



ANNUAL REPORT

2023-2024

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Acknowledgment of Country

Sacred Heart Mission respectfully acknowledges the cultural heritage and enduring strength of the Traditional Custodians of the lands and waterways where we work, the people of the Boonwurrung and the Woiwurrung.

Our roots are in St Kilda and we acknowledge and extend our respects to the Elders and community of the Yalukit Willam people of the Boonwurrung and we are grateful for their guidance, wisdom and partnership.

Our work is deeply inspired by values that define First Nations peoples – community, respect and resilience. We are committed to fostering an inclusive and culturally safe environment, honouring the cultural significance of the land, waterways and its people.

We extend our respect to all First Nations peoples.



Statement of inclusion

Sacred Heart Mission celebrates people's diversity. We offer a safe and inclusive culture where everyone is welcomed for who they are. We apply an intersectional lens to all our work. We recognise there are many dimensions to one's identity including gender, age, ethnicity, religion, sexuality and ability.



VALUES

Shaped by staff and the board, our values and behaviours define our culture. They express how we think, feel and act. They are the standards to which we hold ourselves and each other to account. We strive to provide a consistent experience of our culture at every touchpoint with us.



Welcome

- We value people as they are and treat everyone with respect.
- We greet others with a smile and introduce ourselves.
- We show genuine interest in other people.



Community

- We give everyone an opportunity to share their ideas, opinions and feedback and we listen to what people say.
- We support each other to succeed and join up for the common good.
- We actively participate in the life of Sacred Heart Mission.



Kindness

- We make time to understand and support people's individual needs.
- We communicate with each other in a positive, helpful and compassionate manner.
- We listen deeply and never assume that we know what is best for others.



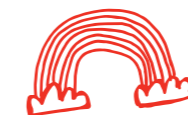
Integrity

- We make decisions that are true to our vision and purpose.
- We are honest in what we say and do.
- We keep our promises and fulfill the tasks we are expected to do.



Courage

- We look for new ways to solve problems and improve how we work.
- We speak up when things are not right to achieve better outcomes.
- We take responsibility for our actions and accept when we are wrong.



Vision

An inclusive and fair society where everyone can live a fulfilling life.



Our Purpose

To end homelessness, deep disadvantage and social exclusion by building people's capacity and promoting fairer and more inclusive communities and service systems.

A MESSAGE FROM OUR CHAIR AND CEO



This year marks a watershed moment for Sacred Heart Mission as we celebrated the opening of our Campus of Care and launched our new strategic plan, *Strategy 2030: Serving more people and more communities*.

Strategy 2030 is a culmination of 10 months reflection and consultation with Sacred Heart Mission's community, partners and the human services sector.

A key priority of Strategy 2030 is to embed lived experience voice across our organisation. We will achieve this by creating mechanisms that enable people to have a say in the decisions that impact them and provide opportunities for people to share their feedback and stories with agency and pride. In late 2023, we established the Executive Advisory Group on Lived Experience (EAGLE) with 10 participants who have a lived or living experience of homelessness, deep disadvantage, or social exclusion.

Together with EAGLE, we developed the Lived Experience Advisory Framework (LEAF), which will become an integral part of Sacred Heart Mission's core business. We are grateful for the trust participants have shown in Sacred Heart Mission and are honoured

to work closely with people, hearing their stories and aspirations, as we developed this framework together. You can read more about the EAGLE and the LEAF within the pages of this Annual Report.

In October 2023, more than 200 people joined us for a street party to celebrate the opening of our Campus of Care and the start of a new chapter in Sacred Heart Mission's history. The Campus integrates our residential aged care home, Sacred Heart Community, a redeveloped Wellness Place and Women's House, 14 self-contained, independent living units known as '99 on Grey' and a fit for purpose administration building. Our community is thriving in the new spaces, and we are grateful for those who believed in this vision and supported us on this journey.

We also thank our visionary board directors for their stewardship and the incredible community of staff, volunteers and supporters for their work, and for their patience and excitement as we prepared Strategy 2030. Together, we have made outstanding achievements to meet the needs of the most vulnerable people in the community.

We look forward to delivering Strategy 2030 and sharing our progress.

**CHRIS STOLTZ AM, CHAIR
AND HANG VO, CEO**

ANOTHER FAITHFUL YEAR OF WALKING TOGETHER



Walking together has been a strong theme in the renewal of our local parish and wider Church. A healthy church community is one which is continually being called out of itself to serve those most vulnerable in our society, and to be transformed by that relationship and its many costly challenges.

Therefore, I give thanks for the gift of the life of Sacred Heart Mission calling us as a parish to grow in the spirit of the Gospel. In particular, to the faithful and inspiring hearts of our CEO Hang Vo and Board Chair Chris Stoltz, the Sacred Heart Mission Board, and all staff, volunteers and supporters who walk together each day working to end homelessness and the growing chronic disadvantage in our society. On behalf of our parish, I offer our deepest gratitude.

To my co-workers in the parish, Christine and Jane, and our Parish Leadership and Development Team, your support and care continues to enable us all to walk strongly and compassionately alongside each other at Sacred Heart Mission.

As we embark on our new Strategic Plan, may we all continue to learn and grow from listening to and following the call of care, and acting together to heal the lives of those struggling to walk again into life.

FR JOHN PETRULIS
PARISH PRIEST

'Walking together' lies at the heart of our welcome and ongoing care for people who, tragically, have been left to the unnecessary and painful battle of finding their way in life alone. The value of our efforts are reflected in some of the statements we hear from people:

"It's such a relief to know you guys at Sacred Heart Mission are there."

"It's impossible to get there without support."

This past year has been another faithful and creative journey of walking together in living out our Parish-Mission relationship.

Our Sacred Heart Community and St Columba's Primary School have found a mutual life-giving partnership with students and residents engaging in activities, ranging from a lively circus performance to quieter, portrait-painting exercises. All this under the creative leadership of the Principal, Daniella and staff who are keen to keep growing a collaborative spirit with our Mission.

