

# Annual Report

2018/19





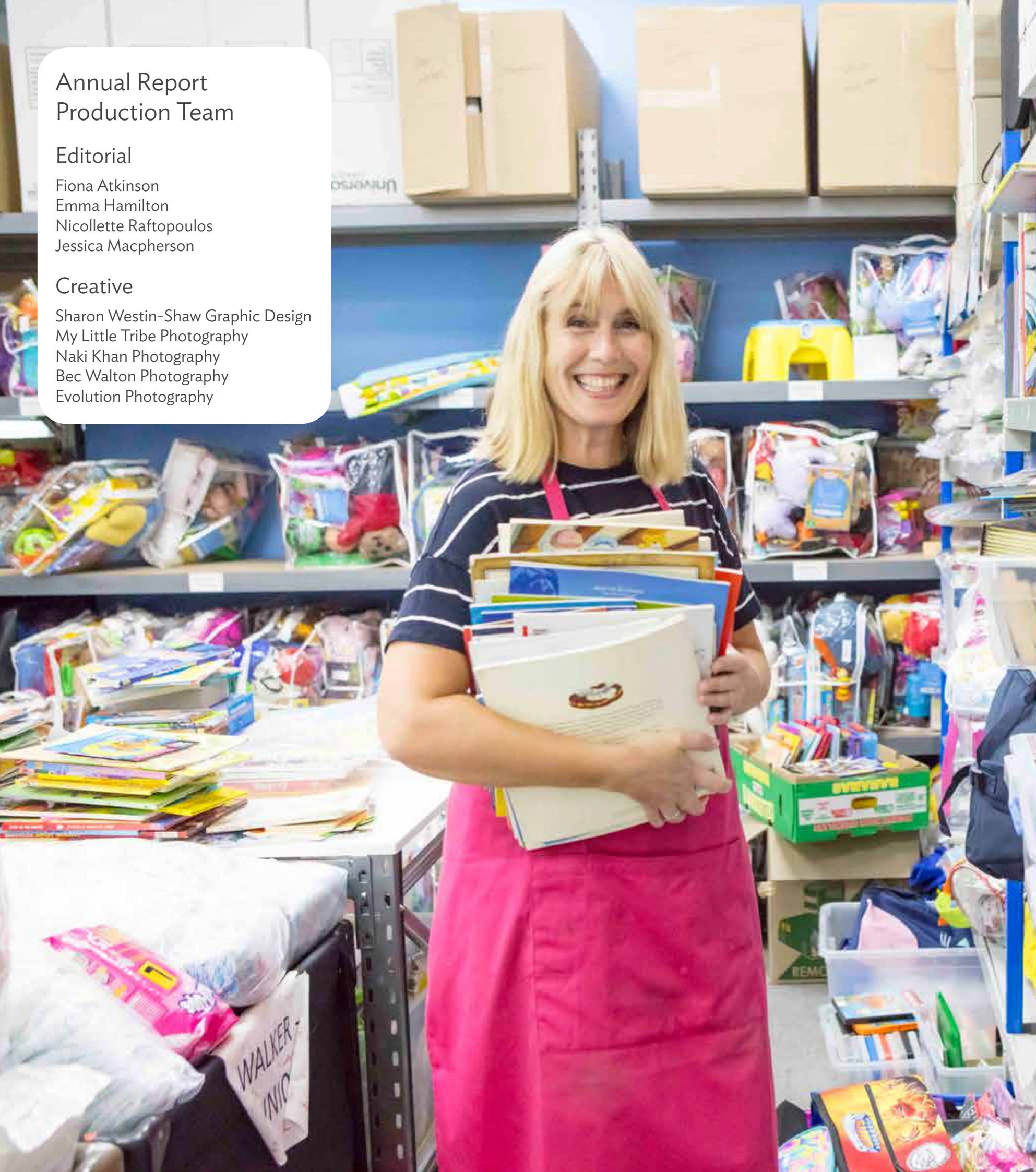
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## Our Mission

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

We collect, sort and redistribute essential nursery equipment, clothing, books and toys for babies and school age children.

