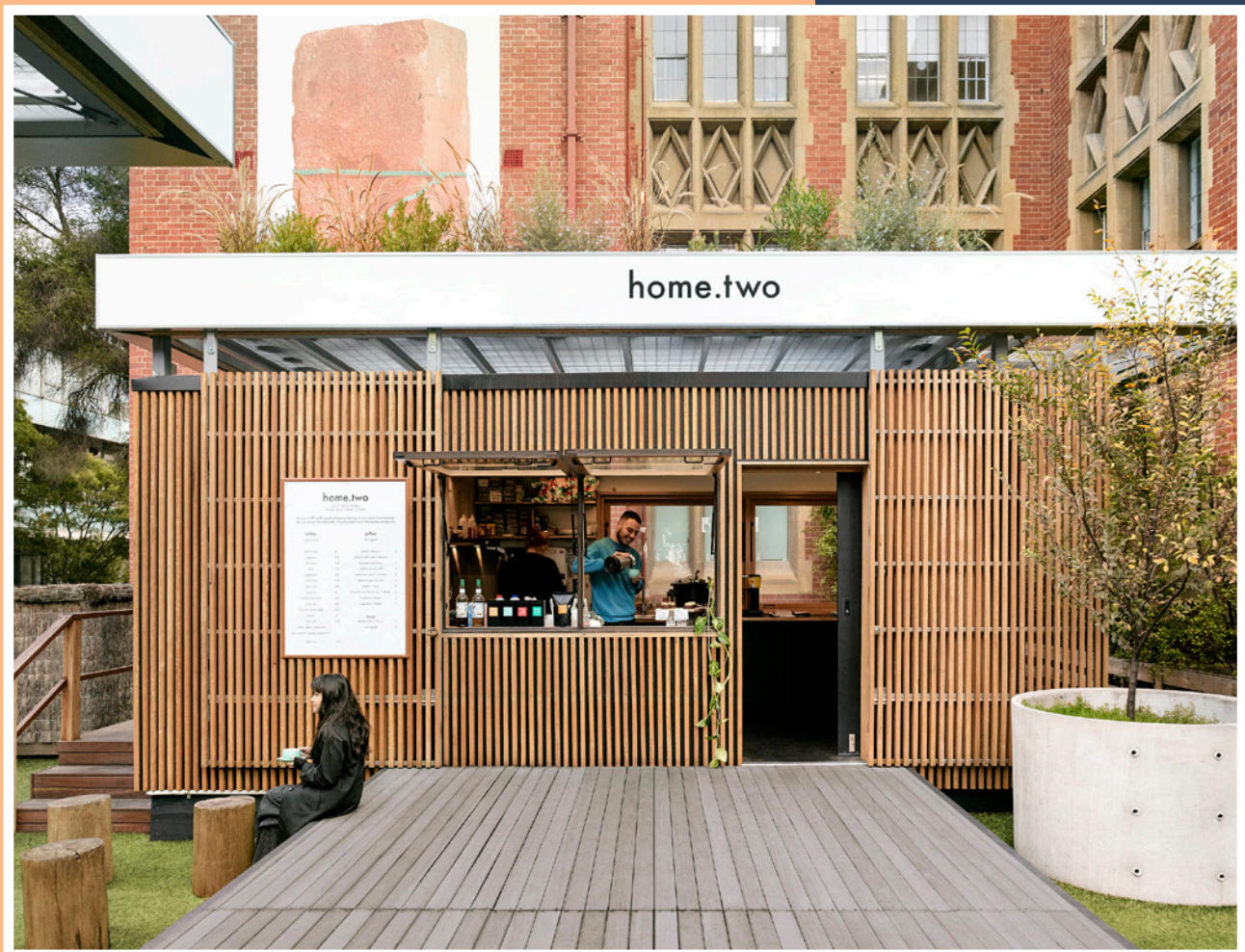




society
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Impact Report

2018 - 2019





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Executive foreword

The last twelve months have been a whirlwind of growth, maturity and learning for the Society Melbourne family. With the launch of home.two, our newest social enterprise cafe, at The University of Melbourne in April, we now have four versatile and diverse businesses under operation.