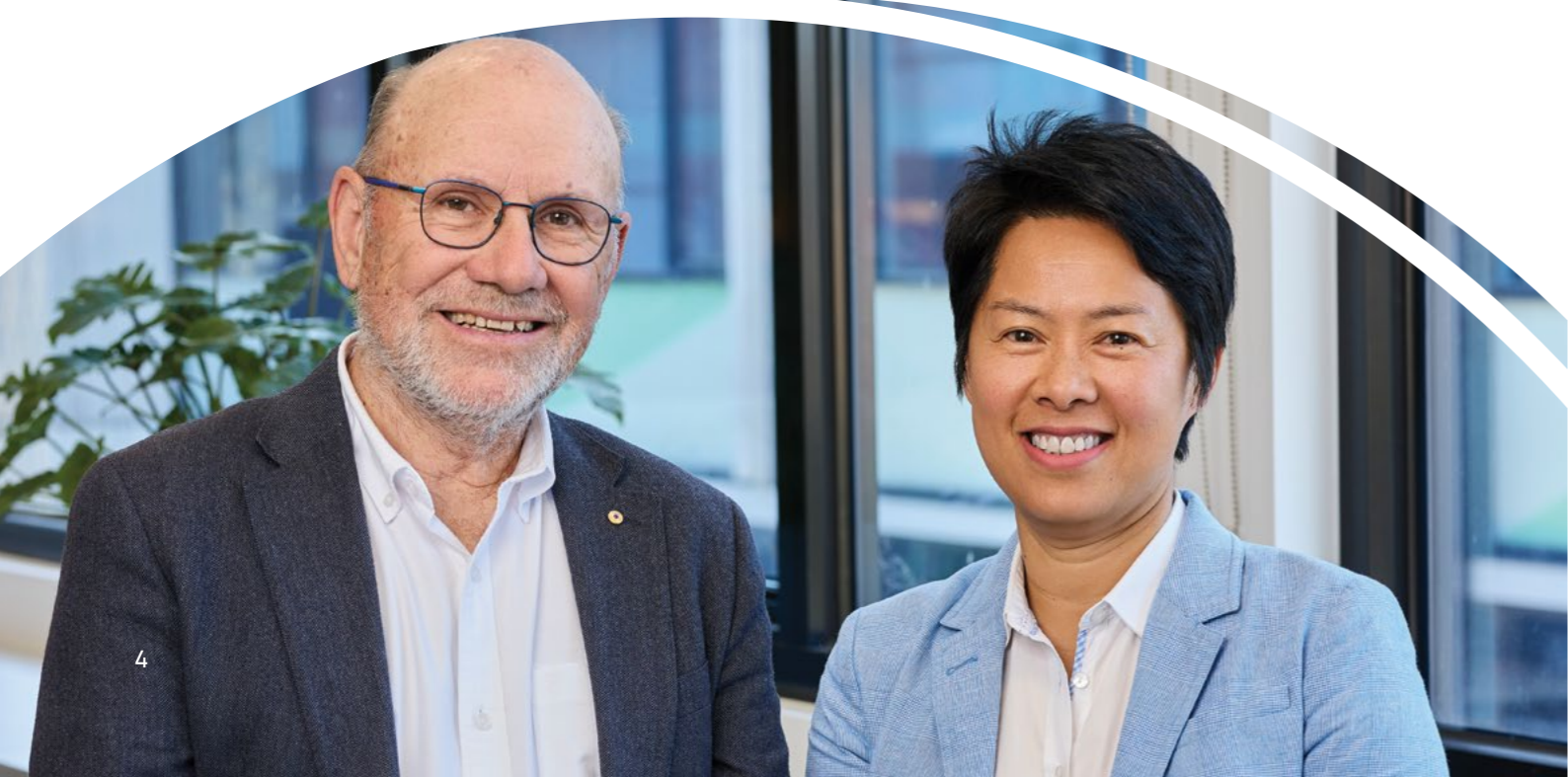
Our Spiritual Care Team this past year has been enriched by the addition of Melissa Paine, joining Sr Karen and myself in walking together with all who come to Sacred Heart Mission. Our work is defined by the broadest meaning of the word 'spiritual'. We support the spirit of a person searching for life and meaning in whatever form that may take, often beyond any religious denominational belonging. Our practice is to always welcome the diversity of hearts coming to our Mission.

A heartfelt farewell to Carolyn Clark

Company Secretary Carolyn Clark OAM will conclude her time on the Sacred Heart Mission Board this year.

Carolyn's journey with Sacred Heart Mission began as a volunteer working in our Dining Hall and Women's House. Since joining the Board in 2009, she has played a key role in shaping the organisation, particularly through her leadership in the Women for Women Committee and the 'One Heart, One Home' Capital Campaign, raising significant funds for women's services and our St Kilda redevelopment.

In every role, Carolyn has made a tangible difference in the lives of those facing deep disadvantage. Her service has been widely recognised, including being a finalist in the 2018 Third Sector Director of the Year awards and receiving an Order of Australia (OAM) in 2019.



OUR IMPACT

In 2023-2024, we experienced unprecedented demand in response to the cost-of-living crisis, especially in our Engagement Hubs.



361

Number of people SHM helped to find and settle into stable housing.



160

Number of people SHM helped to find and settle into temporary accommodation.



93,816

Number of meals served during the year for participants.



1,009

Number of individual presentations at the Women's House.



2,038

Therapy appointments, attendance at group activities and 'pop up' events at the Wellness Place.



2,980

Number of recorded times Pathways Workers at Sacred Heart Central provided support*.



105

Number of participants receiving aged care services from Sacred Heart Local.



18

Number of women provided crisis accommodation through Homefront.



475

Number of people receiving support from SHM's outreach programs (Including GreenLight, GreenLight Plus, J2SI, General Supportive Housing Program, Women's Supportive Housing Program).



227

Adults provided with accommodation and support (Bethlehem, Rooming House Plus Program, Sacred Heart Community).

*Pathways Workers at Sacred Heart Central have at least 10-15 significant conversations with participants each day. For confidentiality reasons, we only record conversations if we receive participants' consent.

2022-2023: 1,766 (Pathways) – 68.7% increase in the last year

2022-2023: 478 (WH) to 1,009 – 111% increase in the last year

2022-2023 correct figures:

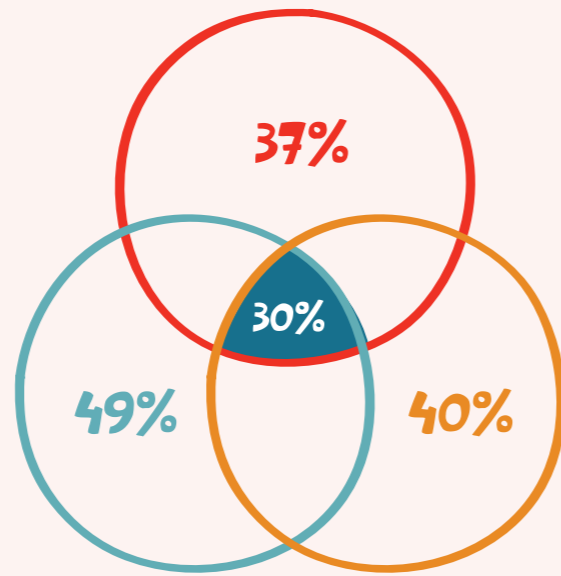
290 in Stable Housing – 24% increase in people housed since last year

299 in Temp Housing – 46% decrease in temp housing since last year

OUR PARTICIPANTS

Client Health Profiles

- Identify as having a chronic disease or illness
- Identify as having a mental health issue
- Identify as having a psychosocial &/or physical disability
- Participants who identify with all three – mental health, chronic disease and disability

