



# GIVE BACK

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# GIVE BACK

ANNUAL REPORT 2022/2023



# Contents

2	Acknowledgement of Country
3	Letter from Chairman
4	Letter from CEO
5	Introducing Baby Give Back's first Chief Operating Officer
6	Who is Baby Give Back?
7	Our Journey So Far
9	Our People
10	Volunteers
12	Our 2022/2023 Impact
13	Finance Snapshot
14	The Power of Giving
16	Flood Response Wrap Up
17	James Frizelle Domestic Violence Grant
18	Cost of Living Crisis
19	Theory of Change
20	Our Partners and Supporters
23	Partner Agencies

# Acknowledgement of Country

At Baby Give Back, we acknowledge that we live, work and serve on the lands of the oldest living culture known to the world. We honour this privilege and responsibility with respect, humility and curiosity.

We acknowledge the wisdom, diversity and innovation of Aboriginal and Torres Strait Islander ways of seeing and being, and their continuing connection to land, waters and community.

We acknowledge the Elders past and present, for they hold the memories, the traditions, the culture and the hope of their people, and we commit to building a brighter future together through our ongoing journey of reconciliation.



***It Takes a Village***

Kylie Soe and Kim Ah Sam

# Letter from Chairman

Hi friends,

On behalf of the Board of Baby Give Back I wanted to acknowledge the incredible efforts of the team during the 2022/2023 financial year.

As the year began, Baby Give Back was still doing amazing work for the people of the Northern Rivers after the 2022 floods. As that task subsided, the cost of living crisis began to emerge, further increasing the demand for our work and sadly, this is confirmed by the numbers. During the financial year, Baby Give Back assisted 4,072 families, including 8,624 children, and we provided over \$2.5M value in goods to those in need.



2023 has also proven to be a challenging time to raise funds as people naturally begin to watch their pennies as economic conditions tighten. However, we have seen amazing support from our village as well as corporate and private supporters that allow us to keep the work going.

As I mentioned last year, with any organisation that experiences such continued rapid growth, there is a risk of over stretching resources and placing the team under too much pressure. The Board was focussed on ensuring we allowed our CEO Carly to build an impressive support team to allow her to steer the ship and she did that amazingly well. We are so grateful to the team at Baby Give Back and every time I visit the warehouse I am humbled by the efforts and passion of the team.

Once again, I am immensely proud of the organisation and the impact it continues to have on the community and those families in need.

Thank you.

Stephen Holmes

## Letter from CEO

Hello to our one-of-a-kind Baby Give Back village,

A new financial year brings with it an opportunity to pause and reflect on the profound impact our Baby Give Back community has made over the past 12 months; a united collective of volunteers, donors, sponsors and supporters who are all committed to changing the trajectory of babies and children who are facing poverty and disadvantage.

The last year has seen us reach incredible milestones, overcome near-impossible challenges, and ultimately deliver our support and services to thousands of families in our community who turned to us for practical, judgement-free assistance during the toughest of times.

And as we approach our seventh birthday, it is with great pride and optimism that I can announce that we have changed more than 25,000 children's lives for the better and given these children - and their families - a chance to have a safe, healthy and equal start to life.

As community change-makers, our impact is undeniable, and while it's heartbreaking to continue to see so many families falling through the cracks as economic, social, cultural and a range of other factors take hold, I am deeply grateful for the opportunity to support these families and reassure them that we as an organisation are in their corner and truly care.

I would like to acknowledge the exceptional generosity shown by our supporters over the last year; we are so appreciative of every single person who makes up and kindly contributes to our village, which directly enables us to respond to the growing demand from families in need. We would not be able to do this without you, so thank you with all my heart.

As we look forward, our strategic focus is to build sustainable funding so that we can reach more of the 1 in 6 children living in poverty in our communities.

With love and gratitude,  
Carly



# Introducing Baby Give Back's first Chief Operating Officer

We are delighted to announce the recent appointment of our first Chief Operating Officer, Shannon Calderoni, who deservedly steps into this role after being promoted from Baby Give Back's Executive Manager.

