



# HoMie



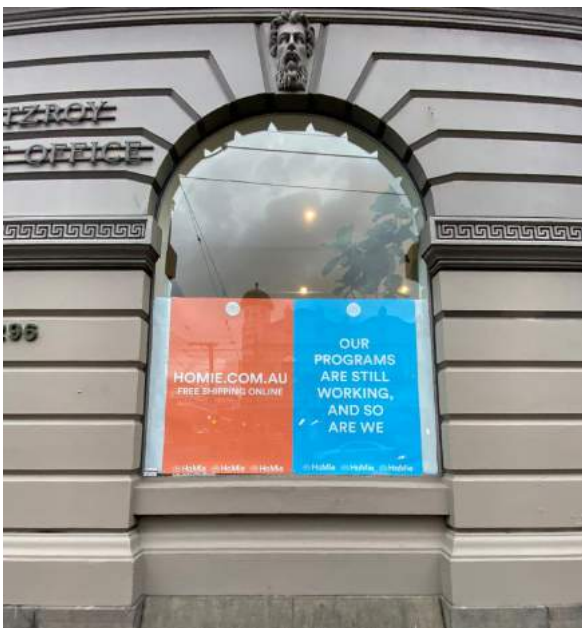
## Impact Report

2020

**We** respectfully acknowledge the traditional owners of the land on which we work. We pay our respects to Elders past, present and emerging.

**HoMie** is a streetwear label with a store on Brunswick Street, Melbourne and a social enterprise that uses 100% of our profits towards achieving our mission in supporting young people affected by homelessness or hardship to equip them with the skills, confidence and experiences to be more work-ready and better prepared for their future.

At HoMie we value inclusivity, connection, respect, and transparency. We wear these values on our sleeves.



The following report illustrates the impact of HoMie's 2020 programs and activities.

In 2020, the COVID-19 pandemic and associated community restrictions severely and rapidly impacted HoMie's community of young people affected by homelessness or hardship. Imposed social distancing and restrictions on community services have had a major impact on already vulnerable communities.

HoMie's services, however, could not simply be put on hold; and over the past several months HoMie adapted our programs and activities to ensure we were delivering positive outcomes for young people affected by homelessness or hardship.

With this year's social distancing, rising unemployment and heightened anxiety, it's evident that services in which young people can positively engage, feel supported and walk away with increased confidence, connections and feelings of security, have been more important than ever.







"I first heard about HoMie because I went to one of the VIP Days, so at the time I was 15 or 16, I was linked in with Melbourne City Mission because I was doing it tough and living in refuges and just got off of being on the streets. My youth worker told me about HoMie and how they want to do a VIP Day and they invite young people into the store to get clothes, so I went to that and as soon as you walked in it was so lovely to be able to go around and pick some stuff – when you're in that type of situation even to be able to pick out a t-shirt or like a hoodie or a new pair of clothes it makes you feel so much better about yourself ...even a smile to somebody goes such a long way, it really does.

The fact that they were so warm and inviting when I went in there for a VIP Day it really stuck with me, it made me open up more to people because, if these people don't even know me and they want to help, imagine how hard my youth worker is working to help me, it kind of opened up my eyes for support – people just want to see you do good and are there for you!

...I [later] heard about the HoMie Pathway Alliance internship when there were flyers sent to my house when I lived in one of the youth foyers...and as soon as I heard about it I just wanted to go for it. Because it was always in the back of my mind how much HoMie had helped me out during a VIP Day back when I was 16, and I always kind of wanted to give back in a way but I never knew how and this was an amazing opportunity for me to do the program and build on my skills and give back."

- HoMie Pathway Alliance Alumni, reflecting on their experience with HoMie during an Alumni catch-up in 2020.

# Building and communicating our impact

HoMie has the intent to deeply understand the impact that we are creating. We understand that having a clear impact-led organisation strategy is the key foundation for achieving the greatest impact for young people affected by homelessness or hardship.

As a result, HoMie has developed a multi-component Theory of Change to better understand and achieve our impact.

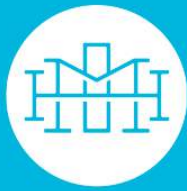
## Our North Star:

HoMie supports young people affected by homelessness or hardship to equip them with skills, confidence and experiences to be more work-ready and better prepared for their future.

Our North Star is the guiding principle behind everything we do. Any decision as an organisation must be for the purpose of achieving our North Star.