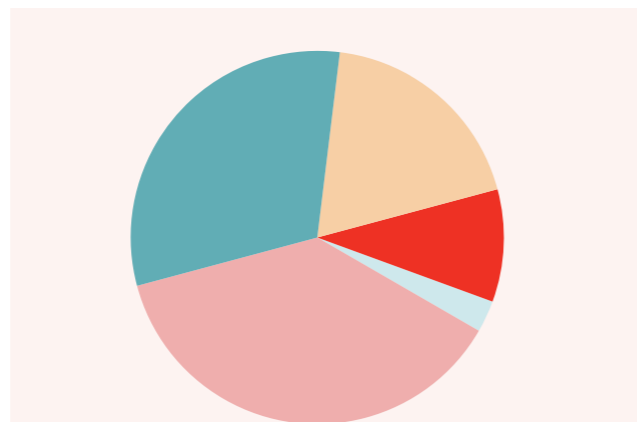


Top 5 reasons people present to us

1. Homeless & need assistance to access housing
2. For material &/or financial assistance or support
3. Assistance with mental health issues
4. Assistance with physical health issues
5. Support to remain living in own home

Gender Identity

FEMALE 44% | **MALE 55%**
NON-BINARY OR TRANSGENDER 1%



Participant Demographics

16.66%
Were born outside of Australia

Identify as Aboriginal &/or Torres Strait Islander

Aboriginal **7.72%**
 Torres Strait Islander **0.33%**

Average age of participants

■ 18-34	12%	■ 65-79	13%
■ 35-49	36%	■ 80 >	5%
■ 50-64	31%		

LIVED EXPERIENCE VOICE



We know that to be successful in achieving our purpose, we need to actively and meaningfully listen and act in response to the voices of service participants and their lived experience.

In late 2023, the **Executive Advisory Group on Lived Experience (EAGLE)** was established with 10 participants who have a lived or living experience of accessing our services. The members contribute their wisdom, commitment and determination to make services and systems better for others.

Together with EAGLE, we developed the **Lived Experience Advisory Framework (LEAF)**, which will become an integral part of Sacred Heart Mission's core business.

LEAF integrates our efforts in gathering participant feedback and promoting consumer participation under the concept of lived experience. It is the culmination of genuine co-design including the framework's name, purpose and key principles.

What is the EAGLE?

"We are a group of people brought together by our shared experiences at Sacred Heart Mission and we have already become like a family.

We decided on the name EAGLE because we like the freedom and joy that is symbolised by a bird. We also want to pay respects to Traditional Owners and acknowledge the Boonwurrung creator, Bundjil, who is an eagle.

We are humble but we know we have a lot to give, and we want our voices heard."

What is the main purpose of the EAGLE?

"On our first meeting we sat together and agreed – **our purpose is to change lives**. Our shared goals are to give something back and to make the system better for others. We have all had challenges using services and we don't wish those on anyone. **We are turning our traumas with an abusive system into superpowers!**"

What is the LEAF?

"The LEAF is the Lived Experience Advisory Framework. We decided on that name also because of the symbolism of growth, beauty and protection that is provided by trees. We worked hard together with staff, volunteers and participants from across Sacred Heart Mission to make the LEAF.

It is a gift from us to you and an invitation to work with us and everyone that accesses services at Sacred Heart Mission for the better."

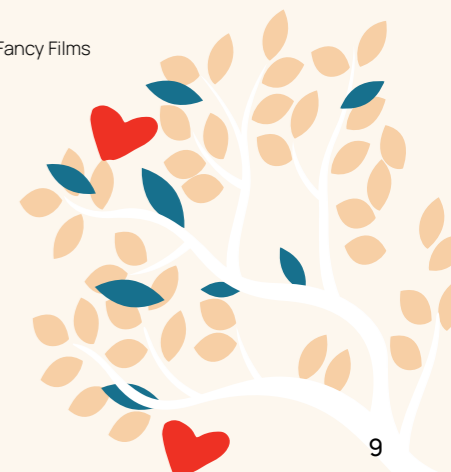
If we put the LEAF to good use, what will Sacred Heart Mission be like in 2030?

"Sacred Heart Mission will be bigger and better! The LEAF is about accountability. We are giving you clear advice and guidance on how you can meaningfully listen to our expertise and incorporate it into the heart of everything that you do.

The LEAF is central to achieving the goals of Strategy 2030. Services will be better for participants, staff will find more meaning in their work and there will be savings for the organisation, the government and donors.

The LEAF is also about the human-to-human. It will help heal minds and bodies as well as improve the bricks and mortar services we need like better housing. **The LEAF is a gift from us to you and we really hope you will accept our invitation to work together to change lives.**"

Images produced pro bono by Fancy Films



OUR STAFF

In 2023-2024, the following staff members were recognised for their years of service:

5 YEARS

- La Toya Barton
- Samuel Boyes
- Jettson Brown
- Anh Thanh Huynh
- Olivia Killeen
- Irma Korn
- Marie Onno
- Amanda Phoenix
- Sally Pozar
- Michael Skutenko
- Christian Smyth
- Penelope Steele

10 YEARS

- Damian Brady
- Kirsty Davies
- Vicky Kalathas

25 YEARS

- Martin Healey

TOTAL STAFF	423
CASUAL STAFF	72
FULL TIME STAFF	116
PART TIME STAFF	235
STUDENT PLACEMENTS	52

BIG HEART AWARD WINNERS

Our Big Heart Awards highlight outstanding contributions made by individuals and teams.

- Zoran Radicic
- Anette Kirkeby
- The Greenlight team
- Sacred Heart Local



OUR VOLUNTEERS

Our volunteers are woven into the fabric of Sacred Heart Mission - we simply cannot do the work we do without the support and contribution of our volunteers. We cannot ever thank our volunteers enough for the unwavering support they've provided throughout the past year.

Volunteers rallied to help raise over \$2,500 towards purchasing Sacred Heart Community residents' new clothing at Bunnings sausage sizzle in January 2024. "A special shout out to the volunteers who came out at very short notice, we couldn't have done it without you," said Santi Aznal, Community Lifestyle Coordinator.

In May 2024, The Palais Theatre was bustling with activity, as we gathered to commemorate the 10th Anniversary Dine with Heart Gala Event. Long serving volunteers Dave Holland, who has shared his time and talents with our Grey Street op shop for 20 years, and Terry Norris, who has volunteered her time at our Dining Hall for over 15 years, and their partners accepted an invitation to attend the event. Coming together for a huge night of fundraising, to recognize such amazing service amidst the clinking of glasses and the aroma of exquisite cuisine, a great night was had by all.

"With volunteers like you, a seemingly impossible task becomes accomplishable. Thank you so much for everything you have done to support Sacred Heart Mission. Your dedication and compassion is sincerely appreciated by all of us here. The time you spend with us is invaluable!" wrote Acting General Manager, Karen Lococo during Volunteer Week in May 2024. Staff across Sacred Heart Mission came together to send handwritten letters of thanks to our hundreds of volunteers.

100 volunteers came together to celebrate the end of year at St Kilda Bowls Club. The sound of laughter and conversations a constant, and Hang's emotional speech left a lasting impression. We presented a further 24 Certificates of Appreciation for outstanding service, including one to volunteer, Elio Macaуда, for his incredible 3,000+ hour contribution to Sacred Heart Mission.

