



HUMANS:CONNECTING

we're meant to connect

MEDIA PACK

ABOUT US



We're creating a social enterprise committed to:

- being a leader in the effort to reduce loneliness globally;
- de-stigmatising loneliness through sharing stories; and
- providing upstream support and advice about loneliness for humans before they require individual mental health support or crisis support.

Founded by Phil McAuliffe (pictured), we are a team of humans who knows that loneliness feels terrible, because we've all felt lonely. We also know that connection is the antidote to loneliness.

Using our skills, wisdom and experience, we serve, support, challenge and inspire humans to become more connected.

2018

YEAR COMMENCED

The Lonely Diplomat blog started in 2018.

110,000+

LISTENS

Podcast audience since 2019

200+

COUNTRIES

Audience recorded since 2018.

HUMANS:CONNECTING podcast launched in February 2024.

Metrics in the aggregate are not yet available.

We anticipate a building a loyal following in Australia, New Zealand, US, Canada, UK and Europe.

Why we're here



**WE KNOW
LONELINESS**

HUMANS:CONNECTING is a service Phil wished existed when he first realised he was lonely. Phil had a loving family, friends and a successful career in diplomacy and public service. He didn't want to be lonely, but he realised that the thoughts and feelings weren't going to go away simply because he didn't like them.

He knew we needed a different way of engaging with loneliness and our human need for connection. An idea was had, and here we are.

WE EMPOWER HUMANS

Our need to connect is innate. Every human must feel connected in order to survive and thrive. We experience the thoughts and feelings of loneliness when we don't get the connection we need. Loneliness' job is to tell us that we're not getting the connection we need and to prompt us to get that connection.

We can look for that connection in ineffective ways.

At **HUMANS:CONNECTING**, we empower humans to listen to their loneliness, learn from it and to then go and get the connection that they've been missing.



NAME & LOGO

HUMANS:CONNECTING helps humans get the connection they need. The colon ':' is deliberate: we need to slow down, be present and do connection deliberately.

The logo was designed by Jeff Bartlett and represents the three pillars of connection (to self, to those most important to you and to community) sheltering the central cube - the individual human.

The three pillars of connection are central to the work at **HUMANS:CONNECTING** and are key to how humans feel connected.



OUR VISION

We envision a world in which:

- humans feel comfortable talking about their loneliness and their need for human connection and receiving the loneliness stories of others without judgement or seeking to fix it.
- the thoughts and feelings of loneliness and our need for authentic connection are used to get the connection we each need and deserve; and
- support to help humans move through loneliness towards the connection they need is high-quality, accessible and affordable.

CONTACT

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