



Welcome to society melbo_rne

Impact Report 2017 – 2018



Welcome to society melbourne

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Executive Foreward

Welcome to Society Melbourne's 2017-18 Impact Report.

Over the last **three** years, we've created **three** social enterprises that have made profound impacts to our people, our beneficiaries and our communities.



Our last Impact Report was titled 'Focus on the Future'; but to create a sustainable future, we realised that we needed to first consolidate our foundations. We spent much of the last year going back to the basics and asking ourselves some big questions: who are we as an organisation? What do we stand for? What do we want to achieve?

One year on, and in answer to these questions we have created Society Melbourne: the parent company that now proudly sits above our three businesses.

Society Melbourne's inception unites our broad and growing community. This bold move humbly acknowledges that we would not be where we are today without our amazing community, our partners or our volunteers. Together, as Society Melbourne, we have laid the groundwork to grow profitably and create a sustainable impact.

Our growth to date has largely been the product of a series of happy coincidences, some hard work and a good measure of sheer luck. But we know we are capable of so much more. We are now more committed than ever to achieving our mission of creating an Australia where youth homelessness does not exist through the power of innovative social enterprise.

To date, we have achieved a lot. Through the Post-Foyer Flexible Fund, we have provided 8 young people with a chance to escape the homelessness cycle through a step-down rental subsidy program in partnership with Launch Housing. So far 100% of these young people have maintained their permanent rental housing to this day. A further 11 young people have been given hands-on training and paid employment through our Hospitality Training Program, which aims to prepare them

for future long-term employment. Our businesses have turned over more than half a million in revenue, and we're on track to turn over a further half-million in trade this coming financial year alone. In the last year, our work has been supported by over 70 passionate young people, who have volunteered in roles as diverse as entrepreneurship and impact measurement.

Our Impact Reports are an opportunity for us, our partners, our community and everyone who has made it all possible to take a breath and reflect on these achievements. Our early successes are, no doubt, a testament to the power of young people to dive-in headfirst and bring about significant and measurable social change. But there is much more yet to be done.

We are Society Melbourne. We pay homage to our past and are ready to embrace our future. The words we inscribed in our first Impact Report ring truer than ever:

"We are part of a movement. We exist to directly help as many young people currently experiencing homelessness in Australia to escape poverty forever. But just as importantly, we are trying to change the game. If every business pursued profit with a conscience, and with a purpose beyond increasing the numbers on a spreadsheet, then a great number of the problems facing the world would be surmountable. And as consumers, we yield an incredible power to start this process of change just by making decisions about where we spend our money."

Thank you for reading. And thank you, as always, for deciding to change the world **with us.**

Dan Poole
Chief Entrepreneurship Officer

Tenille Gilbert
Chief Operations Officer

Levi Fernandez
Chief Partnerships Officer



The Problem
Our Solution

40,000

This is how many young people are experiencing homelessness in Australia. Every night.

Youth homelessness is an invisible crisis, and one shrouded by myths and misconceptions. Experiencing homelessness is one of the most socially isolating challenges a young person can go through. Ultimately, it is a multi-faceted issue without a single solution.

Our Four Pillars of Impact.

The problem of youth homelessness runs deeper than the simple fact these young people do not have stable and safe housing. For thousands of people, the uncertainty about the night's sleep ahead is a stressful reality that often means sleeping outdoors, in cars, between friends' houses or in emergency accommodation. This means juggling education, work, relationships and personal wellbeing becomes increasingly difficult. As a result, the high prevalence of mental and physical health problems within this group combined with an existing experience of disadvantage can make the challenge of breaking the cycle seem insurmountable.

The problem of youth homelessness is that, without stable and safe housing, thousands of young people are denied the opportunity to lead productive and self-fulfilling lives.

42% of the homelessness population in Australia are people under 25.

Our solution are evidence-based programs that work closely with young people experiencing homelessness and empower them to break the homelessness cycle themselves.



To give young people
a **home**



confidence



access to **education** and training



stable **employment**





Confidence

"I've been able to get and maintain housing. It's had a massive impact, as without the funding I wouldn't have been able to do what I achieved at the time."