We have matured from an organisation run primarily by volunteers to one with a full-time executive team to lead our rapid growth and development. We have learnt more about what it takes to create deep social change. We have learnt that creating sustainable change takes an army. It takes a community, one that is invested in supporting our young people every step of the way. A community that will advocate for the young people we work with and will inspire others to join us to be part of the social change revolution.

As we learn, we know how important it is to ensure that these learnings inform the way we operate as an organisation. That is why, with the launch of this Impact Report, we are proud to introduce our fifth pillar of sustainable change - Community.

We know that we can train our participants to be great employees and to realise their potential, that we can support program participants in finding and securing sustainable housing, and that we can pay our trainees a comfortable wage so that they can live independent lives. We have learnt, however, that we need to do even more to truly see deep, lasting benefit for our young people. We must provide them with support, trusting relationships, mentorships and love to allow them to turn their house into a home, their job into a career, and to harness their powerful sense of confidence to create the person they want to be in this world. We have learnt that our impact model doesn't account for much unless we also manage to support our young people to develop the one thing none of us can live without - a loving community.

At Society Melbourne, we also know that we would not be able to do what we do everyday without the support of our own beautiful community - our program partners, our sponsors, our employees, our volunteers, our trainees, our customers and our advocates. This Impact Report is for you - because without you we would not exist. As one of our partners reminded us, until recently we had been "running off the smell of an oily rag". While we will always invest our money wisely, thankfully we have been lucky enough to build a number of partnerships that have made doing what we do a little bit easier.

This year, Society Melbourne have had many very proud moments. However, creating deep and meaningful impact on the lives of 30+ young people to date and playing a small part in assisting them to escape from or avoid homelessness is our proudest achievement. It is why we exist, and it is how we know that our programs are working.

Of these 30, we have supported 10 young people through our housing program run in partnership with Launch Housing and a further 20 young people through our Hospitality Training Program. Both of these programs are demonstrative of the power of providing young people with opportunities that enable them to regain control over their lives.

We're ready to dive into the next chapter of Society Melbourne and we cannot wait to see what's next. So, come with us, join our growing community of changemakers and let's create opportunities for the young people of Melbourne to thrive.

BY CO-FOUNDERS, LEVI FERNANDEZ, HEAD OF PARTNERSHIPS; DAN POOLE, DIRECTOR; TENILLE GILBERT, MANAGING DIRECTOR.

“

**“WE HAVE LEARNT THAT
CREATING SUSTAINABLE
CHANGE TAKES AN ARMY.”**



Highlights from the last year

● September 2018

'Pathways to Employment Grant' awarded by Inner Northern Community Foundation

● October 2018

The Coffee Cart Changing Lives went mobile with a new coffee cart dedicated to catering events

● December 2018

We launched Society Melbourne! The new umbrella organisation supporting the various enterprises and overall impact

● February 2019

We held our first ever Society Melbourne Team Retreat over a beautiful weekend near Mt Baw Baw

● March 2019

We pitched at The Funding Network and secured over \$44,000 for capacity building

● April 2019

home.two opened at The University of Melbourne!

● May 2019

We received a \$4,000 Grant from StreetSmart to fund barista trainers

● June 2019

We were awarded a multi-year grant from the Barr Family Foundation to fund our capacity build

● July 2019

We successfully ran a Crowdfunding Campaign with the support of ING Dreamstarter to raise funds for our Crêpes for Change Van upgrade

● March 2019

Our Training Program launched a referral partnership with Melbourne City Mission

● April 2019

We employed our first trainee into a permanent, casual position within Society Melbourne

● June 2019

Society Melbourne's donation to our housing program with Launch Housing reported a 100% success rate of participants remaining out of the homelessness cycle upon completion of the program



What we've achieved
in the last year



About Society Melbourne

Society Melbourne is a not-for-profit organisation with a mission to end youth homelessness. We do this through operating hospitality social enterprises that act as bases for training and employment, whilst generating profits that are reinvested into our programs - being our Hospitality Training Program and our Private Rental Support.

The businesses that make up the Society Melbourne family are Crêpes for Change, The Coffee Cart Changing Lives, home.one and home.two. Each of these enterprises reflect our values of social impact, sustainability and community.