With a strong finance and banking background spanning 14 years and a Bachelor of Commerce under her belt, Shannon has previously held positions as an analyst, operations manager and business improvement manager during her impressive career with Commonwealth Bank of Australia.



A highly motivated and people-focused leader, Shannon's commitment to our cause is unwavering, having first joined us as a passionate volunteer before joining the executive team in 2022, where she has been instrumental in guiding our organisation's growth, development, people and culture.

As the 2022 flood emergency took hold, Shannon also championed our flood response unit, rallying a team of volunteers and team members, and mobilising a direct request and support system for affected communities.

In her new position, Shannon will continue to drive the overall operations of our organisation alongside Carly and the executive team, with a specific focus on human resources, risk management, fostering agency relationships and leading operational grants and funding.

We are so fortunate to have Shannon's expertise, guidance and passion for breaking the cycle of disadvantage driving us into the next financial year.

# Who is Baby Give Back?

## *Our Mission*

To give children a safe start to life by providing essential items to families in crisis.

## *Our Vision*

Every child has an equal start in life.

## *Our Values*

**Courage:** We are passionate, transparent and will do whatever it takes to achieve our mission.

**Community:** Everyone is welcome to be a part of our village.

**Compassion:** We provide judgment-free support to vulnerable families.

**Sustainability:** We care about a healthier future for our children, our community and our environment so we redistribute, repurpose and recycle.

## *Our Why*

Because every child deserves a safe start to life.

# Our Journey So Far



## DEC 2016

### CARLY FRADGLEY ESTABLISHES BABY GIVE BACK

Noticing a gap in the community for charities that were centred around supporting families experiencing disadvantage and vulnerability, Carly starts Baby Give Back as a makeshift operation out of her Gold Coast garage.



## 2017

### BABY GIVE BACK GAINS TRACTION IN THE COMMUNITY

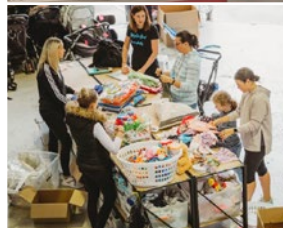
Inundated with quality, pre-loved baby items from friends and family, Carly's garage undertaking quickly gains traction in the community. Carly and the team begin connecting with social service agencies to help distribute these items to families in need and hold volunteer working bees to sort, process, clean and safety check donations.



## 2018

### WAREHOUSE OPENS IN BURLEIGH HEADS, GOLD COAST

With the demand for essential baby items surging from local families, Baby Give Back moves into a Burleigh Heads warehouse, where they ramp up the collection of essential items to re-home, as the network of support agencies calling for assistance swells.



### VOLUNTEERING PROGRAM ESTABLISHED

Volunteering program thrives, with a dedicated village of volunteers enlisting their help every week to help make a real difference in the lives of vulnerable children across the community, from processing to safety checking and packing donations.



## 2019

### BGB GROWS SUPPORT

As the need for BGB's services grows, the organisation expands support to areas in Logan and Brisbane. For the first time, BGB assists over 100 vulnerable children in a single month (March 2018).



### COMMUNITY BUCKLES UP FOR BABIES

BGB's first major community engagement appeal, Buckle Up Baby, sees the community rally to donate 432 car seats in one month.





## 2020

### MOVE TO BIGGER WAREHOUSE IN VARSITY LAKES

The operation continues to scale up in response to the increasing need in the community; BGB relocates to a larger Varsity Lakes warehouse, catering to the growing number of donations of baby items, from clothes to nappies, formula, linen, carriers, high chairs, hygiene items and larger safety items.



### COVID-19 PANDEMIC DEMAND

Covid-19 pandemic sees BGB launch crisis appeal to continue to support families as an essential service, with a surge in orders for essential baby and hygiene items.

## 2021

### WAREHOUSE IN BRISBANE

In addition to servicing the Gold Coast, BGB expands to several locations including Logan, Brisbane, Ipswich and Northern NSW, through partnerships with over 1,000 social service caseworkers, midwives and health professionals.



