

You Matter

Creating Havens for a brighter future

ANNUAL REPORT FY 2024

Creating Change Together



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MESSAGE FROM THE CHAIR

On behalf of the Board, it is my great pleasure to thank you all for your support in what has been a fabulous year for You Matter.

During a time of significant change in leadership and Board, with the help of our sensational team of employees and volunteers, You Matter finished the year in an extremely strong financial and operational position with all metrics achieving double digit growth and, in some cases, over 50% in this one year.. The handover from our wonderful co-founder Maxine Gross to our new CEO Deborah de Rossi has been very smooth and we thank Max for not only fully supporting the transition but also for the amazing foundation she, and the fabulous team of staff and loyal volunteers built.

We also welcomed Taara Olorenshaw to the Board as our new Treasurer and her impact has been immediate. We thank Cam Bailey for all his contributions as past Treasurer.

The Board recently undertook a review of our longer-term strategy and made slight modifications to it based on the work completed in the last year. We launched a new website, implemented a new CRM, and engaged a significant number of new corporate and private supporters. We assessed our position in the family violence service system, and will be focusing more on measuring our impact.



**JACKIE
COOK**
Board Chair

We all know the value we provide, but it is vital that we can convert that value into true impact metrics for our benefactors, government, and wider stakeholder group.

We also developed a funding diversification strategy so that we can be assured of a balanced portfolio of income moving forward.

I also wanted to thank Deb for a stellar second half of FY24. From the High Tea for Hope to increased corporate engagements, we look forward to working with Deb and the team to take You Matter from strength to strength as we fulfill this vital and important work.

Finally, unfortunately, not a day goes by when we hear about some other horrific event in the lives of women in society. The work we do and the difference we make is so very needed and we are committed to ensuring a sustainable future for You Matter. Heartfelt thanks for your on-going support.



DEBORAH DE ROSSI

Chief Executive Officer

MESSAGE FROM THE CEO

As I reflect on the achievements of FY24, I am filled with immense gratitude for what we have accomplished together. This past financial year has been transformative, demonstrating the strength and resilience of the You Matter community and our ongoing commitment to supporting women and children impacted by family violence.

Over the past year we increased our service delivery by 55 percent, resulting in the creation of 83 Havens for 83 women and 118 children. We also expanded our geographic reach at the start of 2024 and worked with 20 specialist family violence agencies across the metropolitan Melbourne region.

Our fundraising efforts reached new heights, supporting our growth and expansion, and strengthening our impact. Our High Tea for Hope event in May 2024 was a standout success, raising \$55,000. This event, fully supported by The Westin Melbourne and a range of new corporate partners, highlighted the community's generosity and commitment to our vision.

Our focus on partnerships and advocacy yielded significant outcomes. We continued to deepen relationships with corporate partners and engage new stakeholders. Notably, we formalised our corporate volunteer program, offering meaningful ways for businesses to contribute to our work. The positive feedback and growing interest in this program have been incredibly encouraging.

On the advocacy front, our conversations with the Victorian State Government gained momentum. Meetings with key ministers and stakeholders highlighted You Matter's critical role in the family violence recovery space. These efforts ensure we remain on the radar for future funding opportunities and policy development.

We also introduced our new website and through intentional social media campaigns such as You Matter in May and community events, we raised awareness about family violence recovery and celebrated the resilience of the women and children we support. Our message reached many, building stronger connections within our community. Our efforts were also amplified by new tools, including a promotional video supported by the Marshall White Foundation. This video beautifully captures our story and the impact we strive to achieve and serves as a powerful resource to engage potential partners and donors.

MESSAGE FROM THE CEO

Continued...

The heart of You Matter is our people – our Board, staff, volunteers, and supporters. This year, we celebrated Kelsey Smith’s commendation from Boroondara City Council for her outstanding contribution to the community. Such recognition reflects the dedication and compassion of everyone involved in our work.

As we move forward, we remain steadfast in our vision of contributing to a community where women and children live happy and safe lives in their own homes. The progress of FY24 has laid a strong foundation for the future, and we are excited to build on this momentum.

I would like to take the opportunity to acknowledge You Matter’s co-founders Maxine Gross and Rochelle Anderson who identified a need, harnessed the local community, delivered what was to become the first of many Havens of Hope and established an organisation that continues to deliver such a critical service for the community.

