



# social enterprise framework

**HUMANS:CONNECTING** is a social enterprise.  
Here's how we deliver positive social impact.



**HUMANS:CONNECTING**



**Document control**

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# purpose

**HUMANS:CONNECTING** exists to strengthen meaningful human connection across workplaces, communities and systems.

We are a social enterprise because we believe business can be a force for positive social impact.

By generating revenue through consulting, education, speaking and advisory services, we create the financial strength needed to pursue our mission with independence, integrity and long-term sustainability.

Every engagement contributes to something larger than the work itself. It strengthens the conditions that enable humans, organisations and communities to connect and flourish.

Phil McAuliffe  
Founder



**HUMANS:CONNECTING**

# how we create positive social impact

Beyond delivering services, we believe creating social impact requires sharing knowledge, contributing to the field and investing in the organisations that will shape its future.

We create social impact through four commitments.

## We deliver

We work alongside individuals, workplaces, communities, governments and systems through consulting, education, speaking, facilitation and advisory services.

Our work helps strengthen meaningful connection, social health and relational infrastructure while generating the revenue that enables Humans:Connecting to remain financially sustainable.

## We share

Knowledge becomes more valuable when it is shared.

We contribute to the public conversation through articles, podcasts, videos, white papers, practical resources and educational materials that help people better understand and strengthen meaningful human connection.

Where appropriate, we make these resources freely available.

# how we create positive social impact

## We lead

We contribute to the advancement of the human connection sector.

We collaborate with researchers, governments, practitioners and community organisations, contribute to public policy, support evidence-informed practice and help shape conversations about meaningful connection, loneliness, social health and relational infrastructure.

## We invest

As Humans:Connecting grows, so too does our capacity to invest in strengthening the broader human connection ecosystem.

This includes initiatives such as the Sustainable Connection Grant, through which we support emerging organisations working to strengthen meaningful human connection.

We believe that strengthening the sector creates greater collective impact than any one organisation could achieve alone.

# our commitment as a social enterprise

Being a social enterprise is central to how we make decisions.

We seek to create value not only through the services we provide, but also through the knowledge we share, the collaborations we foster and the organisations we help strengthen.

Our commercial success allows us to continually invest in meaningful human connection and the organisations working to strengthen it.

As our enterprise grows, so too does our capacity to contribute to a stronger, more connected society.

# our approach to sustainability

Financial sustainability and social impact are necessary priorities that reinforce each other.

A financially sustainable organisation is better able to:

- deliver high-quality services
- fairly remunerate the people who contribute to our mission
- develop new ideas, products and resources
- respond to emerging opportunities
- invest in the broader human connection sector
- create lasting social impact.

Building a sustainable organisation is itself an act of stewardship.

# how we make decisions

When considering new opportunities, partnerships and investments, we ask questions like:

- How does this strengthen meaningful human connection?
- How does this align with our purpose and values?
- How will this create positive social impact?
- How does this strengthen the broader human connection ecosystem?
- Can we deliver it sustainably and with excellence?

These questions guide how we choose our work, invest our resources and measure our success.

# our commitment

We believe the future of human connection is built together.

Every conversation, every partnership, every resource and every investment is an opportunity to strengthen not only **HUMANS:CONNECTING**, but the broader human connection movement working to create healthier relationships, stronger communities and a more connected society.

# our philosophy

Meaningful human connection is fundamental to individual and collective wellbeing.

It shapes our physical, mental, emotional and social health. It influences how we lead, how we work, how we learn, how we age and how we experience life in our communities.

Strengthening human connection is therefore about more than improving individual relationships. It is about strengthening the social fabric that allows people, organisations and communities to thrive.

No single organisation can achieve this alone.

We believe lasting change is created through collaboration, shared learning and a healthy ecosystem of organisations working towards a common purpose.

**HUMANS:CONNECTING** is committed not only to delivering its own work, but also to strengthening the global human connection sector.



let's get started



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



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