PFFF Participant, September 2017

There are **22 people** directly involved in Society Melbourne's Program.

Housing

Society Melbourne has supported 5 individuals to maintain private housing post completion of the Foyer Program with Launch Housing, exiting the homelessness cycle.

This marks a **100% success rate** of the program to date.

With 3 individuals currently partaking in the Post Foyer Program, and 3 more individuals utilising the fund in the coming months!

Employment

Provided 14 individuals employment and assisted in the development of coffee making, hospitality and team working skills that can be transferred to their next workplace or studies through our Hospitality Training Program.

Education

We have enrolled another 5 young people into hospitality training program and saw 3 individuals move onto module 3.

Since 2015, we have created three hospitality businesses that generate profits to fund our programs, and which are hubs for our young people to access training, employment and practical experience. With excellent products that are competitively priced and Melbourne quality coffee, Society Melbourne invites everyone to eliminate youth homelessness by doing what they already love - drinking delicious coffee, enjoying quality bagels and eating authentic crêpes. With more cafes and carts planned for the future, we plan to grow with Melbourne's buzzing foodie scene.



Every
crêpe
coffee
bagel or porridge
takes us a step closer towards eliminating youth homelessness.

Alongside profit striving efforts, home.one focuses on our environmental impact, with 140 JOCO cups on rotation, removing over 700 coffee cups from landfill every week.



Crêpes for Change

The Income Driver

On average, **5 events** will enable one individual to gain access to stable long-term housing through the Post-Foyer Flexible Fund.

The Coffee Cart Changing Lives

The Training Hub

6 coffees provides one hour of paid training for one of our trainees.

home.one

The Community

On average, **9 days** trade will generate the profits for one youth to be supported to partake in The Society Melbourne Training Program.



Three Enterprises
One Roof

Our Social Enterprises

Society Melbourne currently operates three of the most profitable and sustainable social enterprises in Australia, and reinvests these profits into evidence-based programs targeting young people who are at-risk of homelessness.

home.one is our flagship social enterprise: a café nestled into a bustling corner of Brunswick that serves coffee all day alongside artisanal porridge and bircher in the morning and bagels in the afternoon. In addition to its core impact activities, home.one is dedicated to its environmentally sustainable practices - the café uses 100% renewable energy, is completely vegetarian, and runs a unique reusable cup program with our partners at JOCO.

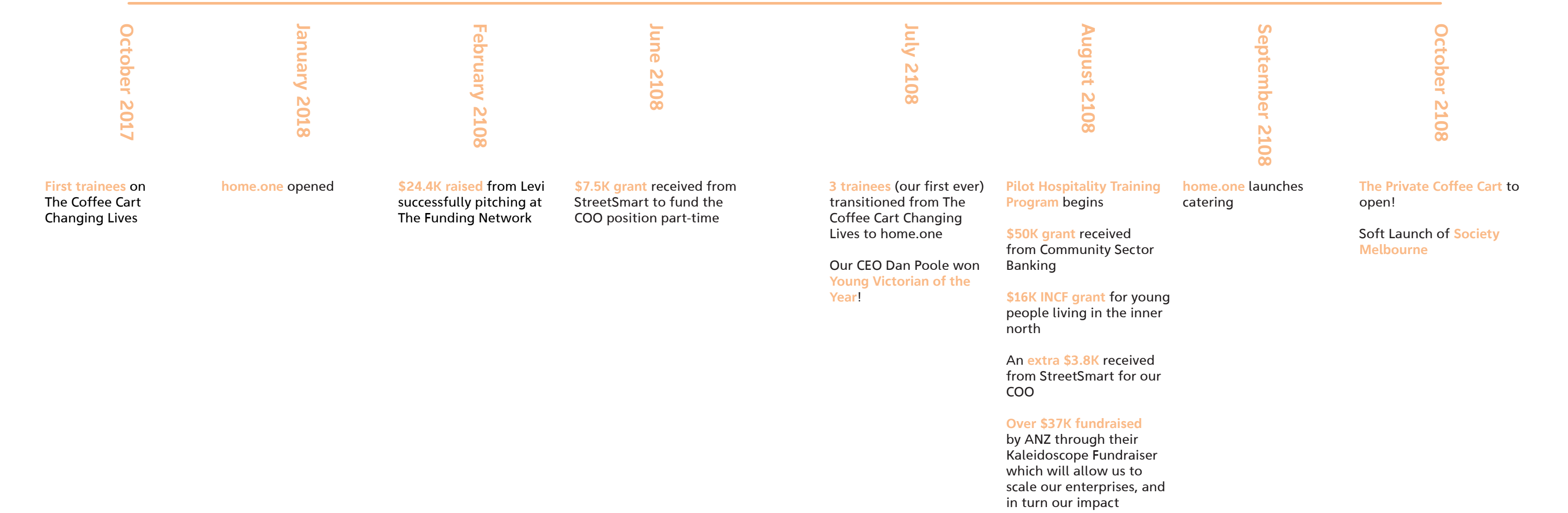
Crêpes for Change is our non-profit food truck that operates at both public and private events, and festivals across Victoria. It is an important piece of our organisation, raising crucial funds for our impact activities that directly impacts our beneficiaries through paid employment and for raising awareness about youth homelessness.

