MECCA M-POWER 2023

Educate her. Elevate her. Empower her. Championing equality and opportunity for Women/Girls.

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We pay our respects to Aboriginal and Torres Strait Islander people and their Elders, past and present, and in particular the strong matriarchal role models who continue to guide them. We commit to being allies and working in solidarity with First Nations people to elevate and empower women and girls, and centre them in forging the path to equality. We acknowledge that the land on which we live and work always was, and always will be, Aboriginal Land.

We are honoured to be part of the Aotearoa whānau. Māori have a long legacy of strong, influential and proud wāhine Māori whose stories of courage and perseverance continue to be honoured. Wāhine Māori have great mana (spiritual power), and are often referred to as Te Whare Tangata – the house of humanity. MECCA M-POWER strives to serve our wāhine Māori by meeting their needs and supporting them to realise their aspirations as Māori.

When we re-launched M-POWER in October 2022, we said we wanted to go BIGGER and BOLDER in line with MECCA's vision to be not just Australia's, but the world's most loved beauty destination. And bigger and bolder we have gone!

With a commitment to invest $25 million over 5 years we, we aspire to be so much *more than 'just another corporate social responsibility program'* - we want to make a very real societal change. Building on MECCA's 25-year history of helping people *look, feel and BE their best*, through M-POWER, our purpose is to help women and girls realise their full potential in a world where a person's gender doesn't limit their rights, freedoms or opportunities.

At the end of the first year of our reimagined M-POWER, I'm incredibly proud: proud of the partnerships we have created with an extraordinary collective of more than 20 social change makers working together to dismantle the systems and structures that hold women back; and beyond proud of the way our team has embraced M-POWER and its mission. *And we're just getting started...*

We have curated the organisations within our M-POWERed Collective in the same way we curate the beauty brands within the MECCA staple. Because our approach is to think *long-term, win-win*, we provide funding that is not tied to a specific project or initiative, but instead can be used to further an organisation's mission and strategy in whichever way they deem appropriate. We are thrilled to be able to celebrate and showcase some of the achievements of which they are most proud.

We've invited feedback to understand the true value our Collective get from working with us in this way. For us, *it's not just what we give, it is HOW we work*, and our Collective tell us that collaborating with us as true partners gives them the opportunity to have even more impact. That's why this expression of M-POWER's impact looks like it does.

At the same time, the biggest impact we can have is by using the MECCA brand and platform to engage our more than 6,500 team members and 4 million plus customers. This will be a huge area of focus for us in the coming years as we seek to make M-POWER central to MECCA's legacy.

I'm so very *excited by the opportunity we have – together* – to make the world over for the next generation of women and girls.

Lisa Keenan

Lisa Keenan, Executive Director

Our Vision

For *MECCA's legacy* to be a world in which gender presents no barriers to your rights, freedoms and opportunities in life.

Our Mission

To challenge and disrupt the systems and structures that hold women and girls back from being their best.

Our Why

For 25 years MECCA has been about helping women to look, and more importantly feel their best. But around the world, millions of women are denied basic human rights and freedoms simply because of their gender.

Gender inequality is the greatest inequality of them all. And as an organisation by women, for women, we can't stand by and wait another 300 years – more than 12 generations – until half of humanity is free to achieve its full potential.

That's why through MECCA M-POWER we are striving to make the world over for women and girls.

We Aim to M-POWER...

M-POWER is MECCA's social change movement.

In 2022 on our 25th birthday we committed $25 million over 5 years to progress gender equality.

We've curated an inspirational group of more than 20 founders and change-makers who are all challenging and disrupting the systems that hold women and girls back from realising their full potential.

Together, they are the M-POWERed Collective.

We support not-for-profits and social enterprises with strong leadership, effective strategies, sound governance, and a track record of real impact.

We believe in long-term, trust-based partnerships and so we provide multi-year unrestricted funding as well as a suite of other supports to help our M-POWERed Collective dream bigger.

Amplifying the Voices of Change...

We're handing the microphone to our Collective partners and using our brand and platform to amplify their voices to our more than 6,500 team members and 4 million plus customers.

We've invested in storytelling, collaborating with independent media organisations like Missing Perspectives, a leading media technology company filling the gap in young female storytelling across news and entertainment, to educate, inspire and engage our MECCA community.

Our website m-power.mecca.com serves as an online fundraising platform where every dollar goes directly to our Collective organisations.

CASE STUDY

STORY MAGAZINE

We're big believers in the power of storytelling to create connections, build empathy and inspire action. That's why this year, M-POWER collaborated with social enterprise Global Village, to create a special edition printed magazine, STORY - a collection of first-person stories that inspire you to see the world differently, break down stigmas and stereotypes, create emotional connections, and build communities.

We invited Global Village Founder, Natalie Mogford in to speak with our team and distribute copies of STORY to our team to inspire belonging, connection, and ultimately a sense of community!

"STORY magazine invites a shift towards leadership with heart not mind. Having MECCA M-POWER power up STORY has opened so many opportunities for our social enterprise by showing the importance of leading with action. We will forever be grateful to M-POWER for shining the light onto these important human stories and for being our spark of possibilities.

– NATALIE MOGFORD

Educating Our Teams

Engaging our 700+ support centre and 5,800 retail store and distribution centre team members in the march to equality is another priority. 60 team members nominated to be M-POWER Ambassadors and around 400 Zone Managers are store-based Champions, helping to facilitate conversations, and engagement with M-POWER across the business, and bring important campaigns to life for our team members and customers.