## Our Vision

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

## Our 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.

## Our Guiding Principles

- We will work with and support existing social services and Maternal and Child Health nurses;
- We will not duplicate the work of these existing social services but endeavour to add value to these services;
- We will ensure that the criteria for recipient eligibility is determined by social service agencies and not by St Kilda Mums;
- We will ensure that all goods donated are of a good quality, in working condition, and adhere to the appropriate Australian safety standards (ie. we would use the goods ourselves);
- We give everything as a gift with no expectation of return;
- We seek to save the earth's precious resources by rehoming, recycling, reusing and repurposing as much as possible;
- We will work with partners and supporters who share our values and goals.





# Our Theory of Change

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 with 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.

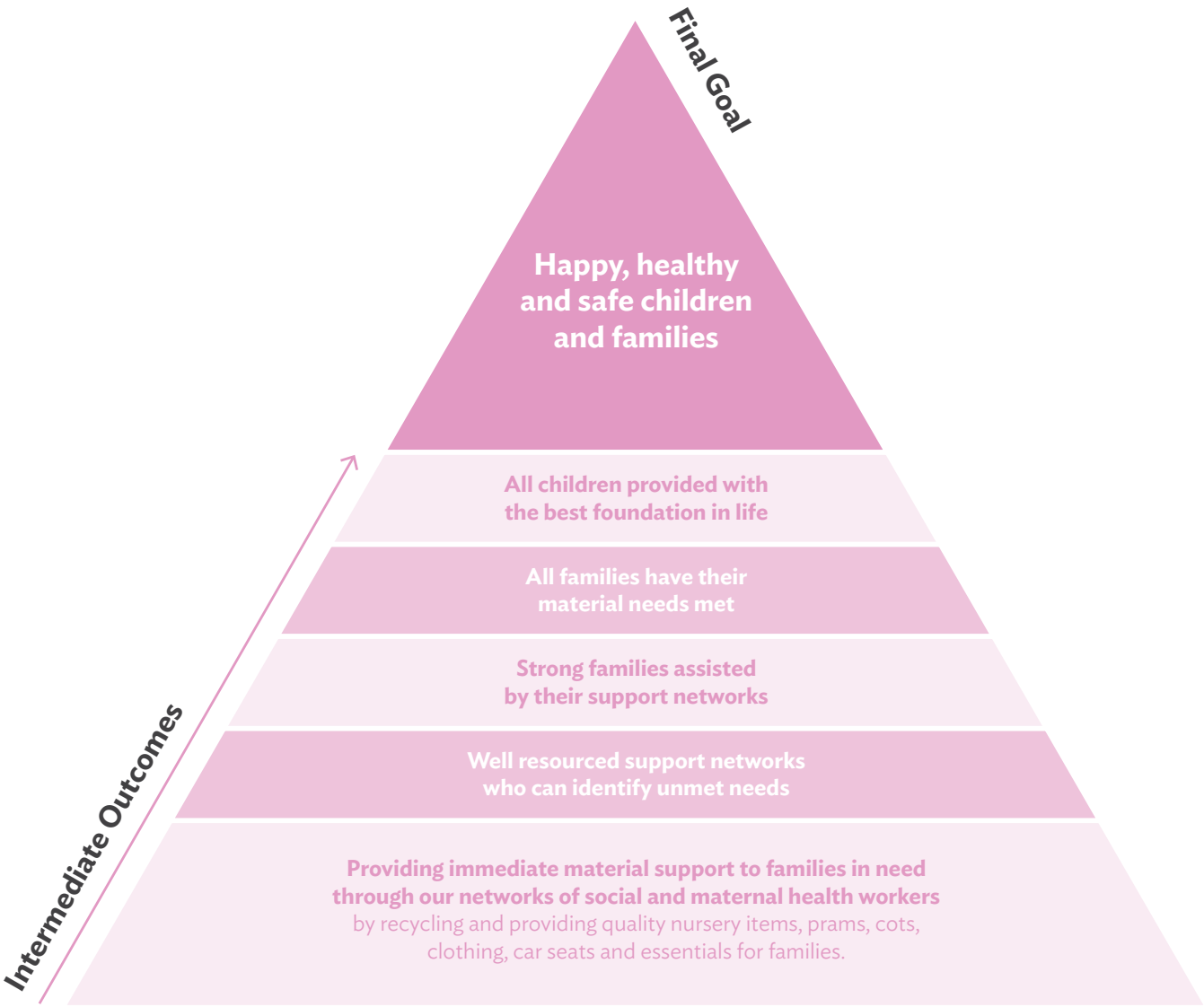
Support networks that are well-resourced and able to identify the unmet needs of families are best placed to assist families to raise happy, healthy children.