The Coffee Cart Changing Lives refers to our fleet of coffee carts, some that exist in permanent locations (such as at RMIT Training), and some that are mobile and serve specialty coffee at community and corporate events across Melbourne - empowering Melbournians to make a huge impact by staying caffeinated. Our coffee carts are home base for our hospitality training program that provides vulnerable young people with an opportunity to escape the homelessness cycle.





Our Progress throughout Year 3





A key part of our dream at Society Melbourne since our humble beginnings over three years ago has been our Hospitality Training Program. In the last 12 months it has finally become a reality. Commencing with a Pre-Pilot Program in October 2017 with three trainees, the program is now in its Pilot Stage with 8 trainees participating across the program as of August 2018.

The Hospitality Training Program is now the pinnacle of our impact activities. It has been designed to be a practical workplace training arrangement which is robust in content and experience.

The Hospitality Training Program is now the pinnacle of our impact activities. It has been created to be a practical workplace training arrangement, robust in content and experience. We are proud to offer each of our trainees an award-wage rate for every hour of training that they do. This is revolutionary in the world of training programs for young people from disadvantaged backgrounds and we believe it has been integral to our success. An award-rate wage allows trainees to feel valued for their time and work, increasing their confidence and sense of self-worth; it forms the basis of an employer/employee relationship which leads trainees to gain a deeper understanding of the world of work and the expectations of them as employees; and it allows them to save money whilst taking part in their training.

Our program guides trainees through three modules of learning. Beginning at The Coffee Cart Changing Lives at RMIT Training in Melbourne's CBD, trainees are provided with a safe and comfortable space to start working on their barista and customer service skills. Trainees then progress onto our home.one cafe where a food menu, seating and busier space challenges them to learn new skills and adapt the skills that they have learnt in their first module. Finally, trainees stay on at home.one in a barista role where they are challenged to increase the pace

and consistency of their work and continue to develop their customer service. Trainees are able to progress through our program at a pace that best suits them, to maximise their confidence and learning. This 6–12 month holistic hospitality training program results in trainees being well-equipped to walk into the bustling hospitality industry in Melbourne with confidence in their skills and in themselves.

“It has been such an honour and such a rewarding experience working at The Coffee Cart Changing Lives. I'm a part of an amazing team and I get to work with such passionate amazing trainees.”
– Claudia, Barista Trainer and TCCCL Supervisor

Excitingly, hospitality-skills are only a small part of our program, rather, our focus is in the opportunity for trainees to develop soft-skills. Trainees learn and develop their communication, organisation and time-management skills; they build their self-confidence, self-worth and a belief that their potential will create significant change in their own life. This impact is harder to measure, yet, ask any one of our trainers and these are the most significant and exciting learning opportunities they will note.

