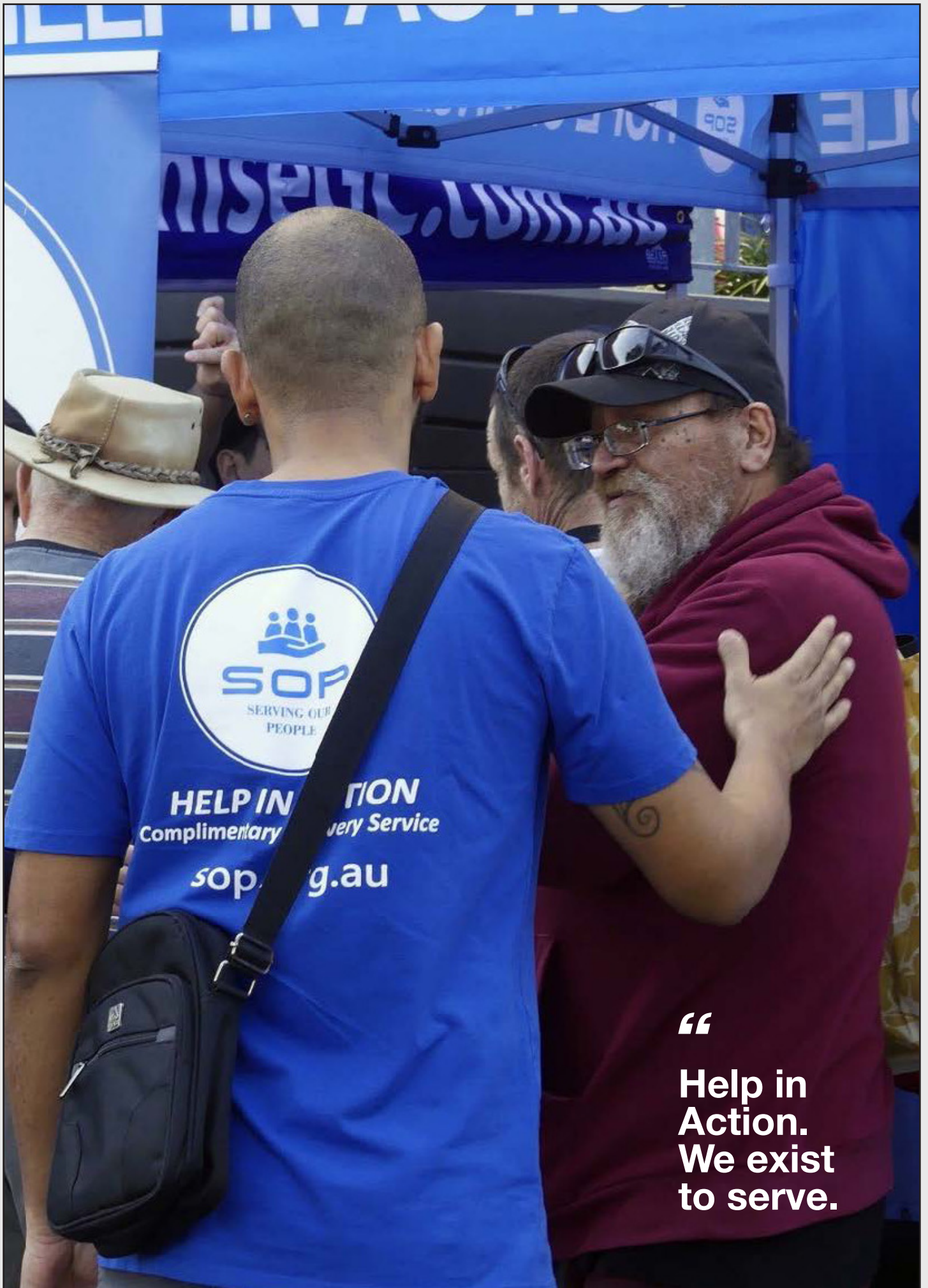


**serving
our people™**



HIGHLIGHTS & IMPACT REPORT



“

**Help in
Action.
We exist
to serve.**

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SOP HEADQUARTERS

6 Seaview Avenue
Mermaid Beach, QLD 4218

SOP.ORG.AU

SOP Helpline: 0476 776 707

Serving Our People Inc. is a Registered Public Benevolent Institution ACNC. ABN: 89 187 860 210.

Serving Our People Inc is a Deductible Gift Recipient. All donations over \$2 are fully tax-deductible as an endorsed Deductible Gift Recipient by the Australian Tax Office.

Serving Our People is an Organisational Member of the Fundraising Institute Australia (FIA) and abides by the FIA Professional Code of Conduct and Ethics.





OUR PRINCIPLES

“

It is our collective duty to build a better world for all.



Serving Our People™ is committed to community welfare and betterment, advocating for selfless efforts to meet the needs of our community and improve lives.

We firmly believe in the shared responsibility to support one another, transcending differences. Together, we strive to create a fair, harmonious and sustainable future for all in our interconnected world.

“One World, One People, One Future” encapsulates our belief in global unity and cooperation.

