

FY25 Impact Report

With your support, every \$1 has created \$10 of lasting financial and non-financial impact across the not-for-profit sector.

10x10

**Our vision is an Australia where
the people solving our toughest
social problems have every
chance to succeed.**

**10x10 builds the networks that back innovative
not for profits (NFPs) to multiply their impact.**



We do this by

Fuelling a thriving movement

We bring people together to be part of something bigger – a movement for social change, where time, connections, and capital help transform communities.

Building a funding ecosystem

We're building a venture philanthropy funding ecosystem, where individuals, corporates and funders unlock new and better philanthropy for innovative not-for-profits.

We work with

Individuals

Corporates

Private Funders & Families

And with your support throughout FY25,

every \$1 has created \$10 of lasting financial and non-financial impact for NFPs.



Since 10x10's inception in 2013, we have

20K

people engaged

>\$30M

unlocked in funding

176

events hosted

485

innovative NFPs
platformed to share
their stories



A message from our CEO

For more than 12 years, we have worked alongside not-for-profits to help them turn ambition into lasting impact. FY25 was a year of real progress. Every \$1 donated to 10x10 during FY25 has created \$10 of lasting financial and non-financial impact for not-for-profits. The total value delivered to the sector rose from \$2.29 million in FY24 to over \$7 million this year – growth that reflects both the strength of our strategies and the collective determination of this movement.

**This was a year defined by connection, momentum and scale.
We reimagined how we activate communities for impact.**

Through a record calendar of national events, as well as a number of events with corporate partners, over 1,800 people across the country came together to donate, learn, and engage with not-for-profits making a positive impact. At every event – whether I'm in the room, our team is present, or volunteers are leading – there's a shared anticipation about the outcomes that will follow. And they always do: people who have been inspired, who describe spark moments that turn a match into a flame, and a flame into a fire. These moments transform the desire to make a difference into real action.

What energises me most is hearing directly from Founders about why they do what they do and the impact they create. Being so close to their work is a privilege – it's deeply inspiring and makes me hopeful for the future. It reminds me that we are building not just events or programs, but a powerful network for change. We are incredibly lucky to do what we do.

None of this would have been possible without the people who stand with us: our team, our Board, our volunteers, and our donors – families, foundations, and individuals – whose contributions, both financial and in-kind, fuel the organisations we support. This is a shared achievement, and one we celebrate together.

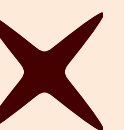
A further highlight was our deepening partnership with Community Capital and the expansion of our venture philanthropy model. This has been a step-change both for 10x10 and the sector – providing not-for-profits with not only funding, but also strategic support, networks, and confidence to scale. By broadening this approach to include new families and foundations, we are building a stronger, more resilient ecosystem of support for those on the frontlines of social change.

Looking ahead, the foundations laid in FY25 give us confidence in what's possible. We will continue to build on these foundations to grow this effort into \$100 million of value for the sector over the next three years. It's a big goal – but with the strength of this community, we believe it is within reach.



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MICHELE RENSHAW



A message from our Chair

10x10 has always been driven by ambition: to unlock outsized impact by backing early-stage not-for-profits and mobilising people into philanthropy. Over the past decade we have seen the catalytic effect of this work: organisations like Fighting Chance and Eat Up, which have grown from fledgling ideas into sector leaders, and volunteers whose first 10x10 experience sparked a lifelong journey of giving. Yet until recently, we were mainly capturing one dimension of that story: the financial.

Over the past year, building on our updated Theory of Change, the Board and management team have laid the foundations for a more complete view of our impact. We have introduced new structures and tools that mark a shift in how we work. Central to this is a master database that captures not only direct financial outcomes but also scale-up capital attracted and the ripple effects of non-financial impact: partnerships forged at our events, skilled volunteering, and the confidence and capacity that founders carry forward long after their 10x10 night.

We have also brought greater clarity to how we organise our activities. Our work now sits within three interconnected pillars: Individuals, Corporates, and Private Funders and Families. These are not silos, but overlapping lenses through which we view each opportunity to partner with and grow a not-for-profit from early stage to maturity.

This evolution goes well beyond reporting. It reflects a new level of maturity for 10x10, sharpening our focus on what matters most and enabling us to contribute to systemic change across the social impact sector.

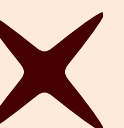
By recognising the full spectrum of impact, we can demonstrate the true multiplier effect of our model and direct our efforts where they unlock the greatest value.

This work also sets the stage for our bold target: to unlock \$100 million in value for the social sector by June 2028. None of this would be possible without the people who make up 10x10: our volunteers, partners, funders, Board and team. I am deeply grateful for their creativity, energy and conviction. Together, we are laying the groundwork for a step change in what we can deliver: a future where 10x10's multiplier effect drives generational change for the sector.