What is more, we are only just beginning our first official Pilot Program and the results already speak for themselves; two of our trainees have already obtained employment, three of our trainees have moved through to Module 3 of the program, and five more at beginning of their program.

It is important to take a step back and realise Society Melbourne only provides a framework for our trainees to walk through. Our trainees themselves provide the dreams, energy and potential to thrive, without which we would never have been able to make the impact that we have. We are so proud of the young people that have already started the program and cannot wait to see what the future of this program will bring.

The Hospitality Training Program

“It’s taught me so much about the hospitality industry which is the field I want to work in the near future.”

- Talia, Launch Housing Trainee

Launch Housing

A Long and Continued Partnership

Society Melbourne is a founding funder of the PFFF and unbelievably proud that every young person, to date, enrolled in this program has successfully escaped the youth homelessness cycle.

“Melbourne’s private rental market is less affordable than ever, and it’s difficult for every young person to get a start, let alone young people experiencing homelessness.

Society Melbourne supported Launch Housing to develop and implement a rental subsidy program. This program supports young people into private rental while they continue working towards their education and employment goals. That means they don’t need to abandon their study and work full time in order to afford housing. This program also enables young people to search for properties where their social, education and employment networks are, rather than being priced out of areas.

Finally, and importantly, this program is diverting young people from social housing pathways and providing the opportunity for them to take ownership over their housing. This is key in achieving true independence.

Whenever we report on this program, the Society Melbourne team are thrilled to hear about the participants’ progress. It is really obvious how much they care. It’s so wonderful to work alongside people who have a strong drive to change the world for the better.”

- Chris, Development Specialist, Launch Housing

Key Partnerships



In 2016, we made our very first investment in Launch Housing. To date we have invested \$37,000 into Launch Housing's work. Over the years Launch Housing has become Society Melbourne's major impact partner and a genuine friend! We feel so privileged to work alongside an organisation who share our vision for Australia. We see Launch Housing playing a massive role in our future and look forward to continuing our journey together. Special thanks to Chris Mills for your guidance, patience, support and beautiful laugh!

"The team at Society Melbourne have shown determination, generosity of spirit and patience as they have built this program. It is astounding to see how far it has come in less than a year, and we are very excited about the future."

- Chris, Development Specialist, Launch Housing



Nightingale Housing are leading a housing revolution in our cities by constructing multi-residential buildings that are financially, socially and environmentally sustainable. home.one can be found nestled into Nightingale 1, neighbouring the Nightingale and Breathe offices. The support, community and love Nightingale have given home.one are beyond words. We are very proud to hold a strong relationship with an organisation whose values - sustainability, ethical business and community - closely align with our own. Society Melbourne is excited to continue the authentic partnership we have with Nightingale with plans to house our second social enterprise café in one of the upcoming Nightingale sites.



The INCF have been strong supporters of Society Melbourne's work within the inner north of Melbourne for a long time. Recently, home.one has benefited from INCF's support and the Hospitality Training Program received \$16,000 through their Pathways to Employment grant.



We were ecstatic to have been the sole recipients of ANZ's Kaleidoscope art auction. The incredible crowd raised over \$37,000 to put towards our next hospitality venture. We were blown away by the genuine care and passion shown by Anita Fleming, Caryn Kakas and Charlotte Ahearne, and are delighted to have forged great relationships with a number of ANZ staff and look forward to continuing to work together.



Society Melbourne's Hospitality Training Program was given a massive boost when Community Sector Banking awarded us with a \$50,000 grant. The funds will be used to pilot and evaluate a scalable Hospitality Training Program in partnership with Launch Housing.



Our partners at RMIT Training in the heart of Melbourne have been invaluable assets, as colleagues and supporters of our Training Program. By extending our training capacity to include two Internships every month for RMIT Training students, we help to enrich their Australian education experience and connect them to the bustling Melbourne coffee scene. We feel the partnership has been highly collaborative and symbiotic and are lucky to operate within such a supportive and diverse branch of RMIT.