Our Enterprises



Crêpes for Change - the smile-maker

Crêpes for Change is a food truck that operates at both public and private events across Victoria. It is an important piece of our organisation that raises awareness about youth homelessness and crucial funds for our impact activities, in a different place everyday! Crêpes for Change is a triple-threat in serving delicious authentic French crêpes, directly investing in the success of our beneficiaries through paid employment, and advocating for youth homelessness.



The Coffee Cart Changing Lives - the training base

The Coffee Cart Changing Lives is the critical first module in our Hospitality Training Program, this is where trainees make their first coffee and take their first steps in hospitality. It is a warm and welcoming enterprise, that serves up coffee, jaffles and sweet treats to RMIT Training staff and students whilst creating a space of learning and growing for our own trainees. The Cart gives trainees an opportunity to settle into the Society Melbourne community, identifying their interests, strengths and building the self-confidence needed to become resilient and independent young people.

“Thank you so so much for today, our students really loved it. We have had some great feedback from everyone, it was great to have one of your staff speak French. The students loved ordering their crepe in French.”

SECONDARY SCHOOL FRENCH TEACHER



home.one - the community hub

home.one is our flagship social enterprise: a café nestled into a bustling corner of Brunswick that serves coffee all day alongside artisanal porridge, bircher muesli, deliciously-filled toasted sandwiches and nutritious bowls. home.one has hosted and created a second home for 11 trainees so far this year, and is a meeting ground for the people of Brunswick, especially our wonderful neighbours from Nightingale.



home.two - the student caffeinator

home.two is our newest family member, launched in April this year in a prime position at The University of Melbourne in Parkville. A truly collaborative effort, this project was made possible by the support of The University of Melbourne, ANZ and Breathe Architecture. While pumping out coffees to sleep-deprived students is the main business here, home.two also boasts a completely plant-based menu of delicious jaffles, hot soups and plenty of sweet treats. home.two acts as both a space for trainees to perfect their skills in a fast paced establishment, whilst generating vital profits to fuel our impact programs.

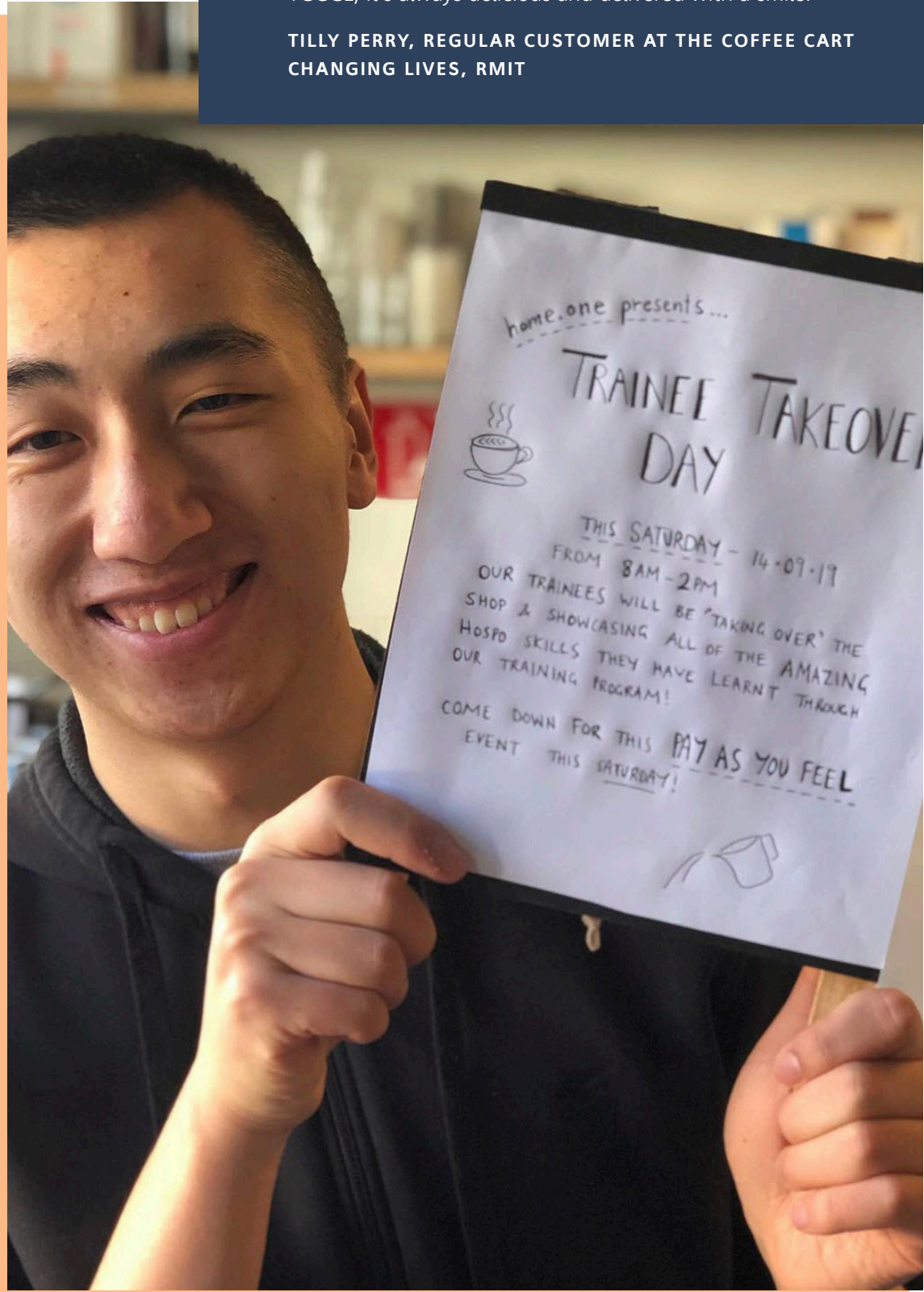
How the training program runs throughout the enterprises