### BGB TURNS 5

The fifth birthday of BGB coincides with a major milestone: 12,000 children supported!



## 2022

### FLOODS IN SOUTH-EAST QLD AND NORTHERN NSW

The catastrophic flood disaster devastates SEQ and Northern NSW. BGB mobilises a flood relief unit to support families directly affected and isolated by floods. We assist an additional 2,336 children across flood-affected regions in FY22/23.



### DELIVERY VAN 'VAN-ESSA' JOINS BGB VILLAGE

A new addition to the Baby Give Back family arrives thanks to support from the James Frizelle Charitable Foundation; a much-needed van (affectionately dubbed 'Van-essa') to aid in the collection and delivery of essential baby items across South East Queensland and Northern NSW.



## 2023

### MAJOR MILESTONE REACHED - 25,000 CHILDREN HELPED COMMUNITY RALLIES FOR LARGEST EVER GIVING DAY

BGB's third annual Giving Day results in the most successful fundraising appeal to date, with over \$411,000 raised through generous community and matching partner donations.



# Our People

## *Our Board*

Carly Fradgley – Founder & CEO

Stephen Holmes, Chair

Robert Hoffmann

Nicole Berndt

Carly Ashwood

Norelle McHugh

Charlotte Goninan, Secretary

Tiffany Rose

## *Our Core Management Team*

Carly Fradgley                      CEO

Shannon Calderoni              COO

Emily Wheeler                    Operations Manager

Lauren Joyce                      Impact Manager

Bronwyn Palmer                  Social Services Manager

Lisa Dyt                              Finance Volunteer

Lisa Rafferty                      Graphic Designer Volunteer

# Volunteers

One of the most unique hallmarks of our organisation that is regularly remarked upon and admired is our incredible village of volunteers that dedicate their time, energy and kindness to delivering on Baby Give Back's mission and making a real difference in the lives of disadvantaged and vulnerable children. Each and every day our warehouse is buzzing with passionate and like-minded volunteers who lovingly sort, clean, safety-check and pack pre-loved baby items, ready to be re-homed to families in our community.

We feel so lucky that our village continues to grow and have seen a remarkable jump (over 50% increase!) in the number of volunteers logging in at our Gold Coast warehouse based on numbers from 2022 compared to the same period in 2023. We truly wouldn't be able to service the thousands of families we do every year without their tireless efforts.

**We are proud of our village of over 300 dedicated volunteers who collectively have given in excess of 9,000 hours of time over the financial year.**

In May, we celebrated National Volunteer Week with a series of special morning teas where our entire team came together to honour and toast to



the incredible work of our volunteer village.

We have also enjoyed inviting some of our caseworkers in to share morning tea with our volunteers and yarn over a cuppa and piece of cake. We have so much respect for our passionate and hard-working caseworkers, and our volunteers have loved the opportunity to hear firsthand about the current and critical needs from families experiencing an array of challenges in the community.

*"Baby Give Back has assisted a lot of vulnerable families in our Logan community especially in our Maternity hub. There are numerous factors as to why families cannot afford the basic needs of providing for a baby. And this organisation has been a lifesaver for them."*

