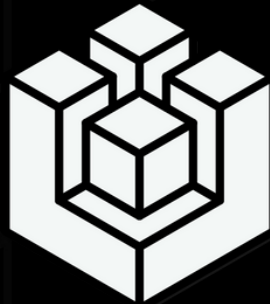




HUMANS:CONNECTING **social impact report**

2024/2025



HUMANS:CONNECTING



message from Phil



The 2024/25 financial year was a period of consolidation for **HUMANS:CONNECTING**.

We introduced the **HUMANS:CONNECTING** blog to complement our existing support offerings, addressing a critical need for accessible and empowering advice on human connection. Acknowledging that many individuals may lack the confidence or opportunity to seek in-person support within their immediate networks, the blog was designed to provide practical guidance delivered in an empathetic and relatable manner.

In addition to our weekly blog and episodes of the podcast in season, we advanced the development of scalable systems to extend our reach. Key initiatives included automating enrolment processes for our flagship Connection Starter Course and preparing for the launch of the Collaborative Policy Studio, which took place in July 2025.

To accelerate our impact, we initiated targeted efforts to secure philanthropic and other forms of funding. We engaged David Stewart, founder of One Day One Life, whose specialist consultancy has been instrumental in refining our investment prospectus. This document clearly articulates our value propositions and underpins ongoing discussions with potential collaborators and investors.

Throughout the year, **HUMANS:CONNECTING** maintained a strong advocacy role, elevating the importance of social health, connection, and loneliness. A notable highlight was the invitation to provide evidence to the NSW Legislative Council's Standing Committee on Social Issues' inquiry into the prevalence, causes and impacts of loneliness in New South Wales in February 2025.

Further recognition came through my appointments to the Board of Directors of the Global Initiative on Loneliness and Connection

(GILC) in March 2025, and to the Evidence-to-Action Advisory Board of LONELY-EU in June 2025. The latter assembles expert voices dedicated to translating social isolation research into actionable policy within the European Union.

Despite these achievements, financial constraints continue to challenge our ability to scale marketing efforts and raise awareness among those who would benefit from our services.

While we have been invited to speak at conferences and corporate events, there remains a persistent expectation that our expertise should be provided either pro bono or at significantly discounted rates. Unlike organisations that can cross-subsidise their work, **HUMANS:CONNECTING** cannot. Undervaluing our services jeopardises both our financial sustainability and our capacity to generate meaningful social impact.

Additionally, the stigma surrounding loneliness persists, with our services seen as valuable but intended for 'others', thereby limiting engagement from those who could most benefit.

These issues will require sustained effort and strategic response. We remain committed to maintaining visibility, financial viability and, most importantly, supporting individuals, workplaces and communities in need.

We are steadfast in our purpose and mission. We will continue to demonstrate our value and focus on delivering the positive social impact that drives and defines us.

We invite you now to review our social impact report for 2024/25.

Phil McAuliffe
Founder, **HUMANS:CONNECTING**

Measuring impact

MISSION



We're de-stigmatising loneliness and helping humans to get the connection they need and deserve

VISION



To be the global faces and voices of an emotion that all humans experience but we do not know how to talk about or sit with.

What we're doing

We're creating a social enterprise that supports humans experiencing loneliness to move through loneliness and take steps to get the connection we're all looking for.

Why does it matter

25% of all humans globally are experiencing loneliness and social disconnection. This is a social and economic catastrophe and we are here to make the solution readily accessible to everyday people where they are.



Ratio of people globally feeling lonely in 2023.



Ratio of Australians experiencing loneliness in 2023.



Ratio of Australians reporting feeling severely lonely in 2023.

We're doing this by

- providing an upstream service supporting humans to feel connected and socially well before the need to seek professional mental health support or crisis services.
- talking widely about loneliness as experienced within humans, in our communities and workplaces.
- offering products improving connection that are easily accessible, convenient and provide high-value support.
- measuring how we reduce an individual's feelings of loneliness through our Connection Starter Course.
- collaborating with governments, academics, mental health professionals and mental health support providers globally.

Measure 1

Providing an upstream service supporting humans to feel connected and socially well before the need to seek professional mental health support or crisis services.

Between 1 July 2024 - 30 June 2025

HUMANS:CONNECTING

Blog:

Articles published: 32

Views: 1,648

Podcast:

Episodes released: 21

Listens (all platforms): 1,366

Views (YouTube): 2,052

THE LONELY DIPLOMAT

Blog:

Articles published: 0

Views: 11,579

Visitors: 8,385

Podcast:

Episodes released: 0

Listens: 2,194

THE LONELINESS GUY

Blog:

Articles published: 0

Views: 11,212

Visitors: 9,069

Podcast:

Episodes released: 0

Listens: 2,561

Views (YouTube): 2,554

Between 1 July 2024 - 30 June 2025

Measure 2

Talking widely about loneliness as experienced within humans, in our communities and workplaces.

HUMANS:CONNECTING

Appearances on other podcasts: 3

Speaking engagements: 4

Number of speaking opportunities declined due to expectations of pro bono or minimal-cost service delivery: 4

Media appearances: 1

Between 1 July 2024 - 30 June 2025

Measure 3

Offering products improving connection that are easily accessible, convenient and provide high-value support.

HUMANS:CONNECTING

No cost

See data against Measure 1

Low cost:

Connection Inspiration: 1

Core offering:

Connection Starter Course: 1

Between 1 July 2024 - 30 June 2025

Measure 4

Measuring how we
reduce an individual's
feelings of loneliness
through our
**connection starter
course.**

HUMANS:CONNECTING

Reduction (UCLA Loneliness Index): n/a

Measure 5

Collaborating with governments, academics, mental health professionals and mental health support providers globally.

Between 1 July 2024 - 30 June 2025

HUMANS:CONNECTING

Collaborations

- Research partner
 - Annecy Behavioral Science Lab (ABSL) – Annecy, France.
- Co-chair – Lived Experience Advisory Panel – Ending Loneliness Together (Australia) – ended December 2024.
- Member – Board of Directors – Global Initiative on Loneliness and Connection – started March 2025
- Member – Evidence-to-Action (E2A) Board – Lonely-EU – started June 2025.

Government submissions

- Submission to the NSW Legislative Council's Standing Committee on Social Issues' inquiry into the prevalence, causes and impacts of loneliness in New South Wales.
- Supplementary submission to the NSW Legislative Council's Standing Committee on Social Issues' inquiry into the prevalence, causes and impacts of loneliness in New South Wales.





**Join us in creating a
connected world**