We developed our Theory of Change and our Impact Narrative to logically test the steps, approaches and enabling factors in place to achieve our impact.

In 2020 during the COVID-19 pandemic and associated restrictions, HoMie relied on our multi-component Theory of Change to guide our decision-making process and program adaptations, to ensure all decisions enabled HoMie to follow our North Star and continue to create meaningful opportunities for young people affected by homelessness or hardship.



HoMie

# OUR STORY OF IMPACT

## IMPORTANT STATS TO KNOW

FOR EVERY **200** AUSTRALIANS, ONE IS EXPERIENCING HOMELESSNESS

**38%** of people experiencing homelessness are under 25 years old

In Victoria, youth homelessness has risen **43%** in a decade



### YOUNG PEOPLE AFFECTED BY HOMELESSNESS OR HARDSHIP FACE GREATER BARRIERS TO EDUCATION AND EMPLOYMENT THAN OTHERS THERE AGE

They are more likely to have **inadequate skills**, **work experience** or **networks** to get a job. In addition, they experience social **stigmas** limiting their opportunities.

## OUR RESPONSE

HoMie is a streetwear clothing business that creates meaningful training and employment opportunities for young people affected by homelessness or hardship.



## OUR APPROACH:

HoMie supports young people via:



Structured and supportive programs that lead to a recognised qualification through education and employment

Leading and facilitating an Alliance of partners to provide positive employment opportunities



Using the HoMie brand to make it 'cool to care' and influencing customer choice and business practise

## ENABLING FACTORS

To bring about our intended impact we have identifies the following conditions:

- Motivated Young people who's needs fit with our approach
- Engaged partner employers with willingness to develop more inclusive employment practises
- Supportive managers for the interns
- Collaborative community service partners
- A viable social enterprise channelling profits to social purpose



## OUR INTENDED IMPACT

Our graduates have the skills, confidence and experiences to be more **work-ready** and **better prepared** for their future and our Alliance Retail partners are more inclusive

01

# The HoMie Retail Ready Program





# HoMie Retail Ready Program

## COVID- adaptation of the HoMie Pathway Alliance Program

Every year, HoMie supports young people, aged 16-25 affected by homelessness or hardship, to participate in an accredited eight-month paid internship at the HoMie store or a HoMie Pathway Alliance trained business.

Over the course of March 2020, as events unfolded, HoMie followed advice from the Australian Government and closed the HoMie store in Fitzroy, as did most of the Pathway Alliance retail business partners. The stores became closed for the foreseeable future.

Although HoMie was not able to implement the Pathway Alliance as done so in previous years, we would like to thank all our partners in the 2020 Pathway Alliance. We know that by working together, we are creating empathetic and supportive spaces for young people to thrive.

## Thank you 2020 HoMie Pathway Alliance partners:

Pathway Alliance RTO:

**KnowledgeSpace**

Pathway Alliance Retail partners:

**Hanes Brands  
Retail Prodigy Group  
Cotton On Group**

Pathway Alliance Community partners:

**Launch Housing  
Youth Projects  
Youth Junction Inc.  
COMPASS – Anglicare  
WOMBAT  
Youth Support &  
Advocacy Services  
(YSAS)  
Jesuit Youth Services**