It highlights the interconnectedness of humanity and our collective destiny on Earth. Despite diverse backgrounds, cultures and nations we are all part of one human family working together to address global challenges, promote peace and pursue common goals.

It is our collective duty to build a better world for all.



OUR MISSION, VISION & VALUES

OUR MISSION

Our Mission is to serve the people of Australia in whatever capacity they need, be they infants, children, families, the elderly, displaced or disadvantaged individuals and communities, carers, disaster victims or people living with a disability.

OUR VISION

- Be the primary point of contact for anyone in need.
 - Deliver to anyone, at anytime, in any place.
 - Change the mindset of humanity globally by creating consciousness to do an act of service as part of one's life routine.
 - To serve and connect those in need to charitable donations, both directly and via assisting other charities, with efficiency and ease.
-

OUR VALUES

- Love
- Truthfulness
- Compassion
- Humility
- Collaboration
- Respect
- Acceptance
- Unity
- Service

OUR COMMITMENT TO RECONCILIATION & INCLUSION



Serving Our People™ acknowledges and pays tribute to the Traditional Owners of the land on which we meet and serve and we pay our respects to Elders past, present and future.

We consistently and unwaveringly uphold the principle of inclusivity, which involves treating every individual with love, dignity, compassion, and respect.

Our offerings are fully inclusive and we do not discriminate. We generate initiatives with cultural awareness, and collaborate with a wide range of communities to gain a deep understanding of their unique requirements.

We value and serve individuals from all cultural backgrounds, languages, abilities, sexual orientations, and gender identities or expressions.

“ **As the name suggests, we exist to serve the people.**

Everything -and we mean EVERYTHING we do, comes back to that!



Yas Daniel Matbouly
Founder and CEO

MESSAGE FROM OUR FOUNDER

Founder and CEO of Serving Our People™ Australia ("SOP"), Yas Daniel Matbouly is delighted to present the Highlights and Impact Report.

During one of the darkest and loneliest times over the past few years and continuously witnessing people walk empty-handed out the local supermarket, something sparked in my chest and I realised I needed to help.

Serving Our People™ started as a small act of kindness with just a handful of people delivering essentials to the most vulnerable members of the community. Since the origins of Serving Our People™ in 2020 we have witnessed the profound repercussions that the recent years have imposed on the lives of countless Australians.

The continued suffering from the pandemic and devastating environmental crises intertwined with persisting economic strains, has exacerbated the burdens of poverty, unemployment, and housing instability, resulting in amplified financial distress and a worrisome decline in mental health and overall well-being. **With nowhere to go and no one to turn to we have seen more and more individuals, families and communities reach out to Serving Our People™ for vital support.**

Serving Our People™ has quickly grown into a thriving grassroots charity, now helping people from all walks of life in times of crisis and need to access basic and critical goods.

Our explosive expansion has meant we have been able to reach more people than ever

before fueled by the pure intentions and motives which started in 2020 that continue to underpin everything we do.

As our name suggests, we exist to serve the people, our people. Everything, and we mean **EVERYTHING**, comes back to this. To serve, we facilitate and build connections between those who need help and those who can help.

Connecting people to the essentials they need and coordinating logistics to encompass support from other charities and ensure donations can be delivered as quickly as possible.

Our ability to provide vital support to Australians in need relies on the unwavering support of our valued stakeholders: dedicated volunteers, businesses, government entities, partner service providers, and generous donors.

Serving Our People™ extends heartfelt gratitude for your continued support, which plays an integral role in our mission to make a meaningful difference in the lives of those we serve. We are help in action – operating in absolute transparency and always refining our operations to ensure all who support us know exactly what we do within the community.

Hustlers at heart, we dream big and go to the greatest lengths to realise our vision and achieve our mission.

No obstacle can stop us from achieving what we set out to do.

As we prepare for future years and beyond, the Board and I are excited and motivated for new opportunities, endeavours and initiatives to ensure Serving Our People™ can continue to support Australians for as long as they may need us.

We believe that no small act of kindness is ever wasted, that everyone's contribution helps and that the whole is greater than the sum of its parts. It is, after all, the little things that add up to create something extraordinary.

With sincere and heartfelt gratitude,

Yas Daniel Matbouly
Founder and CEO

MEET OUR PEOPLE

OFFICE BEARERS



YAS DANIEL MATBOULY
Founder & CEO



KATIE BRYAN
Treasurer
Founder Propellor Advisory
(Volunteer)



NANCY KATSIMBERIS
Secretary
Executive Management
-Australian Utilities Company
(Volunteer)

GOVERNANCE & ADVISORY BOARD



TERRY JACKMAN
Australian Businessman &
Chairman of SOP Advisory
Board (Volunteer)



MICHAEL KOLLOSCHKE
Managing Director –
Kollosche (Volunteer)



JEFF FRAZER
KPMG Represented by
Jeff Frazer Partner
KPMG (Volunteer)



AISHWARYA SOMAL
Ambassador of the Lord
Mayor's Charitable Trust -
Brisbane (Volunteer)



LAUREN MATBOULY
Principal Brisbane Real
Estate (Volunteer)



RABBI ADI COHEN
Temple Shalom -
Progressive Jewish
Congregation Gold Coast
(Volunteer)