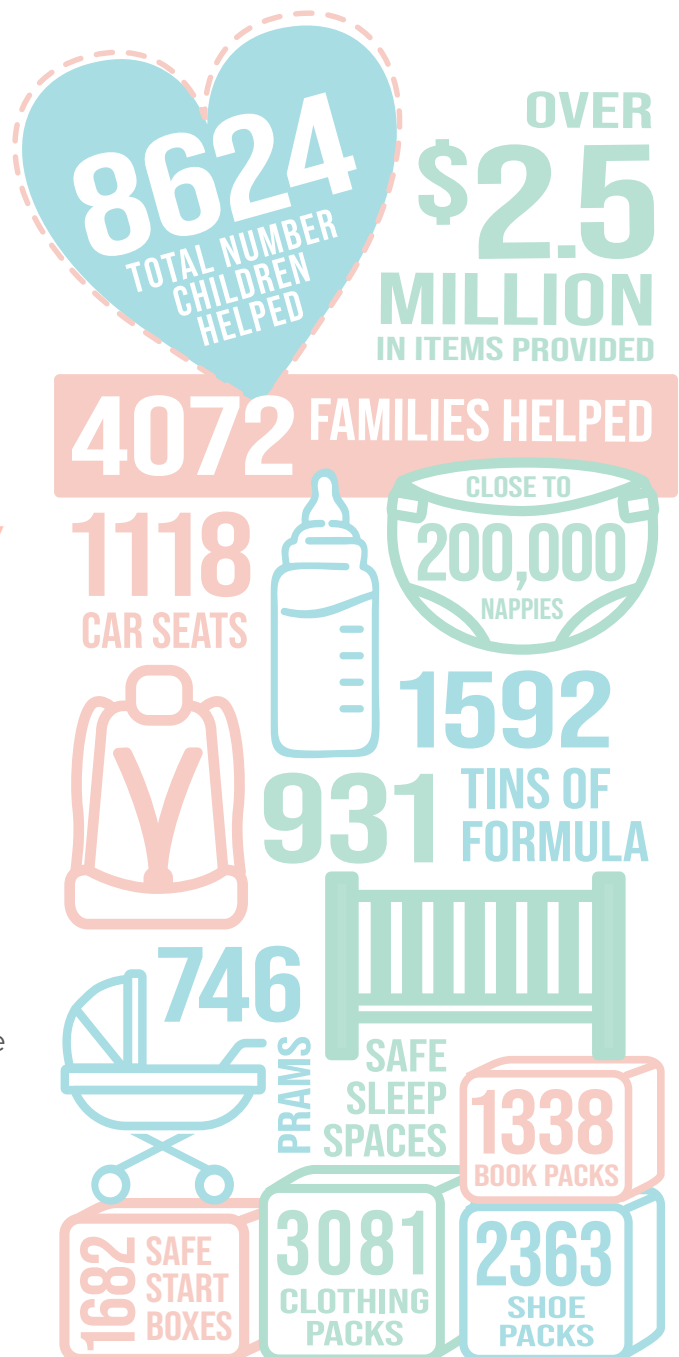


# Our 2022/2023 Impact

Each week, we are overwhelmed by stories of financial hardship, domestic abuse, family breakdown, poverty, homelessness and unplanned pregnancy. So many families in our community are struggling and feel as though they have no possible way to provide for their children due to a variety of life-altering circumstances.

We are, as always, committed to ensuring we can support as many of these vulnerable and disadvantaged families as possible, giving them a renewed sense of hope and dignity, the ability to provide a safe start for their children, and reminding them that they are worthy of love and kindness.

The 2022/2023 financial year saw us help the largest number of children and families to date, with our impact extending from Northern New South Wales in the wake of the flood emergency, across the Gold Coast, north to Brisbane and regional Queensland communities. We are forever grateful to our volunteers, donors and sponsors for enabling us to reach so many families who needed us.



# Finance Snapshot

Statement of Income and Expenditure	
Income	2023
Event & sponsorship revenue	253,709
Donations	770,897
Trusts, Foundations & Grant funding	565,510
Other revenue	26,880
Interest	1
<b>TOTAL INCOME</b>	<b>1,616,997</b>
Expenditure	
Cost of goods purchased for families	157,116
Employee Expenses	1,123,632
Depreciation and amortisation expense	97,141
Interest expense on lease liabilities	28,610
Occupancy, Warehouse and Office Costs	135,424
Fundraising, Marketing and Event Costs	163,949
Spare Parts, Packaging and Transport	24,496
<b>TOTAL EXPENDITURE</b>	<b>1,730,372</b>
<b>DEFICIT/SURPLUS FOR THE YEAR</b>	<b>-113,375</b>
Statement of Assets and Liabilities	
Assets	2023
CURRENT ASSETS	
Cash and cash equivalents	898,702
Trade and other receivables	3,145
Other assets	37,955
<b>TOTAL CURRENT ASSETS</b>	<b>939,802</b>
NON CURRENT ASSETS	
Property, plant and equipment	62,114
Right of use assets	717,463
<b>TOTAL NON-CURRENT ASSETS</b>	<b>779,577</b>
<b>TOTAL ASSETS</b>	<b>1,719,379</b>
Liabilities	
CURRENT LIABILITIES	
Trade and other payables	34,298
Lease liabilities	140,874
Provisions	26,288
<b>TOTAL CURRENT LIABILITIES</b>	<b>201,460</b>
NON-CURRENT LIABILITIES	
Lease liabilities	596,705
Provisions	-
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>596,705</b>
<b>TOTAL LIABILITIES</b>	<b>798,165</b>
<b>NET ASSETS</b>	<b>921,215</b>
Equity	
Retained surplus	921,215
<b>TOTAL EQUITY</b>	<b>921,215</b>