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.

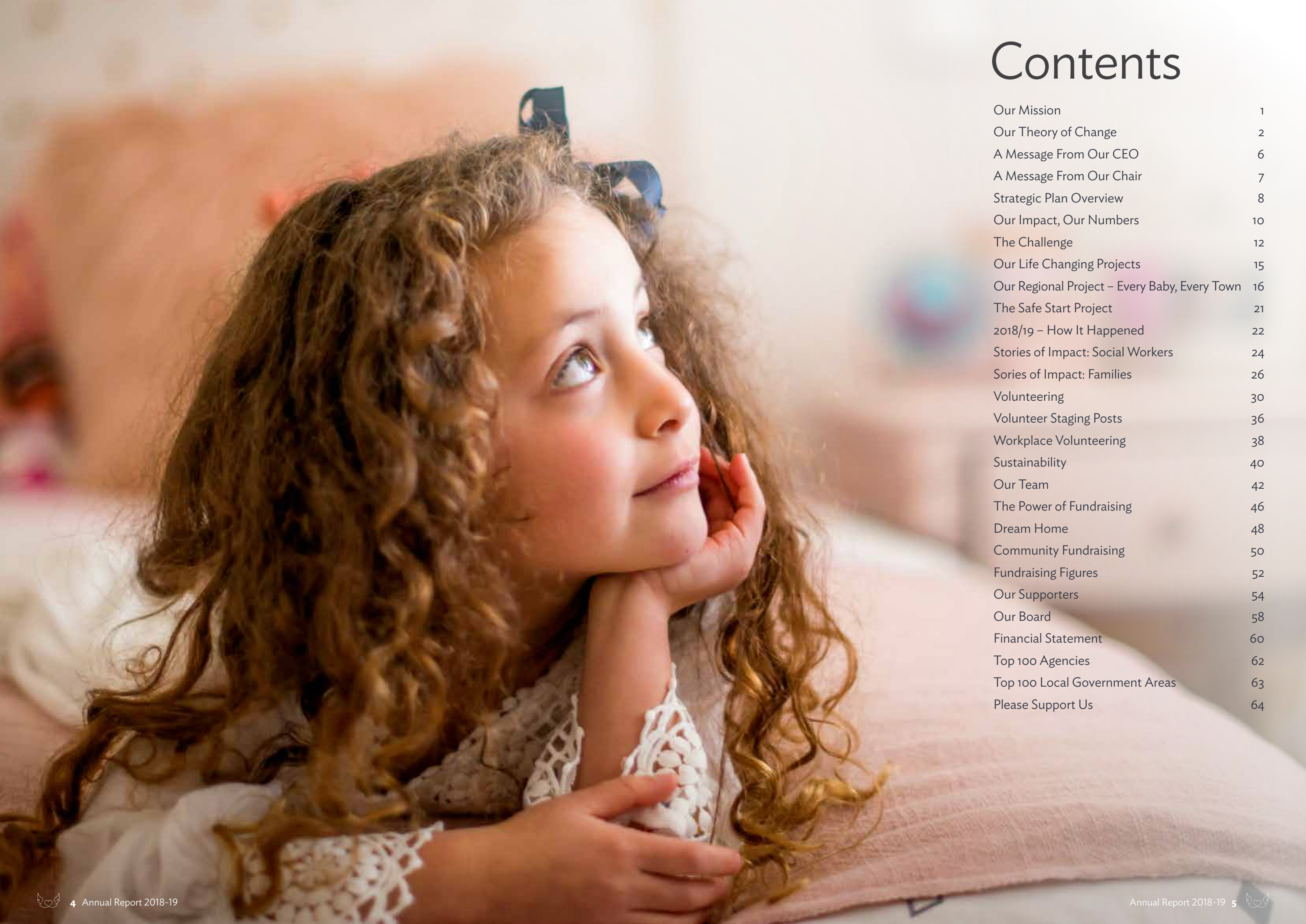
This also has the benefit of building better relationships between support workers and the families they help, enabling their assistance and care to have a deeper impact.