As the incoming CEO, it has been an absolute privilege to work alongside our Board to lead the organisation as we enter this next phase, guided by our five-year strategic plan, with a key focus on building our capacity, consolidating our strategic partnerships, and ensuring a sustainable future by continuing to invest in our people and deepen our impact.

To everyone who has contributed to our journey – thank you. Your support, generosity, and commitment to our vision makes everything we do possible.





ORGANISATION OVERVIEW

VISION

Women and their children live safe and happy lives in their own homes and community.

PURPOSE

Creating Havens of Hope for women and their children impacted by family violence. Through a fully equipped and comfortable home, women are empowered to re-establish stability, independence and connect to their community.

VALUES

H	A	V	E	N
Hope	Agility	Voice	Environmental Responsibility	Nurturing
We work together to create and demonstrate hope of a future for women and children free from violence.	We are adaptable, flexible and responsive. We harness and mobilise community skills and contributions to address needs and raise awareness. We partner and connect with others to maximise impact.	Women and their children are empowered through their engagement with us, their voices inform our work. We learn through listening to all our stakeholders.	We contribute to the sustainability of our environment by re-homing used goods which reduces waste.	We create nurturing and comfortable Havens. Our team approach draws on a community of support assisting women and their children to thrive in their home knowing they are surrounded by a compassionate and understanding community.

ORGANISATION OVERVIEW

BOARD OF DIRECTORS



Jackie Cook
Chair



Jacqui Kalwig
Secretary



Taara Olorenshaw
Treasurer



Sheree Limbrick
Director



Hannah Linossier
Director



Taimur Siddiqi
Director



Catherine Easton
Director

LEADERSHIP TEAM



Deborah de Rossi
Chief Executive Officer



Sarah Ricardo
Warehouse Operations
Manager



Jen McMahon
Service Coordinator



Kelsey Smith
Volunteer Coordinator

STRATEGIC PILLARS

Our vision to ensure women and their children live safe and happy lives in their own homes and community is guided by five strategic pillars. Each pillar has clear objectives and measurable outcomes, ensuring all efforts align with our goals. We track success through these pillars, adapting strategies to effectively and sustainably realise our vision.



Capacity Building

We focus on enhancing operational efficiency and engagement by increasing donors and our public profile through enhanced social media and an updated website. We improve our economies of scale and refine our risk management profile, strengthening our foundation for greater impact.



Sustainable Revenue

We aim to boost overall fundraising and revenue, closely monitoring income against marketing and fundraising expenses. By building government relationships and increasing fee-for-service income, we ensure financial health aligns with budget expectations each quarter.



Impacts and Insights

We create significant, positive changes in the lives of women and children who have been impacted by family violence, as well as for the agencies who support them. By leveraging data and feedback, we continuously refine our programs to maximise effectiveness and reach, ensuring that every effort we make is impactful and informed.



Strategic Partnerships

We forge and foster strong relationships with major donors and key stakeholders who share our vision. These strategic partnerships amplify our efforts and resources, enabling us to undertake broader initiatives and have a greater impact on the fight against family violence.



People and Culture

We have a small team of paid employees, so our incredible volunteers are the heart of our organisation and their dedication and compassion make our operation possible. We're committed to nurturing a supportive and empowering culture where every team member can thrive and contribute to our vision. Celebrating and supporting our people ensures the success of our collective efforts.

CAPACITY BUILDING

Strategic Pillar 1

Throughout FY24, we have emphasised operational excellence and effective governance as essential to our sustainable impact. Our strategic initiatives have significantly scaled our operations and enhanced our ability to deliver vital services to women and children affected by domestic violence.

This year, we have achieved remarkable advancements in our technological infrastructure and organisational governance.

- **Volunteer involvement:** This year we embedded the use of Better Impact as our volunteer engagement platform, allowing us to capture the incredible contributions of our volunteers. Over 4,000 volunteer hours were logged, crucial for supporting our delivery of Havens and operational activities.
- **Donor engagement:** Our improved inventory management process and the growth of the warehouse team has resulted in a 30% increase in the number of individual donors, reflecting improved engagement and trust in our vision.
- **Social media outreach:** Since January 2024, we have achieved an average increase of 12% across our social media platforms, with the most significant growth on LinkedIn (19%) and Instagram (14%). This increase in our digital presence allows us to reach a broader audience and engage more effectively with our community.



Governance improvement: We have reviewed the skills needed on our board to ensure alignment with our strategic mission.

Our strategic plan is updated regularly to align with the evolving needs of the community we serve, maintaining the focus and effectiveness of our actions.