“

“I admire the wonderful volunteers and dedicated trainees and it’s hugely rewarding to see the progress in confidence, customer service and barista skills. Every morning I buy my coffee from TCCCL, it’s always delicious and delivered with a smile.”

TILLY PERRY, REGULAR CUSTOMER AT THE COFFEE CART CHANGING LIVES, RMIT



Mission

According to the Council of Homelessness, for young people at risk of, or experiencing homelessness, the most effective responses include access to education, employment, safe and affordable accommodation and staying connected with their communities. This holistic approach is what informs Society Melbourne's five pillars of impact. These pillars are a framework grounded in research and community consultation, that allows Society Melbourne to continue to develop high-impact programs.



Housing

In 2016, 27,680 young people were counted as experiencing homelessness in Australia¹. When young people find themselves in this position, they don't have the capacity to think about the opportunities to create a meaningful career and pathway out of the homelessness cycle. That's why Society Melbourne invests in Launch Housing's Rental Subsidy Scheme. The scheme financially supports young people experiencing homelessness to secure private rental tenancies, enabling participants the time and stability required to work towards their goals and manage their own rent. This program has been 100% successful to date with 10 participants having gone through the program.



Education

Society Melbourne's Hospitality Training Program offers young people experiencing homelessness the skills they need to navigate the job sector, setting them up for success and sustainable employment, while being supported by our housing partners. Beginning at the Coffee Cart Changing Lives, the trainees progress through three modules, facing increasing responsibilities and challenges along the way. For some of our trainees, the Hospitality Training Program is the first positive experience with education that they've had, and is a way to build their confidence to seek out alternative education and employment pathways which might better suit their learning needs. The Hospitality Training Program has provided opportunities for 20 trainees to date, 9 of whom have engaged in other education whilst completing our Hospitality Training Program.



Employment

Victoria's youth (15 - 24) unemployment rate remains stubbornly high at 11.4%², due to a culmination of issues and barriers young people face when entering the job sector.

"Meaningful employment can empower individuals (experiencing disadvantage), by increasing their independence, social relationships and mobility, and supporting their health and wellbeing." - Centre for Social Impact, 2019.³

Society Melbourne is proud to offer trainees award-rate wages throughout the Hospitality Training Program, empowering them not only with a myriad of employability skills, but also with the tools to manage their own finances, to understand the responsibility within the employer/employee relationship and to encourage them to feel part of the team. This year, Society Melbourne hired our first employee from our Hospitality Training Program; this young person now has increased self-efficacy by being engaged in meaningful employment and paying their rent and bills on time.



