Meghan and Harry start following St Kilda Mums on Instagram

It’s not every day one of the world’s most famous couples follows you on Instagram, but that’s exactly what happened to Clayton-based St Kilda Mums, one of just 17 charities from around the world highlighted by the Duke and Duchess of Sussex.

Geordie Cowan, Monash Leader
The work of a Clayton-based not-for-profit organisation has had a worldwide light thrown upon it from a royal source.

The Instagram account of the Duke and Duchess of Sussex — Prince Harry and Meghan Markle — followed St Kilda Mums during October, one of 17 international charities it highlighted through the @sussexroyal account.

One of just three Australian charities selected, St Kilda Mums’ work was one of those selected to “highlight carious causes, people or organisations doing amazing things for their community and the world at large” to a worldwide audience of 9.8 million people.

Followers were asked to suggest organisations they enjoy volunteering for, ones they feel proud to be part of and ones that put those in need of support first.

St Kilda Mums was founded in 2009 by chief executive Jessica Macpherson, quickly growing from a weekly working bee held in her living room to a thriving operation.
The Duke and Duchess of Sussex followed Clayton-based charity St Kilda Mums during October.

It resulted in more than 3000 volunteers rehoming more than 59,000 nursery items worth $7.3 million last year to more than 20,400 babies and children.

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The organisation moved its headquarters to Clayton in May after outgrowing its space in St Kilda.

“We started out wanting to help mums in need,” Ms Macpherson said.

“We believed that by recycling our much-loved babies and children’s equipment and clothing we could not only share the joy of motherhood but also save the earth’s precious resources.

“Nursery items that people desperately needed were just going to landfill.”

About 98 per cent of items distributed by St Kilda Mums are second-hand.