ANNUAL REPORT

2018
MISSION
We rehome pre-loved nursery goods to support Victorian families in need while saving the earth’s precious resources.

VISION
Our vision is a future where we:
• waste less
• share more, and
• care for every baby and child.

VALUES
Respect
For each other. For the earth. For ourselves.

Community
We live and thrive in a community that shares and supports each other.

Integrity
We are transparent in our work and strive for excellence in everything we do.

GUIDING PRINCIPLES
• We will work with and support existing social services and Maternal and Child Health Nurses
• We will not duplicate the work of existing social services, but endeavour to add value to their services
• We will not profit from the delivery of our service
• We will ensure that the criteria for recipient eligibility is determined by social services and not by us
• We will ensure that all goods donated are of good quality, in working condition, and adhere to the appropriate Australian safety standards
• We will work with partners and supporters who share our values and goals
We are so grateful for your unwavering and generous support. Every baby, child and family we have reached over the past nine years has been helped because of your kindness.

The support and love of our community runs through everything we do. Nine years ago, it was five volunteers who founded St Kilda Mums. They started from humble beginnings, organising material aid at the local Maternal Health Centre. Donations were collected on the front porch of the home of, our now CEO, Jessica Macpherson. These donations came from all over Melbourne. Then we were loaned space in a double garage in Elwood, followed by our first grant which enabled us to secure our first premises on Vale Street, St Kilda. The number of volunteers in our family grew, and so did financial gifts and donations of baby gear.

We started to use social media as a way to engage with the community who supported us and we quickly learnt that there were many families looking for a way to rehome their much-loved baby gear and help other families.

The network of social workers and Maternal and Child Health Nurses we assisted grew rapidly. Everyday, we are grateful for the critical work they do to help families living in the most challenging of situations.

In 2014, Eureka Mums was born in Ballarat, founded by volunteers committed to extending our reach across the Ballarat region.

In 2017, the generous support of trusts and foundations enabled us to employ our first regional coordinator and in 2018 we purchased our first vehicle. It’s support from organisations like this, and thousands of individuals, that means we are getting closer to achieving our dream of helping every baby, in every town.

Today we are a family of over 2,200 volunteers, 37 staff and 96,000 supporters, with incredible support from philanthropy and businesses across Victoria. Together we support more than 250 social service agencies and over 18,500 babies and children each year. What unites us all? Our belief that every child deserves to be happy, healthy and safe.

You are at the heart of what we do. Without you, we could not exist.

Thank you.

In 2013, a new wave of community support enabled a group of volunteers to begin Geelong Mums. Support from the Geelong community, and South West Victoria, has been flooding in ever since.

Your work, generosity and advocacy to support families with essential material support makes a huge difference to our clients and to social workers like me. It’s very much appreciated. A million thanks.

Marnie Dixon
Social worker
Community Health Registered Nurse, Registered Midwife
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This is a reflection on another year of incredible growth, made possible by your generosity.

What began as a small seed of an idea, planted in rich Victorian soil, is becoming a beautiful flowering tree.

Setting our strategic plan is one of the most important responsibilities of our Board. It defines our vision for the future and our long-term plan, and it is my role to make sure this plan comes to life.

When we launched our most recent plan last year, we took time to review our mission, vision and values to ensure they still hold true. The outcome was our vision for the future:

To waste less, share more and care for every baby and child.

We would like to thank the many wonderful people who help bring this vision to life each and every day.

You helped support 18,535 children. 5,323 of those were infants less than 12 months old. With your help we provided $6,486,517 worth of material aid at an average cost of just $118 per child. Best of all, 96% of all the goods we rehomed were pre-loved.

We are incredibly proud of these results and very grateful to the many generous people who made it all possible.

Please enjoy reading this annual report. We aim to inspire you, entertain you and most importantly, thank you.

Jessica Macpherson
CEO and Founder

Just over a year ago the board developed a powerful strategy to achieve our vision to waste less, share more, and care for every baby and child. We set a goal of being able to deliver our service in every Local Government Area in Victoria within three years, ensuring that every Victorian child who needs our help receives our support, no matter where they live.

Great progress has already been made toward reaching this goal thanks to the amazing support we have received from across the community. In the year ahead we will prioritise both securing a new facility to meet our growing needs, and purchasing much needed nursery equipment and spare parts to meet the growing demand from families in need.

A 2018 report commissioned by the University of NSW and the Australian Council of Social Service found that 1 in 6 children are living in poverty in Australia, with many of those affected living in deep poverty. Social workers tell us so many sad stories of those in need, that it can be quite overwhelming.

However, if you are ever in doubt about the amount of good in this wonderful world in which we live, just visit one of our branches where you will witness the incredible passion, drive, commitment and generosity of the St Kilda Mums’ board, our advisory committees, staff, volunteers, partners and donors. It is because of their passion and commitment that we are moving closer to our goal of being able to care for every baby, in every town.

As always, we are incredibly grateful for the unwavering loyalty from so many who have come on this journey with us. It takes a village to raise a child and we are so grateful to be part of such an amazing village.

Linda Grace
Chair
OUR BOARD

Our Board is responsible for the strategic direction of the organisation, as well as significant operational decisions. Meeting every four weeks, the volunteer committee oversees governance, financial management and accountability, policies and procedures, volunteer recruitment and communications.

Linda Grace - Chair
Linda is a commercial lawyer who has practised both in-house at a number of large corporate organisations, and in private practice. She has also been involved with a number of not-for-profit organisations. Linda joined our board in November 2015 after volunteering in a range of different capacities including bundling at home and serving on the St Kilda Mums Fundraising Sub-Committee. She became the Chair of our board in November 2016.

David Meade - Member
David is the Co-Director Community Health, Rehabilitation and Palliative Care / Director Allied Health at Barwon Health. He lives in Geelong with his family. David is a speech pathologist by background and is passionate about providing kids with the best possible start to life. He is a Williamson's Community Leadership Alumni and joined our board in 2017.

Karen Massier - Member
Karen is the Executive General Manager Strategy at MAX Solutions Pty Ltd, which provides employment, health and training services. She has a Bachelor of Laws and a Bachelor of Arts from Monash University and has been admitted to practice in the ACT Supreme Court. Karen has worked in Government as an adviser and chief of staff to three former Federal Ministers for Employment during the implementation of welfare reform agendas. She joined our board in 2017.