Confidence

Society Melbourne works closely with program trainees to develop their confidence. We know that greater self-confidence can lead to increased psychological well-being, resilience and motivation to pursue your goals. Giving trainees space to build their confidence underpins everything we do; from creating meaningful employment opportunities, fostering new friendships, to offering them tangible skills and encouragement, and creating a safe environment where they are reminded that people believe in them, and that they have the capacity to take action to improve their situations.



Community

This year we are excited to announce the addition of our fifth pillar to Society Melbourne's sustainable change framework - Community. Although Community has always been a part of our impact programs, it has proved to be such a critical factor in supporting a young person change the trajectory of their lives, that we wanted to give it just as much importance as Employment, Education, Housing and Confidence. We can provide young people with those fundamentals, however if they don't have strong social connections and support to cope with the challenges that life will throw their way, it can be an impossible feat to permanently exit the homelessness cycle. Which is why our impact partners, funders, volunteers, trainers and customers all play an important role in the trainees' transformation into resilient young adults.

¹ (Council of Homelessness).

² 12/2018 According to a report by the national anti-poverty group, the Brotherhood of St Laurence,

³ Centre for Social Impact report, Aug 2019, pg. 6



Community

"I've learnt confidence, communication, team building...It's a really good environment to be in, all positive, very friendly, and everyone's easy going and easy to get along with."

PAUL, TRAINEE AT HOME.ONE



Housing

"This program helped me get into my current accommodation...and I have been able to save money to go home for Christmas, which would normally be a lot harder to save money for."

JESS, LAUNCH HOUSING RENTAL SUBSIDY SCHEME PARTICIPANT



Confidence

"I don't think many other training programs allow much time for the trainee to become comfortable in the cafe setup while training from scratch... certainly there were times I felt down but they have always supported me through rough times."

JACK, TRAINEE AT HOME.ONE



Employment

"(I've thought a lot about)...treating everyone equally and allowing everyone a fair go, especially when it comes to employment. It should really be about hard working and skilled employees rather than their living situations."

MADDY NORTHOVER, BARISTA TRAINER



Education

"I would like to thank my trainers for helping me shape my career and showing me how to transform my mistakes into skills. I really appreciate everything you have taught me."

NATOM, HOME.TWO TRAINEE WHO HAS JUST STARTED HIS MECHANIC APPRENTICESHIP



Our wider community



OTHER CHAMPIONS

PROUDLY SUPPORTED BY



Looking ahead

Society Melbourne is excited to be in a position where we can take time to think about our future as an organisation. Our executive team have been dedicating a substantial amount of time to deep-diving into our strategy as an organisation and figuring out how we can scale our impact. Our mission is to empower young people to create their own pathways out of the homelessness cycle and every decision that we make as an organisation, now and for the future, is centred around this purpose.

After a few years of rapid growth, this year we are focusing on strengthening our foundations and establishing the strong infrastructure we need to ensure our sustainability and growth over the years to come. We know that building good governance structures, refining our impact programs, cultivating a connected team culture and enhancing our enterprise operations are all critical elements to our long-term success and impact. More importantly, we'll take time to review our impact and assess community feedback. We'll adapt as necessary to continue to offer programs that are rooted in community needs, offer long-term change and are the most impactful to our beneficiaries.

With that said, we are continuously inspired by our participants and continue to dream big and consider how we will be able to create more training and employment spaces for young people, whilst increasing profits to reinvest into our programs. However, you can't dream big alone. We know we can only achieve our goals when we create purposeful partnerships across industries, not-for-profits, social enterprises, government and universities. We know that a wicked problem such as homelessness requires a collaborative solution, an army. It is through this network of partnerships and shared resources, that we can expand our impact and increase the support needed to help young people escape the homelessness cycle in Melbourne.