JOHN GODWIN
Founder & CEO
Inspiring Brighter Futures
(Volunteer)



SARAH HEGARTY
Director of Business
Development, Solomons
Wealth Management
Australia (Volunteer)



JOHN PERRY OAM
Director Perry Group
(Volunteer)



CATHERINE MARKS
Vice President of
Engagement,
Bond University
(Volunteer)



Mannu Kala
Director and Co-Founder
KnG Group
(Volunteer)

RESPONSIBILITIES OF THE BOARD

- Delivery, Logistics and Emergency Relief
- Finance and Operations
- Volunteer Management and Engagement
- Campaigns and Activations
- Funding and Grants
- Marketing
- Risk and Legal
- Governance and Compliance
- Government and Corporate Relations
- Research and Development
- Strategy and Vision

MEET OUR PEOPLE

EXECUTIVE MANAGEMENT TEAM



YAS DANIEL MATBOULY
Founder & CEO



KATIE BRYAN
Treasurer
(Volunteer)



NANCY KATSIMBERIS
Secretary
(Volunteer)



BRIGID DAVEY
Chief Marketing Officer



GEORGIA SPICER
VP of Partnerships &
Executive Coordination
(Volunteer)



ED LAW
VP of Community & Development
(Volunteer)



EDUARDO CRUZ
General Counsel
(Volunteer)



AISHWARYA SOMAL
SVP of Operations – Brisbane
(Volunteer)



IAN CARIAGA
VP of Fundraising
& Development



GUILHERME OLIVEIRA
VP of Recipients, Logistics
& Delivery Management



CASEY QUEK
VP of Engagement
& Activations



GENEVIEVE COLLING
Executive Coach
Vice President of
Psychological Health
(Volunteer)

MEET OUR PEOPLE

MANAGEMENT & OPERATIONAL TEAM



CLEONIKKI SYMEOU
Head of People & Culture
(Volunteer)



KATE EASON
Program Manager
(Volunteer)



VIVIANNE CORDEIRO
Head of Human Relations
(Volunteer)



KAWYAN AKHAVARI
Head of Logistics (Logan)
(Volunteer)



STEPHEN SNOW
Head of Operations (Logan)
(Volunteer)



RENAN LUCAS MELGACO
Delivery Manager



SANJANA BHATIA
Head of Research & Coordination
(Volunteer)



JOSHUA TUDEINAIVALURUA
Delivery Coordinator
(Volunteer)



SIMONE SKROBAR
The People's Market Coordinator
(Volunteer)



LUIZ LEIVAS NETO
Donation Boxes Coordinator
(volunteer)



WHERE WE SERVE

With over 2,100 volunteers and increasing everyday, we are able to currently service 14 council areas across South-East QLD and Northern NSW.



“

We won't stop until we are in every city, state and territory across Australia and beyond.

SOP HIGHLIGHTS



Provided essential items for thousands of refugees and homeless people

17 delivery vehicles donated to SOP



Front of the charge and led the relief **delivering essential goods** during the 2021 floods

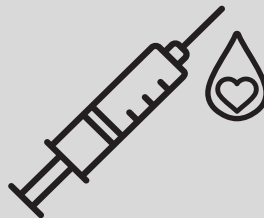


Opened the **first fully not-for-profit coffee shop** - Served



Opened **QLD's first free supermarket** -The People's Market

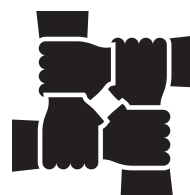
Partnered with the first mobile vaccination unit during the pandemic



Rolled out non-perishable food donation boxes across major supermarkets and local businesses



