

# Impact Report

December 2025

HUMANS  
OF PURPOSE



# Acknowledgment of Country

Humans of Purpose acknowledges the Traditional Custodians of the lands on which we live and work, and we pay our respects to Elders past and present. We extend that respect to all First Nations peoples, recognising their enduring connection to land, waters, culture and community.

We acknowledge that Aboriginal and Torres Strait Islander peoples are the custodians of the world's oldest continuing living cultures - cultures that have survived invasion, dispossession and systemic injustice, and continue to shape this country in profound and living ways.

As an organisation working to expand opportunity for women facing barriers to employment, we acknowledge that First Nations women are disproportionately impacted by structural inequality, including higher rates of domestic and family violence, economic exclusion, and intergenerational trauma. These realities are not accidental; they are the ongoing consequences of colonisation and the systems that followed.

Our acknowledgement is not symbolic alone. It is a commitment to listening, learning, and acting - to supporting pathways that centre dignity, agency and self-determination for First Nations women and communities. We recognise that meaningful impact requires humility, accountability, and a willingness to be led by those with lived experience.

We honour the strength, wisdom and leadership of First Nations women, and we commit to doing our work in ways that contribute - however modestly - to a more just, safe and regenerative future.

# A note from our Founder & CEO



Some years pass quietly. Others arrive with weight - asking more of us, and reminding us why our work matters. 2025 was one of those years.

To our clients, partners, supporters, mentors, and fellow travellers: thank you. This community is built on trust, courage, and a shared belief that women deserve safety, dignity, and real economic choice.

This year, together, we supported more women than ever before - women rebuilding their lives while navigating trauma, parenting alone, and stepping into new futures. Behind every number in this report is a human story: fear softening into voice, isolation giving way to belonging, and self-doubt slowly replaced by agency.

We grew not for growth's sake, but because the need is vast - and because you walked beside us. Through meaningful partnerships, trauma-informed training, and pathways into dignified work, we continue to prove that when women are trusted with their futures, they thrive.

The world feels fragile right now. But every partnership formed, every opportunity created, every woman supported is an act of hope - and a refusal to turn away.

Thank you for standing with us.

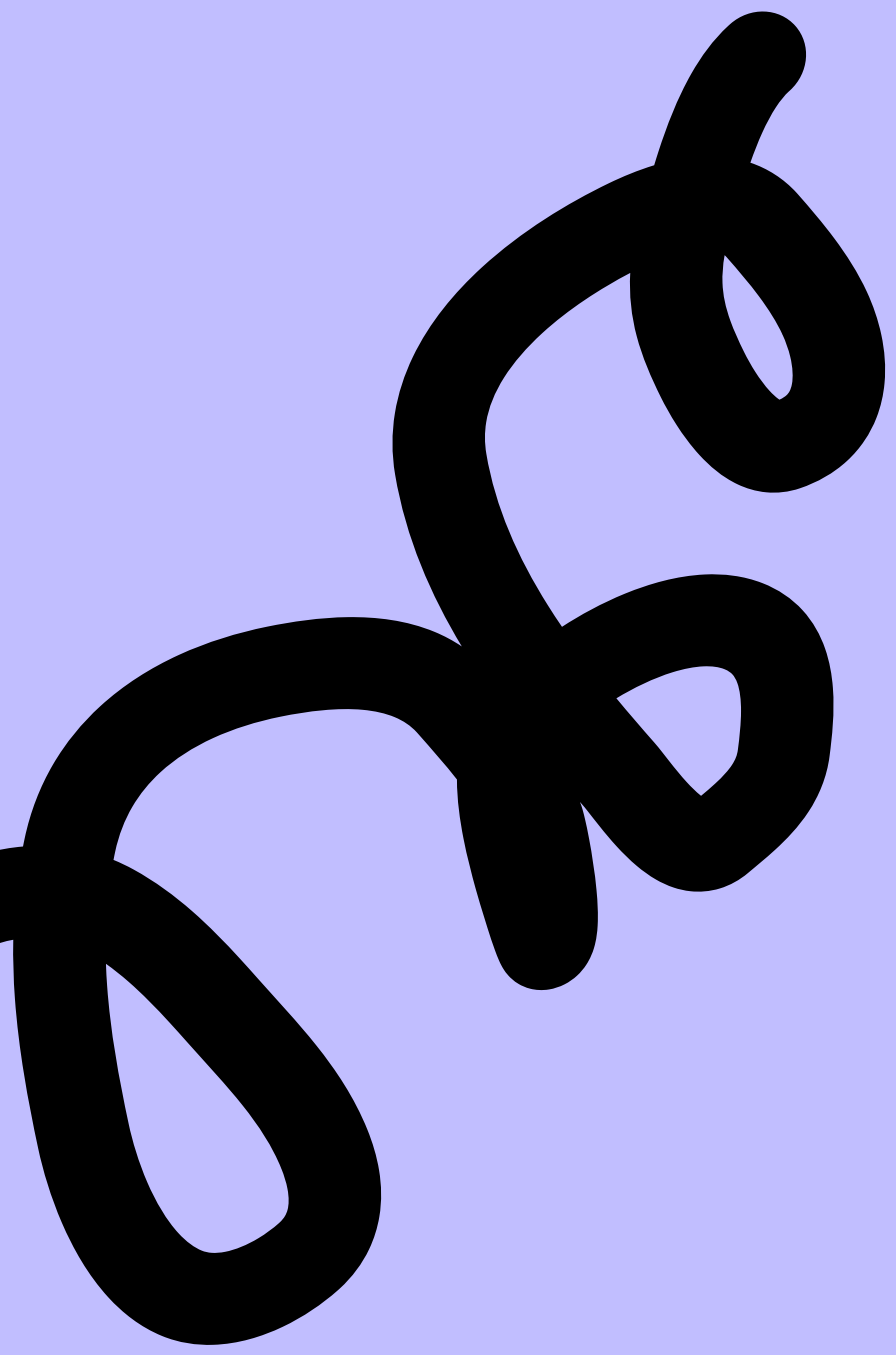
Thank you for standing with women.

With gratitude, and unwavering hope,

**Melanie Greblo**

Founder & CEO

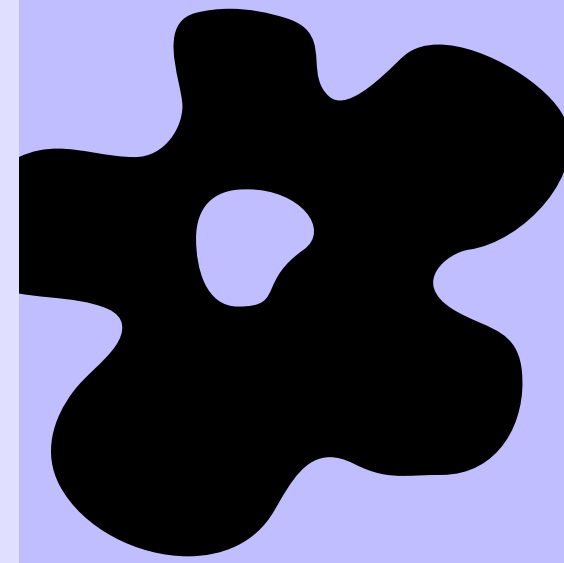
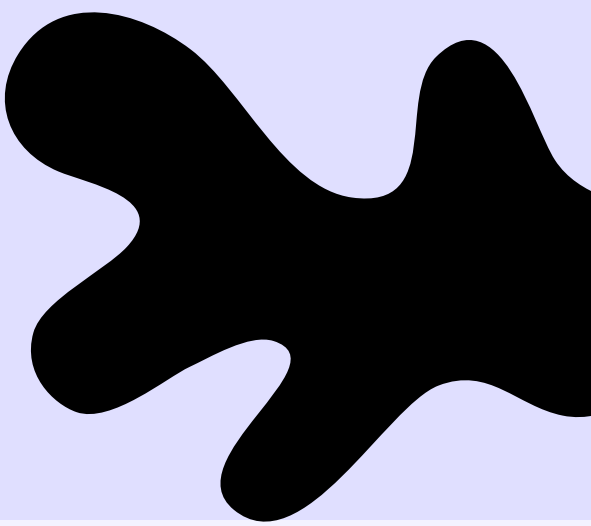
# The Problem



Women with lived experience of domestic and family violence face barriers to safe, flexible and secure career opportunities, leading to isolation and poverty or a return to violence.

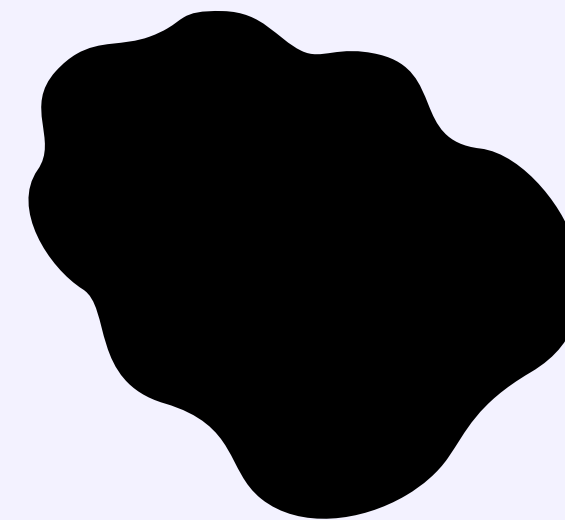
Approximately 275,000 Australian women annually experience physical and/or sexual violence from a current partner.