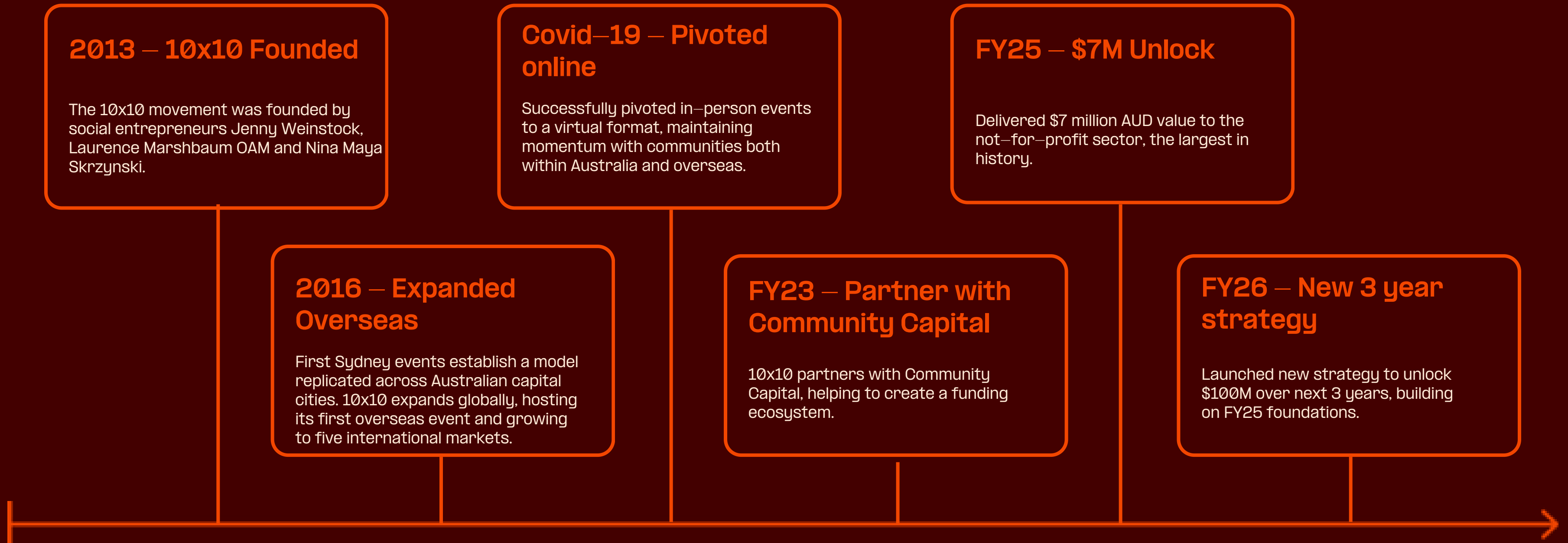


A stylized, handwritten signature in dark blue ink, consisting of a large 'M' followed by 'S' and 'I' with a dot.

MICHAEL SIRMAI



Timeline



FY25 In Numbers

Community

52 NFPs
supported

130
volunteers engaged

Movement

1875 individuals

20
events in 5 major cities
across Australia,
Auckland and London.

Unlock

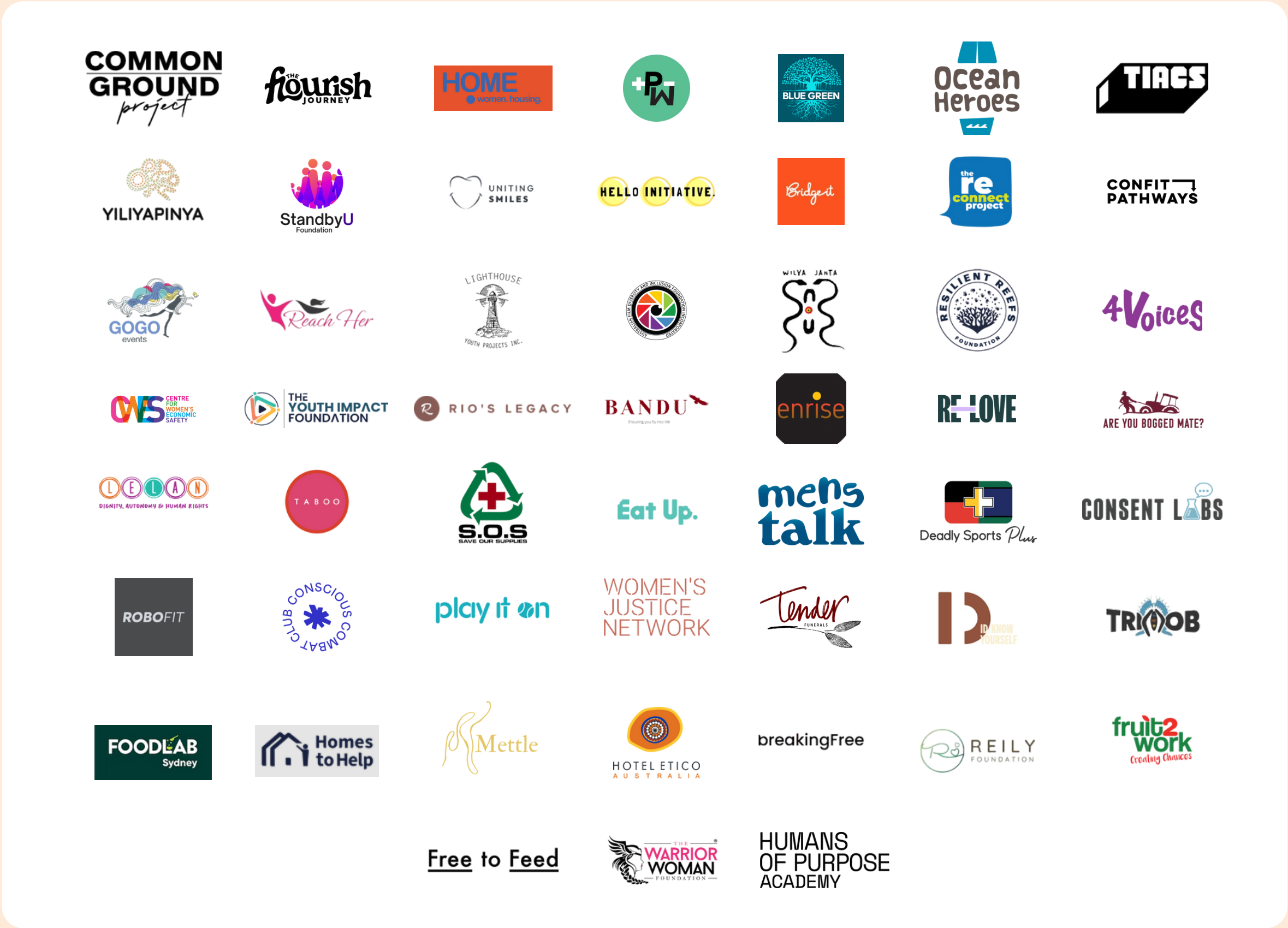
\$7M

total value* unlocked in
FY25 for early stage
not-for-profits.