CASE STUDY

M-POWER x JULIA ARGYROU ENDOMETRIOSIS CENTRE LUNCH & LEARN

The Julia Argyrou Endometriosis Centre at Epworth, Victoria works to achieve better health outcomes for people with endometriosis and change the narrative around period pain and endometriosis. The Centre funds research, clinical care and aims to improve the patient experience.

In recognition of Endometriosis month in March, team members attended a Lunch & Learn with Julia Argyrou, Founder of the Julia Argyrou Endometriosis Centre, and Dr Kate Tyson, Centre Director

Both shared their personal experiences with endometriosis, with openness and vulnerability, and participants felt inspired to ask questions and share their own experiences.

Educationis fundamental to MECCA's success. From onboarding new team members, to Lunch& Learns, to twice yearly conferences, we're using learning moments to empower a community of advocates and ambassadors for gender equality across MECCA.

CASE STUDY

"Loved this course! Feel very privileged to be working for a company who places such genuine value on us being a part of the positive change and education."
-Mecca Team Member

GENDER EQUALITY FOUNDATIONS
The Equality Institute

The Equality Institute or EQI is a global feminist agency working to advance gender equality and end violence against women and girls. EQI delivers innovative, multi-media education to promote a global feminist conversation and ignite social change. EQI also supports women's rights organisations and seeks to shape policy and practice in Australia and international through strategic engagement and advocacy.

Dr Emma Fulu is the Founder and Executive Director of EQI and over the past year, we collaborated with Emma to create bespoke, highly-engaging, scalable education content about gender equality – what it is and why it matters. Our partnership encompasses investment of capital, a close co-creation process, rigorous testing, and a continual pursuit of improvement, all with a singular objective: to create impactful education which changes hearts and minds.

We've rolled out Gender Equality Foundations to nearly 4,000 team members (over half of our workforce), with over 90% of team members reporting their understanding of gender equality as 'good' and 'very good'. Over 82% of team members reported now feeling confident in talking about gender equality.

To make the biggest impact possible, we have empowered EQI to on sell our co-created courses to other corporates and organisations, generating revenue to enable them to scale their business and support their work in global equality.

The Equality at Work education suite is now available to be purchased via The Equality Institute website.

"While I do appreciate any and all strides MECCA takes to educate the team and drive change in the human rights space I must say the content this time around resonates particularly well with me (and other team members from what I've heard). This is largely due to the course being outsourced to an organisation whose entire mission is the cause they're educating us about."

MECCA TEAM MEMBER

Harnessing Our Talent

We're exploring ways to utilise our team's talents for the benefit of our Collective. For example, we hosted a business-pitching session on behalf of Global Sisters, where female microbusiness founders received valuable insights from MECCA mentors and brand partners including Conserving Beauty and Frank Body.

We’re working closely with all parts of our business on how we embed M-POWER's vision and purpose into the core of the business. When we launched the program, awareness of M-POWER amongst our team sat at around 22%, and by the end of this year it had grown to 89%.

Engaging Our Customers

Naturally, our customers love beauty products. And so, to enable shopping with purpose, we create limited-edition products, with 100% of RRP from the sales of these products donated to M-POWER to help fund our Collective and other game-changing initiatives.

This year, we celebrated International Day of the Girl by creating a limited-edition MECCA M-POWER x MECCA MAX ‘Find your Power’ Eyeshadow Palette, with 100% of proceeds going towards M-POWER.

In the last 12 months, we've raised over $142,000 from the sale of limited-edition M-POWER products.

At the end of 2023, 30% of MECCA's total customers were aware of M-POWER (compared to 22% of our most engaged customers at launch) and our ambition is for our work in this area to be one of the top 3 reasons why people choose to shop at MECCA.

Impactful Storytelling

We raise awareness of our mission through *impactful storytelling that fosters collective understanding and action.*

From a thought-provoking poem created by Djapu writer from Yirrkala in East Arnhem Land, Melanie Mununggurr, to a documentary featuring young transgender rights activist Georgie Stone, and a short surf film, following surfer Lucy Small's journey and exploration of Ghana, where she meets a pioneering group of female surfers and skaters.

We love *connecting people in person* to inspire, engage and ignite debate, from an intimate breakfast with Dame Graça Machel, to a series of thought provoking conversations about feminist leadership and philanthropy, facilitated by the International Women's Development Agency.

CASE STUDY

AN AUDIENCE WITH DAME GRACA MACHEL

In June 2023, MECCA M-POWER hosted Dame Graça Machel, a global leader and change agent.

Dame Graça was the former first lady of Mozambique and South Africa, and has been recognised by the World Health Organisation and United Nations for her contributions to the health and wellbeing of women and children.

We were delighted to shine a light on the life of this remarkable human rights activist, as well as the Graça Machel Trust, which is dedicated to supporting the education, employment and wellbeing of women and girls.

"As an 18-year-old living in South Africa, I cast my first ever vote for Nelson Mandela at the birth of the rainbow nation. So having the opportunity to sit with Dame Graca Machel and bear witness to her bountiful grace, humility and wisdom struck very deep. At no time did she use the word "I". Always "we". But my favourite line of the day was Graca's retort to being labelled Mandela's wife, saying "Yes, but Nelson is Graca's husband"!"