Kate Betts - Member
Kate is a Senior Communications & Engagement Advisor at Alcoa. She has broad corporate affairs, public relations, marketing and partnership management experience in the not-for-profit and corporate sectors. She is a passionate advocate for the Geelong community and has volunteered and held board positions at a range of local organisations. Kate was a co-founder of Geelong Mums in 2013. She joined our board in May 2018 and continues to serve on the Geelong Mums sub-committee.

Stacey Barrass - Vice Chair
Stacey hosts our ‘staging post’ drop off point in Rowville. She is the Managing Director of Domestic Goddess Home Services and brings knowledge from a diverse corporate career spanning human resources, administration and credit management. Stacey joined our board in November 2015.

Jesse Vincent - Treasurer
Jesse joined our board in 2014. She has been a volunteer for several years, helping in many different ways, most notably in the preparation of reports. Jesse is a registered CPA and has many years of experience in financial management in different industries.

Deidre Mackechnie - Act Secretary
Deidre is CEO of Multiple Sclerosis Australia. She has had an extensive career in health, initially training as a nurse, which led to clinical education, followed by a move to human resources and subsequent roles in senior management. Deidre has postgraduate qualifications in education, human resource management and governance. She joined our board in 2017.

Lorelle Lake - Notes Secretary
Lorelle Lake is the Philanthropic Trusts Lead at Uniting Victoria. She began her career as a graphic designer, and has significant experience in marketing and fundraising. A founding member of our Fundraising Sub-Committee, she has supported and coached our CEO in all fundraising activities since 2012. Lorelle joined our board in November 2015.

Karen Massier - Member
Karen is the Executive General Manager Strategy at MAX Solutions Pty Ltd, which provides employment, health and training services. She has a Bachelor of Laws and a Bachelor of Arts from Monash University and has been admitted to practice in the ACT Supreme Court. Karen has worked in Government as an adviser and chief of staff to three former Federal Ministers for Employment during the implementation of welfare reform agendas. She joined our board in 2017.

Geelong Mums Committee of Management
This sub-committee, represented by Kate Betts, Kate Gibson and Sarah Albon, manages the operations and sustainability of Geelong Mums, under the governance of the St Kilda Mums’ board. Meeting every four weeks, the committee oversees financial management, policies and procedures, volunteer recruitment, communications and donor engagement in the greater Geelong region.
CASE STUDY

Let us tell you about a young, single mum with cerebral palsy. Her baby was only three weeks old when we received a request from her social worker for a car seat.

She was very anxious about using public transport with her disability, especially with her tiny baby.

She needed a car seat so her sister could drive her and her baby to appointments. When we shared this story with you, our community, your response was immediate and generous.

You made it possible to give her not only a brand new car seat, but also many other essentials. A pram, baby carrier, bouncer, bottles, change mat, nappies, nappy bag, steriliser, toys, safety items and toiletries.

We checked in with her social worker recently to see how she is getting on now. They said,

“She feels empowered. She feels like she has more control over where she can go and what she can do. When we delivered the gifts she was so happy. She had the biggest smile on her face. It made a world of difference at a time when she was feeling very vulnerable.”
St Kilda Mums, Geelong Mums and Eureka Mums exist to make sure children and families are happy, healthy and safe.

This is possible when families can provide their children with the best possible foundation in life.

To achieve this, families need to be able to meet the material needs of their children. We can help alleviate the burden on families when this is not possible.

Families often look to their support networks for assistance in providing their children the best possible start. Many are supported by their relatives and social networks, but for others, they may be more reliant on government and welfare supports. Support networks that are well-resourced and able to identify the unmet needs of families are best placed to assist families to raise happy, healthy children.

This is where we can make a difference across Metropolitan and Regional Victoria. Through St Kilda Mums, Geelong Mums and Eureka Mums’ relationships with social workers and Maternal and Child Health Nurses, we are able to identify those who need extra support in the form of material aid, and we provide it to families when they need it most.

This also has the benefit of building better relationships between support workers and the families they help, enabling their assistance and care to have a deeper impact.

Donations from families who no longer need their baby goods are transformed by our incredible volunteers, enabling us to recycle and rehome quality nursery items such as prams, cots, car seats, clothing, and all the essentials a family needs for their young child. We are committed to making sure families who need support are treated with respect and dignity, no matter their circumstances.

Our universal service

Our vision is to waste less, share more, and care for every baby and child.

We have been delivering on this vision since 2009. Through the tireless efforts of our volunteers, our supporters, and the social workers and Maternal and Child Health Nurses we serve, we have developed a highly effective and efficient core service, that we call our ‘universal service’.

This program is based on rehoming pre-loved nursery equipment and children’s clothing to families in need via a network of social workers and Maternal and Child Health Nurses.

Our universal service is delivered from St Kilda Mums, Geelong Mums and Eureka Mums.

Building our capacity

Demand for our service always exceeds supply. We have experienced rapid growth over the past nine years. In turn we have needed to expand our space, our stock and our team of volunteers and staff.

Continuously securing the support we need to grow is one of our greatest priorities. Without growth, we cannot reach every baby and child in Victoria who needs our help.

We prioritise:

- Securing premises that meet our growing needs. This means renting a larger premises in Melbourne before June 2019.
- Continuing to grow our small team of paid staff. They are tasked with recruiting and training our volunteers, building and maintaining relationships with social workers, Maternal and Child Health Nurses and maternity hospitals, managing our technology, human resources and governance, and raising the funds we need to operate.
- Investing in technology and training.
- Purchasing nursery equipment and spare parts to meet the growing demand for our service from families in need.
EVERY BABY,
EVERY TOWN

We are committed to supporting families right across Victoria. Our Every Baby Every Town project allows us to help families living in remote areas.

We believe geographical location should not be a barrier to a child being happy, healthy and safe. They too should have access to a safe cot to sleep in, a pram and car seat, and good quality clothing.

We believe that coordinating the expertise and resources that already exist within our three locations – St Kilda Mums, Geelong Mums and Eureka Mums (Ballarat) – is more effective than opening and operating additional premises.

In early 2017 we employed a regional coordinator to develop partnerships with social services and transportation companies across regional Victoria. We have been fortunate to receive the generous support of The Ian Potter Foundation and The Gourlay Charitable Trust who have helped us fund this role.

We have also been fortunate to receive the support of Victorian Freight Specialists, who provide significant pro bono transportation of our material aid to regional areas.

Our goal is to deliver our service in every Local Government Area in Victoria within three years, and ensure that every Victorian child who needs our help receives our support, no matter where they live.

Our van is unique; we believe it’s the first service of its kind. Our new Iveco modified van allows us to extend the reach of our services and reduce transport costs.