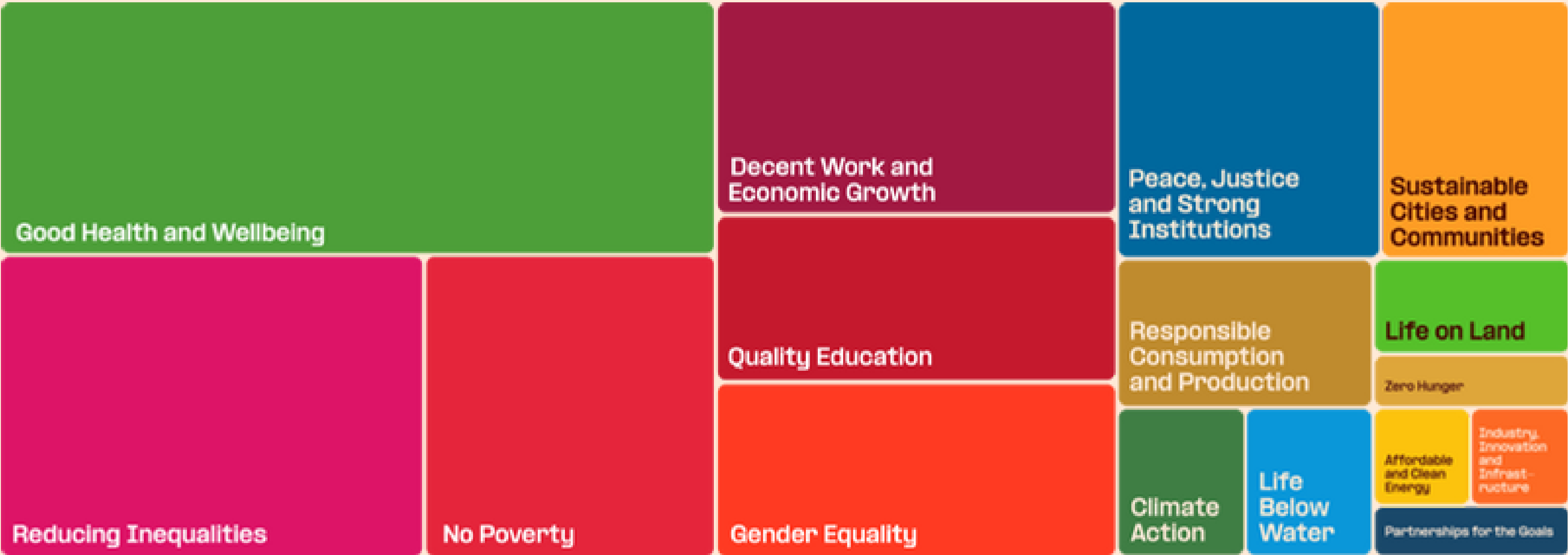
*Financial and non financial value.



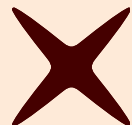
52 NFPs were supported.
Our events are a platform for NFPs to share their impact with the 10x10 network, access early-stage capital and leverage capacity building



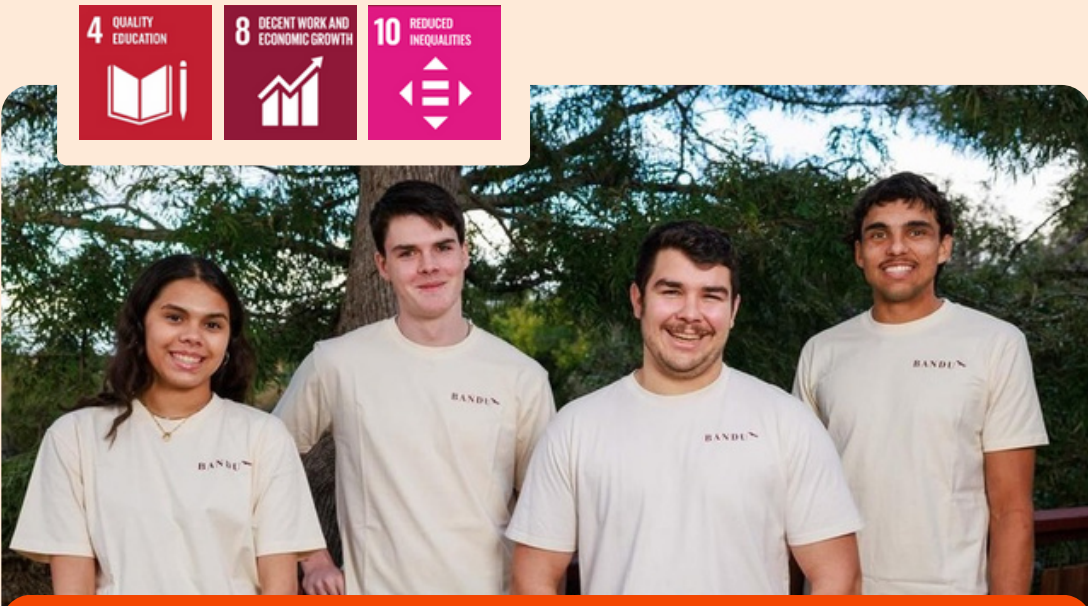
These NFPs are shaping progress on urgent social challenges in Australia, with impact aligned to the UN Sustainable Development Goals