Having so many volunteers is testimony to the hard work of Marcus, Homed, Sharon and our volunteer program, op shop managers and line managers across Sacred Heart Mission who engage everyday with our talented, brilliant, diverse and generous volunteers.

1,014

Total number of volunteers

72,450

Total number of volunteer hours

74% were in op shops

21% meals program

5% other



OUR OP SHOPS

With the cost-of-living crisis hitting hard this year, Sacred Heart Mission's op shops have been more important than ever. Not only do our op shops raise vital funds for Sacred Heart Mission's essential services, they are also important community hubs that are integral to the local circular economy.

In August, we opened our 14th op shop in Coburg, expanding our footprint in the northern suburbs. The store was carefully curated with unique and creative store fixtures that have made the store a perfect fit in the community.

Our Chapel Street op shop held its annual sale event in October, our most successful day ever with \$100,000 worth of sales – **that's over \$200 spent a minute!** The store was packed to the ceiling with high-end designer clothes, unique furniture and tons of treasures.

The Chapel Street sale events are legendary and eager customers lined up all the way down the street.

The Fitzroy op shop also held its second annual 'Sacred Art' gallery event, where the store transformed into a hip northside art gallery for the weekend. Locals flocked in to purchase rare original art and prints kindly donated to the store throughout the year.

Our Distribution Centre in Northcote has continued to grow, processing hundreds of thousands of items from our op shops, reselling clothing, books and homewares. The Northcote team have worked hard in creating procedures to collect, sort and process donations through the centre, saving items from landfill and generating funds through recycling and distribution processes.

The op shop team continues to provide excellent customer service and a unique and individual op shopping experience for customers and donors.

Of course, we couldn't do any of this work without our incredible op shop volunteers, who dedicate their time and energy to supporting Sacred Heart Mission.



OUR 14 OP SHOPS RAISED OVER 24% OF SHM'S OVERALL BUDGET THIS FISCAL YEAR!

In 2023-2024, our stores sold a total volume of:



556,441
Clothing items



11,892
Furniture pieces



131,332
Accessories



272,396
Books and media



18,070
Homewares



312,268
Pieces of bric-a-brac



FROM OUR FUNDRAISING TEAM

Thank you to our cherished donors and supporters, who, with your generous gifts over the year, have kept our doors open for those experiencing poverty, disadvantage, and homelessness. We couldn't do what we do without you.

The current cost-of-living crisis continues to impact us all, and unfortunately, it hits those living in poverty and profound disadvantage the hardest. We are deeply grateful for your unwavering support during this challenging period.

Our priority is always to raise the most funds that we possibly can so that our programs can continue to deliver their vital work of supporting people who need it most. This year, your generosity helped to keep the doors of the Dining Hall and Women's House open so people in crisis continue to have nourishing food to eat and safe places to seek support.

One of the year's highlights was the Campus of Care Opening Ceremony in October 2023. The culmination of effort from our donor community, which supported the project from its inception to completion, was heartwarming.

Another highlight for us was celebrating the 10th anniversary of Dine with Heart. The Gala Dinner is Sacred Heart Mission's largest fundraising event, bringing people together to celebrate Melbourne's great love of food while raising much-needed funds for our Dining Hall program. Since its inception, guests have raised over one million dollars for Sacred Heart Mission, which has been instrumental in keeping the Dining Hall's doors open.

We are excited about the new Strategy 2030: Serving More People and More Communities. This new chapter means that together, we can ensure that more people experience better housing, health, social, and economic outcomes. Your ongoing commitment is crucial to Sacred Heart Mission, and your support is essential for ensuring we can realise our purpose to end homelessness, deep disadvantage, and social exclusion.

We are a strong community united in our vision for a fair society where all can thrive. It is your enduring dedication to Sacred Heart Mission that means together we can continue to build people's capacity and create fairer, kinder and more inclusive communities and service systems.

Thank you from the bottom of our hearts. Your compassion and enduring support inspire all of us here.

THE FUNDRAISING TEAM

Gerry Ryan OAM, with SHM staff



Paula Fox AO and Hang Vo, CEO



CELEBRATING OUR NEW CAMPUS OF CARE

Sacred Heart Mission celebrated the completion of our new 'Campus of Care' with a festive official opening ceremony on Friday, 6 October 2023. More than 200 people joined us for a street party to mark the start of a new chapter in Sacred Heart Mission's history.

The opening ceremony was an unforgettable afternoon of community spirit. Staff, volunteers, participants, supporters, and neighbours united to honour the hard work of everyone involved in the project.

The long-awaited redevelopment at the corners of Robe and Grey Street in St Kilda is a major milestone for the organisation, and it has transformed our operating environment into an inclusive and connected hub of support for our community.

The proceedings included an inspiring Welcome to Country and Smoking Ceremony, an inclusive Blessing, heartfelt speeches, and guests' tours of the new facilities.

In her opening speech on the day, Hang Vo, CEO, reflected, "This is more than bricks and mortar. It would not be an understatement to say that the Campus of Care is both life saving, and life giving."

The 'Campus of Care' project uniquely integrates our services into one seamless Continuum of Care. It includes our 97-rooms aged care facility, Sacred Heart Community, and 14 independent living units, now known as '99 on Grey.'

The project also features our updated Wellness Place and Women's House and a new Administration Centre, designed to enhance the quality of life for people experiencing homelessness, poverty, and deep disadvantage.

Images produced pro bono by Fancy Films



The project was only possible through the overwhelming financial support we received from the Federal Government, the Victorian Government and our compassionate community of generous donors.

One of our extraordinary supporters is Gerry Ryan OAM, the Capital Campaign chair. Gerry's generous contribution was instrumental in bringing the Campus of Care to life. "I was taken by the need for it and the committee's passion and vision. It's great to see that others can help and assist in providing shelters and a home for those without one."

On the opening ceremony day, Gerry and his family unveiled a commemorative panel at the Women's House that celebrates their contribution and commitment to the project. "You look at a set of plans and the journey of how we went about raising funds, and being here today for the unveiling and the opening - it is a very special day for me personally," said Gerry.

Unfortunately, Paula Fox AO, our Sacred Heart Mission and Capital Campaign Patron, was unable to join us on the day, but Gerry passed on her words and feelings of immense pride and humility, thanking all supporters who wholeheartedly embraced the Capital Campaign to make a significant social impact.

To celebrate the opening of our Campus of Care with our community was an extraordinary event. After more than six years of planning, construction, and Covid-induced delays, it was a day of 'Mission Magic' to come together and acknowledge the hard work of all involved. Together, through the Campus of Care, we have transformed the way Sacred Heart Mission supports the people we serve through specialised care and individual support services.

We are humbled by the generosity and compassion our community has shown in helping us to reach this milestone. Heartfelt thanks to everyone who helped make this happen.



FEATURING: FANCY FILMS

Giving back to your community is incredibly important to our longtime supporters, Keryn and Stephen Nossal.

