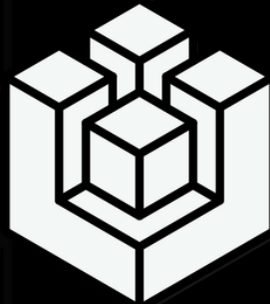




HUMANS:CONNECTING **social impact report**

2025/26



HUMANS:CONNECTING



HUMANS:CONNECTING

message from Phil



The 2025/26 financial year was a year of persistence, refinement and focus for Humans:Connecting.

At times, it felt like we were trying to hold on long enough for something to happen.

The financial sustainability challenges we reported last year did not disappear. We continued to experience a gap between recognition of the importance of our work and people's willingness or ability to pay for it. We continued to be approached for our expertise, while also declining opportunities where the expectation was that this expertise would be provided for free or at a rate that was not sustainable.

This had real consequences.

Three members of the Humans:Connecting team stepped back during the year to focus on their primary employment.

I also began actively pursuing employment opportunities alongside Humans:Connecting, recognising that greater personal financial stability would help me continue to sustain the organisation and its work.

In January 2026, we closed The Loneliness Guy website because we no longer had the financial resources to justify maintaining it.

We persisted. We refined. And we continued to do what we could with what we had.

We published 37 articles through the Humans:Connecting blog, increasingly focusing our content on two areas where we believed our voice could add particular value: workplace connection, with content developed for HR professionals, Chief Human Resources Officers and other workplace leaders; and the experience of connection through midlife.

People continued to find and use our existing content too.

Our podcasts and legacy content at *The Lonely Diplomat* and *The Loneliness Guy* continued to receive thousands of listens and views without new episodes being produced, while our 17 zero-cost resources were downloaded 114 times.

We also became more deliberate about where we put our time and energy.

In December 2025, we stopped posting on Meta platforms and consolidated our social media presence around LinkedIn. We placed greater emphasis on communicating directly with the people on our mailing list rather than trying to maintain a presence everywhere.

We refined our products and the ways people could access them.

We extensively reviewed the Connection Starter Course and Creating Connected Workplaces. With our collaborative research partner, Annecy Behavioral Science Lab, we developed and released The Connected Professional.

In November 2025, we launched the Humans:Connecting Store, streamlining the experience for people looking to access our products and resources.

Collaboration continued to create opportunities for our expertise to contribute beyond Humans:Connecting itself.

We entered into a collaboration agreement with Inlusee to develop and deliver Social Health in Retirement Training, applying our work on social health and meaningful connection to the significant life transition of retirement.

message from Phil



Humans:Connecting and Annecy Behavioral Science Lab also entered into a three-way collaboration with US-based fwd Health Partners in December 2025 to support the delivery of Creating Connected Workplaces. fwd Health Partners withdrew from that collaboration in February 2026.

Think-Film Impact Production sought out our insights to support the impact promotion of 'Closure', a documentary exploring social disconnection and isolation. We provided advice about how people can support someone they believe may be experiencing loneliness and social disconnection.

Our work and insights also appeared in *Psychology Today* five times during the year, and we continued contributing internationally through the Global Initiative on Loneliness and Connection and the Evidence-to-Action Advisory Board of LONELY-EU.

Not everything worked and not everything grew.

There were no enrolments in the Connection Starter Course during the year, and paid uptake of our consumer offerings remained very limited. Some opportunities we hoped would develop did not. The financial sustainability of Humans:Connecting remained an ongoing challenge.

We do not need to pretend otherwise.

In reviewing the year, it's clear we were not just sitting around waiting for something to happen.

We were becoming more focused.

We were learning where to put our limited resources and where not to put them. We were refining our products. We were building new ways of applying our expertise. We were strengthening some collaborations and learning from others. We were continuing to speak, write, contribute and make practical support freely available.

And our expertise continued to be sought out.

There is still much to do to make Humans:Connecting financially sustainable and to create the scale of social impact we know is possible. We cannot do everything we would like to do with the resources we currently have.

So we do what we can with what we have.

We persist. We refine. We keep showing up.

And we remain committed to helping humans get the meaningful connection they need and deserve.

We invite you now to review our social impact report for 2025/26.

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 2025 - 30 June 2026

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Blog:

Articles published: 37

Views: 4,696

Visitors: 3,088

Podcast:

Episodes released: 0

Listens (all platforms): 368

Views (YouTube): 2,696

THE LONELY DIPLOMAT

Blog:

Articles published: 0

Views: 5,437

Visitors: 4,100

Podcast:

Episodes released: 0

Listens: 2,536

Views (YouTube): 27

THE LONELINESS GUY*

Blog:

Articles published: 0

Views: 3,655

Visitors: 2,993

Podcast:

Episodes released: 0

Listens: 1,767

* The Loneliness Guy website ceased operating on 9 January 2026 because Humans:Connecting did not have the financial resources to continue maintaining it. Website data therefore covers the period 1 July 2025 – 9 January 2026.

Views of The Loneliness Guy content on YouTube are included in the Humans:Connecting YouTube figure.

Between 1 July 2025 - 30 June 2026

Measure 2

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

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Appearances on other podcasts: 2

Speaking engagements: 1

Number of speaking opportunities declined due to expectations of pro bono or minimal-cost service delivery: 2

Media appearances: 5

Between 1 July 2025 - 30 June 2026

Measure 3

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

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No cost

- Zero-cost resources available: 17
- Downloads: 114
- See also data against Measure 1

Low cost:

- Connection Inspiration: 1

Core offering:

- Connection Starter Course: 0

Professional training and development:

- The Connected Professional: 24 enrolments

Between 1 July 2025 - 30 June 2026

Measure 4

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

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Reduction (UCLA Loneliness Index): n/a

There were no Connection Starter Course enrolments during the reporting period and therefore no participant data against which to measure a change in UCLA Loneliness Index scores.

Measure 5

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

Between 1 July 2025 - 30 June 2026

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Collaborations

- **Annecy Behavioral Science Lab (ABSL) – Annecy, France**
 - Research partnership continued.
 - Collaborated on the review of Creating Connected Workplaces.
 - Collaborated on the development and release of The Connected Professional.
- **Inclusee – Australia**
 - Entered into a collaboration agreement to develop and deliver Social Health in Retirement Training (SHIRT).
- **fwd Health Partners – United States**
 - Entered into a three-way collaboration agreement with Humans:Connecting and Annecy Behavioral Science Lab in December 2025 to support the delivery of Creating Connected Workplaces.
 - fwd Health Partners withdrew from the collaboration in February 2026.
- **Think-Film Impact Production**
 - Sought Humans:Connecting's insights to support the impact promotion of Closure, a documentary exploring social disconnection and isolation.
 - Humans:Connecting provided advice on supporting people who may be experiencing loneliness and social disconnection.
- **Global Initiative on Loneliness and Connection (GILC)**
 - Secretary – Board of Directors.
- **LONELY-EU**
 - Member – Evidence-to-Action Advisory Board.

Government submissions

- 0

White Papers

- **Helping Governments Navigate AI Disruption Through Human-Centred Public Policy**
- **Introducing Relational Infrastructure**





**Join us in creating a
connected world**