The key objectives of the van are to:

• Help fulfil every request we receive from a social worker or Maternal and Child Health Nurse on behalf of a family in need
• Reach families in every local government area in Victoria within a three year period
• Increase accessibility of our service to the health and welfare agencies we serve, and to the generous supporters who donate material aid to us
• Increase efficiency of deliveries to maternity hospitals in regional areas
• Minimise our environmental footprint through efficient planning and scheduling of deliveries
• Increase awareness of St Kilda Mums, Geelong Mums and Eureka Mums through branded on-road presence

In the 2017–18 financial year, we received the generous support of Gandel Philanthropy and the RACV Community Foundation, which enabled us to purchase our first vehicle and put it on the road.

Our van is unique, we believe it’s the first service of its kind. Our new Iveco modified van allows us to extend the reach of our services and reduce transport costs.

Our goal is to deliver our service in every Local Government Area in Victoria within three years, and ensure that every Victorian child who needs our help receives our support, no matter where they live.
Tragically, there are women who present at Victorian maternity hospitals to give birth, who have had little or no access to prenatal care during their pregnancies. There are many reasons for this, such as concealed pregnancies, homelessness and socially isolated women (often migrants) who are unsure how to navigate the health system.

These mothers often arrive at hospital with no support network and lacking the basic essentials required to care for their newborn baby.

Our Safe Start program is designed to support women, or families, who are identified by social workers as not having the material basics for their babies. We provide Safe Start packages to maternity wards which may include:

- Portable cot (a flexible option for mothers who may not have a fixed, permanent home)
- Cot linen pack
- Pram
- Car seat
- Newborn clothing pack for a baby’s first few months

Through the provision of these essential material items, the program aims to deliver crucial social, emotional and practical support to vulnerable families. The Safe Start program plays a vital role in improving family health and outcomes in the critical first months of a newborn baby’s life.

We currently support the following maternity wards:

- The Royal Women’s Hospital
- Sandringham Hospital
- The Northern Hospital Epping
- The Royal Children’s Hospital
- Werribee Mercy Hospital
- Mercy Hospital for Women
- Sunshine Hospital
- Box Hill Hospital
- Frankston Hospital

In 2018-19 we plan to expand the service to Dandenong Hospital, Casey Hospital and extend our reach into regional Victoria.

I want to tell you about the difference I’ve been able to make to a mother with items from St Kilda Mums. She came by boat with her two children and was confined to a detention centre for one year. Today I was able to give her a car seat, two lots of clothes and some personal care items for mum and baby. The mother was beside herself with gratitude. We are always so busy going from one patient to another and I felt it pertinent that you should know, what you do as a service makes a world of difference to these people. I wanted to remind and thank you for all your support as I’m sure you don’t always get to see the end result and I know you work tirelessly.

Kellie Trotter,
Social worker for the Women’s and Children’s team, Sunshine Hospital
ST KILDA MUMS

KEY INFORMATION

Items rehomed

New (2,110) Preloved (48,550)

Causes of disadvantage

- 39% Migrant, Refugee or Asylum Seeker
- 29% Family Violence
- 27% Unemployment
- 20% Single Parent
- 20% Mental Health
- 19% Homeless or at risk of homelessness
- 19% Young Parents
- 15% Other
- 15% Disability
- 7% Medical
- 4% Family Reunification
- 4% Life controlling addiction
- 3% Kinship Care
- 2% Foster Care
- 0.4% Natural Disaster

Please note: most families experience more than one cause of disadvantage.

FAST FACT

Average cost per child: It cost us an average $118 per child to help 18,535 babies in children in 2017/18

Top 20 agencies

We supported 256 different agencies this year. The top 20 agency partners accounted for more than 50% of the babies and children we helped.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Babies and children</th>
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<tr>
<td>Bethany Community Support</td>
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<tr>
<td>Uniting</td>
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<td>Salvation Army</td>
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<td>IPC Health</td>
<td>893</td>
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<tr>
<td>City of Greater Geelong</td>
<td>892</td>
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<tr>
<td>Barwon Child, Youth &amp; Family</td>
<td>483</td>
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<tr>
<td>Launch Housing</td>
<td>407</td>
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<tr>
<td>AMES</td>
<td>367</td>
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<tr>
<td>Anglicare Victoria</td>
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<tr>
<td>Wathaurong Aboriginal Co-operative</td>
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<td>City of Hume</td>
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<td>Department of Health and Human Services</td>
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<td>Victorian Aboriginal Child Care Agency</td>
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<td>MiCare New Hope Foundation</td>
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<td>Melbourne City Mission</td>
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<td>Asylum Seeker Resource Centre</td>
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<td>Colac Area Health</td>
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<td>Monash Health</td>
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<td>Child and Family Services Ballarat</td>
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<td>Life Without Barriers</td>
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<td>Total</td>
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Please note: figures on this page represent the collective impact of all three branches - St Kilda Mums, Geelong Mums and Eureka Mums.

Hi, I’d just like to say thank you so much for the items I received from my worker at Healthy Mums Healthy Babies. I’m already a single mother to a 3 year old and I’m about to have my daughter in 2 weeks in very difficult circumstances. I have tried my absolute hardest to be ready, but there was just a few things I wasn’t able to get. I’m just so grateful for the service you provide and how nicely packed everything was and so clean. Again, thank you.

Anonymous recipient via Facebook

St Kilda Mums is born and distributes 439 items to families in its first year

Geelong Mums is born

St Kilda Mums secures its first premises

Eureka Mums is born in Ballarat

St Kilda Mums runs a rent appeal to secure its second premises on Vale Street

St Kilda Mums employs its first Regional Coordinator in order to expand service delivery to families living in regional areas

In one year, St Kilda Mums, Geelong Mums and Eureka Mums help 18,535 babies and children, with 50,661 items valued at $6,486,517, from their five premises

February 2009

April 2013

May 2013

February 2014

February 2016

May 2017

June 2018

Please note: figures on this page represent the collective impact of all three branches - St Kilda Mums, Geelong Mums and Eureka Mums.
Geelong Mums distributed 16,811 items to families, 4,142 more than the previous year.

Through the support of Geelong Mums, some of the financial pressures facing families is reduced and they are then able to heat their homes and pay their rent while maintaining some level of dignity.

Social Worker, Colac Area Health

After two and a half years, the satisfaction of knowing you are helping somebody, in some small way is still front and centre. The unexpected benefit has been all of the friendships you create.