Weighted by primary SDG focus areas of NFPs that 10x10 supported throughout FY25, not \$ weighted value. To learn more, please go to <https://sdgs.un.org/goals>



Snapshots of progress on urgent social challenges in Australia



Bandu

Between 2001 and 2021, the proportion of Indigenous students completing high school or a Certificate III doubled, from 30% to 60%. Yet rates of further education have largely stalled. Financial barriers are a key challenge: only 47% of First Nations students who complete the HSC enrol in tertiary education (compared to 77% of non-Indigenous students), and just 26% of those who enrol complete their degrees.

Bandu is bridging this gap. The program provides holistic wellbeing support, administrative guidance, and workplace readiness training to First Nations students transitioning from high school. Built on four pillars, Bandu draws on the successful model developed by Co-Founder and former teacher Edward Morgan as Indigenous Program Coordinator at St Joseph's College, Hunters Hill.

In just two years, Bandu has grown from supporting 14 students to 126. Today, 100% of these students are pursuing further education, and 90% are employed. Looking ahead, the organisation aims to support 500 students per year by 2030, backed by a strong, sustainable funding model through corporate partnerships.



Wilya Janta

Remote housing in the NT is plagued by overcrowding, poor thermal performance, cultural disconnection, and extreme costs (up to \$1m per home). For too long, Aboriginal people have had little say in how their houses are designed or built.

Wilya Janta is changing that. An Aboriginal-led design and cultural consultancy, they co-create housing with community—delivering culturally safe, climate-resilient homes that are affordable and practical. Their “Explain Homes” in Tennant Creek—evaluated by CSIRO, Sydney University and NHMRC—show housing can double usable space, cut living costs, and improve health and cultural outcomes, all at cost parity with existing builds.

Co-founded by Warumungu Elder Norman Frank Jupurrurla and Dr Simon Quilty, with cultural leadership from Jimmy Frank Jupurrurla, Wilya Janta blends deep cultural knowledge with design and technical expertise. Their first home is fully funded and will be complete in July 2025. From there, they aim to secure funding for a second build and expand into consultancy—partnering with industry to influence the \$4b remote housing pipeline and drive systemic change in Closing the Gap.



The Youth Impact Foundation

Suicide is the leading cause of death for young Australians, and one in five experience very high psychological distress. Despite this, more than 4,000 youth mental health charities work in isolation, often struggling to scale or sustain their impact.

Youth Impact Foundation is changing this by consolidating charities and delivering evidence-based preventative programs. Their model reduces duplication, strengthens services, and creates lasting pathways of support for young people.

Already, six organisations have joined forces, lowering costs by 24%, boosting revenue by 9%, and reaching 39,000 young people in 2024 alone—over 250,000 to date. By 2029, they aim to support one million young Australians every year, powered by a sustainable model where 90% of revenue comes from trade.

130

community volunteers and growing

\$363k

funds raised at
community events

\$400k

funds raised at
corporate events

11

Community
Events

7

Corporate
Events



Every one of the 1,800+ people who joined our events this year

has helped strengthen a vibrant network of changemakers shaping Australia's social future.



NFP Spotlight

The power of the 10x10 movement

The true power of our events goes beyond the platform, capacity building, or funds raised—it's in the connections they create. Through the 10x10 network, these connections spark opportunities that help our portfolio not-for-profits grow, scale, and increase their impact.

These stories are just two examples of the many ways 10x10 events ignite collaboration, open doors to new resources, and turn ideas into action. Every connection strengthens a vibrant ecosystem of change, building momentum that continues long after the event ends.

**Georgia — Conscious Combat Club**

Through a connection with the James Richardson Group, Georgia was able to secure a peppercorn lease — enabling the trauma-informed martial arts studio to run classes full time and expand their service offering for clients.

**Carla — Bridge It**

Carla's introduction to Ark Capital led to a \$26K donation, pro bono legal support, and ultimately inspired the idea for a \$60M housing trust to help combat youth homelessness.

Volunteer Spotlight

The power of the 10x10 movement

NFPs thrive when they're supported by engaged communities.

At our events, volunteers and attendees have 'spark moments' and are inspired by innovative NFPs. These moments turn a match into a flame, and then into a fire. They transform the desire to make a difference into meaningful action.

Our volunteers keep the momentum alive long after each event, offering their time, skills, and networks to create lasting impact beyond financial support. Here are a few examples of post-event connections that continue to benefit our NFPs today.

These are just a small selection of the many ways our community supports NFPs and helps them thrive.



Fleur Madden, Shark for Good at 10x10 Brisbane (July 2024) where 4 Voices pitched. Fleur later joined the 4 Voices Board and was recently announced as Chair.



Shafira Raissa, Sydney committee member at 10x10 (Nov 2024). The Youth Impact Foundation (TYIF) pitched and Shafira went on to become a leader at TYIF's National Youth Leadership Forum.



Jem Hecht, Co-Founder of brandkind, met Nic Radoll, Founder of Deadly Sports Plus, at 10x10 Melbourne (Oct 2024) and offered her branding and communications expertise, helping the organisation win a major local government contract to upskill First Nations people in first aid and community health.