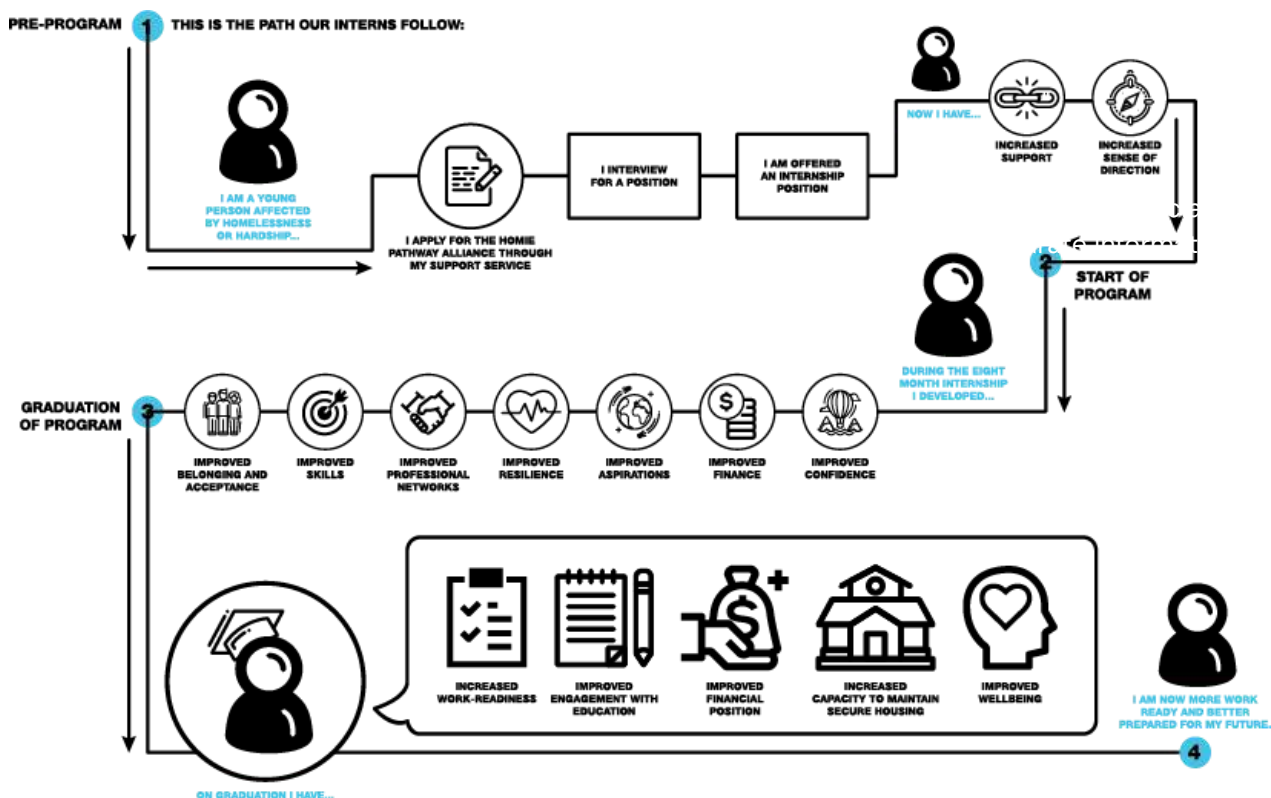
The 2020 HoMie Retail Ready program was a COVID-19 adaptation project, modified to follow government restrictions and lockdown policy in order to continue to deliver a program for young people, aged 16-25, affected by homelessness or hardship who were enrolled in the 2020 HoMie Pathway Alliance Program. The HoMie Retail Ready Program was delivered from March 1 - November 2020.

Over the eight months:

Over **200** hours of online accredited CERT III and personal development training was delivered in collaboration with our Alliance RTO partner, KnowledgeSpace, equipping HoMie interns with increased confidence, resilience and life-skills.

Over **200** hours of hours of paid training and employment. Building skills in back-of-house, picking and packing, design and manufacturing.