We designed a robust risk management strategy to reinforce our commitment to operational integrity, bolstering trust among our donors, partners, and the communities we support.

"This means so much to me and is life-changing for my family."

Client feedback

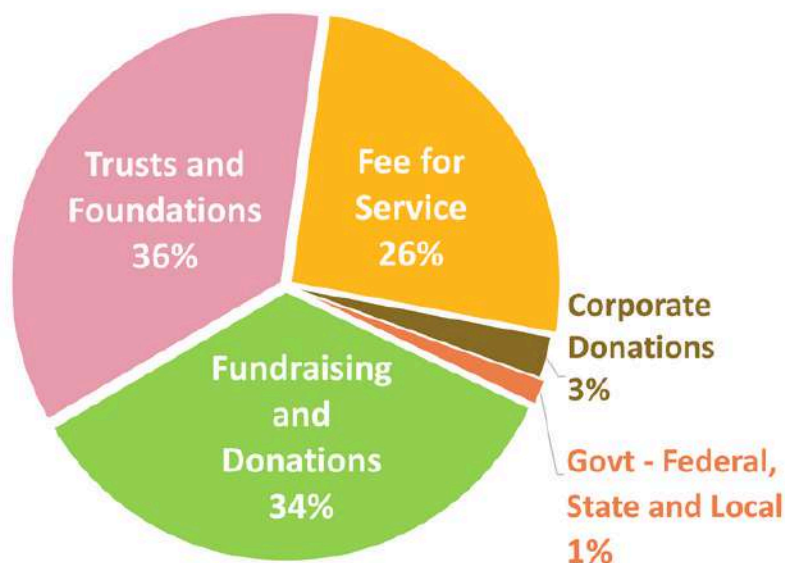
SUSTAINABLE REVENUE

In FY24 we focused on creating a robust framework for sustainable revenue to support our vision. Our approach was underpinned by the development of a funding diversification strategy with the explicit purpose of providing clarity regarding funding targets when seeking investment from identified sources and reducing dependence on a single funding source, thus mitigating financial risk.

Across FY24 significant activity was undertaken across the identified funding streams, primarily to secure funds critical for ongoing operations, but also to confirm whether percentage splits across streams were realistic and/or attainable. During this time we also explored additional revenue streams that may have not been previously considered which has informed future planning. This activity resulted in a 52 percent increase in total revenue, along with an opportunity to analyse our efforts to ensure a solid foundation for FY25 and proactively respond to the emerging needs of the community.

Additionally, we enhanced our fundraising strategies and focused on key events that not only raised revenue but also increased our profile and enhanced our community engagement. This was evidenced by a highly successful You Matter in May campaign month, and the inaugural High Tea for Hope, generating over \$80,000 and attracting new investment from a range of funding streams.

FY24 Funding Diversification Strategy



Increased total revenue
52%



Increased fundraising and donations revenue
101%



IMPACTS AND INSIGHTS

SERVICE OPERATIONS

Strategic Pillar 3

“I did not expect the home to look this beautiful!”

Client feedback

In FY24 we have been able to increase our Haven delivery, increasing our capacity to 83 Havens. This growth has enabled us to support 83 women and 118 children, providing them with secure, supportive environments for healing. These Havens are vital in enabling women and children rebuild their lives after experiencing family violence.

EXPANDING HAVENS, TRANSFORMING LIVES

* To respond to community demand, we increased our geographical reach to the whole of metro Melbourne and increased the creation of Havens by 55% enabling us to support more individuals more efficiently.

* We're establishing a robust system for tracking and evaluating the impact of each Haven to ensure continuous improvement and effective resource allocation.

83

Havens completed for 83 women and 118 children

55%

Increase in haven set-ups over FY23

95%

Service satisfaction reported by women



WAREHOUSE OPERATIONS

"This service is so needed and I am glad we have been able to connect with You Matter."

Agency feedback

Our warehouse operations played a crucial role in our vision, efficiently managing the influx of furniture and goods donations. Our dedicated team organised and staged items, tailoring room setups to fit the unique spaces of 83 Havens. This meticulous process ensured that each Haven was thoughtfully furnished, providing a comforting and functional environment for the women and children we support and catering to their specific requirements.

* The support from our donors has been pivotal, enabling us to expand our reach and enhance our services. Generous contributions have meant that our warehouse has been at capacity many times throughout the year. Our focus on building our warehouse volunteer team has resulted in a strong and consistent group assisting our warehouse operations.