Sam Gibb, committee member at 10x10 Perth (Nov 2024) where Tender Funerals Perth pitched. Sam later joined their Board, and has since been invited to join the Board of Reach Her Inc, another Perth NFP that pitched at the event.



Liv Aberle, volunteer at 10x10 Melbourne (2024 & 2025), influenced corporate giving at her workplace (Merricks Capital), directing an additional \$10K to Homes to Help, an NFP that pitched at 10x10 Melbourne 2024.



Ja-Jet Loh, committee member at 10x10 Perth (Nov 2024), inspired by his 10x10 experience, ran a social impact foundations session for his company Visagio, attended by 50+ people.



Jai Parrab, attended a Goldman Sachs corporate event, joined the 10x10 Sydney committee (2024) where Plate it Forward pitched. Jai went on to volunteer with Plate it Forward, developing an initiative to support female migrant food entrepreneurs.

FY25 was a milestone year for corporate engagement.

With seven corporate partners — one longstanding and six new — joining forces with 10x10, this marks an exciting phase of growth directly aligned with our Theory of Change: enabling new and more effective philanthropy.

A growing number of leading corporates are seeking to expand their giving, and 10x10 provides the confidence to back early-stage NFPs. Beyond funds raised, these partnerships create opportunities to engage and educate employees, foster skilled volunteering, and open procurement pathways that integrate NFPs into corporate supply chains.

We are proud to continue our long-term partnership with Goldman Sachs, now in its fourth year, and to welcome new partners including PwC, Charter Hall, LGT Crestone, The Lottery Corporation, Cobild, and the Centre for Institutional Investors. Together, these collaborations are shaping a more innovative and connected approach to corporate giving in Australia.



Corporate Spotlight

Charter Hall

Charter Hall engaged 10x10 to support the selection of their next NSW Community Partner in the Charter Hall Foundation, providing a \$90,000 grant per year over three years.

For Charter Hall, involving its people in community investment decisions was a key driver. 10x10's flagship event model provided a unique forum to achieve this, creating an engaging and collaborative experience that activated staff while supporting impactful giving.

80+

Senior leaders across the business engaged

\$40k

Raised at 10x10 event

\$270k

Unlocked through venture philanthropy

Outcomes

- Charter Hall was introduced to three NFPs aligned with their Community Investment Framework, carefully selected from a shortlist of 14.
- Senior employees and members of the Community Investment Working Group came together at a 10x10 event to engage with these organisations and make the decision on their next NSW Community Partner.
- Attendees' choices determined how event funding was distributed across all three NFPs, giving everyone a voice in supporting meaningful impact.
- One NFP accessed a venture philanthropy pathway and additional funding, while all three gained opportunities to integrate into Charter Hall's supply chain and procurement processes, creating lasting connections beyond the grant.

Partner Spotlight

Community Capital Credit Fund

Community Capital, a portfolio management firm co-founded by Barrenjoey Capital Partners and Laurence Marshbaum, commits multi-year funding that enables promising NFPs to build capacity and scale their impact, supporting each organisation on their path towards sustainability.

\$20M

Forecast grant pool

Community Capital Credit Fund (CCCF) donates net management fees to NFPs in the 10x10 ecosystem. Average grant size \$1M. Since 2023, CCCF has granted over \$9.1M to 11 high-potential NFPs from the 10x10 portfolio.

10x10

10x10 manages the end-to-end partnership process: sourcing and assessing NFPs, conducting due diligence, and then supporting confirmed partners through portfolio oversight, capacity building, and regular impact reporting.

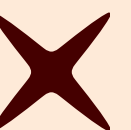
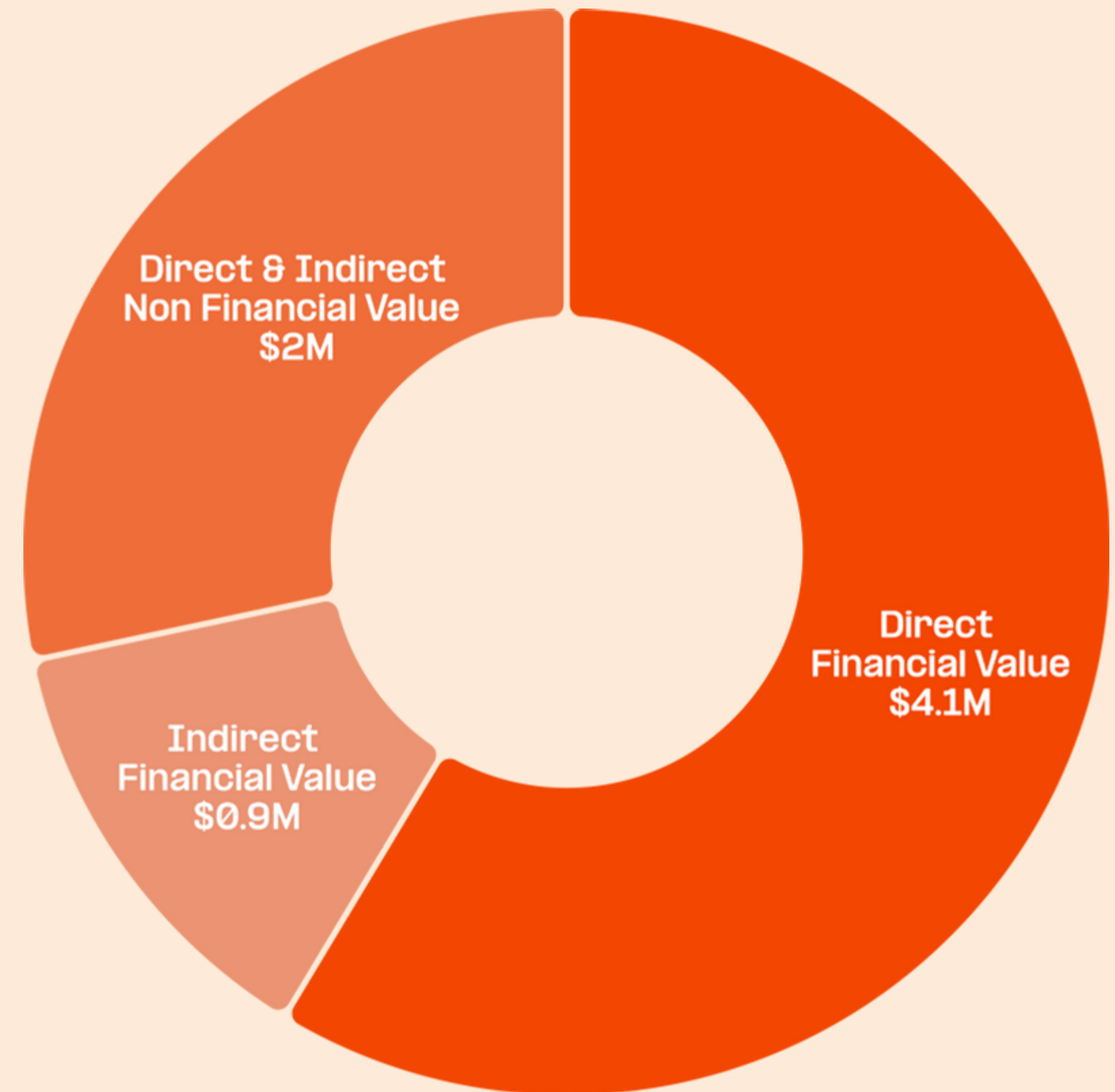
\$3.1M