Stephen has lived in the area since 1989 and has always known about Sacred Heart Mission's work. Keryn also had connections to the St Kilda area, with her grandmother attending Sacred Heart Primary School and her dad growing up in and playing in bands in the area.

When the couple moved to Clyde Street, St Kilda, over 20 years ago, they'd just had their first child. As new parents, they thought it important to look and see what was happening in their backyard. "We wanted to be part of the community and show our children the importance of supporting the community and teaching them to give back as they grew up", says Keryn.

Keryn and Stephen became supporters, and being neighbours with the Dining Hall meant they could see Sacred Heart Mission's work firsthand.

"We've been there for the opening of the Dining Hall, the launch of Journey to Social Inclusion (J2SI) - an incredible program we could understand, see the benefits of, and the potential of it as a program and the change it could bring nationally - and now the Campus of Care. All these programs have academic rigour around them and are clever and targeted," says Keryn.

Having been a donor for many years, Keryn began looking for other ways to give back. "I wanted to volunteer when my children were younger, but as a working mum with my own business, I didn't have a lot of spare time. That's when Steve suggested I start to do some pro-bono work for Sacred Heart Mission," says Keryn. "I thought this was a great solution- whilst I could also write a cheque, I could still contribute to SHM and use my time at work in a pro-bono capacity when I didn't have that time in my family life to volunteer."

Fancy Films, Keryn's business and where Steve now works, has been working with Sacred Heart Mission since 2007, providing photography, filming, and editing services for our annual reports and events, including the opening ceremony for our Campus of Care.

"As a team, it's a natural progression to give back, and it's important that our team has a connection to this community and the area we work in," says Keryn.

The pro-bono work also led to Fancy Films certifying twice now as a B-Corp and establishing a professional partnership with Sacred Heart Mission.

"Over time, we realised we were acting like a B-Corp, and we could track the pro-bono hours and certify as a B-Corp. And our relationship with Sacred Heart Mission has grown from that pro-bono work; we have a partnership arrangement."

Over the years, as donors and later through their pro-bono work, Keryn and Stephen have built a strong and trusting relationship with SHM. This relationship allowed Keryn the opportunity to contribute to and reflect upon our Strategy 2030.

Keryn and Stephen see the partnership stretching long into the future and are excited to see what else we can achieve together.

"Sacred Heart Mission constantly strives for true inclusion and true community, especially with the new strategy. I can see our values aligned with the future of Sacred Heart Mission."

When asked if there is something she would like to do in the future she hasn't yet done, Keryn confesses, "One day, when I'm older to volunteer in one of the op shops and spend my time making it look fabulous!"



ENSURING A LEGACY OF CONNECTION AND COMMUNITY

Toni is passionate about creating a just community for all. She came from a family of socially minded people who instilled the values she continues to live by: "I grew up in a farming community, and my parents were always involved in helping people. My Mum volunteered at the local op shop, and my Dad was part of the fire brigade. They always gave up their time, whether it was to volunteer at the Red Cross or the local school committee. Helping people was a part of who they were, and I suppose I've followed their footsteps."

Toni has supported Sacred Heart Mission as a volunteer and donor for nearly a decade. She has also chosen to include a gift in her Will to Sacred Heart Mission. Including a gift in your Will is one of the most significant ways you can make a lasting impact and support our work into the future. It can directly help fund our services, providing crisis and long-term support to the most vulnerable. It also enables us to plan for the future and develop our programs to better respond to the community's future needs.

Toni volunteered at the Hands-on Health Clinic (now known as the Wellness Place) at Sacred Heart Central for nine years. She recalls what prompted her volunteering journey: "I saw an article in a newspaper about a woman volunteering at Sacred Heart Mission. I had just started to work part-time, and I thought, "I could do that on my day off." It was perfect timing; seeing that article inspired me and came at the perfect time."

She volunteered every second Monday for nine years, and she found it to be an invaluable experience. "I loved it; I met so many different people. It taught me how people can get lost and need our support. I hadn't spoken to people

experiencing homelessness before, and it helped my understanding of their experience and situation."

A gift included in a Will is often the largest and most significant charitable gift of a person's lifetime, and with it, comes long-lasting change. Toni explains how she came to make the generous decision of including Sacred Heart Mission in her Will:

"When we were first married, we wrote our Wills and naturally included gifts for all our family. However, as the years passed, we realised that our families were thankfully financially secure, so besides looking after our loved ones, I could also provide a legacy gift to the organisations we have a strong connection to."

Toni hopes others will join her in including a gift in their Will, too.

"Sacred Heart Mission does an amazing job. Their presence in St Kilda, particularly the Dining Hall, attracts people; they feel safe there." She explains, "When I saw their work to house people and the support they offer women at the Women's House, I could clearly see that they are successful as an organisation in achieving positive outcomes for people. They want to achieve their goals in the community, and I feel confident about how they will use my gift."

Sacred Heart Mission is so grateful to our community of generous bequestors, like Toni. We deeply value their decision to include a gift to Sacred Heart Mission in their Will. It is an extraordinary act of generosity and kindness, and it allows us to continue to serve the members of our community experiencing homelessness, deep disadvantage and social exclusion.

SYSTEM REFORM FOR BETTER OUTCOMES

Ending homelessness is more than providing a roof over someone's head. It's about creating a sense of belonging, building trust, and sticking with people on their journey to independence. However long this may take.

Sacred Heart Mission's Continuum of Care (CoC) was created to provide everyone seeking our help to improve their housing situation with the right level of support based on their unique needs over a suitable period.

Annie, Manager of the Supportive Housing program, explains how CoC is transformational: "I have worked at SHM for 15 years, and this is the most access to housing I have seen for the people we work with, thanks to the partnerships we have with some of the community housing providers. The ability to support the people we work with into long-term housing has led to significantly faster access to housing and better matching appropriate housing."

The CoC aims to increase the number of stable housing outcomes in both the immediate and long term for people accessing SHM's engagement hubs, including:

- Ensuring people **at risk of losing their homes** are supported to stabilise their housing.
- Ensuring people **experiencing homelessness** can access housing and support to achieve a stable housing outcome.

Annie says, "The Supportive Housing Teams provide a flexible, assertive case management approach through an outreach model. Our focus on sustaining tenancies means we can really set people up in a way that supports them in maintaining their long-term housing."

Annie Lynch, Manager of Supportive Housing program



Key elements of the Continuum of Care

- Quick access to long-term, stable housing;
- The right level of support at the right time to gain and maintain housing;
- Prioritised housing and support for those most vulnerable;
- External support, including specialist health and human services;
- Short-term interventions to prevent first-time homelessness.