* Our commitment to environmental sustainability is demonstrated through our proactive approach to accepting furniture donations. Each item is inspected upon arrival at our warehouse to ensure it meets our standards for reuse. This practice supports our sustainability goals and helps furnish safe spaces, contributing positively to environmental conservation.

30%

Increase in individual donors

3,749

Units of second-hand goods received

\$539,160

Value of second-hand goods received

Strategic Pillar 4

Strategic partnerships have been a focal point this year, enabling us to amplify our reach and enhance our resource base.

We now work in close collaboration with around 20 specialist family violence agencies, including one First Nations organisation, and their case workers to ensure our Havens are set up with each individual woman in mind, so preferences, needs, choices and particular circumstances are reflected throughout the referral process.



Sarah Michelle Armstrong and Kate Morgan
Marshall White Corporate Volunteering Day

STRATEGIC PARTNERSHIPS

20 Family violence agencies

17% Increase in supplier partnerships

We established and strengthened alliances with key corporate partners – The Westin Melbourne, domo insurance, Hayver, and Interflora – and their commitment is appreciated and recognised.

We are extremely appreciative of the support from our major donor, the Marshall White Foundation, who implemented quarterly staff working bees, delivered an awareness raising program on the impact of family violence and homelessness, as well as creating a video recording regarding the work of You Matter and the profound impact our work has on the lives of women and children as they recover and heal from family violence.

We successfully launched our corporate volunteer program that integrates the corporate sector into our operational framework, providing hands-on support through skilled volunteering. This program not only assists us operationally and financially but also raises awareness about family violence within the corporate community.

Our ongoing dialogue with government departments and other non-profits has fortified our role as a key player in the sector, influencing policy and garnering support for broader legislative changes that benefit those recovering from family violence.

“Everybody deserves to grow up and live in a safe, secure and supportive environment.”

Simon Jovanovic, Marshall White CEO

PEOPLE AND CULTURE

Strategic Pillar 5

With a small paid staff team, our volunteers are the heartbeat of our organisation, embodying our values and driving our vision. This year, we've elevated the volunteer experience by enhancing recruitment, training, and recognition programs to support our dedicated team better.

Our volunteer program ensures everyone feels valued and equipped to make a meaningful impact.

Kelsey Smith, our Volunteer Coordinator, received a commendation at the Boroondara Volunteer Awards, underscoring our team's exceptional service and commitment.

Additionally, we're creating a supportive and inclusive culture that values diversity and fosters collaboration. Our revamped internal communication platforms have been enhanced with interactive features, allowing volunteers to share experiences, seek advice, and collaborate more effectively on projects. Regular meet-ups and team-building activities have strengthened the bonds among our volunteers, enhancing their teamwork.

These initiatives have significantly improved our operational effectiveness.



Vickie and Kim, Haven Coordinators

With over 96 active volunteers, our capacity to create Havens, manage donations, and organise events has notably increased. We are proud of the vibrant community we've cultivated, which fuels our operations and helps us provide safe, supportive environments for women and children impacted by family violence.

Looking ahead, we are excited to continue enhancing our volunteer program, ensuring it remains a fulfilling and impactful experience.

“ I have seen first hand how even the smallest details mean so much, making the women and children that we help feel heard and empowered. People really care. ”

Volunteer feedback

96

Number of active volunteers

4,290

Volunteer hours

100%

Volunteer satisfaction rate *

* Better Impact volunteer rating

92%

Volunteer retention rate

FUTURE OUTLOOK

As we move into the next fiscal year, You Matter will build on the strong foundation established through our strategic initiatives and operational enhancements. Our focus will remain on expanding our capacity to provide Havens to more women and children affected by family violence, driven by our vision to create secure and empowering environments.

Strategic expansion of Havens

Building on our successful expansion this past year, we plan to increase the number of Havens from two to three per week. This growth will be supported by targeted fundraising campaigns and strengthened partnerships with key stakeholders to ensure sustainable financing for our projects.

Enhancing technological infrastructure

We will continue to enhance our technological capabilities to improve data management and client services. We are implementing a single CRM to track and analyse our havens, agency partners and donors to ensure we efficiently and effectively deliver havens and engage our stakeholders.

Deepening community engagement and advocacy

Recognising the critical role of community, corporate and government support in our vision, we will deepen our advocacy efforts and community engagement. Our goal is to not only raise awareness but also influence policy changes that provide better protection and resources for women and children recovering from family violence.