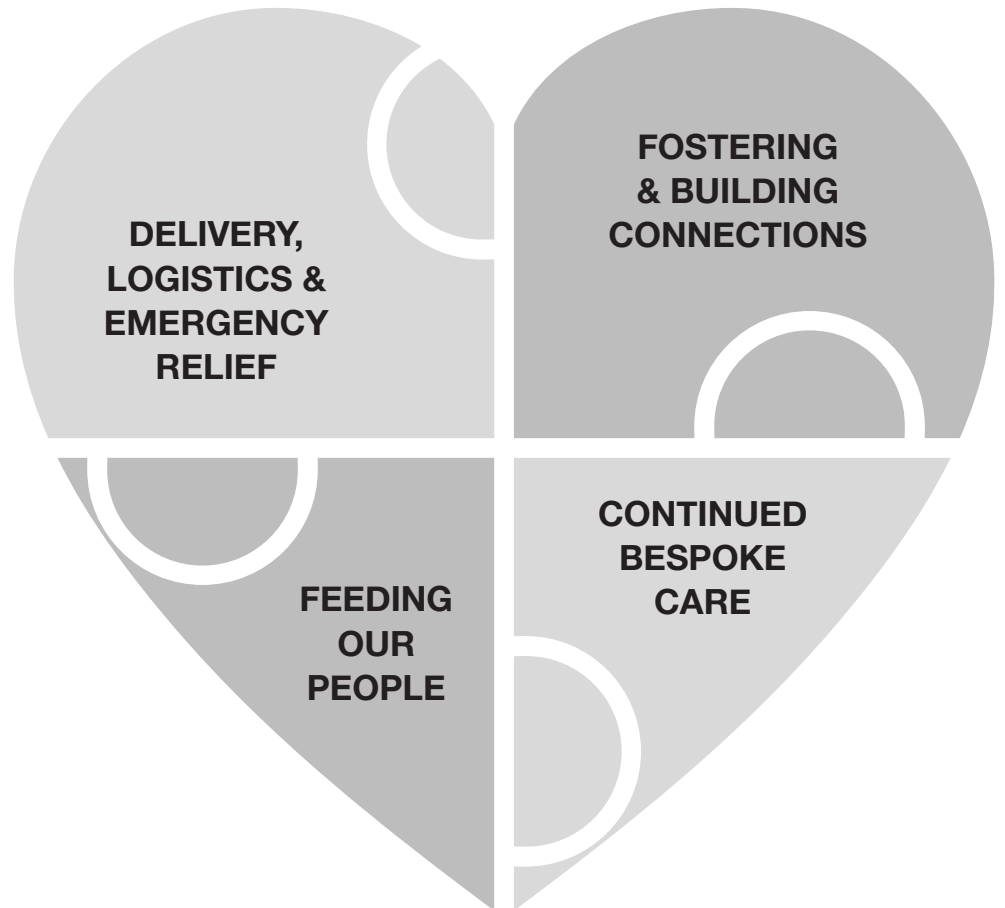
Over 1,900 recipients helped per week across Brisbane, Logan, Ipswich, Gold Coast, Yarrabilba and Northern Rivers NSW through deliveries, walk-ins and SOP emergency helpline.



Ten's of thousands of Australians helped, cared for and supported

LIVING OUR MISSION

SOP BUSINESS MODEL



In this segment of the report, you will understand how the SOP Business Model is committed to our Mission and is put into action on a daily basis by various initiatives and activations implemented.

Serving Our People's Business Model embodies a comprehensive strategy for addressing our community's needs and combatting hardship and suffering at the community level.

SOP is dedicated to our Mission of serving the people of Australia in whatever capacity they need by:

- Offering rapid delivery, logistics and emergency relief services.
- Feeding our people and communities that are suffering.
- Fostering meaningful connections and synergies between not-for-profit organisations, local businesses and the wider community.
- Continued and specialised care for the most vulnerable members of the community to make a lasting difference.

It is essential to emphasise that every initiative, activation and service actively participate in all facets of the SOP Mission.

LIVING OUR MISSION

DELIVERY, LOGISTICS & EMERGENCY RELIEF

Our unique delivery and logistics model stands as a cornerstone in our commitment to serving the needs of our community.

Being there when people need us the most, SOP's dedicated volunteers are ever-ready to hand-deliver and provide food, clothing, furniture, household items, emergency relief and support from coast to coast.

Anything, anytime.

By meticulously tailoring our approach, we ensure that our services are not only efficient but also highly timely and responsive to the needs of those we serve be it individuals, families or other not-for-profit organisations.

Our approach demonstrates our unwavering dedication to addressing the unique challenges and opportunities within our community to make tangible, positive and lasting differences in the lives of those we serve.



“**Delivery & logistics is our jam!**”

SOP IN ACTION

Testimonial from an SOP volunteer in service.

“Absolute pleasure to support a local family here in Yarrabilba. They have a 3 month old and no microwave to heat food or bottles, through the support of SOP we have gained them a microwave and a few frozen meals.”

We are all part of an amazing organisation and there's no better feeling than helping your fellow brothers and sisters, thank you SOP for the opportunity to see **Help In Action.**”

A recipient asked SOP for a gift voucher to buy his son a birthday gift because he couldn't afford one this year. SOP received a generous donation of a PS3 and we got to give this to him to gift his son on his birthday.





“ Serving anyone anytime, anywhere! ”

LIVING OUR MISSION

“ Turn no one away.

FEEDING OUR PEOPLE

THE PEOPLE'S MARKET



SOP launched the first-of-its-kind initiative, **Queensland's first 'free supermarket' - The People's Market** which opened its doors to the local community. The 'free supermarket', provides individuals with immediate and unconditional, no questions asked access to essential products they need, but cannot afford, such as non-perishable groceries, sanitary care products and various household items.

In addition, support is also offered to understand how SOP can help further and eventually what can be done to alleviate this in the future.

This ground-breaking concept, has been able to provide much-needed assistance and food security to those who have otherwise, been left hungry.

SOP IN ACTION

A story covered by Chanel 7 News. 27 year-old, single mum, Maddie, has been without a roof over a head for over a year, after she fled a violent relationship.