LISA KEENAN, EXECUTIVE DIRECTOR – M-POWER

CASE STUDY

CELEBRATED DJAPU WRITER MELANIE MUNUNGGURR AS PART OF NAIDOC WEEK

To mark NAIDOC Week this year, we celebrated the work of Djapu writer and poet from East Arnhem Land, Melanie Mununggurr.

In partnership with MECCA M-POWER, Melanie created a thought-provoking poem which was brought to life through music (in collaboration with music producer Kuya James) and film. The poem entitled 'Stars, Light, Galaxies' explores the world from a dystopian perspective.

According to Melanie, the first half of the poem portrays a dystopian world (a place in which humanity is dehumanised and people live fearful lives).

“It’s a world that we are currently living in, have lived in or could live in if things don't change. The other half is the world that is possible, if things are done the right way,” she says.

With the future of girls always at the front of her mind, she writes: “It is ignorant to presume that we are living in a dystopia where there is no hope for the future of women. The galaxies will align, and we will see girls run the world."

"...educate a girl, and her community shall thrive. ”

WATCH MELANIE'S MUSIC VIDEO BELOW

NAIDOC Week - Melanie Mununggurr

CASE STUDY

MECCA X NATIONAL GALLERY OF VICTORIA

In 2015, MECCA and the National Gallery of Victoria (NGV), one of Australia's leading and most progressive institutions, set out to elevate the work of emerging female artists. To date, this collaboration has successfully amplified the work of nine artists.

As well as sponsoring the acquisition of their work for the NGV Collection, MECCA engaged each artist to create limited-edition gift packaging for our signature Holiday campaign, and after years of exceptional collaborations, this has become a coveted collectors' item for beauty lovers. In this way, MECCA aims to bring art, inspiration and greater awareness of female artists' power to its millions of customers.

2023 Holiday artist Kaylene Whiskey beautifully encapsulates the spirit of MECCA M-POWER across our 2023 Holiday packaging.