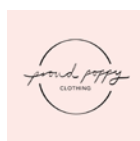
Comprehensive audited financial statements are available on the ACNC Register at [www.acnc.gov.au/](http://www.acnc.gov.au/)

# The Power of Giving

## High Teas 2023

If there's one event on our annual calendar that inspires our community to rally together for a cause and frock up for, it's our Baby Give Back Mother's Day High Tea - and May's event series certainly did not disappoint! With over 900 attendees across the Brisbane and the Gold Coast events, 2023 was our most highly attended event series yet as we took over Victoria Park and RACV Royal Pines for an afternoon of bubbles, decadent bites, fashion, entertainment and connection. We celebrated the amazing women in our community - all of whom share a collective purpose and genuinely want to achieve greater positive impact in the lives of families living below the line. These events significantly underpin our fundraising efforts for the year and we are so appreciative of the support shown again in 2023, and look forward to bringing our High Tea series back next year.

A special thank you to our major event sponsors Proud Poppy and Everi-Body Model Management for putting together a fabulous fashion parade (and inspiring our new summer wardrobes!), as well as Makeup Cartel, Harbour Town, Little Scholars and so many others, who helped to make these events so successful.



## *Giving Day 2023:*

### ***Say I've Got Your Back With 3 x Impact***

As an organisation that relies solely on the support of individuals, major donors, corporate sponsors, trusts and partners to keep our doors, arms and hearts open to families in need, we are constantly in awe of the generosity demonstrated by our wonderful community when we need it most. Having experienced a 44% increase in requests for support during the first quarter of the year, it became evident that our work is more important than ever as the demand for our services surged.

On 6th June, we geared up for our third annual Giving Day - the single largest annual fundraising event for Baby Give Back - and our community showed up for us and the families we support like never before; resulting in our most successful Giving Day to date.

**Through a combination of community donations and triple matching from a circle of big-hearted matching partners, we raised an incredible \$413,818.**

This will ensure we can continue to support disadvantaged and vulnerable families who turn to us every single day for practical, judgment-free support. Whether it be for safety essentials like cots, prams and car seats for their babies, or smaller everyday items like nappies, wipes, formula and clothing - because of the collective giving of our extraordinary village, we truly can say that we have their back as we head into the new financial year.





# Flood Response Wrap Up

The devastating effects of the 2022 flood emergency are still being felt throughout many Northern NSW communities, with families rebuilding their homes and lives 18 months on. The need for our services swelled during this period, with our dedicated flood response arm continuing to assist these families directly until early 2023.

Our team responded to ongoing requests for support for essential safety and hygiene supplies and larger items like cots, bassinets, prams and car seats for babies and children that were destroyed in the floods, or unusable due to mould concerns that arose in the aftermath.

**This surge in support saw our organisation assist an additional 2,336 children across these flood-affected regions.**

Our Baby Give Back van meanwhile clocked countless kilometres delivering orders to emotional, exhausted parents and carers who were able to feel a small sense of relief and hope knowing that they were able to feed, clothe, change and provide for their children during an incredibly distressing time.