Of these, **90,000 women wanted to leave** but felt unable to do so; of that group, **one-quarter** (~22,500) said the main reason was lack of money or financial support.



**82,000 women temporarily separated** from a violent partner and then returned; **15 % of them** (~12,300) said it was because they had no money or nowhere else to go.

Women who separate from violent partners suffer large drops in income. For example: mothers who experienced partner violence had an average annual equivalised household income drop of **34 %** (from about A\$54,648 to A\$35,921)



Although about **“60 % of the women who left [violent relationships] are employed”**, their earnings are insufficient to support their families and about **“50 % have to rely on government payments as their main source of income”**

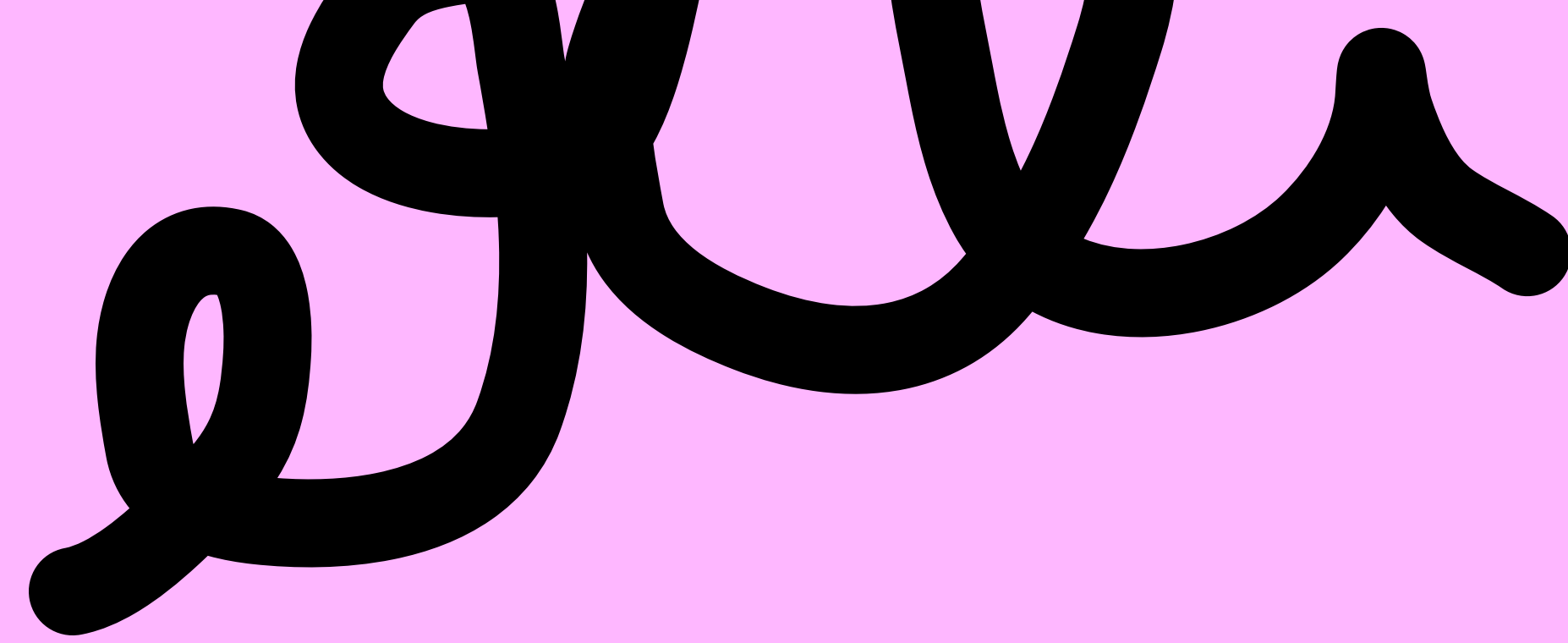
# Our Solution

## Our Story

Humans of Purpose was founded in 2022 by Melanie Greblo - from lived experience, deep listening, and more than 25 years working at the intersection of social impact and systems change.

What began as a response to what was missing in long-term recovery for survivors of domestic and family violence has grown into a values-led digital marketing agency with purpose at its core. We partner with purpose-driven organisations to deliver meaningful digital work, while using our platform - including our media arm and podcast - to shift narratives, centre lived experience, and create space for honest, human conversations.

In October 2023, we opened the doors to our virtual Hub - an Australian first - and with it, the Humans of Purpose Academy. Today, more than **400** women and gender-diverse survivors are part of our ecosystem, rebuilding confidence, capability, and choice through meaningful work and connection.



## Our Approach

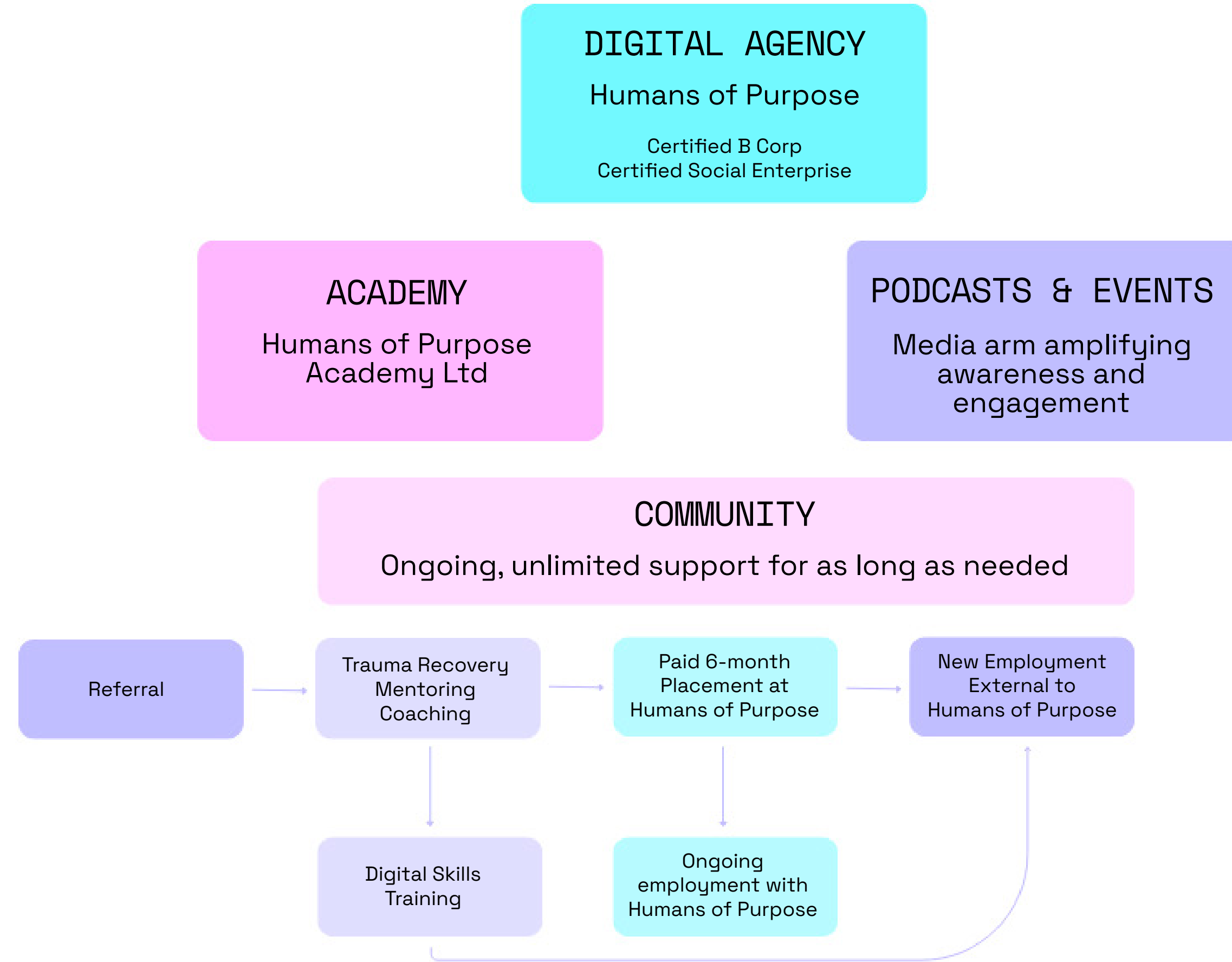
Our approach is simple and intentional: purpose is built through participation.

The Humans of Purpose Academy is the heartbeat of our social impact. Through digital skills training, mentoring, and whole-person coaching, participants are supported to step into work readiness at their own pace. When ready, they transition into skilled, well-remunerated employment - either within our Agency as Digital Heroes or with trusted employment partners.

We believe meaningful work, opportunities in the digital economy and financial independence are foundational to long-term recovery. That's why everything we do is designed to build self-agency, self-leadership, and dignity - not dependency.

Grounded in best-practice trauma recovery and co-designed with people who have lived experience of domestic and family violence, our model moves beyond traditional case management. Instead, it creates pathways to economic participation, possibility, and a future defined by choice.