## The pathway of change for our young people:

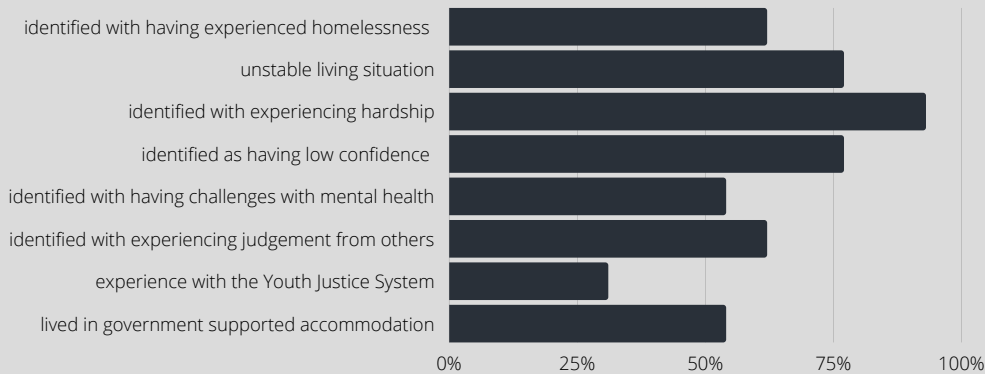


**OPPORTUNITIES + SUPPORT + PARTNERSHIPS = PATHWAYS TO CHANGE**

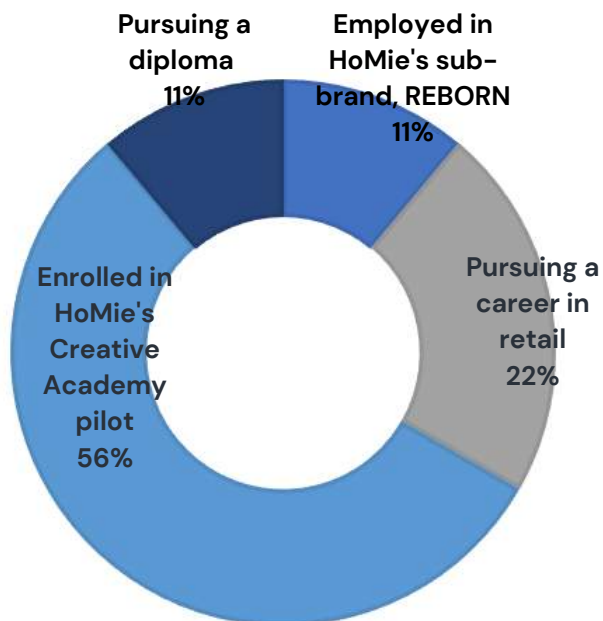
# 9 young lives changed this year

Young people affected by homelessness or hardship are more likely to have inadequate skills, work experience or networks to simply, 'get a job'. In addition, they experience social stigmas limiting their opportunities.

Prior to the HoMie internship, our 2020 interns were aged 16–25 and identified with the following as being their greatest barriers to gaining employment:



## At the time of graduation:



**"I'm going to face the future with confidence rather than fear."**

2020 HoMie Intern

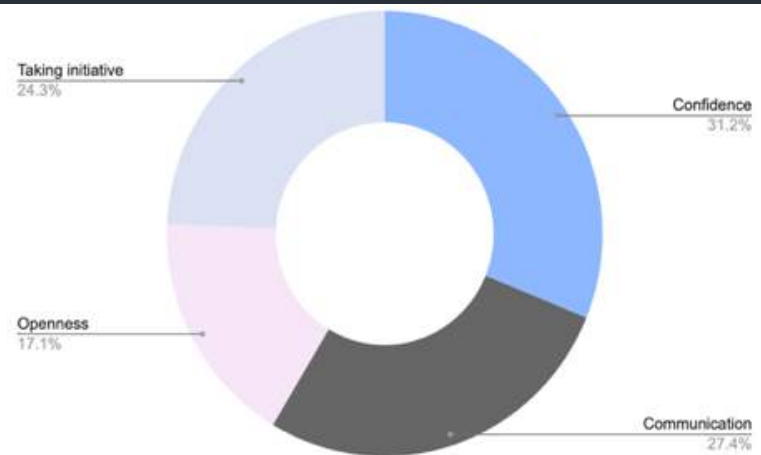
# 100%

HoMie graduates demonstrated increased work-readiness

"I got a job! Getting a job was so important for me. I can't talk more about it because I'm starting to cry"

- 2020 HoMie Intern

HoMie found the greatest improvements were in confidence, followed by communication then taking initiative and openness with their support and team information



# 100%

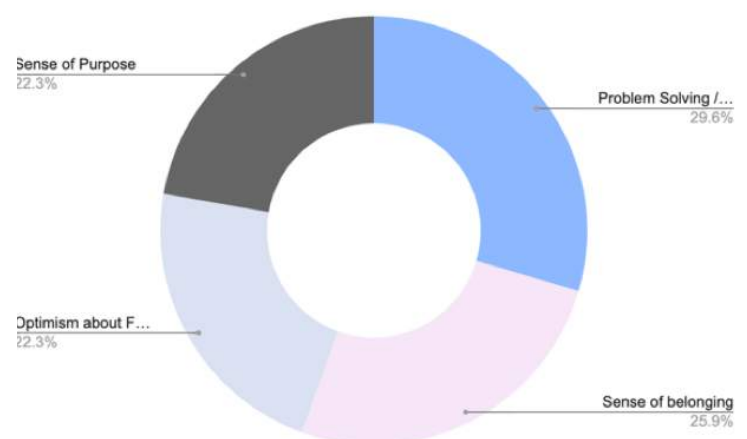
HoMie graduates demonstrated increased engagement with education

"For someone who had so many challenges with school and never ever wanted to step foot in the classroom again, you have changed that for me. Now I know what I want to do and I know that I can do it."