Volunteer, Liz
EUREKA MUMS
KEY INFORMATION

Items rehomed
3,337 Pre-loved
211 New

FAST FACT
$435,640 – the value of items rehomed to families in need by Eureka Mums

Eureka Mums is established by local mums to support the Ballarat community and surrounding areas
February 2014

Eureka Mums secures a premises in Ballarat with the help of a rent appeal
May 2015

The inaugural movie night fundraiser, raises $5,435
November 2015

With the help of a grant, Eureka Mums recruits its first paid employee, a part-time Operations Manager
May 2016

In one year Eureka Mums provides 1,689 babies and children with 3,337 items of nursery equipment and clothing valued at $435,640. Incredible growth from the 42 families helped in the 2013-14 financial year!
June 2018

We supported 33 different agencies this year. The top 20 agency partners accounted for 98% of the babies and children we helped.

<table>
<thead>
<tr>
<th>Agency</th>
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<tbody>
<tr>
<td>Child and Family Services Ballarat</td>
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<tr>
<td>Ballarat Health Service</td>
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<tr>
<td>BADAC – Ballarat and District Aboriginal Co-operative</td>
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<tr>
<td>City of Ballarat</td>
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<tr>
<td>Upping</td>
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<td>Berry Street</td>
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<td>Centacare</td>
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<td>Salvation Army</td>
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<td>Anglicare Victoria</td>
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<td>Department of Health and Human Services</td>
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<td>Mercy Institute Association</td>
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<td>Ballarat Community Health</td>
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<td>Pyrenees Shire</td>
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<td>Catholic Care</td>
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<tr>
<td>Ballarat Regional Multicultural Council Inc.</td>
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<tr>
<td>Wendouree Neighbourhood Centre</td>
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<tr>
<td>MacKillop Family Services</td>
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<tr>
<td>Moorabool Shire</td>
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<tr>
<td></td>
<td>1,689</td>
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<td>Council Inc.</td>
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<td>Wendouree Neighbourhood Centre</td>
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<td>MacKillop Family Services</td>
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</tr>
<tr>
<td></td>
<td>1,689</td>
</tr>
</tbody>
</table>

After dropping off one of my orders the other week I received a lovely text from the mum thanking us for the Eureka mum’s items provided. This is something that absolutely could not be possible without all of the hard work that you and the team do and I wanted to pass this text on to let you know, in the words of this new mother who had recently arrived as an asylum seeker, just how much of a difference you make in our community. Here is what she said:

“...I am short of words at the moment but all I can say is thank you a million times. I have cried and smiled genuinely for the first time in days... The items were packed with love and thoughtful detail. I was hoping for the essentials but you have gone above and beyond the mile. My baby has been given a new start to life beyond what I could have imagined. Again thank you to everyone who has put this bundle together. Forever grateful.”

Maddie Mitchell | Social Worker, Women’s & Children’s Health | Ballarat Health Services
CASE STUDY – REGIONAL

After a huge sleep and a couple of very strong coffees I now have to pass on the huge and effusive (and often tearful) thanks of nearly 20 caseworkers from over a dozen agencies I have met in Portland and Warrnambool in the past two days. They want to thank every single volunteer and employee of St Kilda Mums.

If you have ever wondered if your work at St Kilda Mums was really having any impact out there, rest assured, it is. Many times in the past two days I have been told “what St Kilda Mums do is really changing lives”.

Time and time again caseworkers told me of clients who cried with joy at opening their deliveries and stressed that the the beautiful presentation and high quality of the items we rehome builds confidence and dignity in ways that can not be measured.

Danielle Ryan-Gledhill – Regional Coordinator

Just a few of the highlights are:

- The council caseworker who no longer has to spend her own money to buy essentials for children in her assisted play group
- The little girl with the intellectual disability who squealed with delight at her clothing bundle that had a tiny pair of cowboy boots displayed and then wore one and carried the other so she could stroke it
- The fathers whose families had lost everything in the St Patrick’s Day fires and were struggling to survive but were able to give their children beautiful toiletries packs to give to their mothers on Mother’s Day
- The family who were able to pay their water bill and rent because they no longer had to buy a pram
- The destitute father who arrived from Sydney with nothing because he had heard that the emergency public housing waitlist in Portland is only three months (as opposed to over two years in Sydney) and who now has clothes for his children
- The supported playgroup who were so uplifted by receiving items with no expectation of anything in return that they have now banded together and set up their own exchange of quality baby goods to support each other and others in the area
- Families who now have books in their home for the first time ever
- Mothers who haven’t bought themselves basic toiletries in years because they are ‘luxuries’, but now know that they have shampoo and their children won’t be ostracised at school for being dirty
- And, finally, the little boy who received a warm coat that meant his mother could take him out to spend time at the park for the first time. He was so excited that he has worn it everyday since.

Danielle Ryan-Gledhill
St Kilda Mums Regional Coordinator
From sorting clothes, repairing prams, safety checking car seats, creating book packs and accepting donations at their home - our team of volunteers are our lifeblood.

We don’t just have volunteers in our premises. We also rely on our tech savvy volunteers to maintain and develop our customer relationship management system, Salesforce. Our Salesforce volunteer numbers have grown enormously and so far over 80 people have used our organisation as a stepping stone to paid employment.

Not only do we provide an essential service to families in need in Victoria, we also provide a caring, nurturing environment for volunteers to develop friendships. We call it our village. Everyone in the village has a different reason for volunteering, but everyone shares the common goal of helping others.

We celebrate our volunteers several times a year. May’s National Volunteer Week is always a highlight. It’s a special week to reflect on the contribution of our incredible volunteers and thank them for their time, energy and commitment.

This past year alone we have increased our volunteer numbers by 43% across our three branches. This year St Kilda Mums welcomed 487 new volunteers. Geelong Mums welcomed 206 and Eureka Mums welcomed 59. We are incredibly grateful to be continuously growing our family of passionate, committed volunteers.

St Kilda Mums, Geelong Mums and Eureka Mums are powered by volunteers. We are only able to provide our incredible service due the generosity and dedication of our team of over 2,200 volunteers across Victoria.