# Our Model



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# Our Theory of Change



## Short & Medium Term Outcomes

- Increased confidence and skills for the home, workplace and community
- Improved sense of belonging with stronger social connections
- Improved skills for taking up career opportunities in the digital economy
- The Agency is a sustainable platform for on-the-job skills development and a model for supportive workplaces
- Increased placements in fit-for-purpose work

## Our Impact Long Term

- Women experience improved agency, personal and family wellbeing, and improved wellbeing for their children
- Women have achieved greater financial independence and security
- Women sustain employment in the career of their choosing
- Women with an experience of domestic and family violence are entering the digital economy workforce

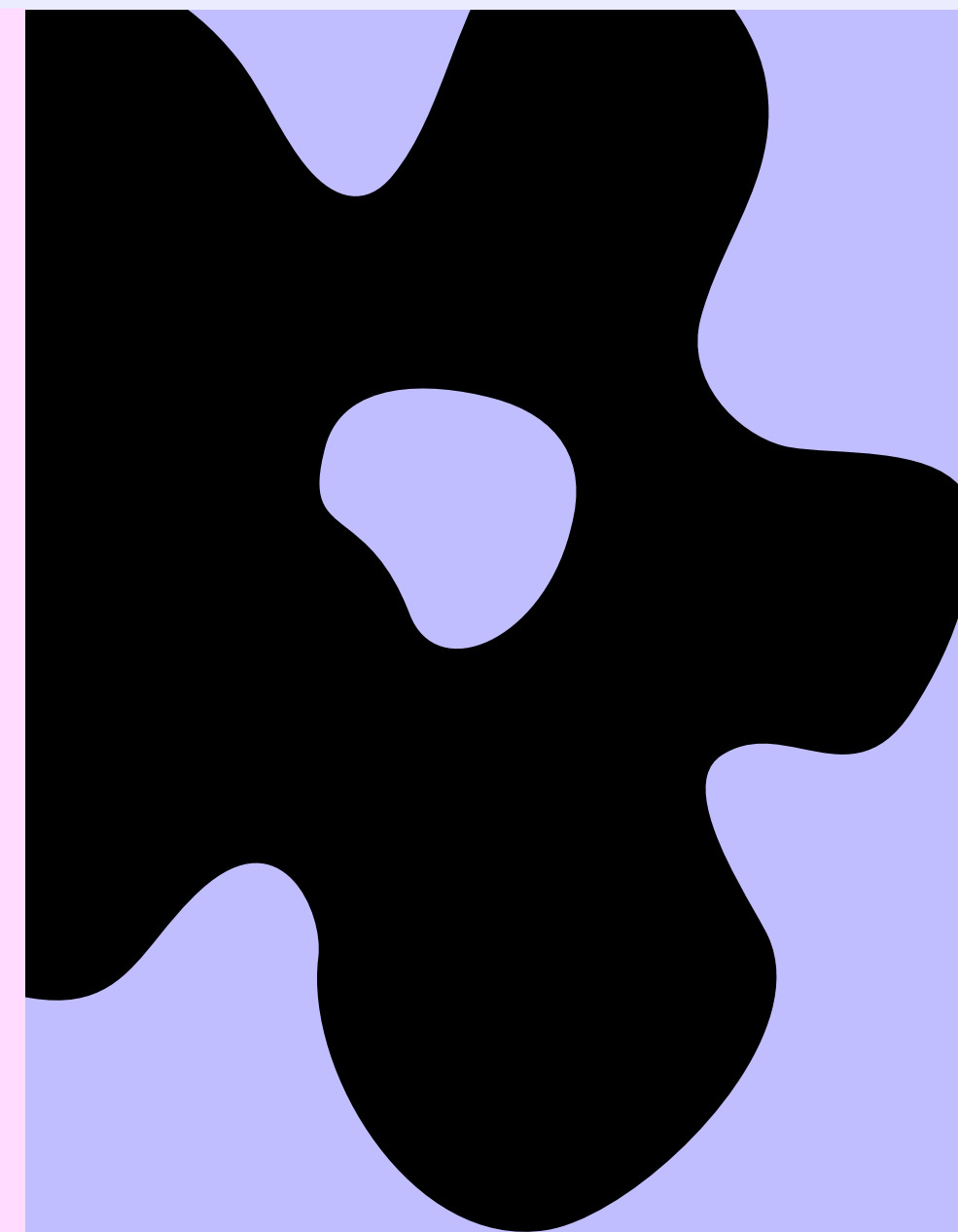
## The Problem

**Women with lived experience of domestic and family violence face barriers to safe, flexible and secure career opportunities, leading to isolation and poverty or a return to violence.**

**The opportunities in the growing digital economy are not reaching enough women, who constitute only 30% of the workforce, well under benchmarks for other industries.**

## Strategic Activities

- Teaching life and work skills embedded in best practice trauma recovery
- Facilitating peer support and recovery
- Career mentoring & enabling digital employment readiness
- Providing Agency work experience to enhance skills development as a transition to the digital workplace
- Running a sustainable Agency model to enable work experience in a supportive work context



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# Our Growth Story

We have experienced an extraordinary period of social impact growth in the last 12 months:

- The number of women in the Academy has grown by **161%** to **402**
- There are now over **600** children whose mothers are supported by the Academy
- The number of workshops and live training events has grown by **34%** to **161** events a year
- The number of live digital skills training sessions has grown by **56%** to **193** sessions a year
- The hours of participation in live training has increased by a massive **276%** to **1229** hours over the year
- In 2025 we provided **11,184** hours of employment in the Agency to women survivors.
- Since Aug 2023, we've paid **\$621,000** in wages through the Agency to survivors, with **\$299,312** of that in 2025.



# Our Academy Members

Last year we welcomed **154** women into the Academy and this year we have welcomed another **248**.

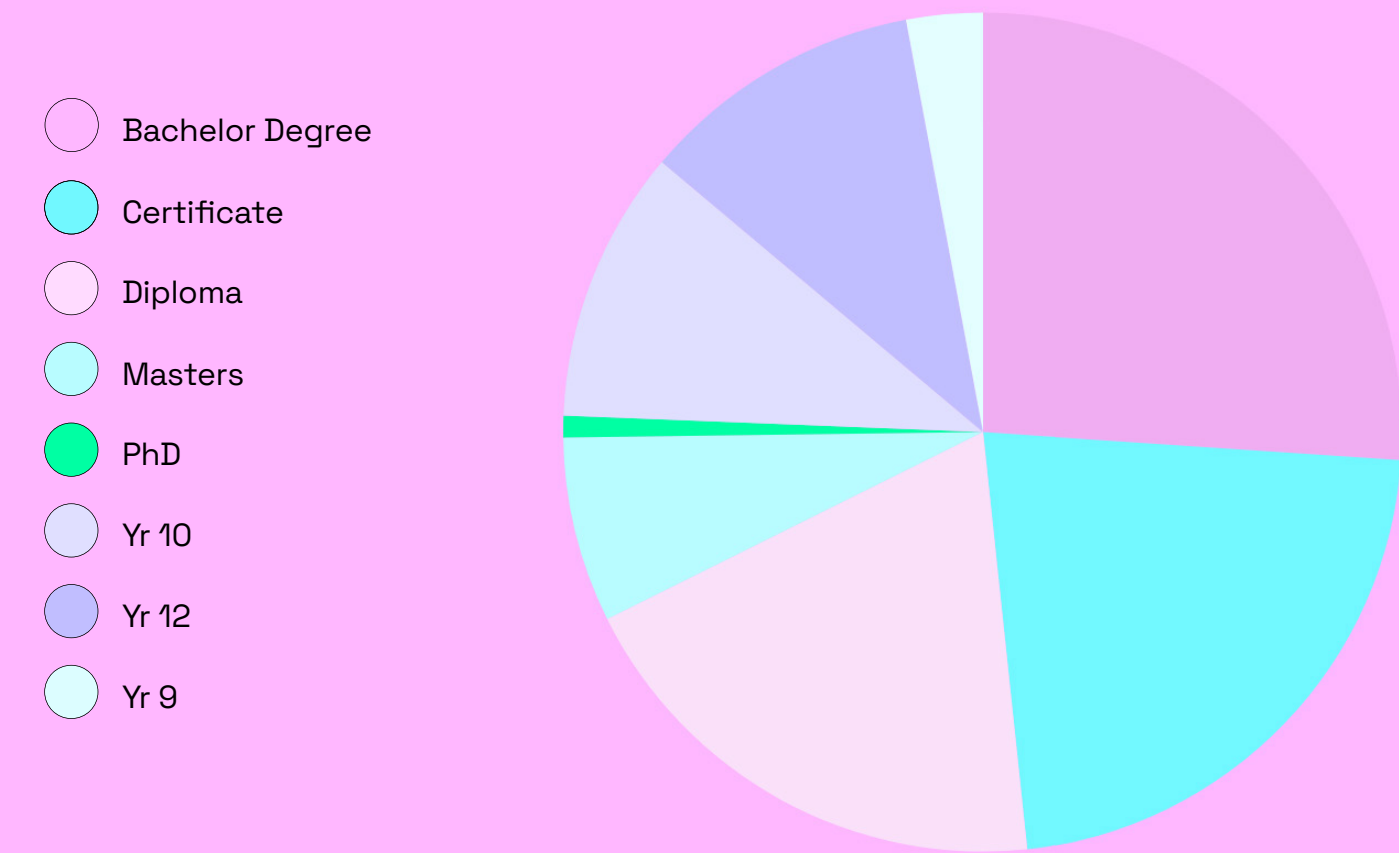
Of our new members, almost **40%** are from culturally and linguistically diverse backgrounds, with **32%** speaking English as a second language, and **10%** are First Nations women.