Thank you

Thanks to the various multi-year commitments secured in the first year of the four year CoC project, and several one-off donations, SHM could fully fund the CoC Demonstration Project in the first two start up years of the project, and partially close the funding gap in these last two years. We want to thank the following supporters for their unwavering and visionary support to enable the vital work of the CoC:

- | | |
|-----------------------------------|--|
| • Homes Victoria | • Eirene Lucas Foundation |
| • Housing Choices Australia | • Erica Foundation |
| • HousingFirst | • Isaacson Davis Foundation |
| • Unison Housing | • Joe White Bequest |
| • Sacred Heart Mission Board | • JTO Endowment |
| • 3 Anonymous Supporters | • James McCaughey |
| • Aged Persons Welfare Foundation | • Orloff Family Foundation |
| • Andyinc Foundation | • Orcadia Foundation |
| • Bokhara Foundation | • Samuel Nissen Charitable Foundation (managed by Perpetual) |
| • Collier Charitable Fund | • Simon and Andrea Fortune |
| • Constance Ackroyd Trust | • Streetsmart Australia |
| • Danks Trust | • The Vizard Foundation |

Thanks to their loyal generosity in supporting the CoC, we supported 530 participants in the project's first three years. 282 were supported into permanent housing, and 248 were supported to maintain their existing tenancies that were at risk.



A PARTNERSHIP IN SUPPORT AND ACHIEVEMENT

Asta is an industry-leading, end-to-end technology consulting company that advances Australian businesses with IT Service Management, Software Development, and Web 3 (Blockchain) Solutions. For over a decade, the collaboration between Sacred Heart Mission and Asta has developed into an enduring partnership that is a testament to the power of our community support and our shared values.

Numerous milestones and achievements have marked the journey together and it continues to evolve, as Asta builds on its commitment to supporting the crucial work of Sacred Heart Mission. They have provided significant resources and services, such as crucial IT infrastructure, that contribute to Sacred Heart Mission's success in delivering vital support to those in need and protecting our organisation with world-class cyber-security solutions.

Asta is firm in its desire to continue supporting Sacred Heart Mission as we commit to our new strategic goals of serving more people and more communities. Founder and CEO Bill Angelidis and his team have been instrumental in forming and continuing the Asta partnership. "Partnering with Sacred Heart Mission for over a decade has been a privilege. Witnessing our combined efforts' impact and the community's positive changes reinforces our commitment to SHM's work."



Bill and the Asta team have spent many hours volunteering to prepare and serve meals in our Dining Hall. Simon volunteered in the Dining Hall in November 2023 and shared his experience:

"I can't imagine how hard life must be for someone rough sleeping, and the Dining Hall was so warm and inviting. Spending the day preparing and serving food to people doing it tough made me feel like I had made a difference. It was so fulfilling and sometimes confronting, too. When I got home that evening, I was trying to imagine what things would be like for people if they didn't have somewhere like the Dining Hall to go to when they needed a meal and a chat. I was proud to be a part of something that gives people a lifeline when they need it most. It was a really rewarding day for me."

The team has also participated in hands-on support in service delivery to the organisation and even attended our Dine with Heart fundraising Gala to raise much-needed funds for the Dining Hall.

Bill on the contribution he and his team have made this year, "I am immensely proud of what we have accomplished together and look forward to continuing this meaningful work," says Bill.

"I want to thank Sacred Heart Mission for their trust in working with us, welcoming us into their organisation and allowing Asta and our people to be part of such an important organisation. It is a privilege to be in a vital community collaboration."

OUR HEARTFELT THANKS

Supporting the Dining Hall

Bega Group
Bright Sparq
Coles Local St Kilda
Davies Bakery
FareShare
Foodbank Victoria
Lineage Logistics
Rizo Desserts

Corporate and Community

Acmena Group Pty Ltd
Alpha-Truss
Asta
Ausign Signage
Before The Drums
Catholic Development Fund
Chisholm & Gamon Property
Complete Function Hire
Connolly Environmental
David Jones
Doolan's Heavy Haulage
Dunlop Flooring
endota
Ern Jensen Funerals
Equity Trustees
Fancy Films
Food & Desire
G&M Waldie Transport
Harris HMC
Herbert Smith Freehills
JPJ Audio
Leonard Joel
Lex Audio Visual Pty Ltd
Linen House
Melbourne Hospitality People (Captain Baxter)
Mitchelton Winery
ModTech Group Electricians
National Australia Bank
Norton Rose Fulbright

Palais Theatre (Live Nation Australia Venues Pty Ltd)
Phaseshift Productions
Pinchapoo
Pomp and Splendour
Russell Kennedy Lawyers
Seed Heritage
Shameless Media
Thread Together
Treasury Wine Estates
Toorak Ecumenical Churches Opportunity Shop
Underwear for Humanity
Vivien Anderson Gallery
Yarra Capital Management

Schools

Avila College
De La Salle College
Loreto Mandeville Hall
Melbourne Girls Grammar
Santa Maria College, Northcote
St Columba's Primary School
St Michael's Grammar School
Star of the Sea College
Wesley College, Melbourne
Xavier College
Xavier College Parents' Association

Government

Australian Government
Department of Health & Aged Care
Australian Government
Department of Social Services
Victorian Government Department of Jobs, Skills, Industry and Regions
Victorian Government Department of Families, Fairness and Housing (including Homes Victoria)
Victorian Government Department of Treasury and Finance
Victorian Government Department of Transport and Planning
City of Port Phillip

Individual Supporters

Alan and Clare Gruner
Andrew Stobart and Eliza Strauss
Ann Byrne
Anne McDonald
Barry and Faye Hamilton
Bill Burdett AM and Sandra Burdett
Bill Tenner
Bridget Meldrum and Mark Naughton
Catherine Quealy
Charlotte and David Bradley
Chris Hartigan and Angela Scarfe
Christine Thevathasan
David O'Brien and Victoria Shannon
Derek Young AM and Caroline Young
Diana Gibson AO
Doug Hooley
Elizabeth Proust AO
Edward and Ann Miller
Ellen Koshland and James McCaughey
Fiona Mason and James Kelly
Fr Barry Moran
Fr Terry Kean
Jan Talacko and Jane Poletti
Jane Sims and Keith Greening
Janet Whiting AM
Jenny Jobst
Joan and Brian Healey
John and Barbara Ralph
John and Margaret Mottram
John Bennetts and Ann Ryan
Judith Grealish and family
Kathleen Canfell
Ken and Gail Roche
Kerry Gardner AM and Andrew Myer AM
Kerry Gillespie
Keryn and Stephen Nossal
Krystyna Campbell-Pretty AM and the Campbell-Pretty Family

Lady Marigold Southey AC
Lesley and Robin Jeffrey
Liz Martell and Stephen Howard
Lucille and Keith Forbes
Margaret Fengler
Mark Munro
Meagan Keogh
Morena Buffon
Myles Neri and Katrina Nossal
Nicola and Alex Commins
Noel and Jenny Turnbull
Paul Holyoake and Marg Downey
Paula Fox AO and Lindsay Fox AC
Penelope and Ian Ward-Ambler
Peter and Denise Murphy
Peter and Francene Howe
Rita Andre
Robert and Irene Gilbert and Family
Robyn Duff and Noel Renouf
Rosemary Southgate
Royce and Beverley Jackson
S Cain
Sally McCutchan and Grant Powell
Sarah and Eamon Spillane
Scott Mandragona
Sean Breen
Sharon Landy
Shaun Millett
Simon and Andrea Fortune
Steve and Kate Kloss
Sue Wood and Gary Edwards
Terri Farrell OAM
Terry and Christine Campbell
The Ryan Family
Timms Holden
Tony and Philippa Kelly
Tracey and Jason Cheeseman