- 2020 HoMie Intern

# 100%

demonstrated improved wellbeing. With greatest improvements in confidence, problem solving / resilience, optimism about the future and sense of purpose.



# 100%

Improved Financial situation & improved capacity to maintain secure housing

"My goals are different than they were at the start of the year. I'm dreaming bigger than I thought I would be."

- 2020 HoMie Intern





02

The HoMie  
Pathway Alliance  
Alumni





Each year the Pathway Alliance happens and young people get to have these amazing opportunities because the young people in the previous years did it so well and put their whole heart into it! So HoMie can then go out to all potential Pathway Alliance employers and go 'look at these guys, watch the videos of our Alumni speaking about their experiences; and it motivates these other businesses to say, 'I want a young person like that in my store.' It only works because young people each year do the work and that's something our Alumni should be very proud of."

- HoMie's Social Impact Manager, speaking to our Alumni during the 2020 catch-up



The HoMie Pathway Alliance program is intensive because it produces meaningful, long-term results.

We track our young people's success at 6, 12, and 24 months after graduation from our programs, through our structured HoMie Alumni initiative.

### 6 months after graduation from the Pathway Alliance:

**95%** of our young people are employed and/or in further education

### One year after graduation from the Pathway Alliance:

**92%** of our young people are employed and/or in further education

Compared to the **100%** who were on Newstart allowance prior to the Pathway Alliance, **75%** now had a taxable income;.


Of those living in government supported accommodation prior to the Pathway Alliance, **92%** have successfully transitioned to private rentals.

### 2 years after graduation from the Pathway Alliance:

Over **92%** remain employed and/or in further education

**50%** of young people have been promoted to managerial or key-holder positions.

Our graduates are now leaders in their workplaces and are contributing back to their community - these are the same young people who were not offered employment opportunities prior to the Pathway Alliance program.

A black and white photograph of three young women standing together in a clothing store. They are all smiling and looking towards the camera. The woman in the middle has her arms around the shoulders of the two women on either side. They are in a well-lit room with clothing racks and shelves visible in the background.

**“It was at the graduation when I was like, ‘Oh my god, I did this. We did this together. I can actually do this stuff. What's stopping me from going to my next goal? My next dream? I can do this, I feel it.’**

HoMie Pathway Alliance Alumni, reflecting on their experience with HoMie during an Alumni catch-up in 2020.

**“I started a new career path working at an Arts venue doing a lot of lighting tech...a completely new path, a new set of skills, but I still carry all the lessons I was taught from HoMie because it helps where I'm working.**

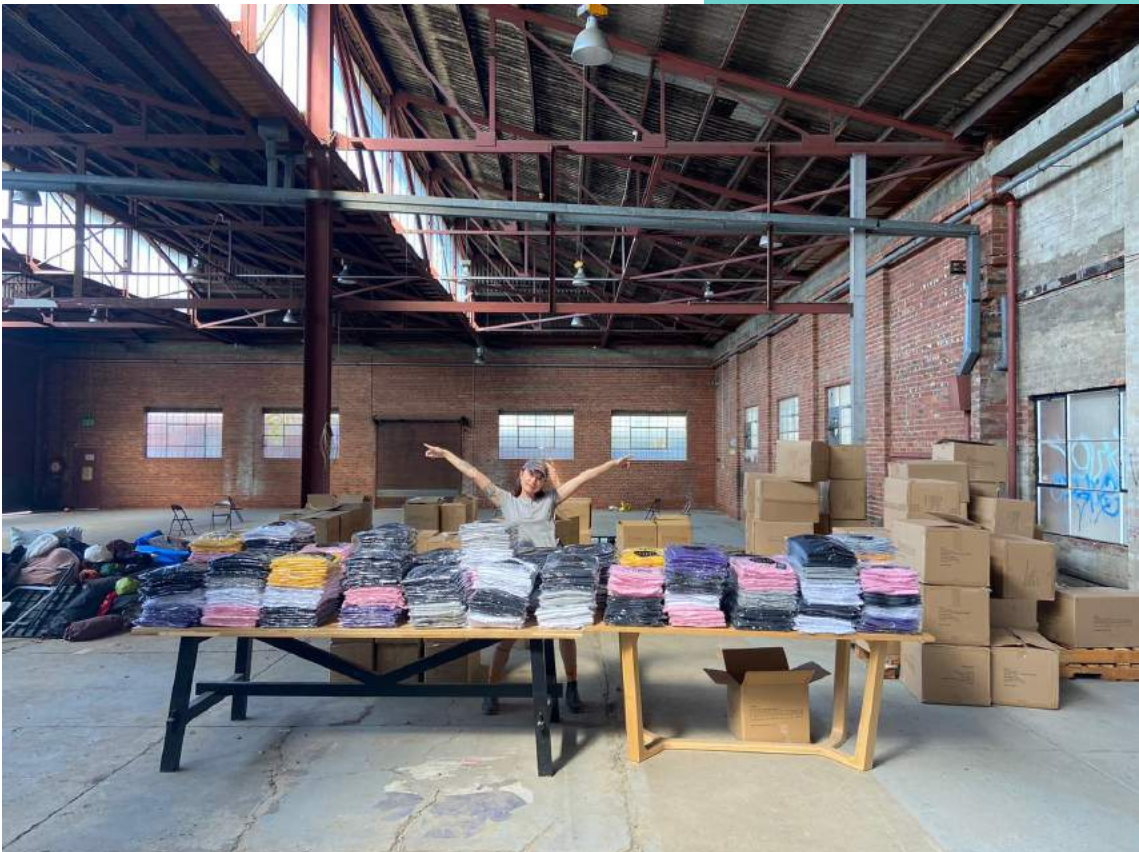
HoMie Pathway Alliance Alumni, reflecting on their experience with HoMie during an Alumni catch-up in 2020.