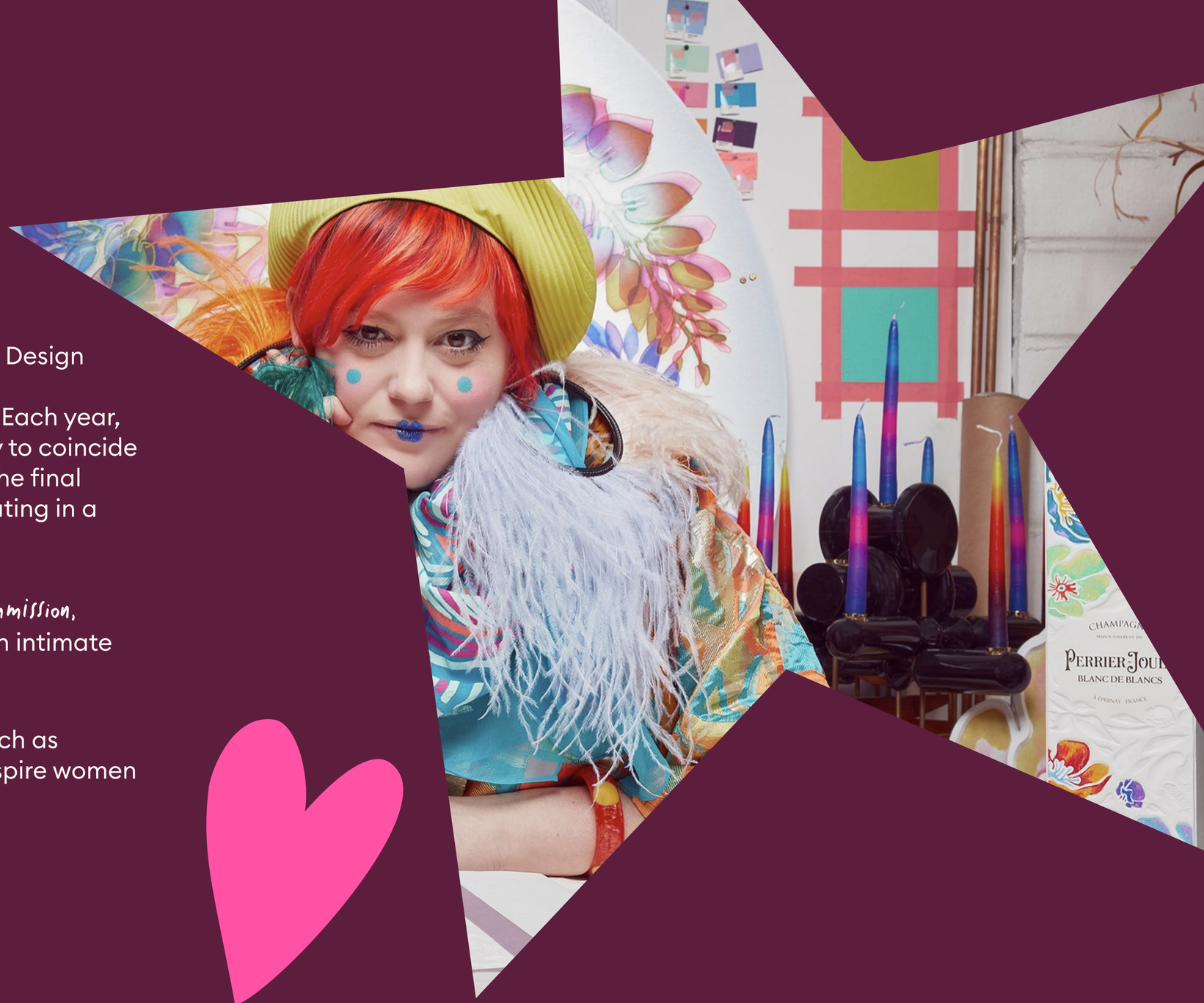
CASE STUDY

MECCA X NATIONAL GALLERY OF VICTORIA

In 2022, we launched the MECCA x NGV Women in Design Commission, a 5-year commission to celebrate the contribution of women in architecture and design. Each year, a commissioned designer will be revealed annually to coincide with International Women's Day on March 8, with the final work unveiled towards the end of the year, culminating in a major exhibition.

To mark the *reveal of the second recipient of the Commission, Bethan Laura Woods*, the NGV and MECCA hosted an intimate lunch in the beautiful Tiepolo Gallery.

Helping to bring the work of inspirational artists such as Bethan to new audiences, is a wonderful way to inspire women and girls in Australia to pursue a career in the arts.



BEAUTY IS...FEELING EMPOWERED.
COME ON, JOIN US, AND TOGETHER LET'S
MAKE THE WORLD OVER FOR THE NEXT
GENERATIONS OF WOMEN AND GIRLS.

Together LET'S MAKE the WORLD over!

for 25 YEARS

MECCA HAS BEEN on a MISSION to HELP PEOPLE LOOK FEEL & BE their BEST!

WE AIM to **empower** our TEAM MEMBERS, CUSTOMERS, and WOMEN and GIRLS AROUND the WORLD so EVERYONE HAS the SAME RIGHTS and OPPORTUNITIES!

UN WOMEN ESTIMATES it will TAKE 300 years to ACHIEVE GLOBAL GENDER EQUALITY

WE WANT to SEE FUTURE GENERATIONS of WOMEN and GIRLS REALISE their POTENTIAL

since 2017, we've SUPPORTED 10,000 YOUNG WOMEN to FINISH SCHOOL

MECCA M-POWER

our COLLECTIVE of OVER 20 SOCIAL CHANGE MAKERS, ADVANCING GENDER EQUALITY through:

- POSITIVE MASCULINITY PROGRAMS
- WORKPLACE OPPORTUNITIES
- WOMEN'S HEALTH and WELLBEING
- EDUCATION

EVERYTIME you SHOP at MECCA, you are HELPING to:

WOMEN and GIRLS and ENHANCE GENDER EQUALITY

our BELIEFS

- the POWER of the COLLECTIVE
- IMPORTANCE of EDUCATION for ALL
- COLLABORATING in the SPIRIT of GENEROSITY
- WE WILL KEEP DISRUPTING, CHALLENGING and INNOVATING!

WHAT MAKES M-POWER DIFFERENT?

- more than MONEY! AMPLIFYING the IMPACT
- FUNDING without RESTRICTION
- LONG TERM WIN-WIN RELATIONSHIPS

WHAT MECCA is for BEAUTY, M-POWER is for WOMEN and GIRLS EVERYWHERE

Overview Page

PILLAR	ORGANISATION NAME	TOTAL NUMBER
EDUCATION	CAMFED SKYLINE EDUCATION FOUNDATION STARS FOUNDATION WELLSPRINGS FOR WOMEN CHILDREN'S GROUND	5
ECONOMIC EMPOWERMENT	FIRST AUSTRALIANS CAPITAL GLOBAL SISTERS KARRKAD KANJDJI TRUST NATIONAL GALLERY OF VICTORIA STELLA	5
HEALTH, SAFETY & WELLBEING	BRIDGE IT EQUALITY INSTITUTE JULIA ARGYROU ENDOMETRIOSIS CENTRE FLOURISH GIRL THE MAN CAVE ALLPLAY	6
ADVOCACY, REPRESENTATION & POLICY	ACTIONAID AUSTRALIA AUSTRALIANS INVESTING IN WOMEN MISSING PERSPECTIVES YWCA NEW ZEALAND INTERNATIONAL WOMEN'S DEVELOPMENT AGENCY	5

EDUCATION

ECONOMIC EMPOWERMENT

HEALTH, SAFETY & WELLBEING

ADVOCACY, REPRESENTATION & POLICY

Campaign for Female Education

CAMFED is a pan-African movement supporting girls to go to school, learn, thrive and become independent and influential leaders in their communities and beyond!

CAMFED plays a crucial part in ending child marriage in communities, keeping girls in school and supporting them to achieve their goals. In the past year, MECCA M-POWER's funding has helped CAMFED to support more than *73,000 girls* from Zimbabwe and Zambia in secondary school, with the material and social support they needed to learn and thrive.

"The M-POWER approach in providing unrestricted philanthropy has allowed CAMFED to be agile in responding to the recent health, climate, and economic challenges facing communities in sub-Saharan Africa. As a result of MECCA's highly-responsive support, we continue to learn about what works from our grass roots leaders, and have the flexibility to provide opportunities for additional developments and innovation alongside core programme priorities."