*“When I dropped the donations over to [name] she couldn’t quite believe the generosity of Baby Give Back and it brought her to tears. [name] has only recently moved into her own house after experiencing months of homelessness and has not been able to prepare herself due to limited funds for the impending birth of her child. I stayed with [name] and her older daughter whilst she unpacked all the donations and went through all the clothes piece by piece and the joy and relief this brought her was palpable.”*

# James Frizelle Domestic Violence Grant

We are honoured to announce a new domestic violence pilot program funded by the James Frizelle Charitable Foundation, focused on delivering material-aid support to Gold Coast children impacted by family violence.

Devastatingly, data collected through our social services team in 2022 showed that we assisted close to 900 children impacted by domestic and family violence in the previous operational year, reflecting a deeply concerning trend and urgent need for practical support services such as Baby Give Back.

Through this new initiative and because of the extraordinary generosity of The James Frizelle Foundation, we will be able to deliver support to a further 285 Gold Coast children impacted by domestic and family violence this financial year, in the form of Safe Start Essentials (nappies, wipes, formula, bottles, clothing), safe sleep spaces (cots, bassinets, linen) and safe travel options (prams, car seats).

As one of the leading factors affecting the families we support, we are firmly committed to expanding our domestic violence support division in collaboration with DV refuges, social service support agencies, hospitals and government departments to meet the material safety and hygiene needs of victim-survivors. We are so grateful to James Frizelle Charitable Foundation for helping us to facilitate this critical project.



## Cost of Living Crisis

As the cost of living crisis continues to deepen in 2023, we have witnessed an increasing number of parents and carers reaching out for support via health and social workers, struggling to provide the essential safety, dignity, growth and development items for their children as unrelenting financial pressures mount.

So many of the families we have supported this year were, and continue to be, at breaking point as a result of this economic disaster, making heartbreaking decisions between purchasing formula, nappies and wipes, or putting dinner on the table. For others, they are unable to provide safe travel and sleep spaces, with the demand for these items skyrocketing over the past year as the cost of purchasing prams, car seats and cots is simply not viable on top of the increasing cost of housing, groceries, utilities and everyday expenses.

**But during these tough economic times, the willingness to give is also affected and we saw a decline in community donations in Q1 2023, which directly impacts our ability to deliver our service to these families in need.**

This has shifted our focus to building sustainable fundraising programs that can grow to support the need to expand access to our service. This will ensure we can work towards meeting the needs of the 1 in 6 children living in poverty.



*“The family were very happy to receive the car seat because it represents freedom and autonomy to go places as a family and do things together.*

*Thank-you so much for always being so supportive of our families.*

*Words can not really express the gratitude the family feels.*

*If I could express in words, the expression on Fatma’s face when she saw the seat.*

*Please send our regards to the team for the awesome work you all do.”*

**Carol Muraahi from Yourtown**

# Theory of Change

We received support from The Bryan Foundation in May to engage in a strategic fundraising and sustainability project. As part of this project, we developed a new Theory of Change to detail how our activities will produce results. It describes the final goal, what conditions (intermediate outcomes) must be in place to reach that goal and the order in which these intermediate outcomes must be met for sustainable change to occur. It also summarises the activities we are undertaking to achieve the required outcomes.



*"So grateful for the support that Baby Give Back provides to our families. The bassinet and baby car seat were very much appreciated by the family. Concerns that the hand-me-down bassinet that was being used did not meet Aus. Safety Standards so the new one has eased the minds of the family. The car seat has been so beneficial in allowing the extended family to support mum in getting to appointments for baby and not having to use the bus. Once again thanks so much."*

# Our Partners and Supporters

## Foundation Partners

The Goninan Foundation  
Hickey Family  
Matt & Chelsea Gates  
Jen & Michael Geale  
Wilson Foundation  
Women & Change

James Frizelle Charitable Foundation  
Stephen & Louisa Holmes & Family  
Terry Herbert  
Little Scholars School of Early Learning  
Commonwealth Bank of Australia