Fundraising Event Committee Members

Dine with Heart
Cameron Smith
Damian Colless
Diana Chan
Leanne Clancey
Paul Ryan

Women for Women

Carolyn Clark OAM (Chair)
Dominique Burgoine
Dora Burns
Jodi Brassey
Josie Kelly
Katy Nottingham
Lucy Hill
Marie Kudnig
Nicola Commins
Sarah Conron
Sylvia Ma

Trusts and Foundations

Australian Philanthropic Services Foundation
Bagot Gjergja Foundation
Bellwether Foundation
Bokhara Foundation
Burns Family Endowment Fund, a giving fund in the APS
Collier Charitable Fund
Constance Ackroyd Trust
Dick and Pip Smith Foundation
DOG Foundation
Drummond Foundation
Eirene Lucas Foundation
Erica Foundation
Gaudry Foundation
Gourlay Charitable Trust
Hipgrave Family Foundation
HN & EA Sinha Foundation
Hotel Care Foundation (Vic)
Insurance Advisernet Australia Foundation
Isaacson Davis Foundation
Jane Harper Trust
Jenkins Foundation
Joe White Bequest
John Xavier Charnley Trust
JTO Endowment
Kilfera Foundation
L R Cazaly Trust Fund
Lord Mayor's Charitable Foundation
Milton Corp Foundation
NAB Foundation

O'Donohue Family Foundation
Orcadia Foundation
Orloff Family Foundation
Pepe Gurry Foundation
Pimlico Foundation
Samuel Nissen Charitable Foundation (managed by Perpetual)
Scanlon Foundation
Schapper Family Foundation
Sir Wilfred & CH (Roger) Brookes Charitable Foundation (managed by Perpetual)
StreetSmart Australia
Swann Family Foundation
The Symons Family Charitable Trust
The Bamford Family Foundation
The Fox Family Foundation
The Gray Family Charitable Trust
The Hogan Family Foundation
The Curragh Fund
The Jack and Hedy Brent Foundation
The Myer Foundation
The Peter and Lyndy White Foundation
The Peter Isaacson Foundation
The Vizard Foundation
Walter & Eliza Hall Trust
William Angliss (Vic) Charitable Fund

Bequests and Estates

Estate of Doone Gillespie
Estate of Fr Kevin Melville Mogg
Estate of James Holt
Estate of Lawrence Larmer
Estate of Marcus John Leo L'Estrange
Estate of Marjorie Davey
Estate of Norma Denise Tyley
Estate of Sarah Elizabeth Percival

In Loving Memory

Valerie Mollison
Olive Cameron

MESSAGE FROM OUR TREASURER



The 2023-24 year saw the first year of full operation for Sacred Heart Mission's Campus of Care, providing a residential aged care facility, independent living units, our expanded Women's House, the Wellness Place and office space for our staff, all located around the Robe/Grey St precinct.

With this significant multi-year project completed, we were able to develop and launch our new strategic plan: 'Strategy 2030: Serving More People and More Communities' in July 2024 to start the 2024-25 year.

2023-24 Statement of Income

Our comprehensive income was \$48.6m, slightly ahead of last year. Importantly, our op shops continue to be a significant contributor to our financial results. We opened our latest op shop in Coburg in August 2023, and some of our longstanding stores had their best ever year of sales. Overall, op shops delivered \$12m in income, which was an increase of \$1m from the prior year. Our Fundraising efforts also contributed an extra \$0.5m versus last year, reflecting increases in individual giving, appeals and major gifts. These revenue gains offset decreases in other areas. Government funding decreased slightly to \$28.8m, and other revenue was down \$0.5m. While we earned more interest in 2023-24, we did not have the benefit of large bequests as we did in 2022-23.

Total expenses were \$47.9m for the year. All expense categories were flat versus previous year, apart from a significant increase in staffing costs of about \$6.1m. This reflects our significantly increased operational footprint, particularly in residential aged

care and growth in home care services. We also passed on the Fair Work Australia wage increase of 5.75%, and the mandatory employer superannuation increase of 10.5% to 11% from 1 July 2023.

Overall, our surplus for the year was \$850k, returning us to a more modest and typical result after one-off gains in 2022-23 saw us produce a surplus of \$7.5m.

2023-24 Statement of Financial Position

Our financial position remains sound, with current assets of \$19.7m, including \$8.7m in cash. Cash and cash equivalents and other financial assets amounted to almost \$17m representing an increase of \$4m when compared to last year. These current assets ensure that our liabilities can be paid when they are due and payable, and provides a sound level of liquidity for the organisation.

As foreshadowed in last year's report, this year we fully wrote off \$750k of legacy aged care bed licences from non-current intangible assets, following the Federal Government's intention to abolish bed licences. Overall, total assets are a very healthy \$67.6m, an increase of \$3.8m against prior year.

Total liabilities were up \$2.9m, mostly due to lease liabilities and accounts payable. This is a consequence of our larger span of operations across more properties and delivering more services.

Overall, our net asset position improved about \$850k to \$44.4m. This is a robust and healthy financial position which sees us well placed to actively consider growth opportunities in the years ahead as a part of Strategy 2030.

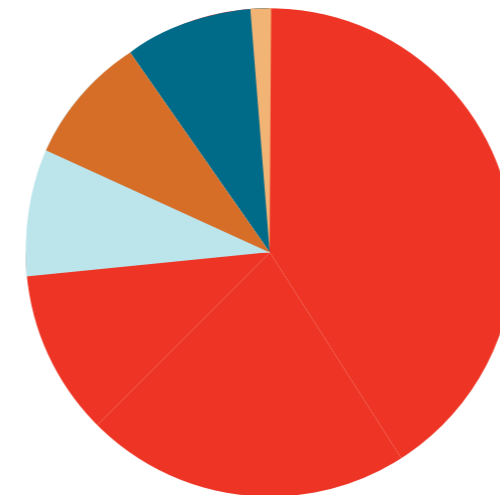
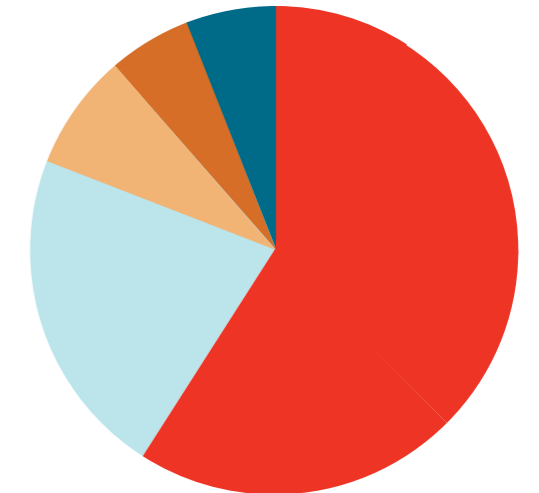
Thank You

Our result for the 2023-24 year was achieved with the collective support of many important stakeholders who are strongly engaged with our work. Thank you to our staff and volunteers for your vital contributions to providing services to our participants, and for delivering revenue from our op shops and via fundraising. Thank you to our donors who support us via individual giving, or via major gifts and bequests. Your generosity is vital to our work. We also thank the Federal and Victorian Governments for their confidence in us with their support via funding and grants.