**78%** of our new members were referred through our referral partner network and **11%** were referred through friends.

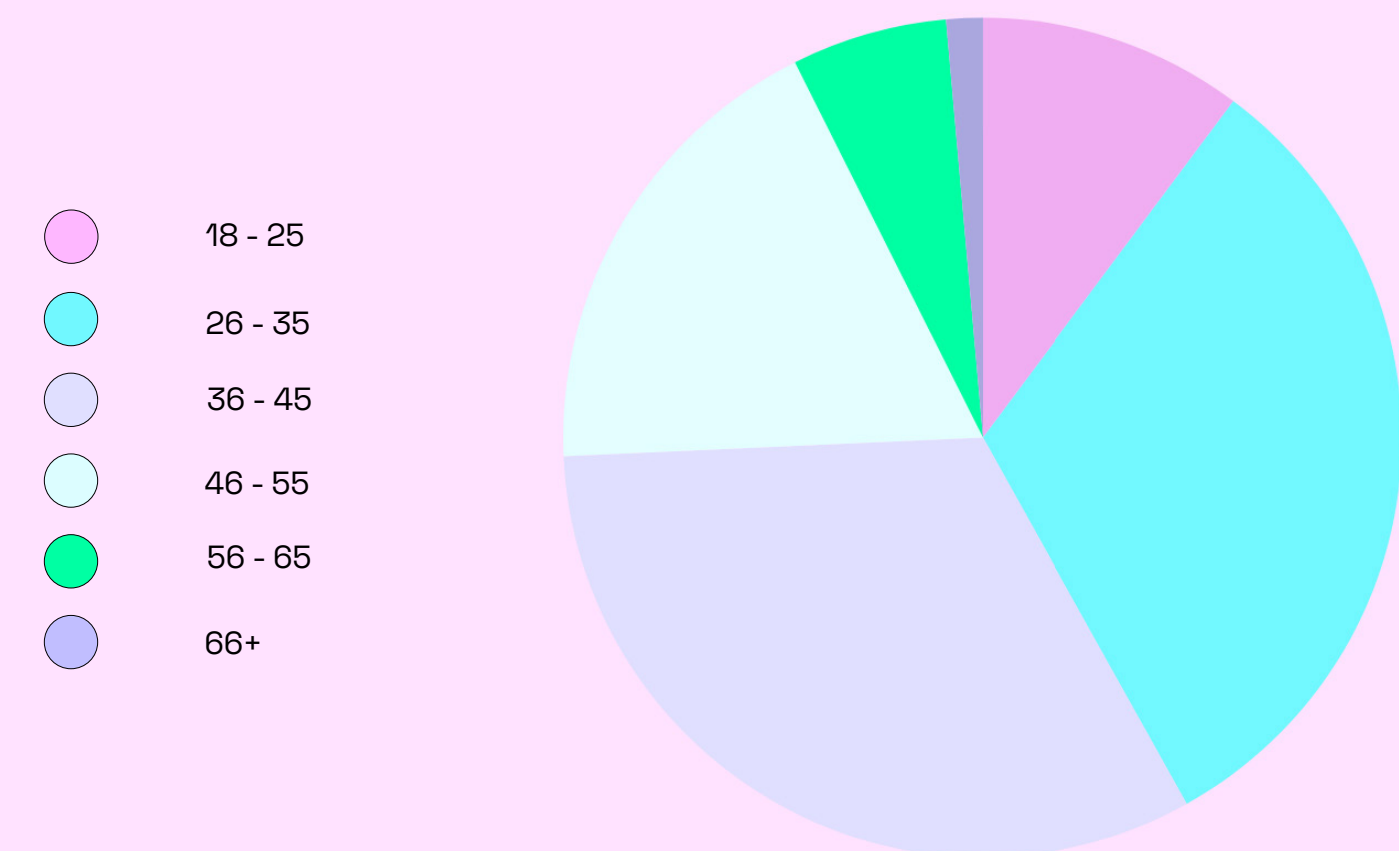
Only **22%** of new members were employed when they joined us and **42%** had been unemployed for over 12 months.