I thoroughly enjoy the camaraderie amongst my volunteer group on Thursdays. I love the work we do.
Suzie

I volunteer because if I was the recipient of the beautiful clothing bundles I make each week, I would be very grateful at the effort and love that goes into it.
Maggie

I wanted to do something within the community that gives back, but which resonates with me. I have young children and I know how hard it is to raise them. Support is everything.
Sophie

I feel strongly about everyone being given a fair go. Volunteering restores my balance of working a corporate life. I hate waste and I love our vision and mission of wasting less and sharing more.
Bec

I volunteer to give back to the community. Volunteering is being part of a community, a network, making friendships and connections. St Kilda Mums is a proper village that fosters connectedness.
Jenna

It’s an organisation where I can bring my children and I can give back to the community with my kids in tow.
Elly

It gives me a sense of satisfaction to give back to the community.
Jeff

I love that I can give back now that I have more time. I’ve loved meeting new people who are like minded. I can see the immediate impact everyone’s donations make.
Andrea

Volunteering at St Kilda Mums is such a nice environment. I enjoy the tasks I’m given each week. I volunteer as a handyman.
Bruce

I like the company of the other volunteers and I can see donations are processed quickly and used by families in need.
Douglas

What got me hooked was no commitment to a specific duration or day of the week. You can come and go as little or as much as you like. I enjoy the positive vibe from everyone. Staff, volunteers and social workers. It’s happiness all round.
Rob

Volunteering at Geelong Mums makes me feel good. Knowing that I am contributing to our community is incredibly uplifting. Even though we are working to better the lives of others who have often experienced incredible hardship, the premises itself has as a wonderful, happy and convivial energy.
Jill
Support from business was a vital part of our income stream this year and came in many forms.

The St Kilda Mums Mother’s Day Lunch held in May was a spectacularly successful event. We hosted 460 people at The Park in Melbourne. Tickets sold out in 24 hours and we raised $93,640 thanks in large part to our valued sponsors and partners:

Zendesk
Forever New
Coles
Village Belle Hotel
Love To Dream

With product support from:
Heirloom Vineyards
Dandelion Vineyards
Interflora
Paul Louis
Thankyou

The Geelong Mums Mother’s Day Lunch, in its third year, was again a resounding success raising $82,000. This was thanks, in large part, to the generous support of the following sponsors:

Business donations

We are grateful for generous business donations this year from the following companies:

The Benchmarque Group
Salesforce
Zendesk
Cisco
Martin Currie
Coles

A partnership with Coles meant we were able to provide a gift to women as part of our One Mother to Another initiative. In partnership with St Kilda Mums, Coles developed the Mother’s Day Box and encouraged their customers to contribute via Coles Online. 340 Mother’s Day Boxes were distributed to mums via St Kilda Mums, Geelong Mums and Eureka Mums.

The following companies were integral in providing product support via in-kind donations:

PARTNERSHIPS AND CORPORATE ENGAGEMENT

La Madre Bakery
Mount Duneed Estate
Epworth Geelong
Coulter Roache Lawyers
Geelong Financial Group
Hocking Stuart Geelong & Bellarine
Roma Boots
Stuck On You
Elements Childcare & Early Learning Centre

Aesop
Amazing Baby Company
Blossom Tots
Canny Accounting
Cockies Brewery
Coles
Conni
Cookidz Australia Pty Ltd
Cotton On Group
Direct Storage Systems
Dorel Australia
Egg and Spoon
Jala by Angela Rutherford
Jayvo Ballarat
La Madre Bakery

Love To Dream
Mayborn ANZ Pty Ltd
Melko
Miann & Co
Mimi’s Cakes
Mt Duneed Estate
Mustela
Oishi-M
Outlook Australia
Redsbaby
Roslyn 38 Exceptional Dental
Target
Valiant Enterprises
Workplace volunteering offers businesses the opportunity to get out of the office and come together as a team, to work collaboratively and learn new skills. When they spend the day with us they learn more about the important role we play in assisting disadvantaged families right across Victoria. These teams provide hands-on help cleaning, sorting and packing donations so we can get them out to families in need as quickly as possible.

Over the course of a day our team leaders share insights into how donations can impact families, feedback from social workers and the extent of the need for our service.

The program has proved to be a stepping stone to deeper partnerships with businesses; they see first-hand how we work with the community and are inspired to think about how they might be able to provide further assistance, whether by sending more volunteers, donating goods, sponsoring events or committing to financial support.

As well as providing more hands to help process donations, the workplace volunteering program is an important revenue stream, generating $88,724 across all three branches this year.

A total of 105 different companies participated in workplace volunteering this year and dedicated 7,128 hours. The following companies have shown notable support:

- NAB
- EnergyAustralia
- AMP
- Mercedes Benz Financial Services
- Zendesk
- Treasury Wine Estates
- REA Group

Geelong Mums workplace volunteering program also grew significantly with the addition of a part-time Teamwork Coordinator to help drive growth and lead teams. Local businesses who provided consistent volunteering support were:

- Cotton On
- Elements Childcare
- Deakin University
- GMHBA
- EnergyAustralia
- Hamlan Homes

This year, Eureka Mums began offering workplace volunteering for the first time. It offers one day per week for corporate teams. Feedback has been very positive and the aim is to grow the program to two days a week next year.

It was a really rewarding morning knowing that I was having a direct impact on helping families in my local community! I would definitely take part in helping at Geelong Mums again! Loved it!

Georgie Dodds, GMHBA
St Kilda Mums was born in the digital age. This has put us in a unique position where technology has empowered every aspect of our operation since the very beginning.

Initially we used free, or inexpensive, tools because we were entirely run by volunteers and had no budget. These platforms had no set up costs and didn’t require any investment in software or servers.

Since then, we have benefited greatly from the generosity of companies like GoCanvas, Google, Salesforce, Slack, Cisco, Zendesk and others who provide large discounts (or free use) of their world-leading platforms.

Throughout history, periods of rapid technological advancement have led to big changes in all areas of life, and we’re living through one such period right now. The Fourth Industrial Revolution is affecting the way people, governments, businesses and charities operate.

People are now able to connect to each other and the world around them in totally new ways.

This is a challenge for us, but one we are meeting head on. It’s our goal to create a seamless, digital, personalised experience for everyone we have contact with.

We love to integrate everything. We use Zapier and IFTTT to automate publishing across multiple platforms. In the last year we completed the following projects:

• We now use our customer relationship manager, Salesforce (rather than spreadsheets and documents), for orders from social workers and Maternal and Child Health Nurses. This gives us complete visibility of all orders across all three branches.

• We have built impact reports as dashboards so every member of our team has access to live updates of our impact on the community.

• Three new websites, built by our volunteers, were launched in February.

• We built a prototype for a mobile application to share our data about product safety. We are currently seeking funding to bring this to life.

• We rolled out Officevibe for all our employees to measure happiness and engagement in our team.