Christopher Sequeira,
Treasurer

WHERE THE MONEY CAME FROM

Government grants	59%
Op shops	24%
Fundraising	7%
Client/Resident fees	5%
Investments, interest & other	5%

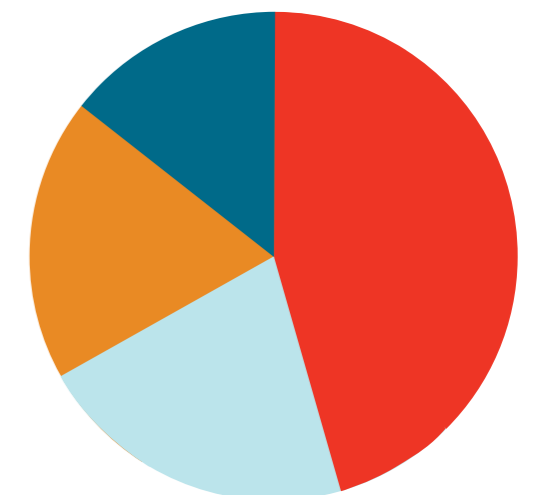


HOW THE MONEY WAS SPENT

Employee Costs	74%
Property & Equipment Costs	8%
Client Support and Program costs	8%
Other expenses	8%
Information & Communication Technology	2%

TO DELIVER OUR SERVICES

Sacred Heart Community	44%
Sacred Heart Local and other residential	22%
Individual planned support	18%
Engagement Hubs	16%



STATEMENT OF INCOME

	2024 Consol	2023 Consol
	\$	\$
Government Grants	28,768,419	29,706,001
Op Shop Sales	11,754,161	10,790,628
Fundraising	3,405,733	2,937,794
Participant/Resident Fees	2,285,725	1,937,396
Other revenue	2,352,817	2,840,099
Total Revenue	48,566,855	48,211,918
Employee Benefits Expenses	(35,480,566)	(29,326,652)
Participant Support and Program costs	(3,743,762)	(3,291,048)
Occupancy and Office expenses	(3,051,497)	(3,180,436)
Repairs and maintenance expenses	(823,691)	(641,968)
Motor Vehicle Expenses	(317,269)	(423,847)
Depreciation and amortisation expenses	(3,977,976)	(3,752,631)
Other expenses	(160,785)	(90,116)
Finance costs	(351,271)	(352,079)
Total Expenses	(47,906,817)	(41,058,777)
Current year surplus before income tax	660,038	7,153,141
Income tax expense	-	-
Operating Surplus	660,038	7,153,141
Fair value (loss)/gain on revaluation of financial assets	194,821	404,964
Other Comprehensive Income	194,821	404,964
Total Comprehensive Income	854,859	7,558,105

STATEMENT OF CASH FLOW

Cash flows from operating activities	4,087,654	12,439,687
Cash flows from investing activities	(5,594,451)	(7,396,819)
Cash flows from financing activities	462,053	(1,241,787)
Net (decrease) in cash and cash equivalents held	(1,044,744)	3,801,081
Cash and cash equivalents at beginning of financial year	9,703,737	5,902,656
Cash and cash equivalents at end of financial year	8,658,993	9,703,737

STATEMENT OF FINANCIAL POSITION

	2024 Consol	2023 Consol
	\$	\$
CURRENT ASSETS		
Cash and Cash Equivalents	8,658,993	9,703,737
Trade and other receivables	687,655	955,225
Contract Assets	1,309,157	3,036,615
Other Financial Assets	8,284,247	3,000,000
Other Assets	775,629	639,953
Financial assets at fair value through other comprehensive income	-	403,581
Total Current Assets	19,715,681	17,739,111
NON- CURRENT ASSETS		
Financial Assets	5,193,623	4,796,905
Property Plant and Equipment	32,707,915	33,246,508
Right of Use assets	9,999,121	7,281,604
Intangible Assets	-	754,545
Total non- current assets	47,900,659	46,079,562
Total assets	67,616,340	63,818,673
Liabilities		
Current Liabilities		
Trade and other payables	7,205,040	6,629,634
Lease liabilities	2,176,326	1,390,538
Contract Liabilities	1,376,534	2,991,724
Provision (Current)	2,855,638	1,864,811
Total Current Liabilities	13,613,538	12,876,707
Non- Current Liabilities		
Lease Liabilities	9,355,901	6,572,930
Provisions	199,543	776,537
Total Non- Current Liabilities	9,555,444	7,349,467
Total Liabilities	23,168,982	20,226,174
Net Assets	44,447,358	43,592,499
Equity		
Contributed Capital	1,000,000	1,000,000
Settled Sum	10	10
Reserves	297,000	102,179
Retained surplus	43,150,348	42,490,310
Total Equity	44,447,358	43,592,499

REGISTRATION & LEGISLATION

SHM's endorsement as a deductible gift recipient under Subdivision 30-BA of the Income Tax Assessment Act 1997 is provided as detailed below:

Name: Sacred Heart Mission Inc

Australian Business Number: 62 843 874 179

Endorsement date of effect: 1 July 2000

Provision for gift deductibility: Item 1 of the table in section 30-15 of the Income Tax Assessment Act 1997

Item(s) in Subdivision 30-B of the Income Tax Assessment Act 1997: 4.1.1 public benevolent institution

SHM's registration number for VIC Consumer Affairs is: FR0008178

SHM's Annual General Meeting was held on: 14 November 2023

We are members of:

Aged and Community Care Providers Association (ACCPA)
Catholic Social Services Australia
Council to Homeless Persons
Victorian Chamber of Commerce and Industry (VECCI)
Catholic Social Services Victoria
Victorian Council of Social Services
Fundraising Institute of Australia
Mental Health Victoria
Charitable Recycling Australia
National Disability Services
Health Legal
Volunteering Australia
International Association of Business Communicators
Homelessness Australia
Everybody's Home Campaign

Government

We acknowledge the significant funding we have received from the Australian Government, Victorian Government and the City of Port Phillip.



CONTACT

Get in touch

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info@sacredheartmission.org

Find us online

sacredheartmission.org

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Sacred Heart Mission
Sacred Heart Mission Op Shops

Donate

1800 443 278
sacredheartmission.org/donate

Shop

sacredheartmission.org/op-shops
shmonlineshop.org

Volunteer

0400 497 139
volunteer@sacredheartmission.org