Strengthening volunteer programs

Volunteers are the backbone of our operations. We will focus on further enhancing our volunteer recruitment and training programs to ensure that our team is well-equipped to meet the challenges ahead. Additionally, introducing more specialised roles for volunteers will allow us to leverage specific skills and experiences, enhancing the quality of support provide.



Fostering a culture of continuous improvement

We are committed to continuous improvement in all aspects of our operations. This includes refining our service delivery models based on feedback and evidence from our programs and ensuring that our governance practices meet the highest standards of transparency and accountability.

Sustainability initiatives

In line with our commitment to environmental responsibility, we will continue to promote sustainability in our operations, focusing on re-homing used goods and minimising waste. These practices support our environmental goals and contribute to the overall well-being and stability of the communities we serve.

As we look to the future, we are energised by the possibilities and committed to driving change.

With the support of our donors, partners, and the community, we are confident that our efforts will continue to transform lives and foster safer environments for women and children impacted by family violence.

“*Such a streamlined process and the communication was so clear all the way through.*”

Agency feedback

AUDITORS' REPORT

Opinion

We have audited the financial report of You Matter (Aus) Ltd (the registered entity), which comprises the statement of financial position as at 30 June 2024, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended and notes to the financial statements, including a summary of significant accounting policies and the directors' declaration.

In our opinion, the accompanying financial report of the registered entity is in accordance with the Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 (the ACNC Act), including:

- giving a true and fair view of the Registered Entity's financial position as at 30 June 2024 and of its financial performance for the year then ended; and
- complying with Australian Accounting Standards and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2022.

Basis of opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Registered Entity in accordance with the auditor independence requirements of the ACNC Act, the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: Code of Ethics for Professional Accountants (including Independence Standards) (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information other than the financial report and auditor's report thereon

The directors are responsible for the other information. The other information comprises the information included in the registered entity's annual report for the year ended 30 June 2024, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the directors for the financial report

The directors of the registered entity are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the ACNC Act and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the registered entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the registered entity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

APL Financial Pty Ltd
Notting Hill, 10 October 2024

INCOME STATEMENT REPORT

Item	2024 \$	2023 \$
Revenue		
Interest	607	116
Donations	478,582	341,210
Grants - foundations and trusts	85,361	80,804
Grants - government and councils	10,000	15,491
Fee for service	75,600	49,500
Events and campaigns	63,782	12,406
Sale of white goods	95,900	33,900
Other Income	967	80
Total Revenue	810,798	533,508
Expenses		
Marketing and advertising	(8,199)	(4,053)
Depreciation and amortisation	(104,660)	(26,094)
Wages and salaries	(263,641)	(242,640)
Warehouse expenses	(45,770)	(47,628)
Insurance expenses	(15,416)	(10,988)
Haven costs	(269,032)	(126,683)
Consulting and accounting	(20,718)	(22,234)
Motor vehicle expenses	(11,818)	(10,612)
Other expenses	(22,285)	(11,727)
Total expenditure for the year	(761,539)	(502,659)
Current year surplus / (deficit)	49,259	30,849

Our work would not be possible without the contributions of our generous You Matter community

Major Partner

Marshall White Foundation

Major Sponsors

10x10
Bayford Volkswagen Camberwell
Bendigo Bank
City of Boroondara
Darksyde Foundation
domo insurance
Hayver
Interflora
John T Reid Charitable Trusts
Kimberley Foundation
Lord Mayor's Charitable Foundation
Merricks Capital

Minter Ellison
Pricewaterhouse Coopers
Rotary Club of Balwyn
Rotary Club of Monash
Salesforce
StreetSmart
Symons Family Charitable Trust
The Cowen Family Foundation
The Dal Sasso Family
The Westin Melbourne
Tori Allen Events