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.







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# A Message From Our CEO

**It's been ten years since we started with a working bee at the Maternal and Child Health Centre in St Kilda. I never could have dreamt that one small seed of an idea could grow into this.**

It's been six years since we leased our first warehouse. Since then we have increased the number of babies and children we support each year twenty fold.

It's been two years since we started to focus on 'Every Baby in Every Town'. Today one in ten families we help lives in regional Victoria.

What we do next is up to you!

If you share our dream of every baby sleeping in a safe cot, with warm bedding, then help us make it so. If you want every child to wear clothes that fit, so that they can fit in, then help us make it possible. If you want every home to have books and toys to spark a child's imagination, then join with us.

We have a way to go before we can say that every baby has the same safe start to life in Victoria. But we are a long way down that road and we hope we can walk the rest of the way with you.

Thank you for everything you do to help us **waste less, share more and care for every baby and child.**



Jessica Macpherson OAM  
CEO and Founder



# A Message From Our Chair

Two years ago we set a goal to deliver our service in every Local Government Area in Victoria by 2020. We want to ensure that every child who needs our help receives our support, no matter where they live.

A 2018 report published by VCOSS found that one in five children<sup>1</sup> in regional Victoria are living in poverty. Social workers tell us so many sad stories of those in need; it can be quite overwhelming.

If you are ever in doubt about the amount of good in this wonderful world, please visit St Kilda Mums, Geelong Mums or Eureka Mums.

You will witness the incredible passion, drive, commitment and generosity of our people, from our volunteers, staff, donors, and partners to our advisory groups and the board. With their passion and commitment we are moving closer to our goal of being able to care for every baby, in every town.

2018/19 was an amazing year for St Kilda Mums with the move to our new Melbourne premises in Clayton. Thank you to everyone who helped make our dream home a reality.

We are delighted and so proud that our founder and CEO, Jessica Macpherson, was awarded the Medal of the Order of Australia in the 2019 Australia Day Honours List for service to the community through the not-for-profit sector.

As always, we are incredibly grateful for the unwavering loyalty from so many of you 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  
2017-2019



<sup>1</sup> Poverty Rate 17% Greater Melbourne 23 % Rest of Victoria, Page 11 Every suburb Every town Poverty in Victoria Robert Tanton, Dominic Peel and Yogi Vidyattama November 2018.



# Strategic Plan Overview

Our 2018-2020 Strategic Plan is made up of five Strategic Goals. We are happy to report that progress is being made in five areas and we are well on the way to achieving all these goals within the timeframes planned.



## 1. Build on a solid foundation (91% complete)

- Objective 1.1** Double Income over the next 3 years – from \$1.6 M to \$3.2 M to achieve projected growth of 35% per annum
- Objective 1.2** Ensure continuity of leadership
- Objective 1.3** Strengthen relationships with government
- Objective 1.4** Ensure that appropriate governance checks are in place
- Objective 1.5** Protect our reputation



## 2. Remain service focused (92% complete)

- Objective 2.1** Remain focused on the changing need and the needs of our partners
- Objective 2.2** Expand our reach into regional Victoria
- Objective 2.3** Research and measure against prescribed goals
- Objective 2.4** Build stronger partnerships



## 3. Be recognised as a leader (93% complete)

- Objective 3.1** Be an employer of choice for staff and volunteers
- Objective 3.2** Be a charity of choice for our donors
- Objective 3.3** Be a leader for our peers and partners in the for-purpose sector
- Objective 3.4** Be a leader in the recycling and reuse of pre-loved nursery equipment
- Objective 3.5** Be a leader in how we measure and report social impact



## 4. Be true to our environmental objectives (83% complete)

- Objective 4.1** Be widely recognised as the go-to organisation for donations of nursery equipment and clothing, saving those items from landfill



