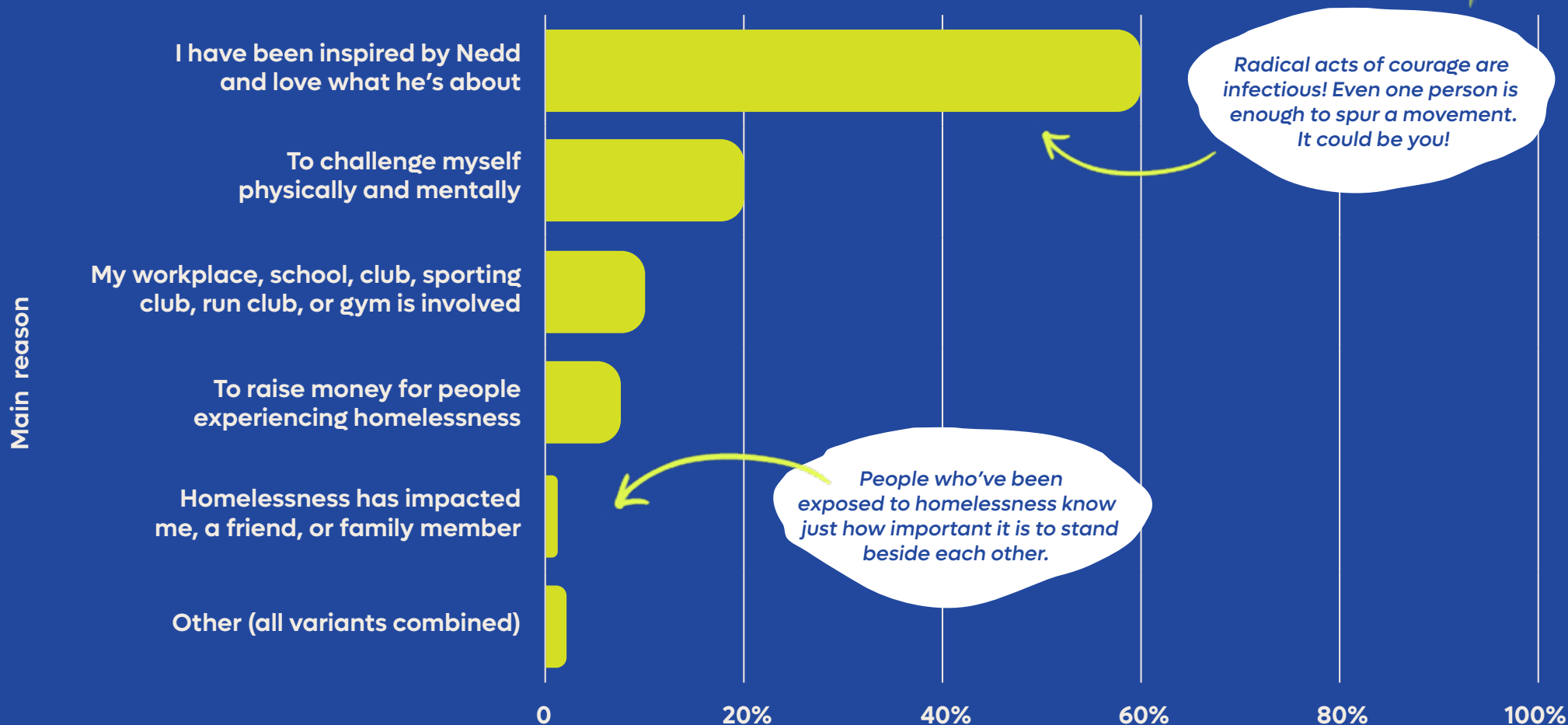
PEOPLE FOCUSED ON  
SELF-GROWTH OR KINDNESS

**76**

PEOPLE GAVE UP  
DIGITAL DISTRACTIONS



## Why did people commit to Uncomfortable Challenges?





# TRIPLE J X MOBILISE

**This past year, we took to the airwaves as triple j's selected charity for their annual Hottest 100 Countdown.**

Each year, thousands of people from all around the world, choose the songs that have soundtracked their life, leading to one hell of a listening party on January 25th. This year, listeners partied for purpose, donating critical funds to people facing homelessness. Some donated directly to us, while others bought a sponsored t-shirt, designed by Sydney artist Serwah Attafueh. Each sale of the \$45 t-shirt meant that one night of housing could be covered through our Kickstarter program.

**TRIPLE J HELPED US GROW  
OUR MOVEMENT BY OVER**

# 7K

**PEOPLE!**

# \$400K

**RAISED FOR OUR KICKSTARTER  
PROGRAM IN ONE DAY!**

# 30

**YEARS OF HOUSING COVERED**

## What it meant for triple j

**H** We've been inspired by the huge things they've been doing to help end homelessness in Australia and are excited to link up to help them continue to develop innovative ways to tackle the issue. We are overwhelmed every year by triple j listeners' generosity, and are grateful that our audience have a chance to do their bit and make a meaningful impact for those doing it tough, especially in the face of a cost-of-living crisis.

**HEAD OF TRIPLE J, DOUBLE J AND ABC COUNTRY  
LACHLAN MACARA**

This is one of many examples of how we collaborate with corporate sponsors to grow the scale of our movement and fundraise for change through our Direct Giving programs. Campaigns like this one tap into our spirit of 'fun' – it's a reminder that everyday people want to contribute. At Mobilise, we give people a channel to contribute in a way that's relatable, energetic, and still deeply connected to the people we're trying to serve.



## With love from our triple j donors

*"I'm Elsie, I'm 9 years old and I really want everyone to be able to have a home."*

*"I work with victims/survivors of family violence, and unfortunately, housing is a massive barrier for those trying to escape. Thank you for helping survivors flee family violence."*

*"The reality of anyone becoming homeless is so real now. To help even one is a kind gesture. To help them on a national scale is amazing!"*







# OUR WORK IS JUST GETTING STARTED

**Recent data** shows that rents have skyrocketed up to 79% in some cities since the pandemic.

**Between 2020 and 2023**, the number of people seeking help because they couldn't afford housing jumped by 36%. Everyday people are pushed over the edge due to housing instability and need our support.

While the scale of demand we're seeing at Mobilise is growing, we continue to hear how many participants are still struggling with unexpected jumps in utility bills, high rental prices, unsafe neighbourhoods, insufficient income or gaps in government payments.

These circumstances are symptoms of a larger problem, and we're only one piece of the puzzle.

We are working relentlessly to create and seize opportunities to solve homelessness, and bringing innovation to the forefront to do that.

Now more than ever, we need the whole country to come together to help put an end to homelessness.

Whether that's through our charity partners, our communities or through Mobilise, this is the time when all of us need to rise up and be part of the solution. Together, we have the resources, wealth and manpower to catalyse a nationwide movement – we owe it to every person in a situation they never deserved to be in.





# MOBILISE

**@WEAREMOBILISE**  
**WEAREMOBILISE.ORG.AU**