Financials

Crepes For Change Inc
As at 30 of June, 2018

It costs us \$4,212 to support one person through the Post Foyer Program in partnership with Launch Housing and \$4,778 to support one person through our Coffee Cart Changing lives training program.

This last financial year, we have been able to support 5 individuals to maintain private housing in partnership with Launch Housing and will be supporting 3 more in the coming months; we have been able to put 8 people into our training program at The Coffee Cart Changing Lives.

Impact Expenditure

Impact Donations	\$3,200.00
Impact Wages	\$9,844.37
NT Summit 2017 Costs	\$3,008.11
Total Impact Expenditure	\$16,052.48

Capacity Expenditure

home.one	
Start-Up Costs	\$35,845.00
 The Coffee Cart Changing Lives	
Start-Up Costs	\$9,131.33
Total Capacity Expenditure	\$44,976.33

Gross Impact & Capacity Expenditure

Income

Crêpes for Change	
Free-trading Revenue	\$77,972.12
Private Events	\$39,168.89
 home.one	
Instore Revenue	\$87,006.50
 The Coffee Cart Changing Lives (RMIT)	
Revenue	\$24,822.13
Total Income	\$228,969.64

Less Cost of Sales

Crêpes for Change	\$18,911.28
home.one	\$32,300.40
 The Coffee Cart Changing Lives	
Core	\$8,209.12
Ancillary	\$1,940.30
Total Cost of Sales	\$61,361.10

Gross Profit

Plus Other Income

Donations	\$988.23
Grants Reveneue	\$86,247.00
Reimbursement	\$0.00
Total Other Income	\$87,235.23

Less Operating Expenses

Crêpes for Change	
Equipment	\$290.53
Fuel/Gas	\$3,610.68
Motor Vehicle Expensses	\$1,087.68
Repairs & Maintenance	\$3,414.13
Site Fees	\$3,899.02
Wages	\$52,027.57
 home.one	
Wages	\$54,467.84
General Expenses	\$8,348.17
Overheads (Rent, Bills etc.)	\$3,022.40
 The Coffee Cart Changing Lives	
General Costs	\$559.53
 The Coffee Cart Changing Lives (RMIT)	
Wages	\$8,695.45
 Society Melbourne	
General Expenses	\$3,251.12
 Advertising	\$7,108.42
Consulting & Accounting	\$1,892.41
Crowd-funding perks	\$0.00
Debt Repayment	\$0.00
Insurance	\$2,753.63
Legal Expenses	\$214.00
Office Expenses	\$101.97
People & Culture – Volunteer Expenses	\$686.40
Superannuation	\$19,110.02
Tax	\$8,517.03
Total Operating Expenses	\$183,057.88

Net Profit

\$71,785.89

Opportunities, The Future & Our Community

Society Melbourne has been on an incredible journey for the past few years, starting with two brothers to growing a family of over 70 team members. What started out as a small project with big dreams has evolved into a state-wide movement with sustainable and measurable impact and we cannot wait to continue to deepen our impact and widen our reach.

Each of our enterprises play a unique role within Society Melbourne by providing a training platform, being a community hub or by being a strong profit generator. We believe that we can increase the capacity of our Training Program through the sustainable growth of our businesses. Since our last Impact Report, we have expanded home.one and The Coffee Cart Changing Lives to offer catering for public and private events.

All of our partnerships have turned into deep and meaningful relationships, becoming a part of Society Melbourne's foundation. We are very fortunate to have strong corporate partnerships and are sure they will be the key to creating sustainable impact. Our Chief Partnerships Officer, Levi Fernandez, is thrilled to be entering this space for the first time and looks forward to sharing the outcome in Society Melbourne's next Impact Report. Our partnership with Nightingale Housing is incredibly special to us and we are constantly blown away by their commitment to our vision. Building on this relationship, we aspire to open a second café in 2019 - bigger and better than anything we have done to date. This huge project will rely on the entirety of our growing community to achieve success, but we can see the sustainable and genuine impact it will have on the lives of young people experiencing homelessness.