**71%** are single mothers.

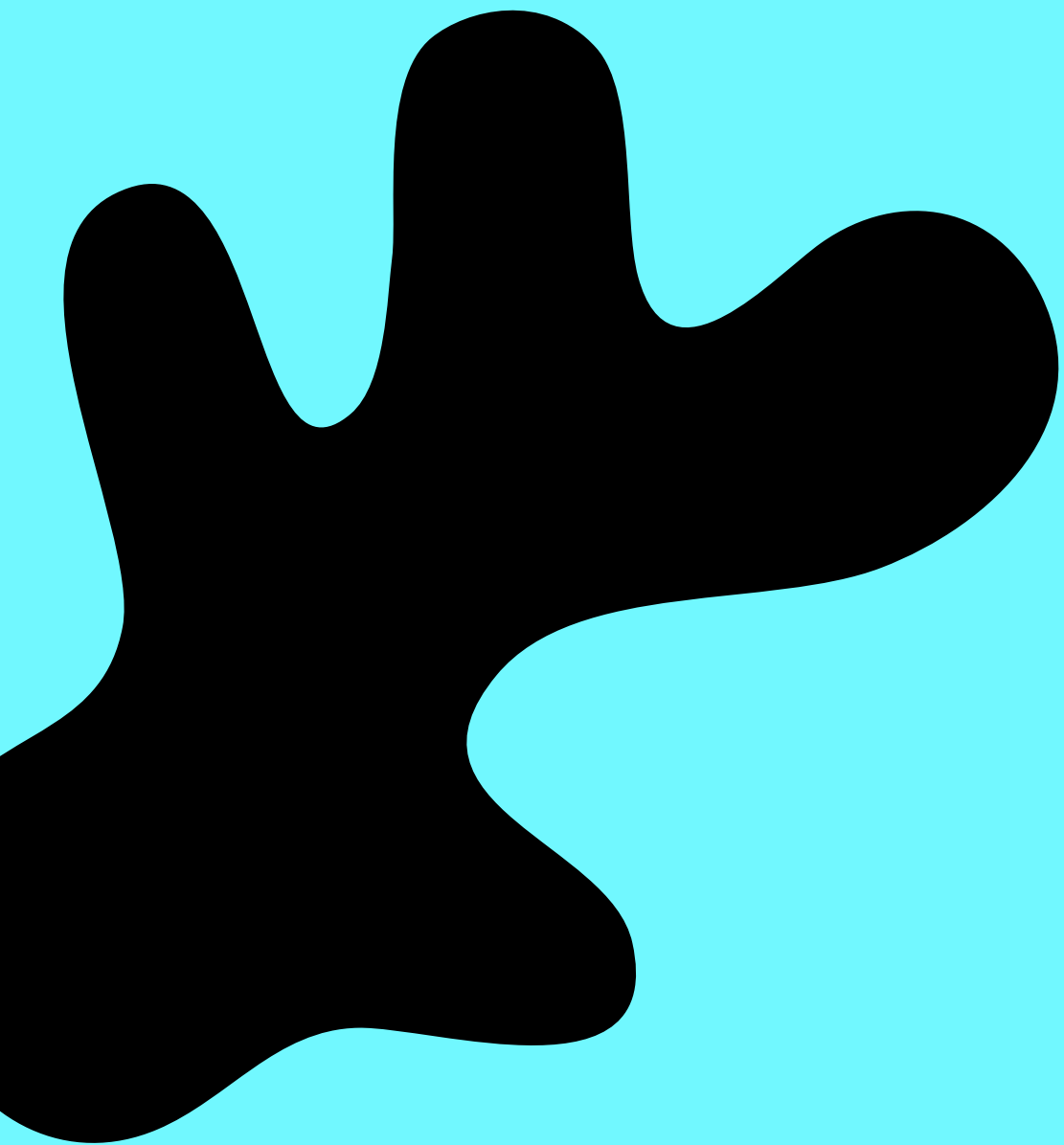
Education Levels of Academy Members



Age of Academy Members



# Our Impact



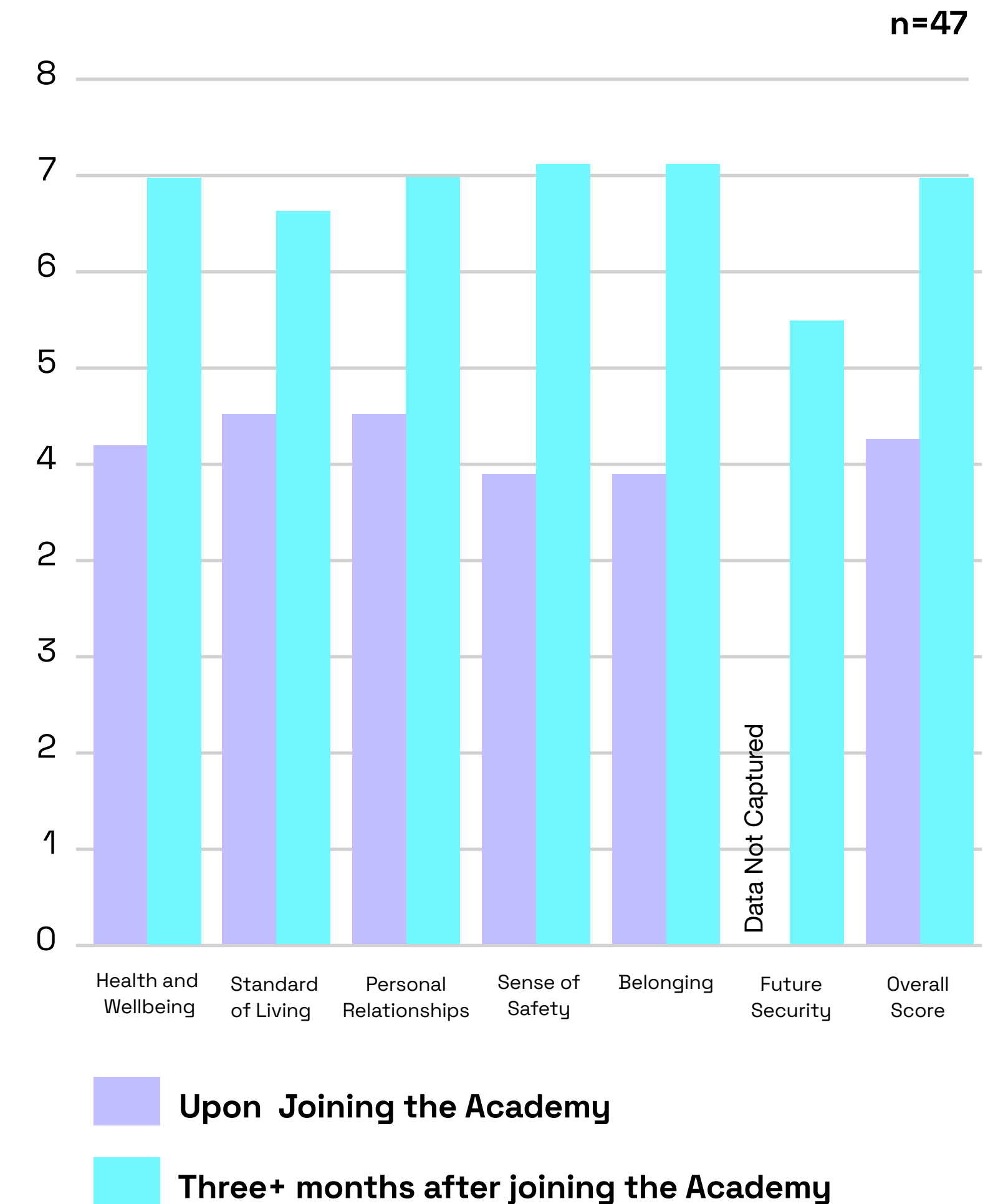
## Improvements to Personal Wellbeing

We surveyed Academy members to see if their personal wellbeing has improved across a wide range of domains since belonging to this community.

There have been significant improvements across every domain with a **67%** overall improvement.

The strongest improvement was from a woman who has been with the Academy for over 12 months and has improved from the lowest base across all domains to near the top, with an increase of an astonishing **360%**.

Improvements to Personal Wellbeing Over Time



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## V's story

V grew up in India and is the proud mother of two beautiful children. After a period of extreme turmoil, she made the brave decision to move to Australia and start afresh. Not long after this, she was referred to Humans of Purpose Academy.

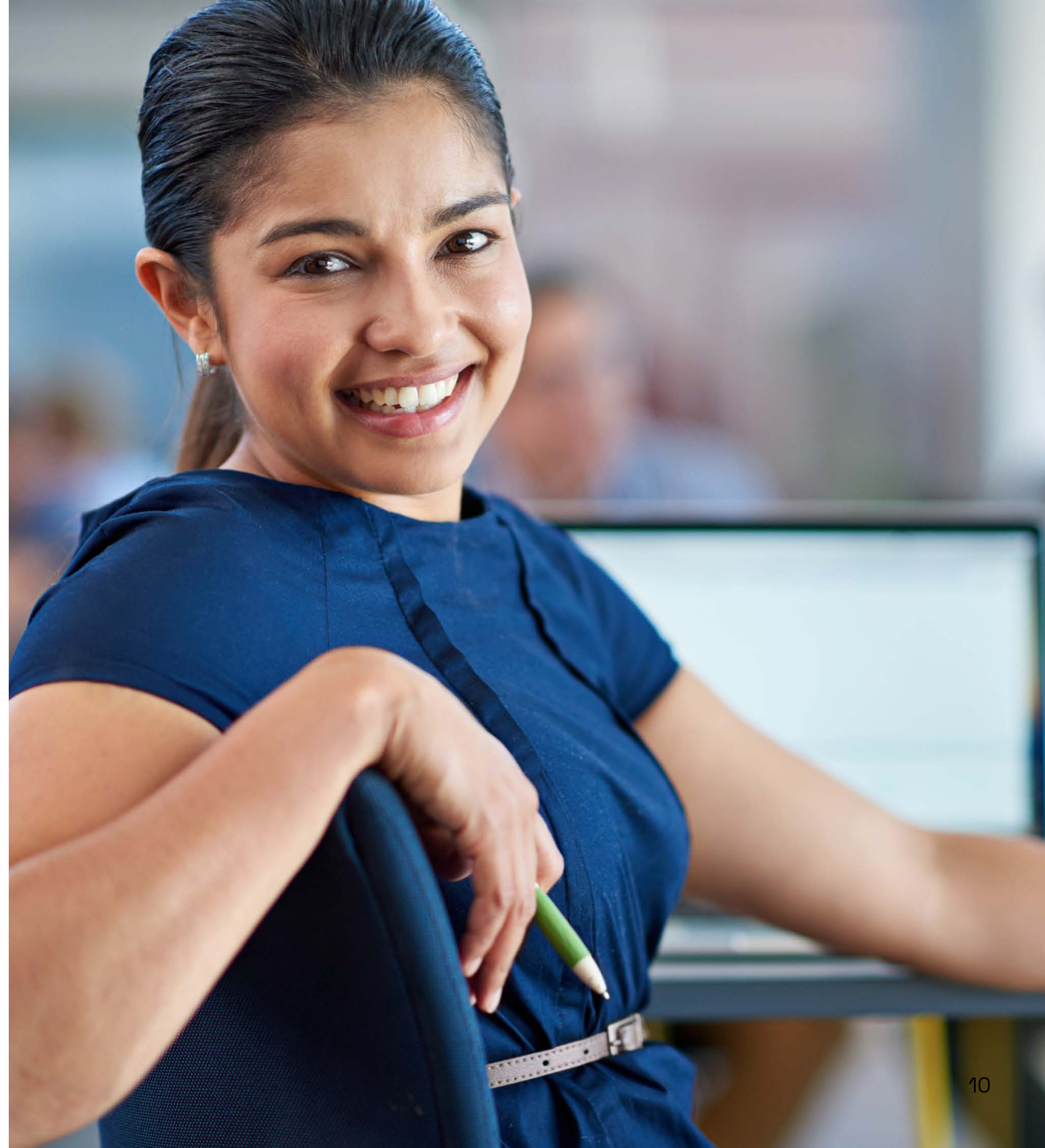
Whilst V found the community incredibly helpful, she describes herself as “a listener more than a talker”, but she felt safe. Ultimately it was the coaching conversations with Danielle, the Community Director, that was the catalyst for change. She describes Danielle as “the voice of hope” and that these conversations often reminded her that she had the strength and capacity to face life’s challenges.