- BECS BROCKEN, SENIOR MANAGER OF CORPORATE PARTNERSHIPS

Skyline Education Foundation

Skyline Education Foundation supports high potential, female students through the last two years of their secondary education. The program offers financial, educational and emotional support to students who face social and economic barriers as well as opportunities to pursue study and employment options.

MECCA M-POWER and Skyline are thrilled that every girl in the 2022 Skyline Education Foundation's year 12 cohort, received a place in a tertiary course after graduation. And this year, Skyline has supported a further *92 girls and non-binary students.*

"M-POWER's distinctiveness is most apparent in its capacity to enable our organisation to allocate support to areas that magnify our impact. By empowering us to direct resources towards the most pressing needs, we've managed to uncover synergies that drive sustained growth, ultimately allowing us to expand our reach and welcome more girls into our program."

- BRIDGET SUTHERLAND, CEO, SKYLINE FOUNDATION

Stars Foundation

Stars Foundation improves health, education and employment outcomes for First Nations girls and young women across Australia. Through its culturally safe mentoring and engagement programs, Stars helps students remain engaged at school, complete Year 12, and transition onto work or further study, building a positive and independent future.

In 2022, 91% of First Nations girls supported by Stars Foundation, completed year 12, and 86% transitioned to work or further study. In 2023, Stars provided school-based support to 3,000 girls, and in the first half of 2023, Stars students achieved an 80% attendance average - 2% higher than the average attendance of all students in Stars partner schools.

The partnership with M-POWER has supported our growth and enabled many more First Nations young women to benefit from the school-based support Stars offers. In addition, the opportunity for Stars students to experience the retail environment with supportive store teams has allowed the girls to build confidence and gain insights into the industry."

-ANDREA GODDARD, FOUNDER AND CEO

Children's Ground

Children's Ground is designed with, and led by, First Nations people, working to end injustice and disadvantage. Its approach is to let communities lead the way to systemic national reform to create a different future for the next generation of First Nations children.

Achievements in the past year include:

- From Jan-June 2023, educating 514 early-learning and primary aged children, with 28 children educated on-country by culturally trained educators
- 119 First Nations people employed with Children's Ground
- Engaging over 2,280 First Nations children and families in learning, well-being, health, and cultural services
- Establishing the 'Young Alidju Group,' a safe space for young women (11-18 years) to gather, learn, and share with integrated western sexual health education and cultural knowledge sharing

"M-POWER is driven by an incredible vision to enable change, to empower women and to connect those who are working towards this shared vision. The partnership with M-POWER supports our work on the ground, furthering the human rights and cultural rights of First Nations people, and the incredible First Nations women who lead Children's Ground. M-POWER supports, amplifies, connects and engages to create change both at the grass roots and the national/international voice and movement of women."

-JANE VADIVELOO, FOUNDING CEO

Wellsprings for Women

Wellsprings for Women empowers refugee and migrant women with essential services such as education, employment counsel, housing, health and wellbeing support, along with advocacy against, and support for women impacted by family violence.

Over the past year, with the support of M-POWER, Wellsprings has continued delivery of its programs, with key achievements including:

- 2,212 women provided with family violence and food aid
- 75 programs delivered to migrant and refugee women (up from 51 year before)
- Assisted 95 women living in family violence to safely leave

Wellsprings also won the Victorian Community Training Provider of the Year, as awarded by Skills Victoria.

"We feel very privileged to be included among the organisations M-POWER is partnering with. The approach is great and very innovative...M-POWER's untied funding is pivotal to the sustainability of our organisation, and we also appreciated the support through facilitated introductions to influencers, invitations to events, and participation in forums."

-DALAL SMILEY, CEO

First Australians Capital

First Australians Capital (FAC), supports Aboriginal and Torres Strait Islander women accelerate their economic independence and business growth. It provides financial and wrap-around business advisory support to build a vibrant and sustainable Indigenous business sector.

This year, M-POWER's support has helped create meaningful change, such as:

- 41% of available capital directed to female-led businesses, in an industry where the prevailing norm is less than 3%!
- Expansion of business advisory program to reach 100 female-led entrepreneurs and enterprises
- Building an environment for businesses to thrive and achieve their ambitious goals of supporting community and country.
- All supported businesses have sustained operations, surpassing the SME sector norm of less than 50%

"We appreciate M-POWER's approach to philanthropy, which aligns closely with our values and aspirations. We look forward to continuing our collaborative efforts to create lasting positive change and inspire others to join our efforts."

-BENSON SAULO, CO-MANAGING DIRECTOR

Global Sisters

Global Sisters exist to create a world where all women can own their economic future and pursue business opportunities. It supports women in Australian who are unemployed, under employed or in precarious jobs, including single mums, women over 50, domestic violence survivors, Aboriginal women, women with disabilities, migrants and refugees. With a community of nearly 6,000 'sisters', Global Sisters employs innovative platforms, including an online marketplace and courses, that enable women to start, run and grow businesses by transforming their skills passions and experiences into livelihoods.

In partnership with MECCA M-POWER this year, Global Sisters launched its first Industry Runway program - starting with the Beauty Industry Lab pilot - to connect women-led micro businesses with corporate mentoring. As part of this, around 87 Sisters participated in ‘How to Build a Successful Brand’ sessions and 16 participated in the ‘Beauty Lab’.