• Using GoCanvas, we created a scheduling application, integrated with Google Calendar, to manage our van’s delivery schedule.
CASE STUDY

I just wanted to write on behalf of my client and the community mental health team that works with her to thank you and all the volunteers and the donors for the most amazing goods she received for her two and a half year old son and her new born baby boy.

The look on both of their faces when we arrived with all the much-needed baby goods, and especially her older boy, was just priceless and they are extremely grateful for your help.

Once again, thanks so much and we wish to commend the wonderful volunteers that helped us get all the things together as well.

Lisa Tesoriero - Social Worker, Monash Health

“We recently supported a family who left their unstable home country, for a better place. Due to the trauma and grief they all experienced, the children and mother now live with ongoing health issues. With the help of Geelong Mums, we were able to support them by providing essential items including a cot, pram, clothing, linen, books and toys. But most importantly, we were able to provide several car seats which meant that these children can be transported safely to their medical appointments. In the words of the mum “it’s ok if I suffer or go without, but not my children.”

Story from a Social Worker shared with Geelong Mums
In the 2017/18 financial year, St Kilda Mums, Geelong Mums and Eureka Mums implemented fundraising activities to secure the income necessary to deliver a growing service.

Our fundraising activity included:

- Fundraising appeals
- Major giving
- Regular giving
- Grant applications
- Community fundraising
- Business partnerships
- A paid corporate volunteering program
- Events

We were also grateful for the generous support received through our first Gift in a Will.

Highlights in our fundraising activity include:

The Geelong Mums Rent Appeal, raising $176,350 from over 500 community donations during our 24 hour campaign. Every dollar was matched by generous major donors, enabling us to lease a second premises on Balliang Street to accommodate our growing service.

Eureka Mums Trivia and Movie Nights raising over $6,000 to help us support families in the Ballarat region.

Our Mother's Day Lunches in Geelong and Melbourne, which welcomed 910 guests and raised $172,707.

On 5 June 2018, over 1,200 donors gave to our one-day Every Baby Every Town Appeal raising $458,708 to help reach our goal of ensuring that every child in Victoria is happy, healthy and safe, no matter where they live.

Grants from Gandel Philanthropy and the RACV Community Foundation, which put our first vehicle on the road.

FAST FACT It costs us just $1 to raise every $6.98.
Our Supporters

St Kilda Mums

Community Groups
- All Souls' Opportunity Shop
- Bankstown Inter-Church Opportunity Shop
- Brighton North Rotary
- Caulfield Grammar School
- City of Port Phillip
- Flats Out Mum
- Halsebury Parents and Friends
- Caulfield
- Lauriston Girls’ School
- Mount Scopus Memorial College
- Rotary Club of Albert Park
- Rotary Club of Bentleigh
- Mount Lock Central
- Rotary Club of Boronia
- Rotary Club of Eltham
- Rotary Club of Melbourne
- St Johns Uniting Church Op Shop
- Hampton
- Yarraville Club Cricket Club

Businesses
- 576 Boulevarde Community Space
- Aboriginal Domestic Agencies Pty Ltd
- Aon
- Bayer Australia Ltd
- Bupa
- Bongoroo Group
- Business Chicks
- Castlemark Property
- Cisco Systems
- Coles Online
- Complete Plumbing
- Connective
- Cooper Investors
- Forever New
- GeoTech Civil Pty Ltd
- Kink Agency
- Love To Dream
- Martin Currie
- Medela Australia
- Mortgage Investment Management
- Mustela
- Northmost
- Raven’s Nest Chinese Medicine
- Salesforce.com Foundation
- Sheen Panel Service
- Sheer and Tell
- ShredOnSite
- The Benchmark Group
- The Nursery Bird
- Village Belle
- Zendesk

In Kind Donors
- Amazing Baby Company
- Australian Pharmaceutical Industries (API)
- Barnett Distributors
- Britax Australia
- Bubba Blue
- Clean It Office
- CoolKIds Australia Pty Ltd
- Corporate Video Productions
- Dandelion Vineyards
- DeltaPak
- Doin Australia
- EcoStore
- Egg and Spion
- Hire for Baby Melbourne
- Jack N’ Jill Kids
- Jessica Brewer
- KOGO - Knit One Give One
- lala by Angela Rutherford
- Little Turtle Baby
- Lorraine Lea Linen
- Mayborn Group
- Mello
- Munch
- Nature's Organics
- Outlook Baby
- Provincial Home Living
- Quack Quack Mio
- Quintessential Baby
- Radishbaby
- Thankyou
- Three Sparrows
- Toby Lyng
- Valiant Enterprises
- Village Cinemas Australia
- Woolworths

People
- Anna Ng
- Anthony Fink
- Avril & Richard Lowry
- Cate White
- Christine Tiler
- Debbie & Derek
- Elizabeth King
- Emma King
- Emma Long
- Georgie Stocker
- Hayley & Tom Cift
- Jane Curtis
- Jennifer Donaldson
- Jennifer Harrison
- John and Mandy Enkon
- Judith & Daniel Perlstein
- Klein & Kate Mills
- Kimberly Browne
- Linda Klein
- Lisa and Jason Laird
- Lorraine Lea Linen
- Mani Enoka Galang
- Markus Ziemer and Kate Lewin
- Mary Paula Williamson
- Melanne Corps
- Michelle & Robert Han
- Michelle Zajac
- Olivia Brown
- Peter Lewis
- Philip Horner
- Professor Trang Thomas AM
- Sue & Ted Fisher
- Tam and Ben Faiman
- The Faiman Family
- The Minogue Family
- Toby Tan
- Vernetta Jones
- Zoe Bare

Every Baby Advisory Group
- Anne Chege
- Denise Bridges
- Harry O’Shea
- Jill Green
- Kimberley Browne
- Kristen Lovew
- Marissa Reeves
- Monica Courtney
- Natalie Gray
- Natalie Molina
- Nicki Batagol
- Prue Boyle
- Rose Palaga

Give to Grow
- Regular Givers
- Adrian Lovell
- Alyssa Potter
- Amy Alston
- Amy and Esghan Georgotheran
- Amy McAlistor
- Anna Beaton
- Anna Kollegger
- Anna Mackay
- Anna McMinn
- Anna Kyniss
- Belinda Jackson
- Belinda Pye
- Bridget Thlaker
- Candice Blandon
- Cherry Latimer
- Charmaine and Ivy Adamson
- Claire Tobin and Tim Moore
- Claire Louise Walker
- Clementine Thompson
- Colbrow Homecare
- Dr Anna Pope