Sustainability

As a social enterprise we acknowledge that in taking on a social mission, we also must keep sustainability at the front of our mind as we endeavour to achieve a triple-bottom line. We know that this is not only possible, but it is in fact the future of business. That is why we are celebrating our current sustainable practices and why we are aiming to reduce our impact on the planet in 2019-2020.

What we are currently doing to be more environmentally sustainable:

- 100% vegan food menu at home.two and plenty of vegetarian options across our other enterprises
- \$0.30 Discount encouraging people to bring their own containers and coffee cups
- Compostable packaging at all enterprises
- Composting coffee grounds with Reground, and food waste at home.one with Nightingale Housing
- Paper-free office
- Coffee delivered in reusable containers from our friends at Wood & Co.
- Replaced all plastic straws with paper straws
- Home.one operates on entirely fossil fuel free energy sources
- All milk-bottle lids and other non-recyclable lids are collected and and recycle through Envision Hands to make prosthetic limbs

What we are working towards:

- Transitioning CCCL, Crêpes for Change & home.one to a vegan food menu
- Working with suppliers to reduce packaging waste in our supply chain
- Upgrading the crêpe van to a more environmentally friendly vehicle
- Developing a partnership with the University of Melbourne's Sustainability team to move towards zero-packaging at home.two



How to support us

As a social enterprise you can support us everyday by simply purchasing your coffee, snacks, lunch or catering from one of our enterprises - it's that easy. The power of a social enterprise is that all of our supporters create a dynamic community of support for Society Melbourne to grow and thrive within.

Perhaps you want to get a little more involved than the purchase of your daily coffee?

This year Society Melbourne has received Deductible Gift Recipient (DGR) Status, meaning all donations to Society Melbourne over \$2 are now tax deductible. Give what you can knowing that you are investing in long-term sustainable solutions to youth homelessness.

To enquire about making a tax-deductible donation to Society Melbourne, please contact our Managing Director, Tenille Gilbert.

e. tenille@society.melbourne
m. 0415 983 223
w. society.melbourne

Are you a corporate?

We'd love to connect to talk about the different ways you can support Society Melbourne that makes sense for you and your team. For example, hire our crêpe van for your next workplace event, keep your team caffeinated with our coffee cart, or rally your team to host a fundraiser for Society Melbourne. We've done some pretty amazing things with corporates in the past, who knows what's next! The possibilities are endless, and delicious, and we are always keen to chat.

Are you a school or university?

We are passionate about teaching young people and future entrepreneurs about the systemic issues causing youth homelessness and how social enterprises can offer creative, local and impactful solutions for social change. Our crêpe van is absolutely loved by students and can be a great resource to the world of social change, with a layering of French culture.

If you would like to discuss how else you might be able to support us please contact our Managing Director, Tenille Gilbert.



Thank you

Aaron Wood	Chloe Tucker	Jeremy McLeod	Naomi Pasinetti
Adam Robinson	Chris Mills	Jessica Vamplew	Nick Toledo
Aiden Fernandez	Chris Burnett	Jie En Lai	Nick Pearce
Alex Kennedy	Christine Chopyak	Joanna Beswick	Nicole Wong
Alice Campbell	Claire Coxon	Jon Pisani	Nicole Mustedanagic
Amelia Grossi	Clyde Fernandez	Joseph McAllister	Nikki Bartlett
Amy Roddis	Dan McKenna	Judith Hargrave	Nish Miles
Andrea Heffernan	Dinushu Santhuru	Julia Taylor	Ollie Crafter
Andres Felipe Torres	Donna Stolzenberg	Kate & Co. PR	Pascal Ducasse
Angie Uhm	Earnng Poraha	Kate Evans	PWC
Ann Nguyen	Ebony Hill	Katie D'Andrea	Rebecca Lee
Ann Howie	Eden Cook	Katie Mitchell	Renee Denero
Anne Bui	Edward Hargrave	Katie Wardley	Rowena Moran
Aun Ngo	Elise Bennetts	Kezia Ragland	Samantha Keah
Ben Clark	Elly Downing	Kimberley Ann	Sau-Yeng Dixon
Ben Rodgers	Fuchsia Maeve	Kimberly Toh	Sheenal Srivstava
Bevan Warner	Georgia Gibson	Kimberly Yeung	Shen Ke
Bianca Di Maria	Georgia Bartlett	Kirsten Pannekoek	Simon Lee
Bianca Fricchitavong	Georgie Meagher	Kirsten Biacsi	Stratos Ka
Bianca Maciel Pizzorno	Glen Stolzenberg	Laura Desensi	Tamara Veltre
Brendon Bonacci	Han Ly Gia	Lily Jane	Tara Grandison
Brioude Synnot	Hannah Miller	Maddy Northover	Tegan Miller-Randle
Bunavy Vun	Helen Solomon	Mahira Sobral	Terence Felix
Caitlin Gallo	Hugo Hodge	Manita Ray	The Ascot Lot
Cameron Moloney	Imogen van Jaarsveldt	Marissa Grace	The Commons
Camille Lopez	Impact100 Melbourne	Mary Nikolakopoulos	Co-Working Space
Caryn Kakas	Jaime Dorfman	Matilda Perry	Timothy Goh
Cassandra Godden	Jam Taylor	Matt Cox	Tiina Price
Cecelia Ofiadonu	James Dickie	May Alsania	Tom Dawkins
Charlene Yum	Jan Owen	Michael Barr	Will Zhong
Charlotte Harraway	Jayne Barr	Molly O'Shaughnessy	
Charlotte A'Hearne	Jeremy Taylor	Narelle Fellowes	

