WOMEN 4 HOMES

PRESS KIT 2026

Dionne Payn
Founder

women4homes.com



Inspiring 1 million women to invest $5,000 to end homelessness by 2030, whilst being financially empowered along the way.

ABOUT DIONNE PAYN

Dionne Payn is the founder of Women 4 Homes, a for-profit, for-purpose organisation on a mission to end homelessness through ethical property investment.

Born in the UK, Dionne moved to Australia in 2005 and settled in the Northern Rivers region of NSW. With a PhD in Natural Products Chemistry and over a decade in property development, she brings rigour, creativity and deep purpose to everything she builds.

After completing a transformative affordable housing project, 14 one-bedroom townhouses that delivered strong investor returns and genuine community benefit, Dionne realised that doing well financially and doing good were not mutually exclusive.

She founded Women 4 Homes after realising that while many women wanted to be part of the solution to the housing crisis, the minimum investment threshold of $50,000 was out of reach. Women 4 Homes opens the door from just $5,000.

KEY CREDENTIALS

✓ Over 10 years in property development

✓ Raised over $150 million for ethical property projects

✓ Helped 40+ investors achieve double-digit returns

✓ Author of the Amazon #1 best-seller E.T.H.I.C.A.L Property Investing

✓ Host of the Financially Empowered Women podcast

✓ PhD, Southern Cross University

BASED IN

Mullumbimby, NSW, Australia

(available nationally for media)

THE HOUSING CRISIS FOR OLDER WOMEN

40%+	405,000	15,600+
increase in homelessness among women 55+ (2011–2021)	older women at risk of homelessness (2020)	women over 55 sought homelessness support (2023-2024)

WHAT THEY'RE SAYING



"Such a beautiful and important message."
Aaron Young **- Ticker TV**



"A for-profit, for-purpose organisation."
Anthony Burke **- ABC Radio National, By Design**



"I think you are doing something really different."
Jules Brooke - She's the Boss Disruptors

"Bold plan to end homelessness."
Times News Group

MEDIA COVERAGE

ABC Radio National	By Design with Anthony Burke; housing solutions for older women
Ticker TV	Women investors embrace ethical housing
Women's Agenda	Many Women are One Bad Day Away from Homelessness
Times News Group	Bold plan to end homelessness
ODS	Featured coverage
She's the Boss Disruptors	Empowering Women to End Homelessness

MEDIA ENQUIRIES

For interview requests, speaking engagements or media partnerships:

hello@women4homes.com

women4homes.com

SUGGESTED TOPICS

- Women over 55 and the housing crisis
- Ethical property investing for everyday women
- Co-living as a housing solution
- The gender pay gap and financial vulnerability
- Building wealth through affordable housing

SOCIAL MEDIA