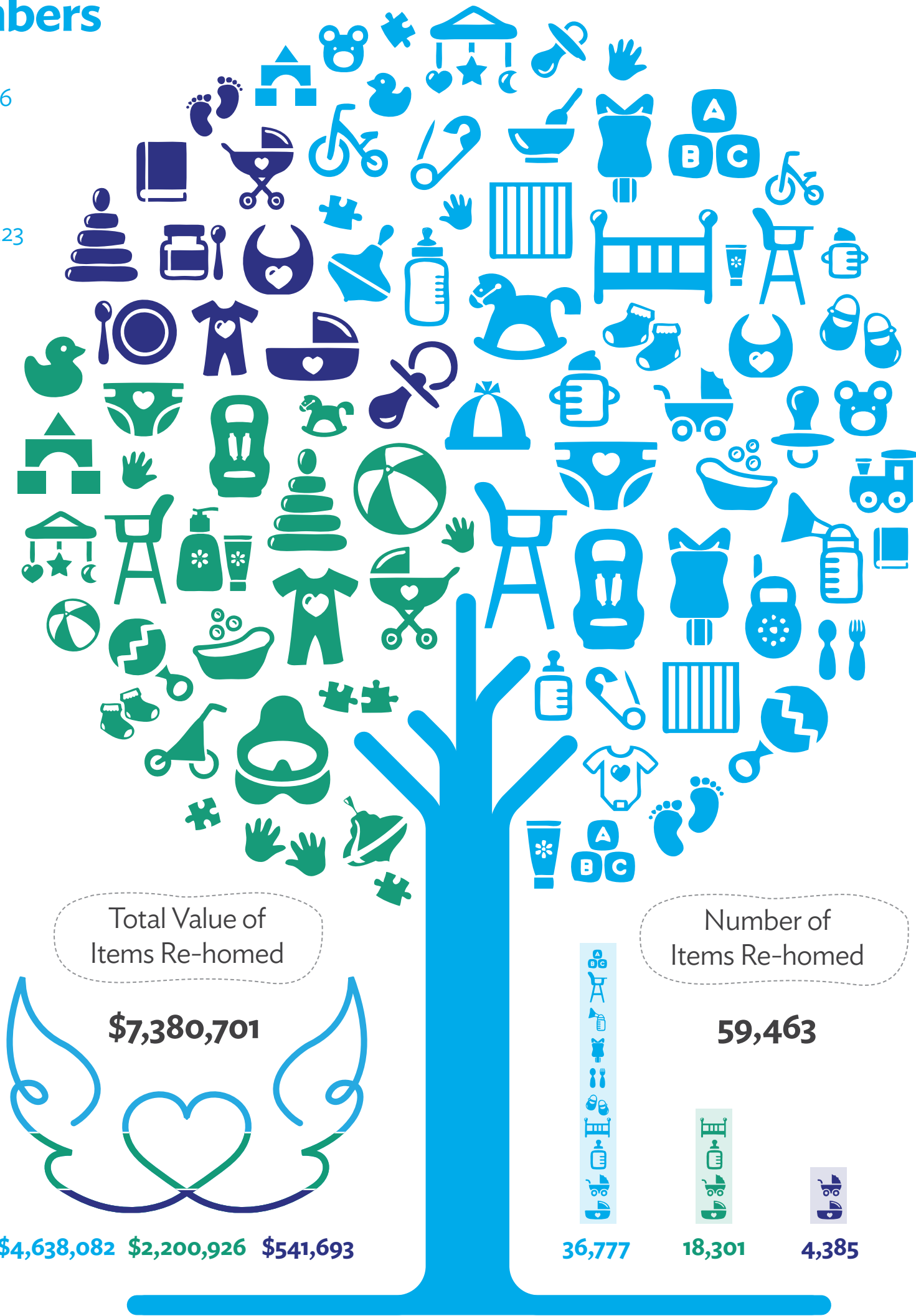
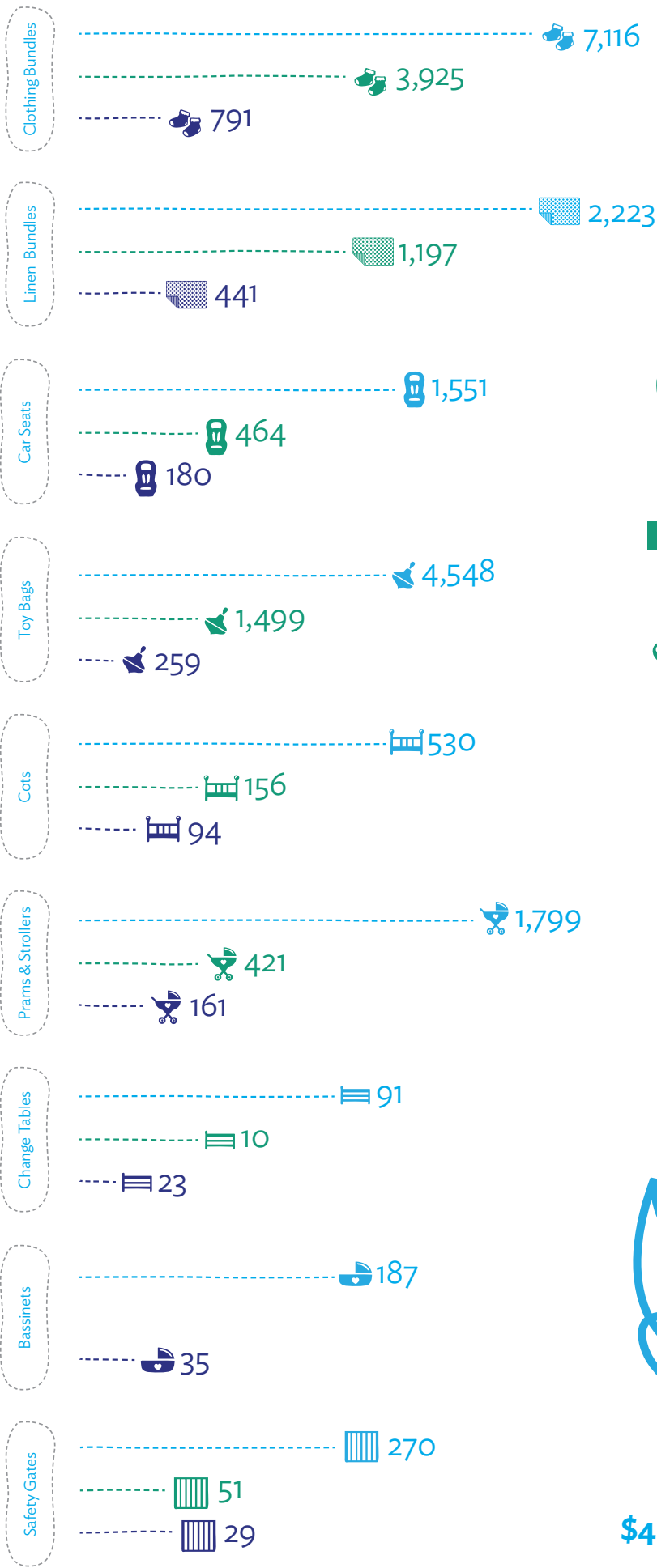
## 5. Plan for size and scale – 35% growth year on year (91% complete)