# “

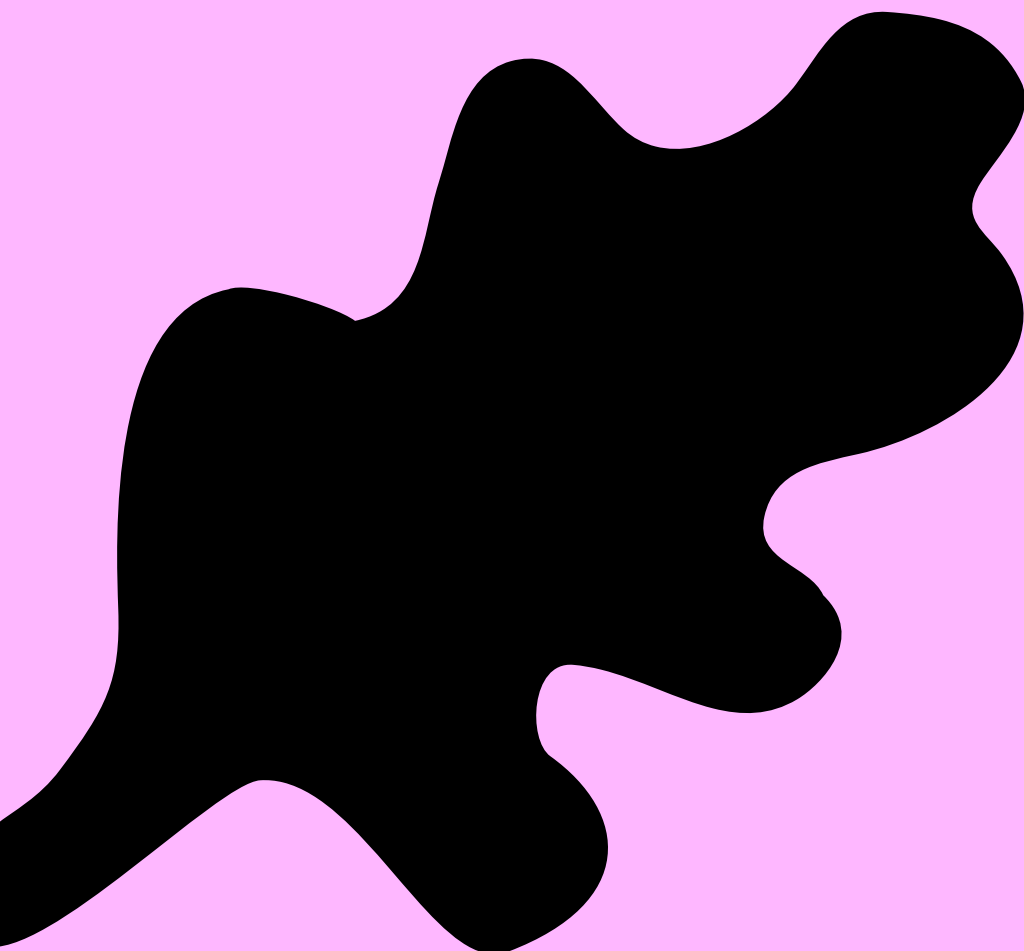
**I learned from Danielle to have strength to face problems.”**

When she first joined Humans of Purpose Academy, V rated her wellbeing at **2.6** out of **10**, reflecting a period of deep instability and fear. Today, she describes her wellbeing as **7.2** out of **10**, acknowledging that she has recently been navigating a period of grief that has felt overwhelming at times. Despite this, she feels more emotionally resilient and equipped to care for herself through challenging moments.

The community and mentorship she found through Humans of Purpose continue to anchor her progress and remind her of her inner strength.



# Our Impact



## The Home Environment and Parenting

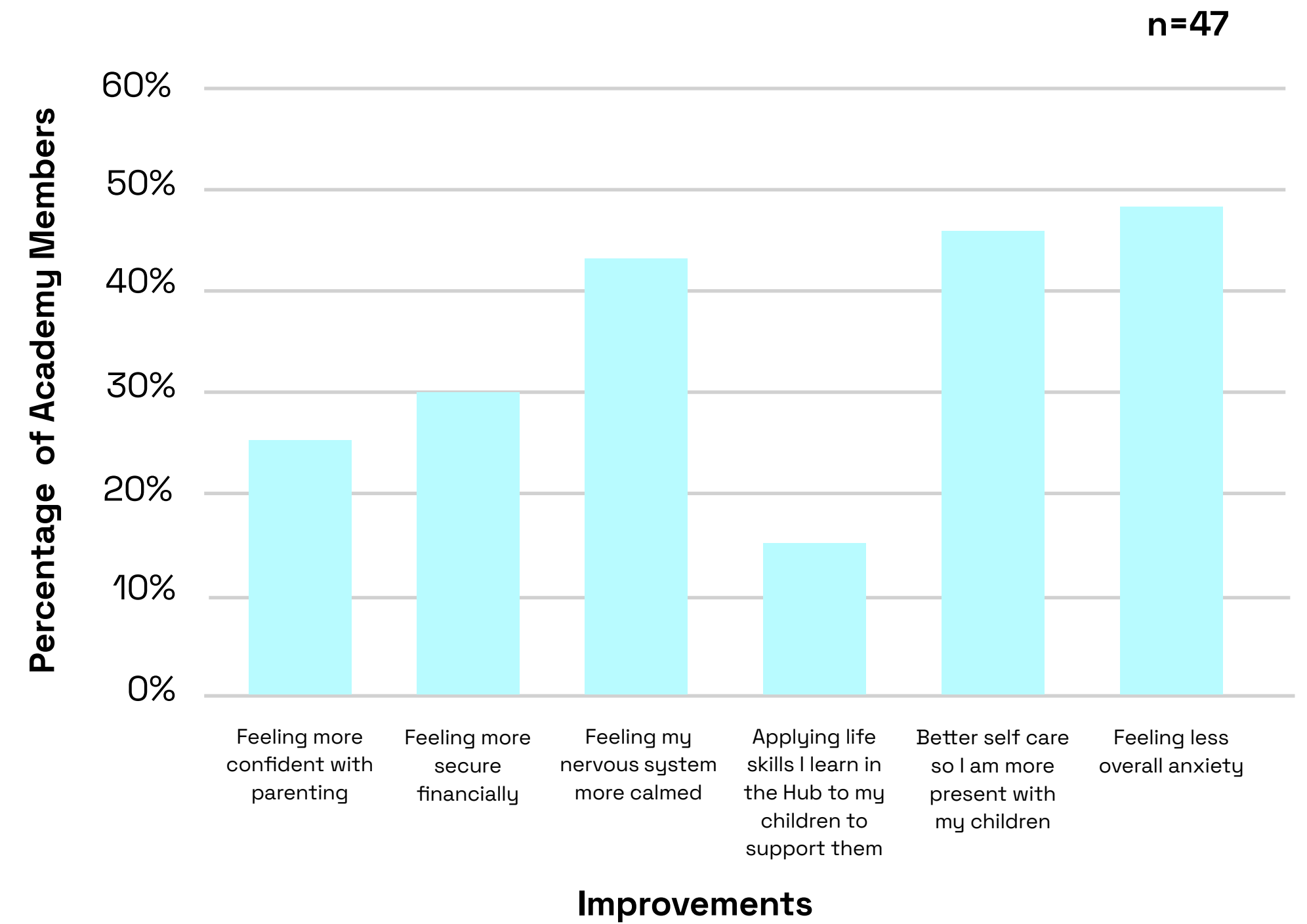
We asked our Academy members about the home environment they and their children are now experiencing.

They expressed significant improvements in their own emotional state, creating a calmer environment, as well as increasing their parenting skills.

The research tells us that these outcomes are key to addressing the long-term, negative outcomes of adverse childhood experiences, creating better futures for their children. \*

\* World Health Organisation, International WHO 2023, Centre of Research Excellence in Childhood Adversity and Mental Health, Australia (CRE 2020), University of Melbourne & Monash University, Australia (UOM/MU 2021), Evidence for Policy and Practice Information Centre, UK (EPPI 2019)

Improvements Since Joining the Academy



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## A's story

From the outside, my life looked picture perfect, I had three beautiful boys, a very successful husband and my own post-graduate education and international work experience. But on the inside, after three decades of severe emotional abuse, my self-confidence was completely shattered. I suffered crippling anxiety, panic attacks, had a fear of managing my finances to provide for my boys and was struggling to support one of my sons who also suffered from deep anxiety. On top of this, a change of leadership in my workplace made it a very unhealthy environment for me.

A realised the value of the Academy and the community early on but was then distressed at the idea of losing that lifeline after 12 months or if she changed employers. To her great relief, she has found that Humans of Purpose Academy will support her for as long as she needs.