FY25 Grant Round

In FY25, \$3.1M was granted to three new grantees — Youth Impact Foundation, FoodLab, and Bandu — as well as to existing portfolio organisations. Eat Up also received a funding extension to accelerate growth and pilot a new hot meals program for schools experiencing high levels of food insecurity.

By combining a vibrant movement of changemakers with a funding ecosystem, 10x10 has unlocked \$7 million in value for the social impact sector, empowering NFPs to scale, innovate, and achieve meaningful outcomes

10x10 creates value for the social impact sector in multiple ways — through direct financial support, facilitated funding (indirect financial value), as well as partnerships, skilled volunteering and capacity building (direct and indirect non financial value).



Direct financial impact

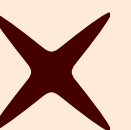
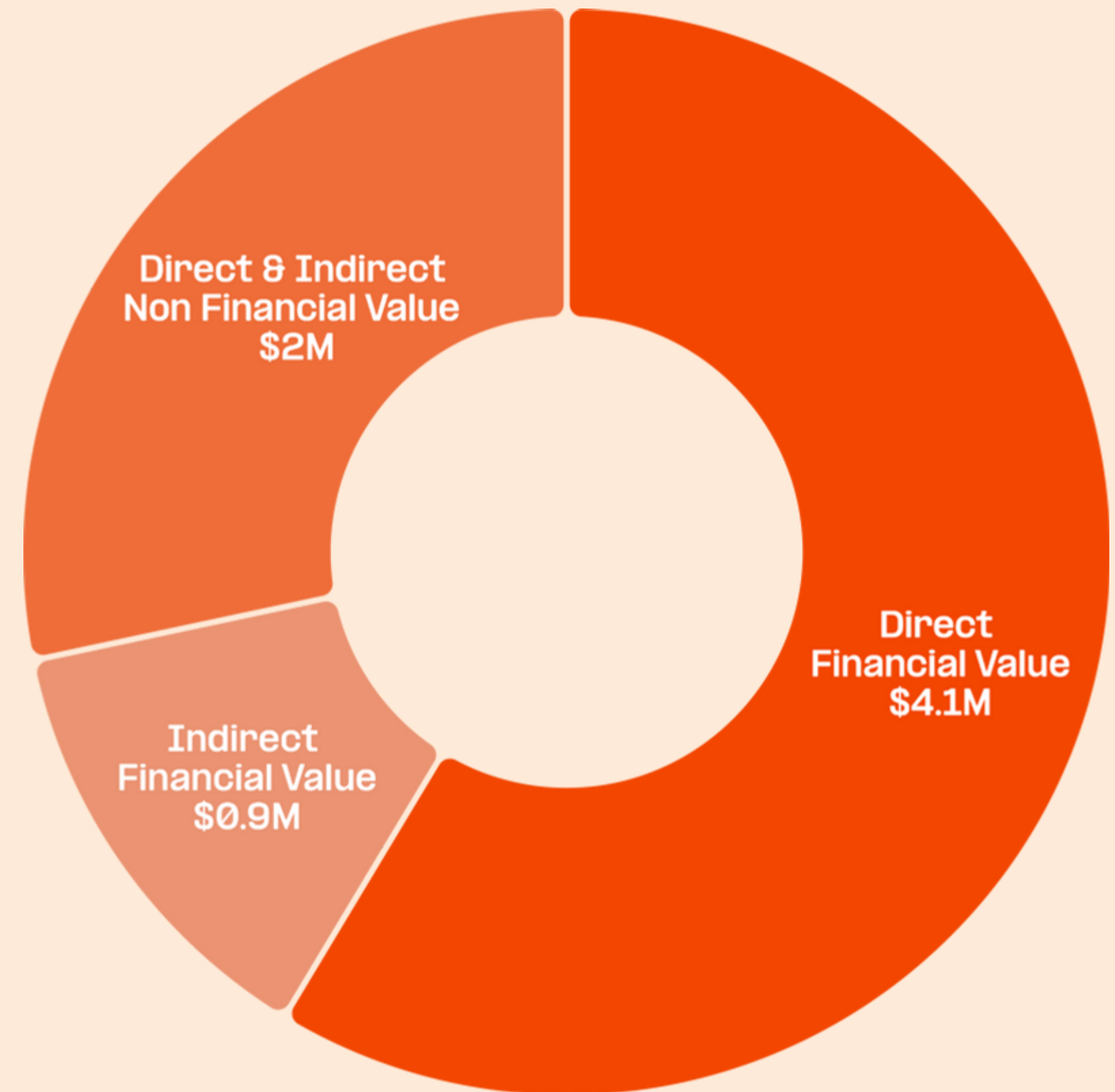
Captures direct effects of 10x10's movement and funding ecosystem strategies on NFPs. This includes early stage capital raised at community and corporate and events, and funding from venture philanthropy partners where 10x10 provides curated shortlists and due diligence that enable confidence and facilitate the flow of capital to the 10x10 portfolio.