## Patron

Lady Mayoress Nina Schrinner

## Ambassadors

Emily Jade O'Keeffe  
Charli Robinson

Giaan Rooney  
Margaux Parker

## Trusts and Foundations

ANZ Community Foundation  
Gold Coast Mayoress Foundation  
James Frizelle Charitable Foundation  
Kevin and Thelma Driscoll Foundation  
NAB Foundation  
TANK Foundation  
The Calvin Trust  
The Shepherd Family Foundation  
The Reuben Pelerman Benevolent Foundation  
Westfund Community Fund

Commbank Staff Foundation  
Gambling and Community Benefits Fund  
John Longhurst Foundation  
Myer Charitable Foundation  
Smartgroup Foundation  
The Bryan Foundation  
The Goninan Foundation  
The Siganto Foundation

## Thank you...

4074 Care Connection  
AB Paterson  
Ace and Adele Bevacqua  
Amazon Logistics  
Andrew and Fiona Cary  
Annabel Trends  
Ann Wallin  
Baby Bunting  
Baked by Brooke  
Bam Loves Boo  
Bedhead Hats  
Ben and Jenn Sinclair  
Biopak  
BITS Technology  
Bluem Self Love Club  
Brightberry  
Brodies Blossoms  
Brisbane Lord Mayors Charitable Trust  
Brisbane MacGregor Lions Club  
Burpees for Babies  
Childcare Cleaning Supplies  
Christopher Salmon  
Circle In  
Cooper Grace Ward  
Cr Fiona Cunningham  
Craig Silbery  
Croft PR  
David Dodd and Karen Moores  
Domino's Pizza  
Dorsett Gold Coast  
Eagers Automotive  
Edge Early Learning  
Esmi  
EthicalJobs.com.au  
Ethique  
Evans Dental  
Events Fantastic  
Everi-Body  
First Mortgage Investments  
Foxtel  
Frankie4  
Gastrocare Gold Coast  
Happy Hour Pty Ltd  
Harbourtown Gold Coast  
Heidi Talic Photography  
Heritage Bank  
Hideaway Kitchen & Bar  
Hide & Seek Children's Market  
Hyde and Seek  
Infasecure  
Itchy Baby Co  
Jae Fraser & Andrew Heslehurst  
Jo Burton  
Journey Early Learning Indooroopilly  
Jumbo Interactive  
Kal Tire  
Kiddo App  
Killer Creative Entertainment  
Kollosche Pty Ltd  
Louis and Rebecca Tuttle  
Logan City Council  
LuvMe  
Lucas Paw Paw  
Matt & Marian Ridderhof  
Michael Hart MP  
Microsoft  
Milkmaid Mumma  
MooGoo  
Mould Men  
Munchkin and Bear  
NDF Electrical  
Nineteen at The Star  
NorthWest Healthcare Properties  
NRMA Parks and Resorts

# Thank you...

Nix & Ash  
Nurch  
Odyssey Lifestyle Care Communities  
OK and Co  
Peta and Philip St Baker  
PricewaterhouseCoopers (PwC)  
Project Linus  
Proud Poppy  
Queensland Airport Corporation  
Raceview Dental  
RDO Equipment  
Robina Pavilion  
Robina Town Centre  
Sam So  
Sanofi  
Sayfer Pest Control  
Sigma Healthcare  
Southport Club of Apex  
Sprout Organic  
SSKIN Australia  
Storage Choice Sumner  
Street Smart Australia  
Sunkids  
Tasman Eco  
TechnologyOne  
The Amazing Baby Company  
The Lash Spa  
The Layt Clinic  
The Star Gold Coast  
The Wolf Den  
Tina and John Fradgley  
Tommy's Italian  
Transurban  
U-Can Store It  
Universal Dance Company  
Vanessa Anderson  
Vanity Group

Value Dental Centres  
Variety The Children's Charity Qld  
Viridian Advisory  
Westfield Local Heroes  
Westridge Goods - MontiiCo  
William Buck  
Woolworths Robina  
Yvonne Smith



# Partner Agencies

We partner with over 1,500 caseworkers, social workers and healthcare workers to deliver our service to vulnerable families.



We have deep respect for the professionals and volunteers who work tirelessly to support families in our communities. They are heroes.








Baby Give Back  
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