Diane
- Diane Toward
- Diane Bradley
- Donna Schip
- Elke Dominique Rovera
- Elizabeth Melbourne
- Emily Colton
- G & H Hooper
- Gina Bastes
- Gordon Latham
- Helen Barnes
- Jacqueline Broad
- Jan Weinberg
- Janice Green
- Jerimia Jones
- Jessica Pozzol
- Jessica Williams
- Jo Cammiong
- Joanne and Bruce Rowey
- Joanna Cenkie
- John & Justine Grover
- Judy & David Stonier-Gibson
- Justine Carlin
- Kate Bradford and Family
- Kate Crobbie
- Kate Norton
- Kate Stewart
- Kate Wallage
- Kelie Burns and Family
- Kelly James
- Kelly Williams
- Kimberley Longayroux
- Laura Bridgman
- Lisa and Jason Laird
- Linda Longayroux
- Lisa and Jason Laird
- Linda Klein
- Linda Lea Linen
- Linda Willersdorf
- Linda Grace
- Linda Grace
- Linda Grace
- Linda Grace
- Linda Grace
- Linda Williams
- Lorielle Lake
- Lorraine Green

Mable Tan
- Mardent Consulting
- Mark and Leah Lloyd-Smith
- Marnie Brain
- Mary Brown
- Mary Jones Austin
- Matt Bray
- Matthew Swinn
- Max and Josie Orlando
- Megan Moore
- Melissa & Robert Raymond
- Meryn Burgin
- Metta Allen-Petersen
- Michelle Bennett
- Mohana Mahadevan
- Natalie Kobica
- Natalie Pearson
- Nicola Carpenter
- Paul & Sarah Matzouranis
- Petal Magig
- Pip Hunt
- Rachel and lan Foston
- Reema Chhetri
- Rob Bruce and family
- Robyn Styles
- Rossland Adeney
- Ruth Giles
- Samantha Chapman
- Sarah Green
- Simon & Jaye Brave
- Sophie Coleman and Chris Yates
- Sophie Day
- Stephanie Hayes
- Sue Jones
- Susan Haywood
- Suzanna Knez
- Tamara Price
- Tonya Singleton
- The B Fing Family
- Tracey Holding

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- Nicola Carpenter
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- Samantha Chapman
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- Sophie Day
- Stephanie Hayes
- Sue Jones
- Susan Haywood
- Suzanna Knez
- Tamara Price
- Tonya Singleton
- The B Fing Family
- Tracey Holding
Geelong Mums

Bequests
Estate of Herbert Alexander Glover

Trusts & Foundations
The Jack Brockhoff Foundation
Bikube Trust
Down Wode Foundation
Geelong Connected Communities
Give Where You Live Foundation
Percy Baxter Trust, managed by
Perpetual
Commonwealth Bank
Geelong Community Foundation
F.E.D. Buckley

Community Groups
Geelong Jukebox Rockers
Kardinia International College
K wesians Club of Geelong
Sacred Heart College Alumni
Deakin Business School
Rotary Club of Geelong
Rotary Club of Kardinia

Businesses
Anglesea/Winchelsea/Lorne
Bendigo Community Bank
Coulter Roache Lawyers
Direct Storage Systems
Elements Child Care and Early Learning Centre
Epworth Geelong
Geelong Financial Group
Godfrey Hirst Australia
Hamlan Homes
La Madre Bakery
Oishi-m
Opteon Solutions
Quota International of Geelong Inc.

Government
Australian Government - Stronger Communities Program

People
Barbara and Keith Allen
Barry & Keith Fagg
Else Perry
Justin Craddock
Kate Spargo
Kate and Peter Bettis
Kate and Ben Kent
Michael and Ros Bettis
The McGarr Family
Steve Moylan and Sarah Mansfield

In Kind Donors
6J Degrees
Adventure Park Geelong
Alisha Bourke
Amanda Williams & Kryzstyn
Canny-Smith of Canny Group
Anglesia IGA
Bay City Early Learning Centre
Belmont Stereo Systems
Blue Out Bar
Blondie
Boundary Bend Olive Oil
Brax Window Treatments
Built By Wilson
Bunnings Warehouse Waurn Ponds
Casey Bell Photography
Christian’s Bus Company
Clare O’Donoghue
Corell
Cotton On Group
Emu
F-45 Geelong West
GDP Industries
Geelong Confectionary
Geelong Entertainment
Geelong Gallery
Geelong High School
Geelong Racing Club
GT Magazine
Hereworth IT
Mary Thompson Photography
Mount Mitchell Estate
Mt Duneed Estate
Mvace Workshop
Myers Street Dental
Oishi-m
Paddock Dreams
Pamper Clinic
Proxy Cosmetics
Ribbon Ties
SC Technology
Share the Dignity
Stuck on You / Penny Scallan
Taske
Wonder Yoga

Give to Grow
Regular Givers
Amy Young
Bernadette McCartney
Georgina Hayden
Gray Foreman
James Turton
Jenny Prasobal
Justin Craddock
Kate Spargo
Kate Walker
Kyle Doherty
Levi & Brooke Turner
Monica Tullin
Peter Woodruff
Sarah Fitzpatrick
Sharyn Masson
The Heathcote Family
Tiffany Goodie
Tim Connor

Eureka Mums

Trusts & Foundations
City Of Ballarat
Commonwealth Bank
ED Black Charitable Trust

Community Groups
Ballan Lioness Club
Ballarat Family Guide
Hop Temple
Rotary Club Of Ballarat East
Small & Mighty Children’s Market

Businesses
Dr Moloney Obstetrician and Gynaecologist
Grounded Pleasures

In Kind Donors
Aimya Retreat Daylesford
Creswick Woollen Mills
Jaybo Ballarat
The Pickled Pig

Give to Grow
Regular Givers
Ai Ling Kong
Gill Hunt
Verity Archer
Trinna Lewis

FAST FACT

The value of items we rehomed to families in the past year is $6,486,517.
FINANCIAL STATEMENTS