Indirect financial impact

Indirect financial impacts are secondary effects for NFPs from being involved in the broader 10x10 ecosystem. For example, when they unlock matched funding from a granting partner, access pro- or low- bono services, increased revenues through new corporate bookings, and in-kind contributions, such as commercial kitchen equipment donated to FoodLab via defit and managed by Charter Hall.

Non financial impact

Non financial impact is generated by the actions people take as a result of 10x10 events and networks – volunteering, joining Boards, offering skilled pro bono support, or contributing in-kind resources. This includes direct volunteer hours from the 130 people involved in 10x10 programs, and follow on actions such as Sam Gibb taking Board positions with Tender Funerals and Reach Her Inc., or Fleur Madden joining the 4 Voices Board before becoming Chair.

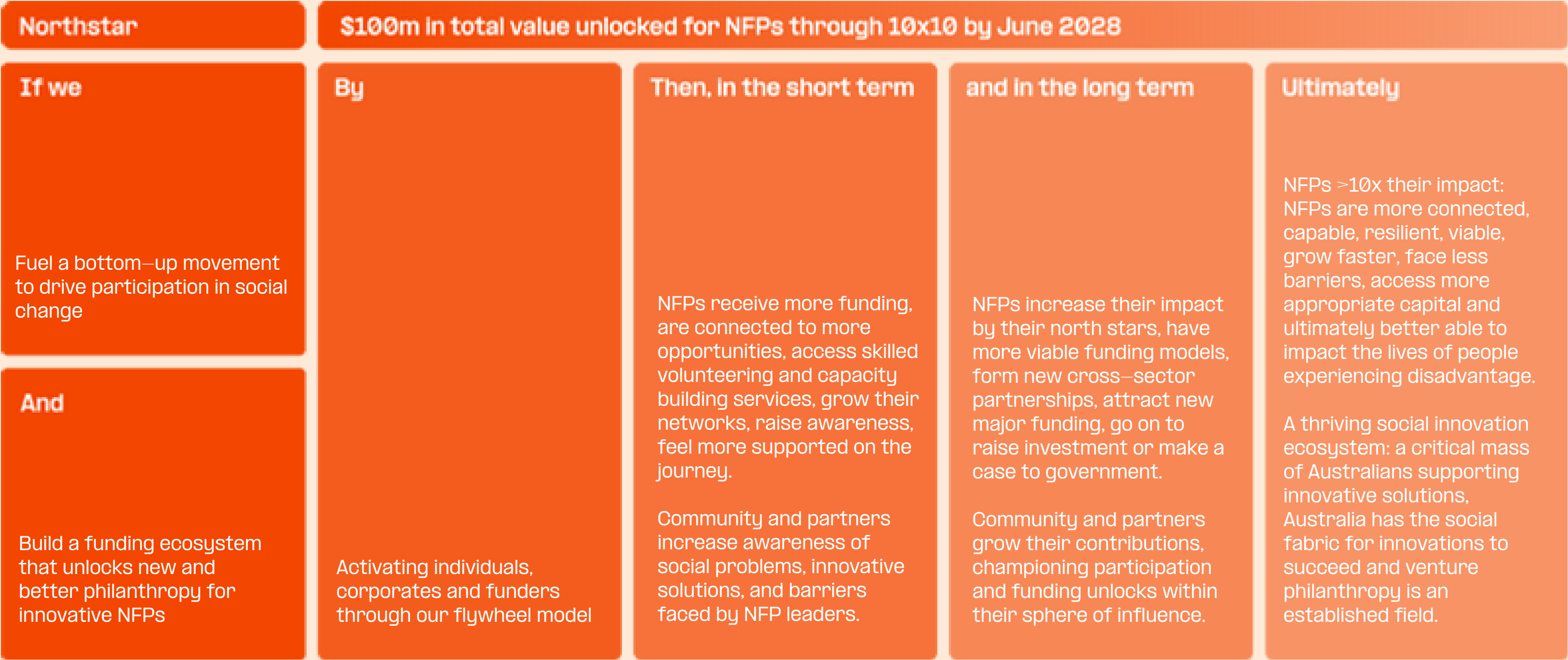




FY25 was a breakthrough year.
In FY26 our ambition is to unlock \$15m
in total value and \$100m by FY28.