In the 2018-2019 financial year, our Hospitality Training Program will see up to 20 young people move through it - providing them with paid training for an average of six months, before we support them in finding sustainable employment. Throughout the next year we will review and iterate the current program until it reaches its full effective potential.

We did not expect our journey to take us here but love that we are able to help change people's lives & can't wait to see our impact continue to grow in the future.



Creating a community may not have been a part of Society Melbourne's original mission, yet the community we have built is one of our proudest achievements.

Social isolation and a lack of community overwhelmingly affect young people experiencing homelessness and are key symptoms of homelessness that regularly keeps people in the cycle. Community is a vital factor in the lives of young people who have experienced or are at-risk of homelessness, as it is a vital factor for human happiness. With all of this in mind, we see our community as an integral element of our impact as well as an integral element of who we are.

'A shared purpose' - this has been the guiding idea behind the growth of our community. The idea that purpose is bigger than any one person; the idea that together we have the power to create the change that we want to see. From our trainers, to our volunteers, our trainees, our beneficiaries, our staff, our partners, our supporters, our customers, our families and friends - we are lucky to have the most amazing team supporting us. Without the support of every one of these people there was no way that we could have grown into who we are today.

"I was surprised about the amount of work that goes into home.one and Crêpes for Change but everyone seems so passionate about the cause which makes you feel like you're a part of something really worthwhile."
- Kate, home.one volunteer

A community benefits from a meeting place - and for us home.one has been our community's meeting place. The home.one team have been instrumental in creating a community for our little nook in Brunswick, we welcome everyone to come down and ask any Nightingale staff member about their amazing work.

"home.one is exceptional. It's changed the way that our community engages with the street and the people of Brunswick."
- Jeremy McLeod, Breathe Architecture

Across Crêpes for Change, The Coffee Cart Changing Lives and home.one, Society Melbourne has brought so many incredible people together and is proud to have been the setting for some amazing stories - from a young couple battling with living costs in Melbourne trying to find a place to train and work, to our trainees from Launch Housing who are working through new challenges, learning and growing every day.

We are so excited to see our community grow and to realise the potential of Society Melbourne.

Thank You! 

Thank You!



Our Volunteers

Vikas Balani	Magnus Gillberg	Katie Mitchell	Paridhi Tambi
Hannah Bathen	Tenille Gilbert	Rowena Moran	Jamie Taylor
Charlie Bennett	Bev Goh	Ruvarashe Mugayapi	Julia Taylor
Kirsten Biasci	Tara Grandison	Jamie Newman	Maeve Thompson
Claudia Brophy-Odgers	Maud Guermonprez	Matthew Nicholas	Nicole Todhunter
Chloe Brushfield	Selina Gunawan	Katie Norris	Nick Toledo
Faith Bui	Aleks Hammo	Dennis Ngo	Christina Touloupas
Emily Cohen	Jason Han	Maivi Nguyen	Andrew Tralongo
Elyse Collat	Kevin Hwang	Josephine Oghanna	Rumana Umar
Sarah Couttie	Nicholas Hynes	Kirsten Pannekoek	Rain Vekios
Ollie Crafter	Heba Jude	Aaron Paul	Aaron Vo
Gaby Custodio	Crystal Kacowicz	Dan Poole	Bunavy Vun
Merin Denson	Chris Kipouridis	Liam Poole	Pam White
Bianca Di Maria	Paridhi Kundmani	Zara Rumsey	Mahesh Wijesooriya
Matt Douglas	Vivian Liu	Kate Sanders	Nicole Wong
Terence Felix	Nick Louey	Ruby Sciberras	Alice Wu
Levi Fernandez	David Luu	Ayesha Shaikh	Annie Yan
Bianca Frichittavong	Allegra Mazella	Andrew Sharp	Sam Yang
Ashitha Gandhi	Joe McAllister	Grace Smith	Marlo Zambelli
Brighid Gannon	Samantha McHenry	Sophie Souchon	
Vic Gell	Tegan Miller-Randle	Sheenal Srivastava	

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