**“Yeah I think [the HoMie Alumni] is really important. It lets you know that they are still here for you even though you may not see them all the time. It's definitely motivation to keep doing good especially when you know they're still involved in checking-up on you to make sure you're doing well.”**

HoMie Pathway Alliance Alumni, reflecting on their experience with HoMie during an Alumni catch-up in 2020.

03

HoMie  
VIP Packs



# HoMie VIP Packs

## COVID-adaptation of HoMie VIP Shopping Days

We developed our VIP Shopping Days to provide young people affected by homelessness or hardship, along with their key support worker, a day where they are treated like the VIP that they are.

Apart from the dignified shopping experience to improve confidence and inclusion for young people affected by homelessness or hardship – relationship-building is threaded throughout the day, as HoMie invites Alumni and current interns to work as personal shoppers on the day.

Our intended impact is a day of pampering and fun to strengthen community connection.

Even though we had to close the HoMie Street Store due to government restrictions, this did not prevent HoMie from delivering a VIP experience for young people in 2020.

Our VIP Shopping Days were modified from an in-store experience, to delivering a personalised pack to young people. Under this new HoMie VIP Day Packs Program: HoMie partnered with Community Services to deliver personalised VIP Packs to young people affected by homelessness or hardship across Victoria.



**“We were able to distribute these packs to our clients across our two youth refuges in St Kilda and North Fitzroy. They were all so happy with their clothing and toiletry packs and these gifts were especially important at a time like this where they are all feeling so isolated but were able to feel the care that HOMIE had for them and also take some time to care for themselves. It really brightened up their days and they have all been wearing the awesome products!**

**- Salvation Army Youth Services**

## In 2020

HoMie connected with **14** Community Service partners to deliver a VIP experience to

**242** young people affected by homelessness or hardship.

**1,210** brand-new articles of HoMie clothing were individually packed and delivered free-of-charge

Thanks to our partner: Pinchapoo, **213** toiletry packs filled with hygiene and personal care items were delivered in the VIP packs free of charge.

Over **200** masks were included in the VIP packs to ensure young people were able to stay safe in their communities.



The packs are definitely worth it. They provide an opportunity for the young people to experience feeling worthy of new, quality belongings that they can be proud of. For some of the young people, these belongings might be the only new clothes they have had in a long time. The toiletries are also very important - in particular the quality of the content in the bags. Lots of the products are a level of quality that many of the young people would not generally be able to afford. This is important as it has the potential to positively increase self-worth and confidence in individuals.

- Vincent Care

04

One-for-One  
HoMie Mask  
Project





# HoMie One-for-One Masks Project

## COVID-adaptation project

In July 2020, the Victorian government announced the mandatory requirement for all people in Melbourne and Mitchell Shire to wear face coverings outside of their home. The fine for not wearing a mask was \$200.

This presented many barriers and increased social isolation for many young people affected by homelessness or hardship. In collaboration with our community service partners, HoMie began our one-for-one HoMie Mask Project.

