



# Impact Report

**Organisation name**

Orange Sky Laundry Inc.

**Your name and position**

Jo Westh CEO

**Please describe the impact that the specific TFN funding has had.**

We were able to offer homeless friends employment opportunities they may not otherwise have had. They gained skills, built confidence and have become valued, respected members of our team.

Ultimately we want to help transition our friends into stable, long-term, meaningful employment and a life off the street.

**Please provide a quantitative breakdown of how TFN funds have been used.**

We have provided 8 of our friends from the street with an average of 4 hours per week. At an equivalent casual employment rate of \$25 per hour, over 10 months this has been a cost of \$32,000.

Our warehouse foreman who has also been transitioned out of homelessness through Orange Sky employment, supervises their work and manages the relationship with the soccer club. The portion of his salary dedicated to this project, equates to \$7750.

Cost of consumables and utilities for this period has been \$2000.

Total of \$41750.

We have received payment from the soccer club of \$200 per week or \$8000. Our net cost of this project has been therefore \$33,750.

**Describe any ways the funding was used that differs from that described your original pitch.**

The cost of employing individuals vastly exceeded what we had anticipated. We had thought we could price the washing contracts above usual commercial levels, due to the social impact. Among the customers we were able to secure, the appetite for paying above commercial laundry rates was not there.

We employ 2 people per shift. At award rates this approximates \$50 per hour which is far more costly than we could charge for the service - but the value of having these teams is hard to quantify. It only takes one person to do the washing, drying and folding but the benefits of having two people connect with each other and others in our team in a normal work environment are priceless.

When Orange Sky pitched, we assumed that we would rotate people in and out of roles so that we could help more people in a year. However we found that short rosters were not always enough to get people to move from these casual positions into more permanent roles - and some peoples journey takes a lot longer than others. Some are simply not capable of permanent work, due to health issues. Consequently, some friends have been with us for the whole year (and are really part of the Orange Sky family).

The opportunity to trial the program has educated Orange Sky in terms of how this work can expand, both in Brisbane and across our multiple services. It has also clarified how we remunerate people and how we can further train or upgrade skills. We now know we can expand to encourage more businesses to support this project with the ultimate aim of being cost neutral.

**How many people have been affected by programs or activities that were supported with TFN funding?**

We currently offer 7 friends casual employment executing our commercial washing contracts - and we plan to continue building on this number as the amount of work increases.

**What measures did you use to assess the impact?**

- Soccer club satisfaction
- Presentation by soccer club at Suncorp Stadium
- Discussions with our friends who testified to the dramatic impact the work has had on their lives
- Interaction between these casual employees and the rest of our staff who jointly form our workforce

**Describe three ways that your organisation has changed in the last 12 months since the event.**

- 15 laundry vans across Australia (from nine)
- 3 shower vans have been launched servicing Brisbane, Sydney and Melbourne (from zero)
- Our volunteer numbers have increased to 850, (from 450) and they have engaged in over 127,000 hours of positive and genuine conversation to date (from 75,000)

**Over the last 12 months, did you receive any additional financial support or any goods in-kind and/or pro bono services from anyone you met through TFN?**

No

**How important was TFN funding in helping you achieve your objectives this year?**

We would have found it difficult to achieve our objectives without TFN funding

**Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources you did not meet through TFN?**

No

**What were some of the other benefits of participating in TFN?**

Wonderful to meet other people doing some great things in the community  
Good experience presenting to a larger audience  
Great discipline to write a speech and practise it.

Great experience, great learning, hope we can participate again