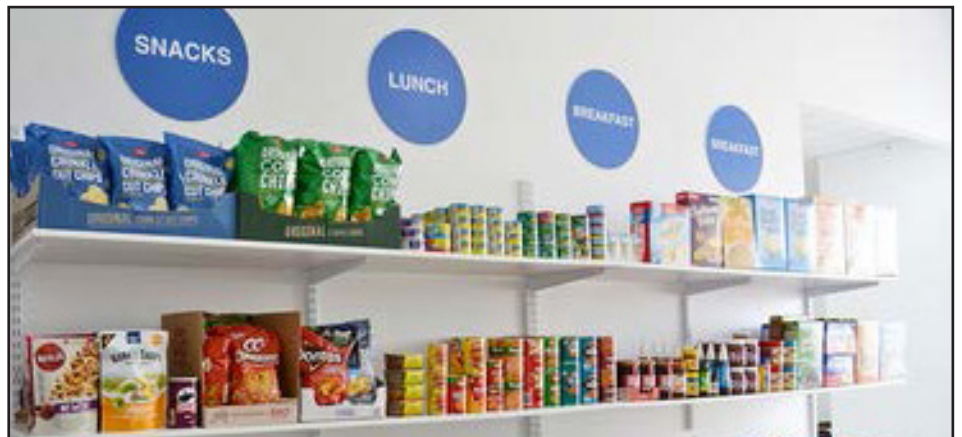
She is currently living in a tent in Southport and is wholly dependent on the assistant from SOP.

Serving Our People recognises that an alarming number of Australian households are cutting spending to cope with the increasing cost of living hardships, and financial instability.

The compounding effect of rental insecurity, interest rate/debt pressure, record-high inflation and the rising cost of living is seeing food insecurity worsen, and it continues to

disproportionately impact those already experiencing disadvantage – meaning those who stand to be hit hardest by the ongoing crisis are those least able to absorb the additional pressure.

To actively address this issue, SOP has launched a number of initiatives and campaigns to provide crucial support for individuals, families and communities.



“To having nothing and being in the middle of winter (SOP), offered me sleeping bags, tents, access to warm food and their kitchen (The People's Market).”

- Maddie.

Sadly her story is not the only one. Demand for SOP's help has sky-rocketed, with sometimes more than 380 recipients turning to SOP in a week. So far, no one has been turned away are we are adamant to keep it this way.

LIVING OUR MISSION



FEEDING OUR PEOPLE CAMPAIGN

In our latest and largest campaign, SOP is focused on providing immediate hunger relief across South-East QLD and Northern NSW via pop-up food booths – an extension of our People's Market, offering food and essential items to the growing population of households in need.

The campaign removes the barrier of travel through highly accessible mobile food tents. We've estimated to continuously help 250 people per location, in over 30 locations, three times a week – providing immediate and tangible food insecurity and hunger relief to over 1 million Australians over 12 months.



ANNUAL CHRISTMAS HOMELESS LUNCH

Every year SOP holds their annual Christmas lunch for the community, helping feed and bring joy and community to hundreds of locals during the festive season.



DONATION BOXES

Multiple food donation boxes have been introduced across major supermarkets (Coles) as well as local businesses, allowing people to donate non-perishable items for the community.

One full box can feed up to 40 families!



LIVING OUR MISSION

“ Better Together!

FOSTERING CONNECTION

Not only do we connect anyone to anything they need, but we also play an active role in connecting the community.

We are Australia's only multifaceted charity that works closely with, and supports all other charities and the wider community to help any Australian in need.

We are here to facilitate and foster deeply powerful connections within our communities and ensure that all

Australian's and all organisations trust that **Serving Our People™** is an organisation they can turn to in a time of need.

SOP has been fundamental in assisting many not-for-profit organisations in achieving their missions and goals, some include:



FOOD BANK

SALVATION ARMY

R U OK?

LIFELINE

HARMONY PLACE

STREET CRED

GOLD COAST COMMUNITY FUND

MUSCULAR DYSTROPHY AUSTRALIA

GREEK ORTHODOX CHURCH

NATIONAL BREAST CANCER FOUNDATION

MUSCULAR DYSTROPHY AUSTRALIA

ACCESS COMMUNITY SERVICES

BABY GIVE BACK

ST JONES CRISIS CENTRE

HOPE CHARITABLE FOUNDATION

MATER HOSPITAL FOUNDATION

BUSY BEES AUSTRALIA

ZEPHYR EDUCATION AUSTRALIA

ACT FOR KIDS

SANCTUARY REFUGE

GOLD COAST ROTARY CLUB

UNITED DISABILITY

PRIMARY & COMMUNITY CARE SERVICES

YMCA

DISABILITY HOUSING SOLUTIONS

NEW LIFE CHURCH

ST VINCENTS DE PAUL (VINNIES)

WALK WITH US

FAIR GO AUSTRALIA

MARA PROJECT

BEYOND BLUE

AUTISM SPECTRUM

BEAR COTTAGE

BOWEL CANCER AUSTRALIA

CEREBRAL PAUL SYALLIANCE

CONFIT PATHWAYS

DEMENTIA AUSTRALIA

FIGHT FOR CANCER

INDIGENOUS LITERACY FOUNDATION

LIVIN'

MEN IN BUSINESS

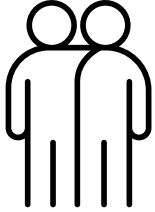
RONALD MCDONALD HOUSE

and many, many more...

“ Humans need connections to feel valued and seen.



LIVING OUR MISSION



CONTINUED
BESPOKE CARE

Serving Our People™ believes in a holistic approach to care that offers continuing and ongoing support, mentorship and betterment for every individual that SOP is able to assist.