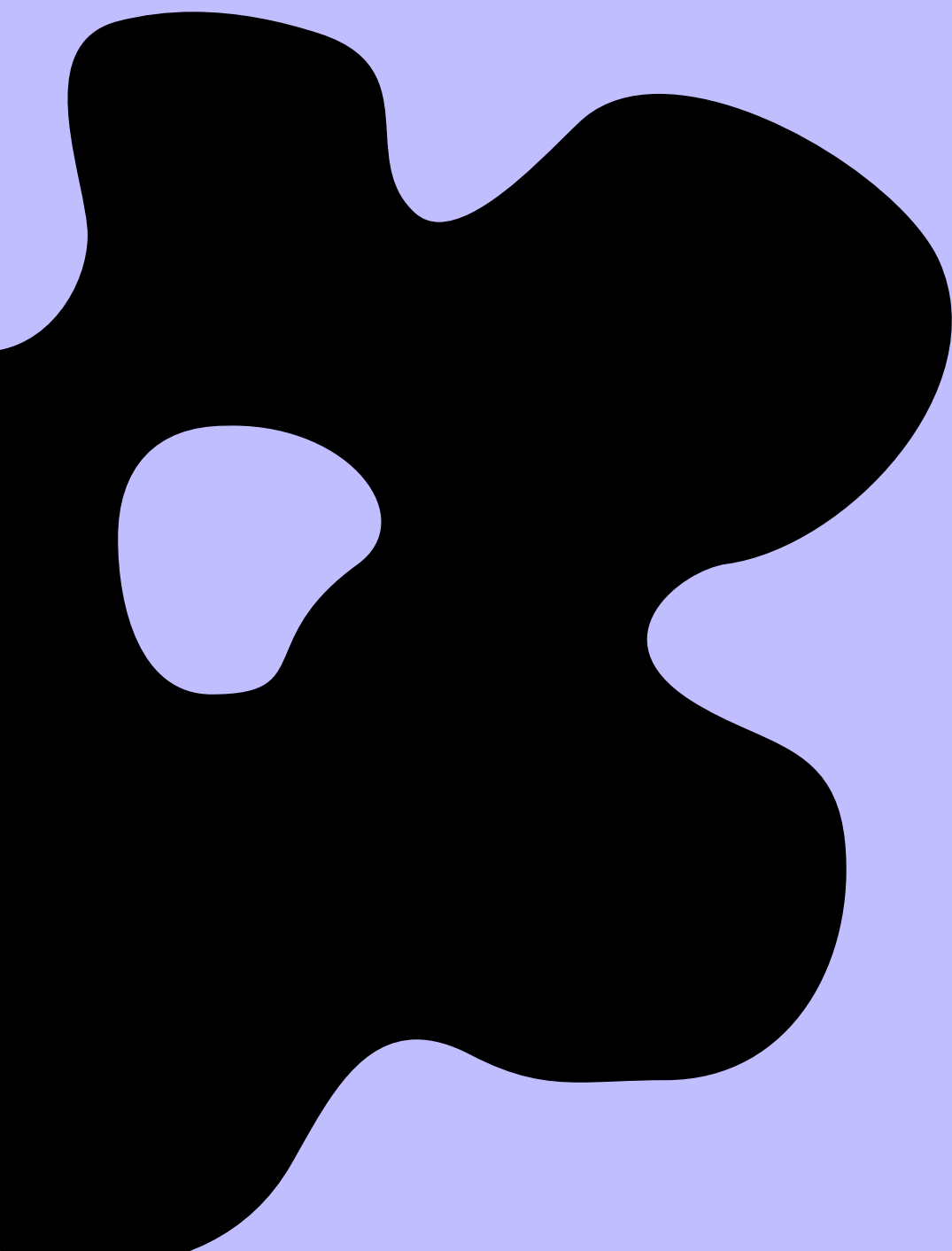
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**Leaving an abusive relationship is an early step, not the finish line. The emotional scars run deep, and the insecurities and habits formed over years don't disappear overnight. You have to rebuild a life - and relearn things many people take for granted - while your nervous system is still on high alert. That's why ongoing, practical support matters.**

A now rates her wellbeing as a 7 out of 10 and trending upwards. She is able to manage her anxiety more effectively, as well as supporting her son's struggles. She sets up and holds boundaries, makes more confident decisions and manages her own money for the first time, something she was told she was incapable of for decades.



# Our Impact



## Skills and Job Readiness

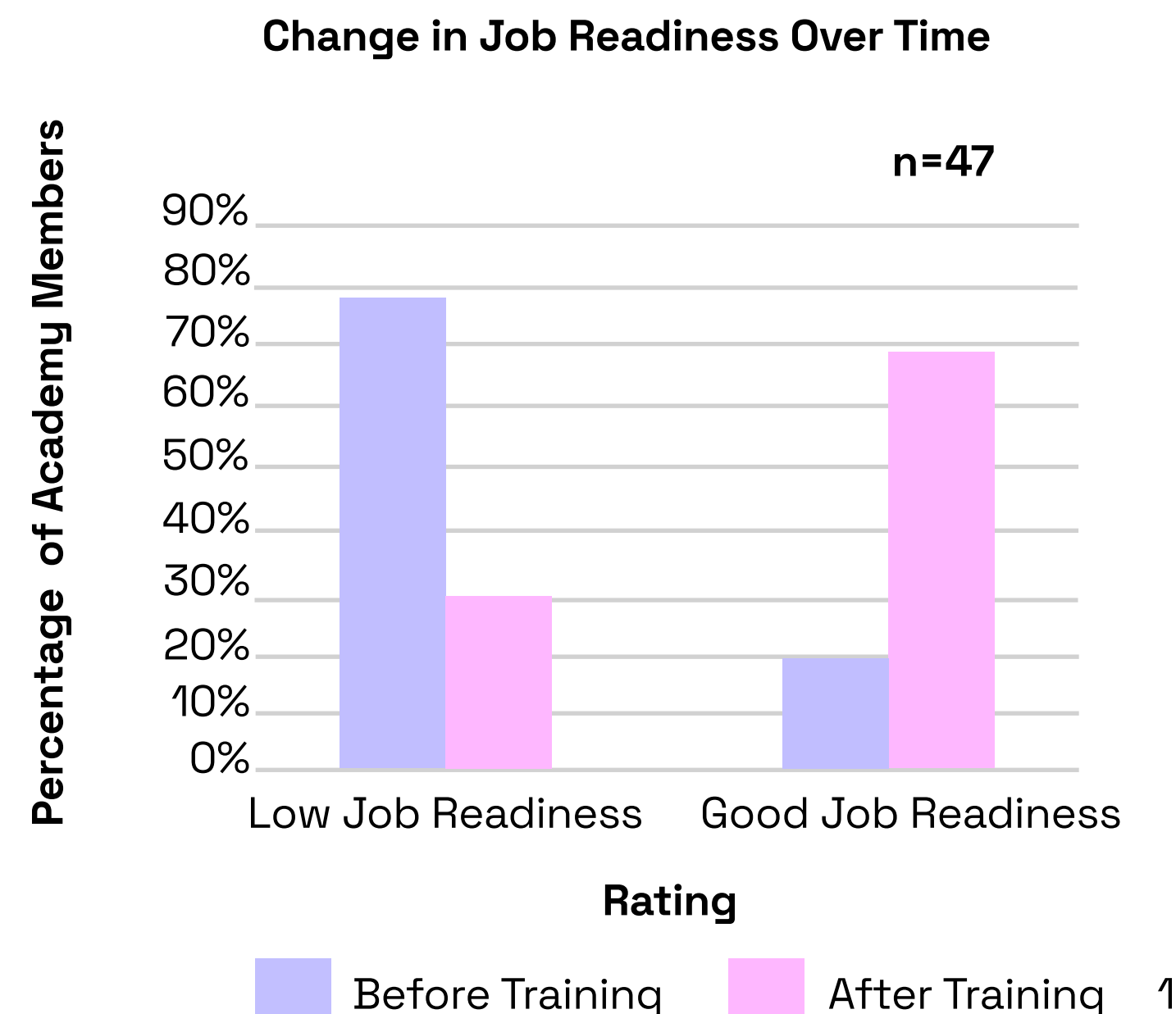
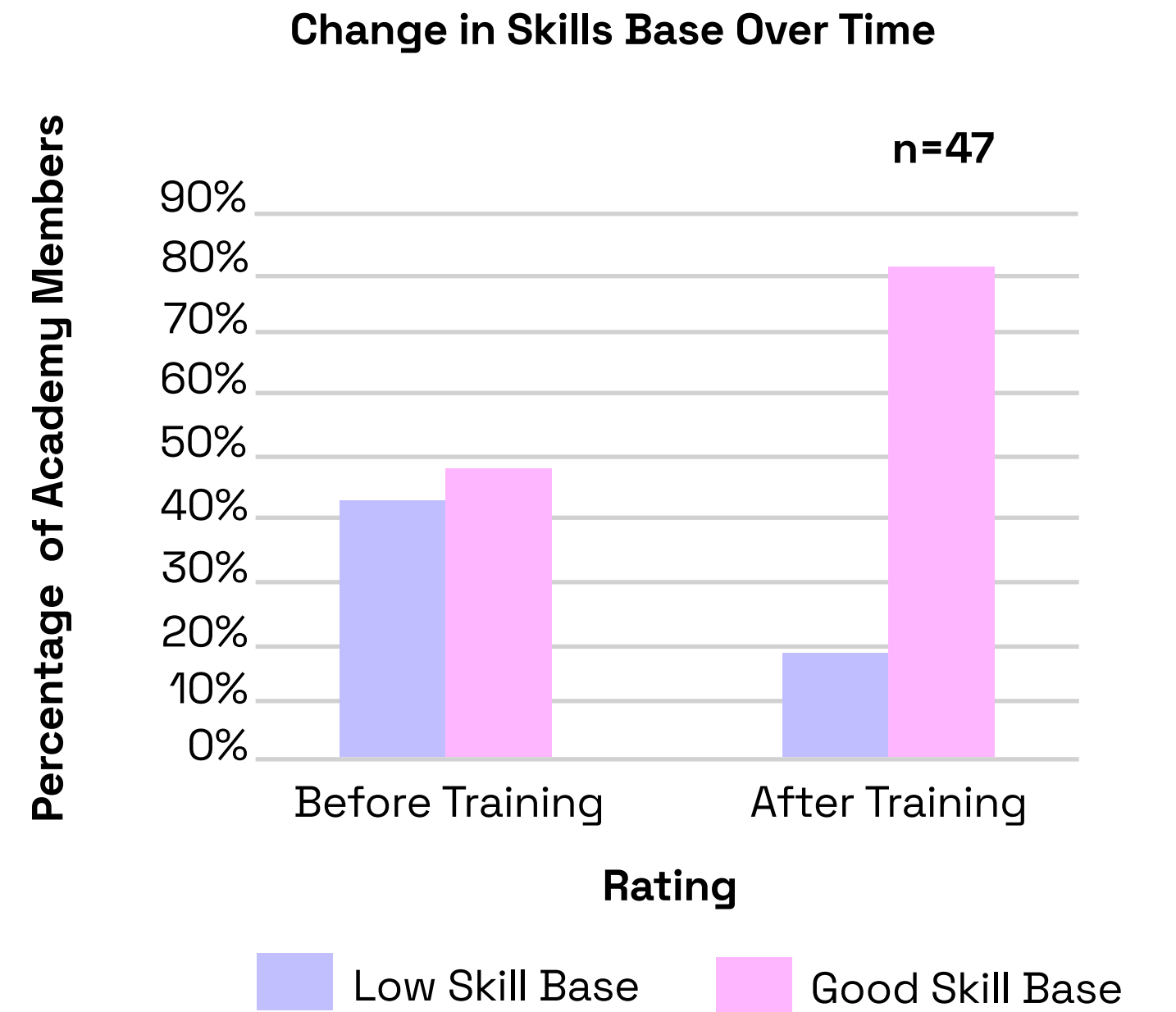
The digital skills training is a key pathway for those who feel ready to prepare for work.