“You are the absolute gold standard of corporate partners! We value your deep commitment to creating impact by leveraging the MECCA brand for good and providing direct, tangible impact to our Sisters via your amazing team and brands.”

-MANDY RICHARDS, FOUNDER AND CEO

Karrkad Kanjdji Trust

Karrkad Kanjdji Trust (KKT) supports Indigenous female rangers to protect, restore and enhance the unique natural and cultural environment of Arnhem Land, NT. These women rangers work to prevent and fight wildfires, reduce the impact of feral animals, stop the incursion of weeds, document and protect sacred sites, teach children how to care for their homelands, monitor and care for native species, and record knowledge and stories with Elders. For women, ranger programs provide flexible, meaningful and culturally significant employment opportunities in remote areas where few employment opportunities exist. Throughout 2023, M-POWER supported:

- Flexible and meaningful employment for more than 100 Indigenous women in remote Northern Territory.
- Indigenous rangers in the protection and restoration of 32,250 sq kms of ancient landscapes.
- Transition of the Strong Women for Healthy Country Network, into an independent organisation capable of providing year-round support to over 200 Indigenous women living and working their ancestral homelands.

"The most impactful way to support a non-profit is by giving them certainty with long term funding, flexibility with untied funding and aligning with their existing values and strategy to support their mission. This remains surprisingly rare in the philanthropic sector. On top of this, to support organisations to share their stories more widely and build their internal capacity, M-POWER is the dream partner. We are so lucky to be part of the M-POWERed Collective."

TACEY IRVING, CEO KARRKAD KANJDJI TRUST

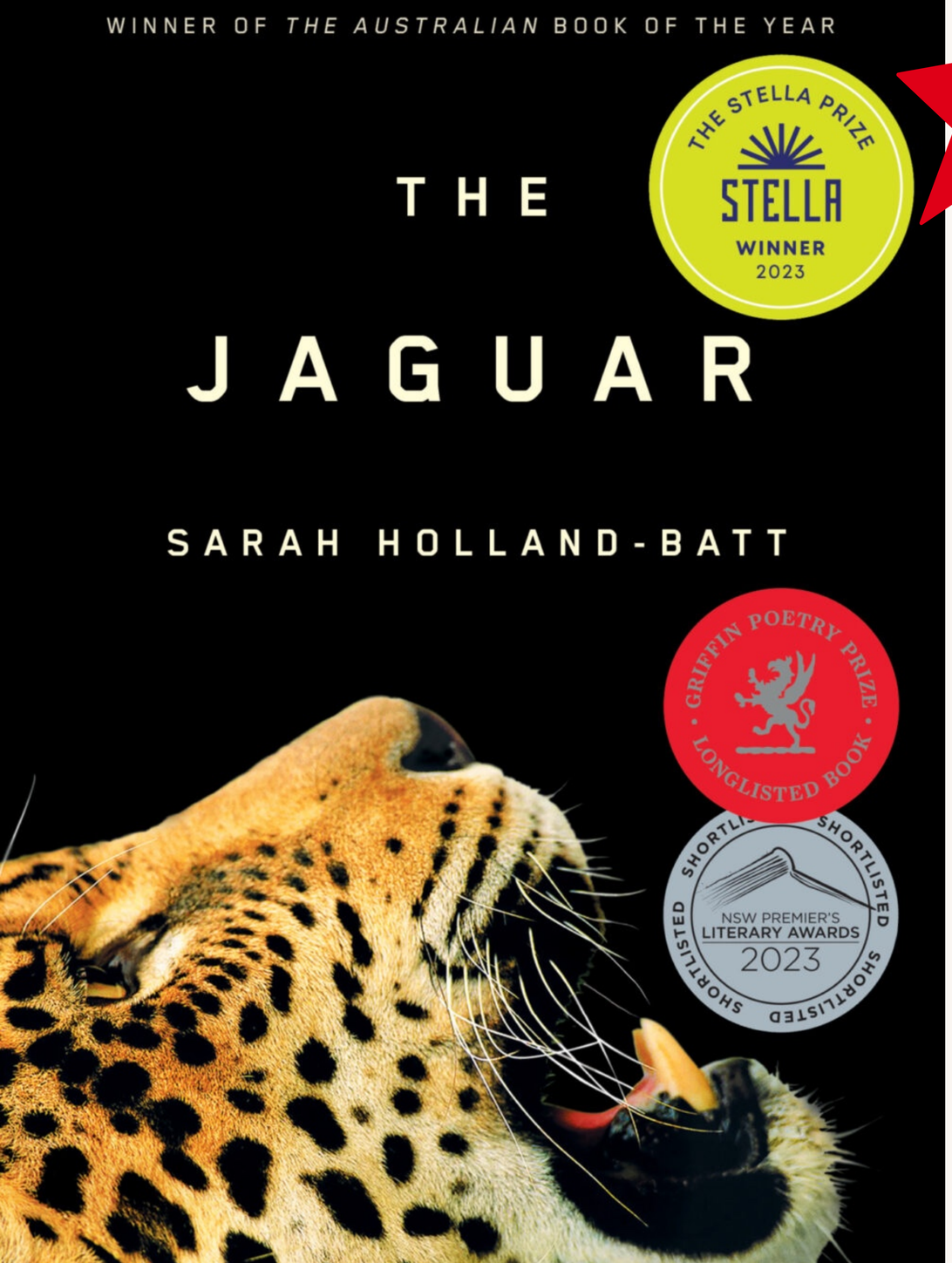
The Stella Prize

Stella is a major voice for gender equality and cultural change in Australian literature. Founded in 2012, the organisation's flagship program is the annual Stella Prize – a major literary award celebrating Australian women's writing.