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Financials

REVENUE FROM TRADE	
Crêpes for Change van	\$93,900.80
TCCCL - RMIT	\$10,045.58
TCCCL - Private	\$16,055.92
home.one	\$178,342.97
home.two	\$58,633.20
Total	\$356,978.47

REVENUE FROM OTHER SOURCES	
Donations	\$45,716.42
Grants	\$124,012.00
Reimbursement	\$3,582.74
Service Fee - RMIT	\$2,829.95
Total	\$173,311.16

TOTAL REVENUE	
Revenue from Trade	\$356,978.47
Revenue from Other Sources	\$173,311.16
Total	\$530,289.63

LESS COST OF GOODS SOLD	
CFC	\$10,989.69
TCCCL - RMIT	\$8,724.94
TCCCL - Private	\$1,369.90
home.one	\$65,247.28
home.two	\$18,920.11
Total	\$105,251.92

DESCRIPTION OF TERMS USED	
TCCCL	The Coffee Cart Changing Lives
Wages	Wages paid to operating staff
Impact Wages	Wages paid to trainees in our Hospitality Training Program
Capacity Expenditure	Money directed towards increasing the capacity of Society Melbourne, including through additional enterprises
Business Buffer	Money reserved to ensure that we have a 'rainy day' fund
Operating Expenses	Costs of operations excluding wages and COGs

LESS OPERATING EXPENSES	
Wages	\$187,826.51
Crêpes for Change Operating Expenses	\$15,016.81
TCCCL Operating Expenses	\$3,170.05
home.one Operating Expenses	\$19,765.58
home.two Operating Expenses	\$356.29
Society Melbourne General Expenses	\$7,242.15
Advertising	\$11,329.54
Consulting and Accounting	\$9,056.74
Insurance	\$3,135.75
Office Expenses	\$192.55
People & Culture	\$1,186.87
Stripe Fees	\$55.06
Superannuation	\$21,340.00
Total	\$279,673.90

Cost of Sales + Operating Expenses	\$384,925.82
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Net Profit	\$145,363.81
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PROFIT AND PROFIT ALLOCATION	
Profit Allocation	

Impact Expenditure	
Impact Wages	\$63,989.14

Capacity Expenditure	
home.two	\$14,664.91
The Private Coffee Cart	\$10,210.59
Total Capacity Expenditure	\$24,875.50

Remaining Profit	\$56,499.17
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Projected profit allocation FY20	
Impact Wages	\$20,000.00
Rental Subsidy Scheme	\$10,000.00
Capacity Expenditure	\$15,000.00
Business Buffer	\$11,499.17





society.melbourne

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@crepesforchange

@thecoffeecartchanginglives

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@home.two.melbourne



THE COFFEE CART
**CHANGING
LIVES**

