



Impact Report

Organisation name

Property Initiatives Real Estate

Your name and position

Jeanette Large, CEO

Please tell us a short story about someone who has benefited from this funding.

Who will benefit from this funding is still something in the future, as the Social Enterprise is still moving towards creating a profit which will be contributing to Women's Property Initiatives (WPI). The funding from the TFN has assisted greatly in moving Property Initiatives more closely to this outcome at a much quicker pace, which is fantastic.

A story of a woman and her children who has benefited from WPI's housing is the following:

A woman who is a refugee, who has escaped family violence has been housed in one of our 4 bedroom properties with her 4 children. The family has a new life, a new community and the outcomes have been significant.

Her oldest child, her daughter is now attending university, her second eldest is attending school regularly, which he wasn't doing when they were transient and moving constantly and her youngest who has special needs is close to the support service he requires and is receiving the ongoing support he needs. The stability of the home has provided them with the opportunity to move on with their lives, engage with the services and supports they need, improved their family relationships immensely and allowed them all to flourish!

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

The TFN funding has allowed the Social Enterprise, Properties Initiative Real Estate to continue to grow its rent roll, which contributes to growing the financial sustainability of the organisation. As outlined in the presentation, when the business becomes profitable, then all (100%) of the profits must be distributed to Women's Property Initiatives which will be used to build more housing for disadvantaged women headed households

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

Not all the funds have been used to date and we still have some available to continue to put to organically growing the rent roll including paying for some radio advertising on 3RRR, and other business development costs which will increase the profile of the organisation and result in increasing the rent roll. To date, funds have been used to contribute to the 3RRR radio ad - proving to be an very suitable audience for our Social Enterprise, and for updating other material to increase our profile and grow the rent roll - which it has done!

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

It was decided that growing the rent roll through organic growth is a much better way to go rather than purchasing rent rolls. The Landlords are far more committed to the cause of the Social Enterprise. They are better quality landlords and they are far less likely to change Real Estate agency's or sell their property through another agent. Therefore funds have been used for radio ads and some contribution to Business Development costs to market and profile the agency. The rent roll has grown by approximately 20 properties since the TFN event.

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

As noted above, the impact of the funding has not yet really been realised, but it has assisted greatly in moving the Social Enterprise Real Estate towards creating the revenue stream that will flow into WPI.

What measures did you use to assess the impact?

WPI undertakes Social Returns on Investment (SROI) evaluations which are undertaken by external qualified practioners and verified by international bodies. These SROI's measure the economic and social outcomes of the homes we provide.

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

The organisation has:

1. increased it's rent roll,
2. increased it's profile
3. engaged a sales agent - when rent rolls increase, then so do the opportunities for sales, ie from the rent roll, so this is a great outcome as revenue from sales will contribute to moving towards making a profit significantly.

Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?

No

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

Other

What did you receive and from whom?

Opportunities to present and raise the profile of Property Initiatives

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?

The pitch coaching and mentoring was invaluable for Kristie and she spoke immensely highly of it. It provided her with skills and confidence for media coverage that she has since had and for other presentations. While the pitch coaching may not have resulted in financial contributions, it has resulted in pro bono contributions to both WPI AND property Initiatives and bringing in business to Property Initiatives. These outcomes have been of great benefit.

Do you have any other comments or feedback on the TFN experience or funding process?

I know the TFN experience for Kristie was immensely positive and she gained so much from the coaching and the experience as a whole - despite how nerve racking it was for her.

Personally, I believe its a great concept and attended my first one just a few weeks ago - an excellent concept and innovation