From asking how SOP can continue to help, offering additional support than initially requested, right down to completely changing a person's life for the better, we will continue to go above and beyond for our communities.

We are passionate about not only helping people out of sticky situation, but ensuring they are able to get back on their feet stronger than before, equipped with all the skills and tools they require to go on to live a significantly happier, healthier and purposeful life.



SOP IN ACTION

Marc is a recipient that came to **Serving Our People™** because he was homeless, living across the road from SOP HQ in a tent. Marc has suffered domestic violence throughout his life.

He was a victim of child abuse and continuously beaten, that by the age of 18 he had no teeth - he would consequently drink to numb the pain.

As he got older Marc tragically again fell victim to domestic violence in his relationship. Marc has two kids and even his kids make fun of his teeth and how he looks.

Marc was a security guard, making a huge impact on the Gold Coast. However after his continued DV situation at home his life again took a turn for the worst.

He lost his job, his home and his children. From there Marc reached out to SOP.

He would come to SOP daily requesting food which we would heat up for him. Given our commitment to understanding, we would have regular conversations with Marc, offering understanding and support. Since then we have helped Marc by providing him with accommodation, continued food and other services. Today Marc is able to pay for his own

rent and food. Recently, a very generous doctor, Dr. Tom Shao from Vogue Dental Studio, has offered him a new set of teeth which will allow him to eat, be pain free and subsequently alcohol free, and most importantly build back his health and strength.

Amongst helping him with many things, SOP are also helping him with job applications and getting his license back for being a security guard. Very soon Marc will be extremely self sufficient thanks to the help of **Serving Our People™**.

LIVING OUR MISSION



SOP IN ACTION

Michael is a 59-year-old male who was evicted from his home due to the rental crisis and rising cost of living, and as a result, was left homeless. With the continued help and guidance of SOP, Michael has been able to overcome homelessness and get back on track and back on his own two feet. Michael came into SERVED. Café one morning wanting to thank SOP for helping him.



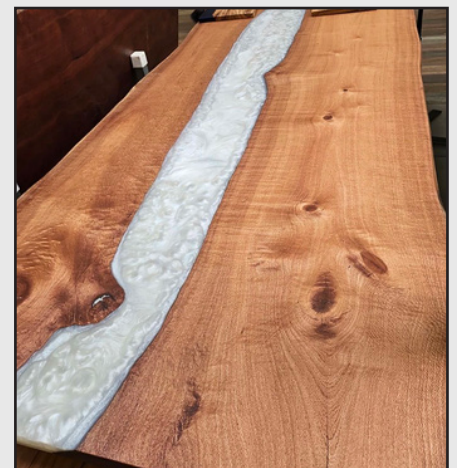
Michael is going to do everything he can to continue to help the community and he will also start volunteering with SOP.

Photos of Michael's incredible work as a timber artist:

"From the day I wasn't sleeping outside, everything went perfectly for me. I'm going to come and cook for you guys on Christmas Day because I'm a chef and I cook amazing food and I want to do that for you guys. I'm in the process of getting a car, when I get a car, I will make you some beautiful timber stuff. I'm going to make a beautiful dining table for you all to sit around. I'm going to make it with my own hands.

I'm now going to be driving buses for the Gold Coast. I'm also back in the water surfing again. I am also a Monica Blues Harmonica Player and I'm going to be playing at the Wallaby Hotel in September.

My life is going so far forward. Your service is amazing and I'm very grateful."



OUR COMMUNITY INITIATIVES



Over the past three years, Serving Our People’s reach, impact and initiatives have provided care and assistance to many vulnerable members in our community.

“ Being there when people need us the most.

COVID-19 PANDEMIC
FRONTLINE SUPPORT

MENTAL HEALTH SUPPORT FOR
WOMEN & CHILDREN IN NEED

NORTHERN NSW FLOODS
DISASTER ASSISTANCE

REFUGEE CRISIS SUPPORT

SERVED. CAFE

HOMELESSNESS CRISIS
SHELTER SUPPORT

RIISING COST OF LIVING

SUPPORT

SERVED ACADEMY

DOMESTIC VIOLENCE
VICTIMS SUPPORT

FURNITURE DRIVE

SERVED WATER

FOOD DONATION BOXES

SOPLEX

RIDE FOR LIFE

THE PEOPLES MARKET

BAGS OF LOVE

FOOD DRIVES

DIGNITY BAGS

ANNUAL CHRISTMAS
HOMELESS LUNCH

BREAKFAST SCHOOL DRIVES

TOY DRIVES

CORPORATE FIGHTER

HELPING HANDS

HOMELESSNESS CONNECT

FEEDING OUR PEOPLE - PARTNERSHIP
WITH FOODBANK

ELDERLY ACCOMPANIMENT

PROVISION OF MEALS &
GROCERIES



SOP HQ

Serving Our People™ is located in Mermaid Beach, Gold Coast and is home to SERVED. Café, The People's Market, SOP Headquarters and SOPLEX.