HoMie began designing and selling masks. For every one HoMie mask purchased, one was donated to a young person affected by homelessness or hardship who was connected through a partnered support service. Thereby ensuring each donated mask is delivered safely to young people who need them most.

Over **3,000**  
masks  
donated to  
young people  
affected by  
homelessness  
or hardship.

“

The masks that we received from HoMie for people we are supporting are brilliant. We have given out the 300 we received in a matter of days. People have been so appreciative to receive them. So, we wanted to say a BIG thank you.

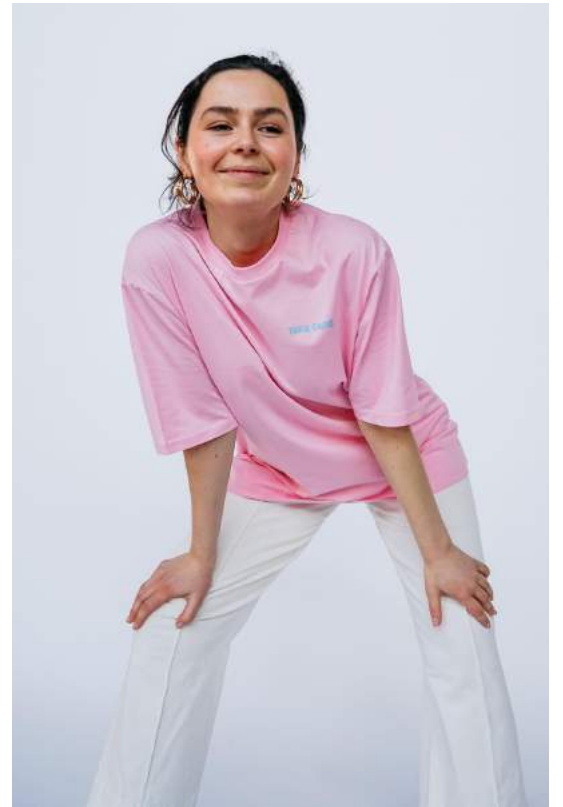
– Merri Outreach Support Service



“

They're great to have for young people presenting in crisis who don't have a mask

– Youth Junction Inc.





05

REBORN

# REBORN

## HoMie's new upcycled brand

REBORN by HoMie produces one-off, unique upcycled garments made from clothing and materials otherwise destined for landfill. Pieces are hand-cut, sewn and altered in Melbourne, giving clothing a new life. Our business model inspires and provides attainable opportunities to reduce the fashion industry's contribution towards climate change, and to meaningfully support the community.

**100% of profits go towards achieving HoMie's mission, to support young people affected by homelessness or hardship.**



# REBORN

TOGETHER - HELPING LIKE-MINDED BRANDS RE-PURPOSE AND UPCYCLE

## THE CHALLENGE

Consumers have few options for fashion-forward streetwear that is both ethical and sustainable

## OUR RESPONSE

We create attainable opportunities in the fashion industry, for businesses and consumers to improve their processes and choices in relation to sustainability.

## OUR APPROACH

REBORN by HoMie is a sub-brand that inspires consumers and retail brands to be more ethical and sustainable by:

- Upcycling garments to create one-off pieces from clothing and materials that were otherwise destined for landfill
- By facilitating a sustainable disposal initiative that in turn incentivises brands to donate excess stock.
- Influencing and encouraging consumers and brands to choose REBORN by HoMie for its mission and community impact

## OUR IMPACT

Our business model inspires and provides attainable opportunities to reduce the fashion industry's contribution towards climate change and to meaningfully support the community.



# REBORN

TOGETHER - HELPING LIKE-MINDED BRANDS RE-PURPOSE AND UPCYCLE

The fashion industry is the second largest contributor to climate change.

Streetwear brands are particularly culpable as they perpetuate and profit from a hype & fast-fashion culture.

Understandably, some brands face difficulties in making immediate and meaningful changes - as it is a costly and lengthy process to convert to a sustainable model.

And so, consumers have few options for fashion-forward streetwear that is both ethical and sustainable

## 1 WHAT'S THE PROBLEM?

The REBORN by HoMie business model inspires and provides obtainable opportunities to reduce the fashion industry's contribution towards climate change and to meaningfully support the community.