Some Academy members have pre-existing digital skills, but most require support to prepare for roles in the digital economy.

It is evident that after completing the digital training curriculum, Academy members felt that their skill level had increased, with **48%** having low level skills prior and **81%** describing themselves as having good or very good skills after completion.

Academy members' job readiness also improved dramatically, with only **20%** feeling job ready prior to training, increasing to **68%** feeling job ready after completion.

Feeling capable and ready for work is a long, slow process for women who have suffered abuse and had their self-confidence undermined for years. This kind of shift in a short period of time is remarkable.



## M's story

M joined the Academy in February 2023, after taking time off work to start the recovery process. She is creative, funny and comes from a large family, but after her traumatic experiences, she felt isolated and no longer able to trust herself.

M began by getting to know other women in the Academy, initially in person and later online. She describes this as the foundation piece to rebuilding her life and herself.

D was asked to be her mentor and she found her warmth, consistency and authenticity as key to the success of their relationship. This mentorship allowed M to regain her self-trust.

M describes the digital skills training as the most dramatic turning point of her time with Humans of Purpose. She shared that these workshops not only expanded her technical knowledge but restored her confidence in her professional capabilities.

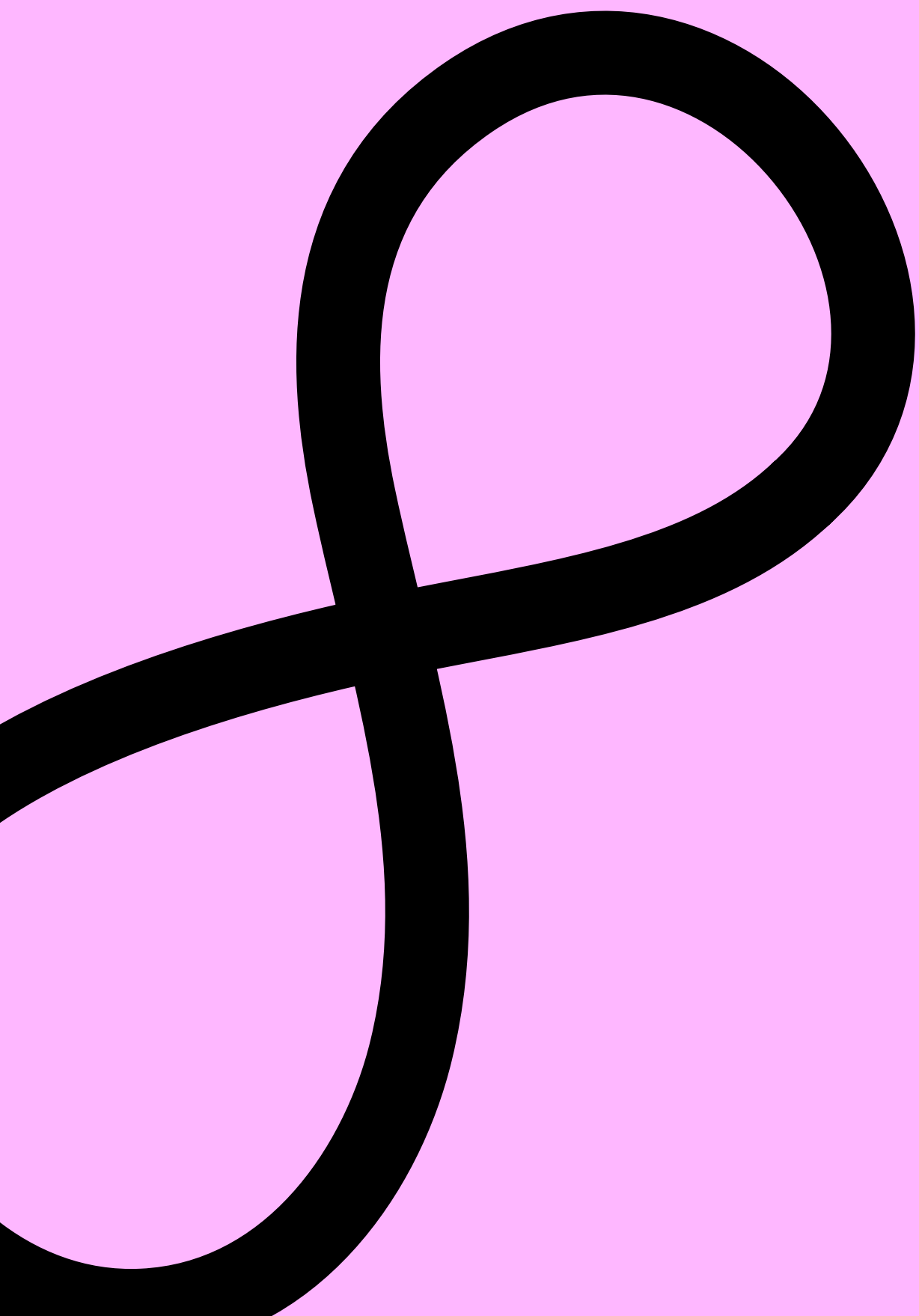
“

**For the first time in a while,  
I felt ahead rather than behind.”**

The digital training gave her tangible, employable skills and a renewed sense of self-efficacy. Her growing skillset also led to a new opportunity, a placement with Humans of Purpose, starting October 2025, where she's now supporting the team's social media and communications work.



# Our Impact



## Employment

**29** women have now secured employment as a result of support from the Academy's digital training, industry mentors, work experience and job placement support.

**18 (62%)** of those roles are with our Agency business and the remainder have been placements with the business's clients or other external organisations.

In 2025 we provided **11,184** hours of employment in the Agency to women survivors, with **16** women sustaining employment for more than **6** months and **13** for more than **12** months.

Since Aug 2023, we've now paid **\$621,000** plus superannuation in wages through the Agency to women survivors, with **\$299,312** plus superannuation of that in 2025.



## W's story

W's journey with Humans of Purpose Academy began at one of the most difficult times in her life. Having migrated from Pakistan to Australia, she experienced domestic violence shortly after her arrival. With a newborn baby, born prematurely and spending three months in NICU, W was forced to leave her home and seek refuge with her brother. At the point of being referred to Humans of Purpose Academy, W rated her wellbeing as "zero", describing herself as lost, fearful, and unsure of her next steps.

Joining the Academy became a turning point in W's life. Through community workshops, mentorship, and digital training, she began rediscovering her voice, identity, and sense of possibility. Over time, it became her entire community, providing safety, compassion, and structure as she healed.

One of the most profound aspects of W's transformation came through her educational journey. Encouraged by the Academy, she decided to pursue a Master's in Public Health, a dream she once thought was impossible.

With the Academy's continued encouragement and skill-building support, W has completed her Master's degree with distinction and graduated on October 28th 2025.

While studying, she began working part-time with Humans of Purpose, supporting agency client projects and earning an income that helped sustain her independence. Founder Mel also mentored her in preparing for full-time employment, guiding her toward new professional opportunities. W now works with one of our employer partners full time, enjoyed a salary increase of \$15,000 pa and is truly thriving.

“

After four long years navigating a difficult personal situation, including recovering from DV and finding stability as a single mum, this opportunity means the world to me. I'm genuinely excited, but I'd be lying if I said I wasn't a little nervous too returning to full-time work after everything is a big step. But I'm ready to give it my best and start this new chapter with hope and purpose.”



# What's Next

We've set our hearts and sights on building on this impact over the next three years.

## Our vision for 2028

- We are Australia's leading digital agency where creativity & technology meet real-world impact
- We have both catalysed and created economic inclusion for survivors of Domestic and Family Violence
- We've transformed life for **1000+ women survivors** who have participated in our programs - and their children
- Our business ecosystem is sustainable



# Our Governance and Team

Humans of Purpose Academy is governed  
by a committed and talented Board of Directors



**Mark Osborn**  
Chair



**Melanie Greblo**  
Executive Director



**Jennifer Mullen**  
Non-Executive Director



**Brooke White**  
Observer

## Our Executive Team



**Melanie Greblo**  
Founder and CEO



**Aine Leonard**  
Chief Financial Officer



**Danielle Mifsud**  
Director of Academy



**Bella Borello**  
Growth and Innovation Lead



**Liz Odey**  
Content and Learning Strategist

# Our Partners

## Our Partners



## Our Supporters and Contributors



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# Join us on the journey

Connect on:



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[www.humansofpurposeacademy.org](http://www.humansofpurposeacademy.org)