SOPLEX is our multi-purpose shared working spaces that are currently tenanted out to businesses including:

**Neighbourhood;
Crystal Cosmetics;
MY.HUIS; and
House Of Patina.**

Annually, SOPLEX generates over \$300,000 of income which is directly invested back into SOP to keep our doors open and to continue to help and support the community.

Serving Our People™ launched Australia's first charity-owned not-for-profit coffee shop, with 100% of profits going directly to support the charity's work and efforts.

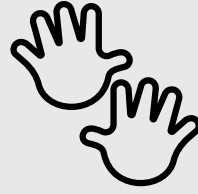
Opened in December 22, SERVED. operates as a hole in the wall coffee and juice window in Mermaid Beach. In accordance with our sustainability values, SERVED. proudly uses St Remio coffee beans, sourced responsibly from Rwanda.

Funds raised from SERVED. have helped purchase food for the People's Market to address food insecurity and the rising cost of living crisis.

Following the successful launch of SERVED., we hope to roll the concept out right across South-East Queensland and beyond.



OUR LOCAL ACTIVATIONS



Serving Our People™ has launched numerous campaigns and activations to help support and serve the people.

Along with our Mission to deliver to anyone, anytime, in any place, our vision is to advocate; to change the mindset of humanity globally by creating consciousness to do an act of service as part of life's routine.

The profound support generated through activations continues to motivate and drive SOP to bigger and better things.

AUDI CAR RAFFLE

FEEDING OUR PEOPLE

R U OK YOGA DAY

MEN OF BUSINESS
ACADEMY MENTORING

CASE FOR CASH TRIPLE M

PACIFIC FAIR BAGS OF LOVE

KOLLOSCH FURNITURE CAMPAIGN

SOP ANNUAL GOLF DAY

BUSINESS FASHION LUNCH

PACIFIC FAIR HEALTHY
COMMUNITIES HEALTH DRIVES

LOGAN SERVICES FAIR

ROW FOR LIFE

CHILDREN'S CLASSES
HELPING HAND

THE PEOPLE'S CHANCE

USHER CUP

BASKETBALL SPONSORSHIPS
FOR SCHOOL CHILDREN

BRISBANE POLO

WESLEY MISSION

FOOD DRIVES

BUNNINGS SAUSAGE SIZZLES

KINDNESS WEEK



OUR EFFORTS

RESEARCH & UNDERSTANDING



Serving Our People is committed to deeply understanding the issues that affect our community the most.

We invest time and resources to research and learn about the things that matter the most to our communities and also ensure we are always improving and enhancing our service offerings. What matters to you, matters to us.

“ What matters to you, matters to us.

FOCUS AREAS:

SOP, in partnership with a Bond University MBA Student, analysed and enhanced our Volunteer Management Process. The final report developed and recommended initiatives (based on theory), to ensure SOP is effectively “Sourcing, Securing, Engaging and Retaining” volunteers.

Furthermore, in partnership with Bond University, EMF and Pacific Fair, SOP are in discussions to explore and conduct research and gaining insights into Youth and Youth Crime, currently a major concern amongst our communities.

Continued and future research projects hope to understand “The Family Unit - The Harmful Impacts of a Dysfunctional Family Unit On Society” as well as “Food Insecurity and Malnutrition”.

Our efforts in research ensure that we are continuously keeping up with what our communities need and also understanding the root causes of social issues and what can be done to stop it at the heart of it.

OUR EFFORTS

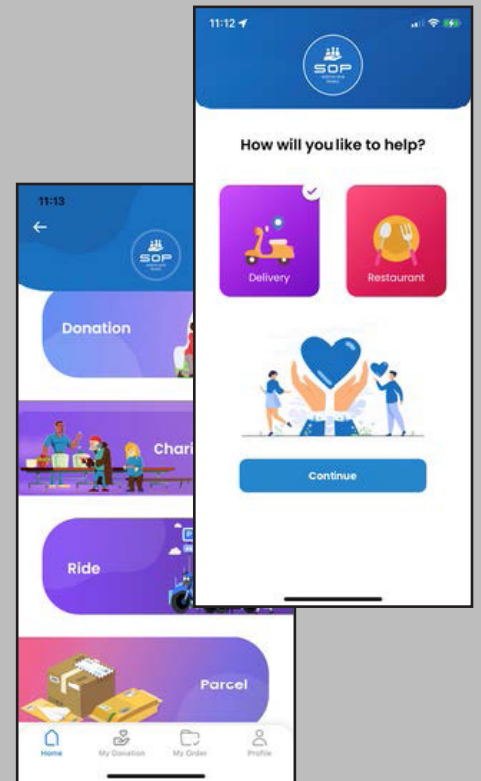
TECHNOLOGY
SOCIAL ENTERPRISE



Our personalised Serving Our People™ App allows us to increase our deliveries and service offerings.

It allows us a platform to services those in need while also building relationships, supporting and working closely with our partners including local restaurants, Food Bank, donors and other charities and not-for-profit organisations.

We are committed to continuously improving and enhancing our technology to allow us to be as efficient as possible and ensure that our main goal of serving our people is optimised.



ENVIRONMENTAL FOOTPRINT



Serving our People™ is committed to delivering our services as sustainably and responsibly as we can.



We recognise that safe guarding our planet is a shared responsibility, and we are dedicated to playing our part in preserving our planet.