Stella also delivers a suite of year-round initiatives, including the recently introduced Stella Day Out, a one-day literary festival that celebrates and promotes the outstanding contributions of women and non-binary writers to Australian literature.

Through its support of Stella this year, M-POWER has helped expand awareness of the Stella prize and its programs, enabling involvement in readings, interviews, lunches, inclusion on numerous panels and attendance at dedicated Stella sessions. The Stella Prize has changed the lives of hundreds of authors:

- Longlisted titles saw, on average, a 17% boost in sales following the announcement
- Shortlisted titles saw, on average, an 80% boost in sales in the week after the announcement
- The 2023 Stella Prize winning book, The Jaguar, saw a 743% uplift in volume sales the week following the announcement



M-POWER has also provided the opportunity for Stella to further its Schools Program, which aims to inspire change and empower students by encouraging them to critically engage with their own reading habits and imagine a future not limited by their gender.

This year, M-POWER also supported the inaugural 'Stella Day Out'. At the Stella Day Out event, 13 authors took part and around 200 people attended.

"Having untied money means that M-POWER not only supports and encourages our growth, but also the very framework of our organisation, the operations, which so often are not funded and are at risk."

-FIONA SWEET, EXECUTIVE DIRECTOR & CEO

Bridge It

Bridge It aims to end youth homelessness by providing homes, community and support, so young people can lead independent lives, and increase connection and belonging. The Cocoon Residential service targets 17 to 21 year-old women and gender diverse people exiting out-of-home care or experiencing homelessness.

Bridge It provides a beautiful, affordable home and wrap-around support including life and living skills development, therapies and community building activities for around 18 months, so residents can recover, stabilise and learn independent living skills.

In the past year, with its unique approach and program, Bridge It has successfully supported nine young people at risk of homelessness this year, with all residents who completed the program moving into a housing option of their choice.

"M-POWER is leading the way in respectful, high trust philanthropy! I also believe that many other corporates have started to back Bridge It as a result."

-CARLA RAYNES

The Flourish Journey

The Flourish Journey is a preventative mental health and emotional intelligence charity that delivers school-based, rite of passage programs for teenage girls and gender diverse teens between the ages of 13-18 years.

Backed up by ongoing school-based and online support, The Flourish Journey helps girls to build their self-awareness, self-confidence and social connectedness within their school community and other trusted relationships, and to flourish into confident, authentic young women.

In late 2023, The Flourish Journey marked a significant milestone, having worked with 20,000 girls and gender-diverse teens across Victoria, to promote positive mental health, healthy relationships and deeper social connection. To date this year, MECCA M-POWER's support has helped The Flourish Journey work with 74 schools (40 metro, 20 Regional, 14 Rural), 36 of which are new school relationships.

"The support we have received from MECCA M-POWER goes well above the financial contribution. We have received imperative introductions to Subject Matter Experts in the Mental Health, Girls & Gender Diverse teen space which will continue to help us develop an advisory group to inform on our programs and content to best serve the young people we work with."

-FIONA SANFORD, CHIEF EXECUTIVE OFFICER

The Man Cave

The Man Cave is a preventative mental health and emotional intelligence charity that empowers boys to become great men. Using evidence-based workshops and expert facilitation, The Man Cave delivers programs that provide boys with the critical emotional and social skills they need to lead flourishing lives, build positive relationships and contribute to their communities.

The Man Cave believes that early intervention programs that focus on a boy's strengths – not deficits – will reduce the prevalence of mental ill health and gendered violence, empowering young boys to become enablers of a more equitable Australia.

This has been The Man Cave's biggest year of delivery ever! With the support of MECCA M-POWER, the program has reached more than 21,000 students, 3,150 parents, 2,250 teachers across 760 workshops. The feedback from participants has been overwhelmingly positive, with 89% of boys saying the facilitators made them "feel safe to talk about their emotions."

"M-POWER gives The Man Cave access to a wide range of values-aligned organisations, supercharging our growth, knowledge base, reach and impact."

-HUNTER JOHNSON, CHIEF EXECUTIVE OFFICER

AllPlay

AllPlay's mission is to 'make the world fit for all kids'. Research and community insights reveal barriers to inclusion stem from structures and systems, not the abilities of children. AllPlay promotes inclusivity by translating research into accessible and evidence-based tools and strategies in support of these children and their families and carers.

In 2018, with the support of MECCA M-POWER, the research team joined with Queensland Ballet and Li Cunxin to create an inclusive dance program for children - and especially girls - which is rolling out to every dance school in Australia. AllPlay Dance, is a world-first initiative offering an inclusive teaching model to enable children with a disability to experience and reimagine dance.

In November M-POWER was thrilled to participate in the official opening of the reimagined Monash Krongold Clinic by the Minister for the National Disability Insurance Scheme, the Honourable Bill Shorten MP.

The reimagined Clinic will take the work of researchers and clinicians to the next level, to create transformational impact by placing ‘more community into research’ and ‘more research into community’. This will be achieved through a co-designed best-practice model of care that can support children with disability and their families, with access to what they need to thrive in all aspects of life.