Guided by our new Theory of Change



Our immediate FY26 priorities to help us realise our ambition

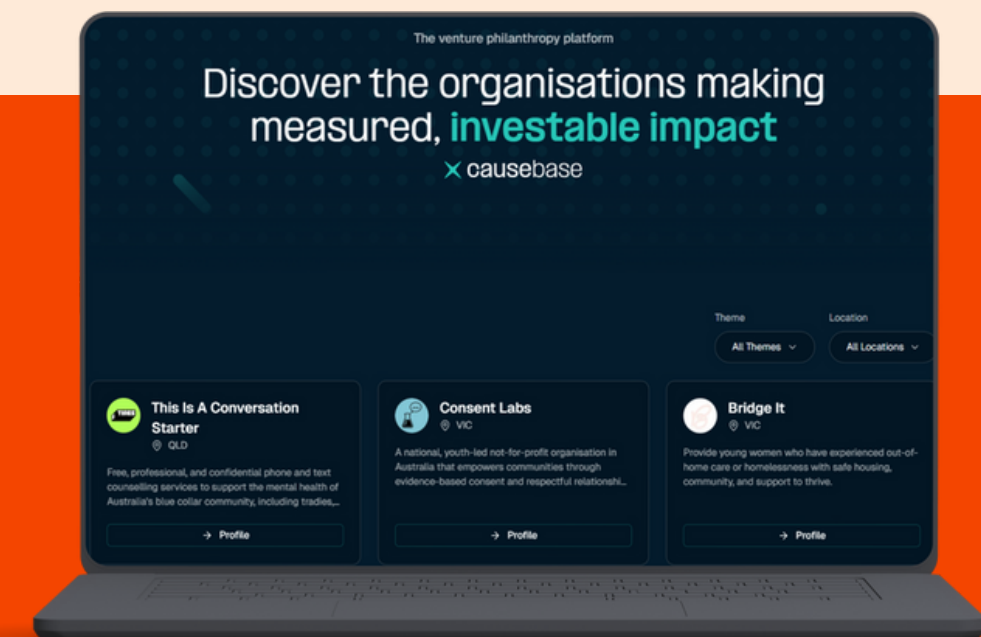
Accelerating our movement



Our focus is turning moments into a movement. We will inspire everyday Australians to back innovative NFPs by focusing on ongoing engagement. We'll help nurture this through regular giving, spreading the word, skilled volunteering, and sustained participation.

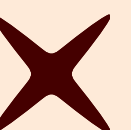
Get involved – [Apply to join our 10x10 event committee!](#)

Piloting our first product



We envision a future where tech enables giving that is more connected, joyful, and dynamic, for both funders and non-profits. We're building Causebase to help families and individuals discover high-impact non-profits, and give confidently with access to 10x10's world-class NFP research and insights.

Contact riannah@10x10philanthropy to learn more and experience Causebase.



Thank you to our Board

This year, with our growing team and an ambitious agenda, the Board leaned in with energy and commitment. Their guidance has been central to shaping the three-year strategy and steering 10x10 through a pivotal period. We are fortunate to have leaders from across the social impact, investment, finance, and start-up sectors sharing their expertise and passion to support our growth.



**Michael
Sirmai**
CHAIR



**Laura
O'Reilly OAM**
DIRECTOR



**Laurence
Marshbaum OAM**
FOUNDER



**Michelle
Kvello**
DIRECTOR



**John
Henderson**
DIRECTOR



**Cally
Scivetti**
DIRECTOR



**Daniel
Shand**
DIRECTOR



**Alexandra
Goodenough**
COMPANY SECRETARY



**Malini
Nambiar**
OBSERVER

And thank you to...

It's the combined contributions that make the impact possible. Your incredible generosity for 10x10 creates lasting impact and fuels change that would not be possible without you.

Strategic Partners & Donors

- Airtree
- Beluga Foundation
- Centennial Property Group
- Karrikin Foundation
- Marshbaum Family Foundation
- Merricks Capital
- Michael Sirmay & Rebecca Finkelstein
- Neuberger Berman Foundation
- Private Family Foundation
- Shand Foundation
- Snow Foundation
- TDM Charitable Foundation
- The Next Generation
- The Sky Foundation
- The Turnbull Foundation

Pro Bono & Professional Services Partners

- Arnold Bloch Leibler Lawyers
- Halkin Business Partners

Heads of Cities and their volunteer teams

Adelaide: Kiah Elsworthy
Adelaide: Tsering Hannaford
Brisbane: Sarah Smith
Perth: Sam Gibb
Perth: Tim Stricklan

Event Donors

- Anna and Christopher Koch – Foundation Fund
- Armada Accountants
- Barrenjoey
- Bell Family Foundation
- Blair Gaffrey Foundation
- Burton Family Foundation
- Carthew Family Charity Trust
- Charter Hall
- Day Family Foundation
- Diamond Foundation
- Ekam Capital Pty Ltd
- Emma Alexander & Lewis Maxwell
- Franklin Templeton Australia Limited
- Goldman Sachs
- Green Drake Pty Ltd
- Kevin and Sally Lutteral
- LA River Floats
- Landcap Development
- LGT Crestone
- Macquarie Foundation
- Marc & Yasmin Depret

Event Donors (cont.)

- Melanie Champion de Crespigny
- Nunn Dimos Foundation
- Perpetual Guardian
- PwC Foundation Trust
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- The Edward Alexander Foundation
- The Lottery Corporation
- The Utchitel–Casado Family Trust
- Vinva Foundation
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- Wyatt Trust

Event Sponsors

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