Some of SOP green initiatives include our Green Environmental Policy, waste recycling, solar powered facilities, recyclable products, vegetarian meals, paperless dealings, Containers for Change Champaign, 10 Cent Tom Partnership, and our fully electric fleet.

Through innovation, education, and collaborative partnerships, we strive to lead by example and inspire positive change and protect the environment for generations to come.



OUR VOLUNTEERS

At the heart of Serving Our People™ is a team of over 2,100 (and growing!) dedicated volunteers who selflessly serve time and time again with SOP.

We have seen volunteers who have been there from the very beginning, families that volunteer, children and right down to recipients who have received our help, have become empowered, and once able have volunteered back with SOP to help.

We are so grateful for all their efforts, small or big, and thank them immensely for serving the community.



A GLIMPSE INTO OUR FUTURE

So what is next and where does Serving Our People™ go from here?

There is always more we can do and together with the help of our passionate volunteers, generous supporters and essential partners, SOP is just getting started.

As we achieve our goals they continue to grow and as we look to the future with excitement and optimism, we are humbled that we are able to serve. Our continued goals and focus at SOP is as follows:

01 EXPONENTIALLY WIDEN OUR REACH

Serving Our People™ is Australia's fastest growing charity and to leverage this growth we hope to expand our operations into Brisbane and the surrounds and Sydney.

02 LAUNCH THE FEEDING OUR PEOPLE CAMPAIGN

The rising cost of living partnered with a rental crisis and record inflation is putting more and more strain on individuals and families, making it difficult to afford basic food. To provide relief, SOP will be launching pop-up food booths across multiple locations.

03 CONTINUE TO BE THE "CHARITIES CHARITY"

All charities exist for the primary reason to help those in need. SOP's continued commitment to connection is what allows SOP to assist and support all organisations and make an impact. The partnerships we have developed with charities have strengthened our ability to serve our people and we are excited for this to continue.

04 FUNDING & GRANTS

Government, corporate and local support is critical to enabling us to operate. As we establish a name for Serving Our People™ and raise awareness, increased support will allow SOP to deploy more initiatives and activations and provide assistance on a much greater scale.

05 GROW OUR TEAM

Serving Our People™ would not be able to function without the dedicated support of our Advisory Board, Management and Operational Teams and Volunteers. As we grow we hope to attract passionate members to serve with us.



“ Thank you for your service.

ACKNOWLEDGEMENTS

We extend our utmost gratitude for your assistance in spreading love and care to those who need it most. The unwavering support of the Australian community, as well as numerous corporate, government, community, family, and individual backers empowers us greatly.

CORPORATE AND FOUNDATIONS SUPPORTERS

Abedian Foundation
Kollosche
Sam Johnson
Sunland Group
Bond University
Hutchinson Builders
19 At The Star
Acquis Park
Aesop
All Clear Print + Signs
AOS - Australian Outdoor Sign Company
Ashkan Ta'i Lawyers
Audi Centre Gold Coast
Audi Centre South Brisbane
Australin Utilities Company
Billabong
Brisbane Real Estate
Brookwater Golf & Country Club
Bunnings Warehouse
Canteras Earl Architects
Century 21

Chempro Chemists
City of Logan
Connectus Wealth Advisors
Derma Spa
Dr. Kee Ong
Eden Health Retreat
Ellerston Capital
EMF Performance Centre
Ernst and Young
Four Seasons Hotel Sydney
Gewrew
Gold Coast Annerly
Gold Coast City Council
Gold Coast Health
Gold Coast Rotary
Grilled - Local Matters
Hickey Lawyers
Holding Redlich
Homecorp
Impact Gold Coast Youth Summit
James Frizelle Charitable Foundation

Miami One Dental
Newman Group
Next Level Racing
Ocean Road Magazine
Oracle Boulevard
Pacific Fair
Priceline Pharmacies
Spatium Architects
Springfield City Group
Tammy Hembrow
The Alternative Dairy Company
The Lord Mayor's Charitable Trust
The Star Gold Coast
Tracie Eaton
Two Little Cupcakes
USher Group
Vouge Dental Studios
Zone Planning Group

OUR FRIENDS

Baby Give Back
Baha'i Faith
Bianca Di
Cardamon Pod
Corporate Fighter - Activations
Disability Housing Solutions
Foodbank
Ganesha Temple
Glow Church
Gold Coast Youth Summit - Initiative
Greek Orthodox Church
Joey The Barber
Mad Mex
New Life Church
Permaculture
Rize Up
Shiraz
St Vincent de Paul Society
Substation 33
Temple Shalom - Progressive Jewish
Congregation Gold Coast
Triple M
United Disability
Vedanta

LOCAL HEROES

All Saints Anglican School
Burleigh Heads State School
Burleigh Village Uniting Church
Commonwealth Bank
Dr. Dinesh Palipana OAM
Give + Get
Lifeline Lismore
Little Scholars School of Early Learning
Niecon Developments
O'Brien Glass
Q Barbers
Sanitarium
St George Medical Centre
St Jones Crisis Centre
The Gold Coast Hebrew Congregation
Westpac Bank