## 2 WHAT WE ARE DOING ABOUT IT

1. We create partnerships with like-minded brands;
2. HoMie provides brands with tax invoice for their donation of excess stock
3. REBORN uses in-house design and manufacturing to produce one-off, upcycled garments, made from clothing otherwise destined for landfill
4. REBORN creates content and exposure for collaboration
5. We inspire the customer to make ethical choices by providing cool sustainable offering
6. 100% of profits go towards HoMie mission to support young people affected by homelessness or hardship

## 3 HOW IT WORKS

DIVERSIFYING CONTENT

DECREASED LANDFILL CONTRIBUTION

INCREASED ALIGNMENT WITH ETHICAL PRACTICES

INCREASED SUSTAINABLE DISPOSAL INITIATIVE

INCREASED ALIGNMENT WITH HOMIE'S MISSION

INCREASED EXPOSURE THROUGH COLLABORATION

IMPROVED CUSTOMER SATISFACTION THROUGH BUYING CLOTHES THAT ALIGN WITH THEIR VALUES

INCREASED EMPLOYMENT OPPORTUNITIES FOR YOUNG PEOPLE AFFECTED BY HOMELESSNESS OR HARDSHIP

## 4 LET'S TALK OUTCOMES

## In 2020

REBORN upcycled over **570** garments that were otherwise destined for landfill, into over 400 REBORN garments.

Created **1,000** hours of LOCAL design and manufacturing employment

Delivered over **120** hours of training and work-experience for young people affected by homelessness or hardship, connected through HoMie's Pathway Alliance program.

REBORN by HoMie partnered with Champion, BoyWolf and 24 Hundred to upcycle garments, changing the way national brands think about sustainable waste management.

**BOYWOLF**

**Champion**

**24 HUNDRED**





“

A solution to our problem...Our excess stock has been “reborn”, instead of going in the bin. Definitely makes us think more about sustainability (excess stock, waste etc.) and what more we could be doing here

– 24 Hundred

“

“It’s put us ahead of our competitors in the music merch space (both for recycling old stock in a creative way, but also collaborating with a fresh new brand that’s pushing the fashion boundaries)”

– 24 Hundred





# Thank you for your ongoing support



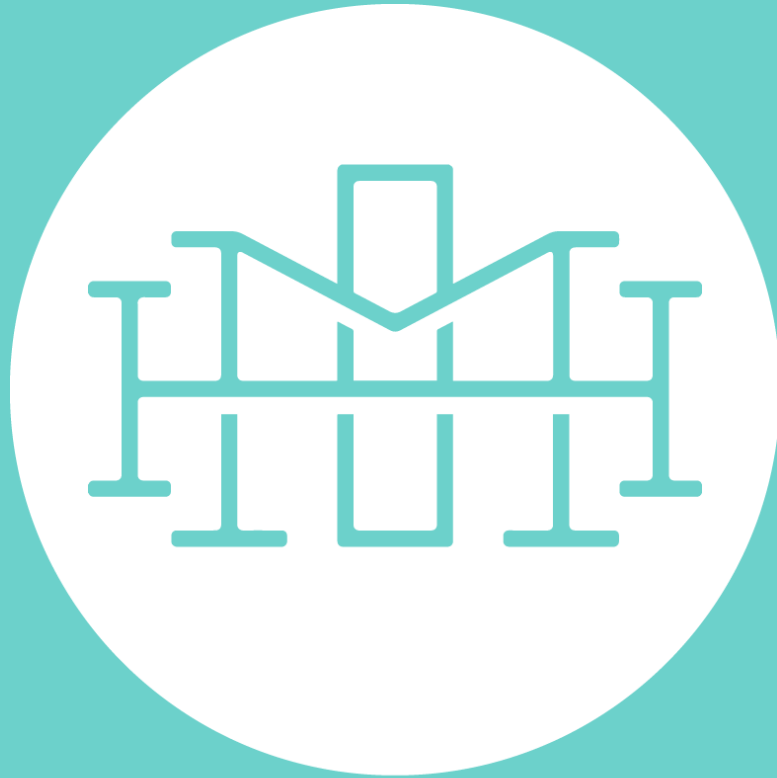
**When you shop at HoMie** you're supporting young people affected by homelessness or hardship.

100% of HoMie's profits go towards achieving our mission in changing the lives of young people

# Thank you for your ongoing support

We are so lucky to be supported by like-minded organisations and funders who are enabling HoMie to grow, expand and carry out our mission to support lasting change for young people affected by homelessness or hardship.





# HoMie

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