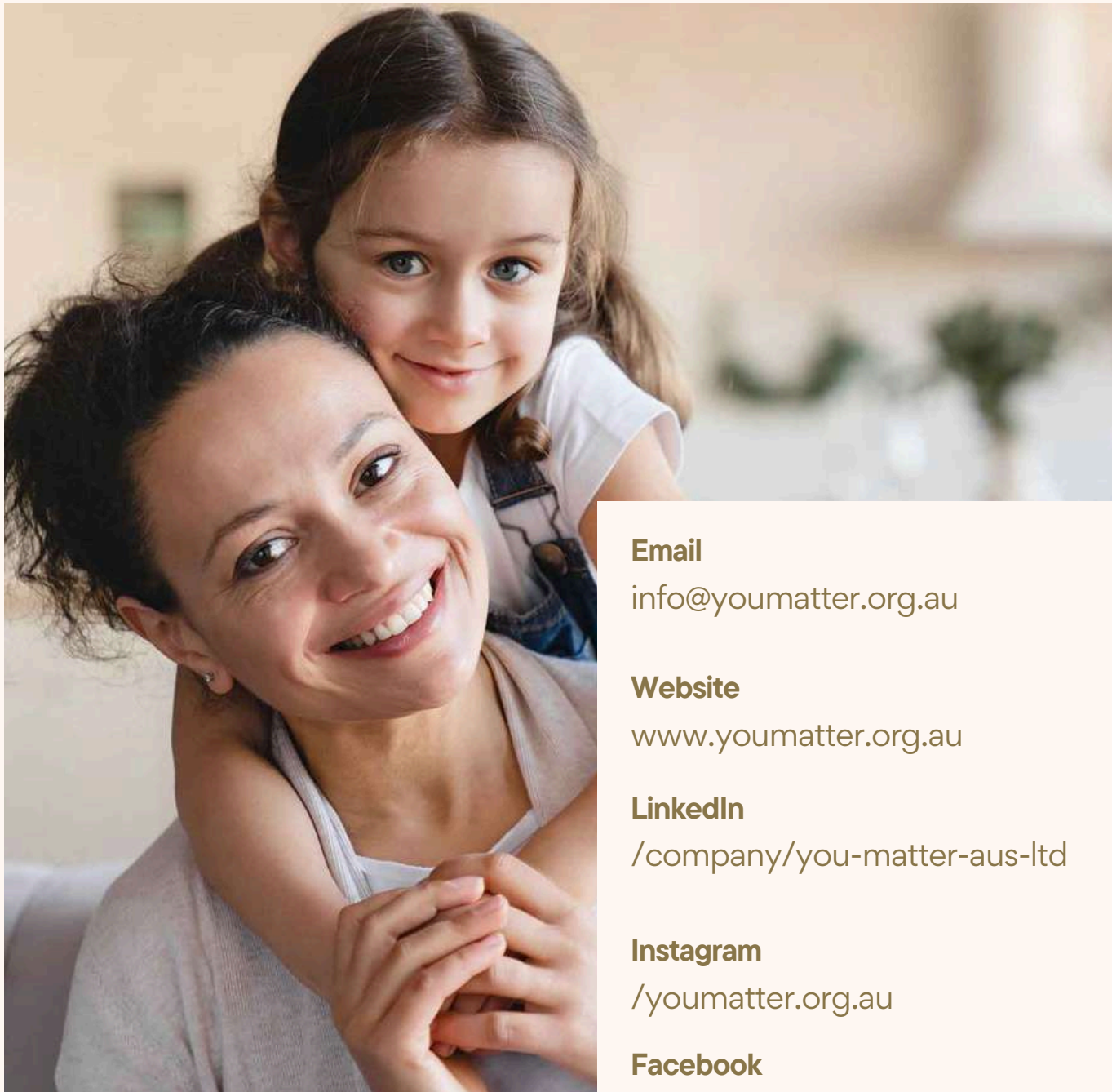
Supporters

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ARCH Melbourne
Arthurs Creek Coffee Co
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Canterbury Baptist Church
Cooper Robinson
Courtyard by Marriott
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EERN
Element by Westin
Elise McCann
Encore Logistics Group
FareShare
Fazeek
Go Kindly
Handled With Care
Harv
It's All About the Little Things
Jim's Test & Tag
Kath Malcolm
Katy Ross Photography
Koala
Lander & Rogers
Le Meridien

LVLV
Marriott International
Melissa La Bozzetta
Methodist Ladies College
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Neuberger Berman
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Radisson on Flagstaff Gardens Melb
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Scentre Group
Sense of Self
Share the Dignity
Simone Parwick Photography
Style Queen Interior Design
Styled to Sell
Trinity Grammar School Kew
Valiant Hire
Viv's Kitchen
W Melbourne
Wicked Candle
Wilson Storage

You Matter

Creating Havens for a brighter future



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"You have made this place a home. I am overwhelmed at how beautiful everything looks."

Client feedback