“We believe that our partnership with M-POWER is an exemplar in a new model of corporate philanthropy. The wrap around support that has been provided through M-POWER (which includes networks, connections, professional development, etc.) has been invaluable in terms of building awareness and pathways to deepening connections across sectors.”

-NICOLE RINEHART, FOUNDER

ActionAid Australia

ActionAid Australia is a global women's rights organisation that empowers women on the frontlines of injustice to mobilise and transform their communities. Working across 45 countries, ActionAid partners with local women's rights organisations that support women living in poverty, providing access to the resources, training and technology they need.

Because we know when women are given the resources and opportunity to lead: more lives are saved, women and girls are better protected from violence and women's position in society is transformed.

And the results of this approach are proving compelling. This year, after Vanuatu was hit by twin cyclones, women-led efforts to alert communities to the threat, reached 40 per cent of the population; the 9000-strong Women I Tok Tok Tugetha network provided vital supplies to around 30,000 people in need; and Women's Economic Hubs produced 17 tonnes of food for 10,000 households.

In Vanuatu, these results are a big stride forward, as the nation is highly susceptible to climate disasters. In a society where only one woman sits in the national parliament and it is estimated that 60% of women aged 15-49 have experienced physical or sexual violence, ensuring women have a voice in disaster response and resilience is critical.

"M-POWER is offering ActionAid Australia the flexibility and trust to respond to what we know to be the greatest threats facing women on the frontlines of the climate crisis around the world. Our partnership with M-POWER enables us to amplify our impact and strive towards a world where all women thrive."

-MICHELLE HIGELIN, EXECUTIVE DIRECTOR

Australians Investing in Women

Australians Investing in Women, or AIIW, offers practical resources and support to help individuals and organisations invest in philanthropic initiatives that benefit women and girls. Applying a gender lens involves asking the right questions and investing with purpose to contribute to a fairer and more inclusive society for all.

This year, MECCA M-POWER's support helped enable the publication of the game-changing “Breaking the Norm: Unleashing Australia’s Economic Potential” report, which resulted in a gender lens being applied to initiatives in the 2023 Federal Budget for the first time, with more than $22bn being directed to initiatives benefiting women and girls.

"M-POWER's funding has been critical to our organisation's heartbeat and graces us with the time and support to focus on gender-wise research, communications, and advocacy projects. Having long-term capacity funding, breaks the cycle of needing to undertake continuous or urgent fundraising activity and supports our success and impact."

-JULIE REILLY, CEO

Missing Perspectives

Missing Perspectives is a purpose-driven media company dedicated to challenging the underrepresentation of young women in the news industry worldwide. By providing female identifying reporters aged 18-30 with a platform to cover news and issues impacting them and their communities, Missing Perspectives aims to ensure that the voices, needs and demands of young women are heard loud and clear, and positively influence other media outlets, public policy, and decision-making at the highest levels.

In the past year, Missing Perspectives published over 100 articles by young female reporters from across the world, and tripled its global audience. They have also built and launched an app and SaaS (Software as a Service) product to drive gender equality in the traditionally male-dominated media industry. And together, MECCA M-POWER and Missing Perspectives have grown M-POWER Insta following to 3,500 followers ... and growing!

"The untied approach to funding and angel investment had a huge impact on our organisation and ability to scale and boost reporting from young women from marginalised communities. Finally, the multi-year partnership model is unique and is a testament to M-POWER's investment in collective action – and its capacity-building approach."

International Women's Development Agency

International Women's Development Agency's (IWDA) mission is to defend and advance the rights of diverse women and girls in Australia and internationally. IWDA works in partnership with 26 women-led organisations in Asia and the Pacific, as well as part of alliances to advance gender equality. It also contributes to global feminist movements to realise a truly equal, just and sustainable future for all.

This year, in partnership with IWDA, M-POWER hosted a group of **30 bold, feminist leaders** for a series of curated conversations about how to power up social investment in women and girls. This covered making gender equality a priority across all forms of social investment; making investment decisions that are enabling not restricting; and centering the needs and voices of those with lived experience.

Discussions were captured visually by talented graphic facilitator, Kate Baxter from Together Apart.

"IWDA considers M-POWER to be leading the way in Australia's philanthropic sector in a shift toward flexible, trust-based funding of social justice movements driving transformative change. M-POWER listens deeply, is committed to addressing typical power imbalances between funders and grantees, and responds very quickly to our suggestions."

-BETTINA BALDESCHI, CHIEF EXECUTIVE OFFICER

YWCA Aotearoa

The YWCA Aotearoa is a 140 year-old organisation with a history of supporting young women and a proven track record in achieving policy change.

Through its innovative and holistic Y25 program, YWCA Aotearoa is supporting a diverse group of 25 trailblazing young women from across New Zealand to transition into adulthood.

M-POWER funding supports the Y25 program, and this year's YWCA Y25 participants were the most diverse ever – a cohort truly reflective of the rich diversity of New Zealand's young women and non-binary youth.

"M-POWER's commitment to sustainable partnerships has been of huge benefit to the YWCA. Being supported for three years – as opposed to one year at a time – has enabled us to plan strategically, project out our desired impact and dream big! This is bold and not something we have seen with."

-DELLWYN STUART, CEO

together,
lets' make
the world
over