Statement of Income and Expenditure

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<thead>
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<th>Income</th>
<th>2018</th>
<th>2017</th>
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<td>Donations</td>
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<td>Grants received</td>
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<td>Other revenue</td>
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<td>TOTAL INCOME</td>
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<table>
<thead>
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<th>Expenditure</th>
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<td>Cost of goods purchased</td>
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<td>Spare parts, repair</td>
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<td>279,962</td>
<td>194,899</td>
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<tr>
<td>Employee expenses</td>
<td>1,200,103</td>
<td>709,318</td>
</tr>
<tr>
<td>Training and education</td>
<td>14,904</td>
<td>7,999</td>
</tr>
<tr>
<td>Occupancy costs</td>
<td>255,818</td>
<td>170,648</td>
</tr>
<tr>
<td>Depreciation</td>
<td>14,701</td>
<td>6,381</td>
</tr>
<tr>
<td>Repairs and minor capital</td>
<td>15,778</td>
<td>23,169</td>
</tr>
<tr>
<td>TOTAL EXPENDITURE</td>
<td>2,226,571</td>
<td>1,577,118</td>
</tr>
<tr>
<td>SURPLUS (DEFICIT) FOR YEAR</td>
<td>64,016</td>
<td>81,963</td>
</tr>
</tbody>
</table>

Statement of Assets and Liabilities

<table>
<thead>
<tr>
<th>Income</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>766,575</td>
<td>697,844</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>49,591</td>
<td>32,417</td>
</tr>
<tr>
<td>Other current assets</td>
<td>77,932</td>
<td>31,771</td>
</tr>
<tr>
<td>TOTAL CURRENT ASSETS</td>
<td>874,098</td>
<td>762,032</td>
</tr>
</tbody>
</table>

| Non current assets            |       |       |
| Property, plant and equipment| 86,910 | 18,291 |
| Other non-current assets      | 69,944 | 38,024 |
| TOTAL NON-CURRENT ASSETS      | 156,854| 56,315 |
| TOTAL ASSETS                  | 1,024,952 | 818,347 |

| Liabilities                   |       |       |
| Current liabilities           |       |       |
| Trade and other payables      | 171,996 | 118,317 |
| Other liabilities             | 357,453 | 268,543 |
| TOTAL LIABILITIES             | 529,449 | 386,860 |
| NET ASSETS                    | 495,503 | 431,487 |

| Equity                        |       |       |
| Retained surplus              | 495,503 | 431,487 |
| TOTAL EQUITY                  | 495,503 | 431,487 |

| Cash Flows from operating activities |       |       |
| Operating grants, fundraising and donations received | 2,383,715 | 1,490,879 |
| Payments to suppliers and employees | -2,256,138 | -1,461,420 |
| Interest received               | 4,474   | 5,131 |
| Interest paid                    |         |       |
| NET CASH GENERATED FROM OPERATING ACTIVITIES | 132,051 | 34,590 |

| Cash Flows from Investing activities |       |       |
| Purchase of property, plant and equipment | -83,320 | -17,775 |
| NET CASH USED IN INVESTING ACTIVITIES | -83,320 | -17,775 |

| Cash Flows from Financing activities |       |       |
| Receipt / (payments) from financing activities | - | - |
| Net cash used in financing activities | - | - |
| Net increase/(decrease) in cash held | 48,731 | 16,815 |
| Cash at beginning of financial year | 697,844 | 681,029 |
| Cash at end of financial year | 746,575 | 697,844 |

Mortgages and Securities

The association has no mortgages, charges or securities over any of its assets.

Date: 28/11/18

Jessica Macpherson
Secretary and CEO

Brian Jones
Director, Ahead for Business Pty Ltd

An audit of the financial statements of the Association for the year ended 30 June, 2018 was completed in accordance with Associations Incorporation Reform Act 2012 and Australian Auditing Standards by Brian Jones of Ahead for Business Pty Ltd.

Brian Jones
Director, Ahead for Business Pty Ltd
Melbourne, Geelong and Ballarat comprise 82% of the population of Victoria according to Australian Bureau of Statistics data from 2017. In the past year we have delivered our service in nine new local government areas. It is our goal to deliver our service in all Victorian local government areas by 30 June 2019.

**OUR REACH**

**Babies and Children**

<table>
<thead>
<tr>
<th>Local Govt. Area</th>
<th>St Kilda Mums</th>
<th>Geelong Mums</th>
<th>Eureka Mums</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bass Coast Shire</td>
<td>17</td>
<td>17</td>
<td></td>
<td>34</td>
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<tr>
<td>Borough of Queenscliffe</td>
<td>4</td>
<td>4</td>
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<td>8</td>
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<tr>
<td>City of Ballarat</td>
<td>66</td>
<td>66</td>
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<td>132</td>
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<td>City of Bendigo</td>
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<td>167</td>
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<td>334</td>
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<td>City of Boonanarring</td>
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<td>City of Casey</td>
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<td>City of Darebin</td>
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<td>City of Greater Bendigo</td>
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<td>City of Greater Dardening</td>
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<td>1,232</td>
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<td>4,272</td>
<td>4,293</td>
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<td>City of Hobsons Bay</td>
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<td>City of Yarram</td>
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<td>888</td>
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<td>Colac Otway Shire</td>
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<td>Corangamite Shire</td>
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<tr>
<td>Greater Geelong</td>
<td>1,232</td>
<td>1,232</td>
<td></td>
<td>2,464</td>
</tr>
<tr>
<td>Greater Shepparton</td>
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<tr>
<td>Greater Victoria</td>
<td>10,673</td>
<td>6,173</td>
<td>1,689</td>
<td>18,535</td>
</tr>
</tbody>
</table>

**Number of babies and children supported by St Kilda Mums:**

- 6,173

**Number of babies and children supported by Geelong Mums:**

- 1,689

**Number of babies and children supported by Eureka Mums:**

- 10,673
We would like to tell you about a mum we helped. She was pregnant with twins, when she was suddenly evicted from her home. She and her young son had to move into a motel while they looked for somewhere to live.

Fortunately, the mum received help from our agency that supports vulnerable people with housing. We asked St Kilda Mums to provide the nursery equipment and clothing the family would need for their new babies. After the difficult birth of her twins, the mum arrived back at the motel from the hospital and was overwhelmed. Here is what she said:

"After the birth of my twin girls, which did not go so well, I was so surprised to see that our small motel room was completely full of everything we needed. Not having my own mother around to help, it was clearly evident that someone really kind had put together everything I needed in the same way my own mum would have. That meant so much to me as it made me feel like my mum was watching over us. St Kilda Mums has done so much for my family. Without St Kilda Mum’s help things would have been very bleak for us."

Mother of twin girls

Story courtesy of Rose Pa’aapa’a, Launch Housing
St Kilda Mums (which also trades as Geelong Mums and Eureka Mums) is a public benevolent institution and is endorsed by the Australian Taxation Office as a Deductible Gift Recipient (Item 1) with charity tax concessions (TCC). This means that we can provide tax-deductible receipts for any donation of $2 or more. Our ABN is 11 296 752 873 and our registration to fundraise in Victoria is #11922.15.