- Objective 5.1** Increase turnover of stock
- Objective 5.2** Find a new home

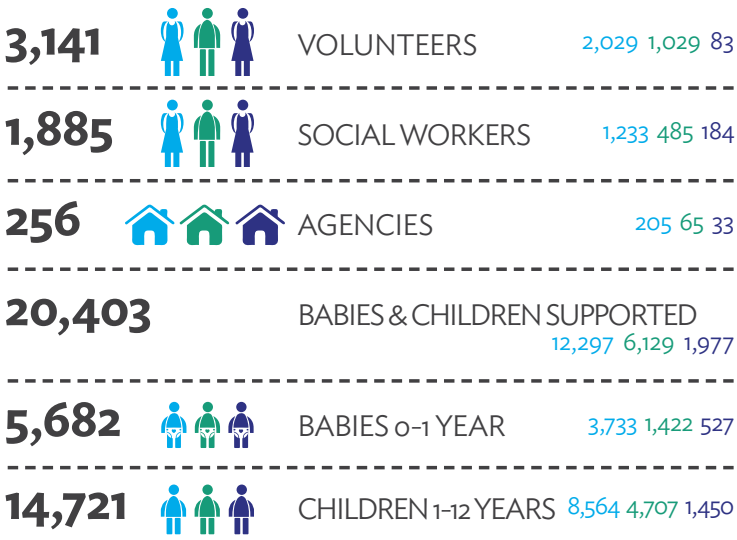
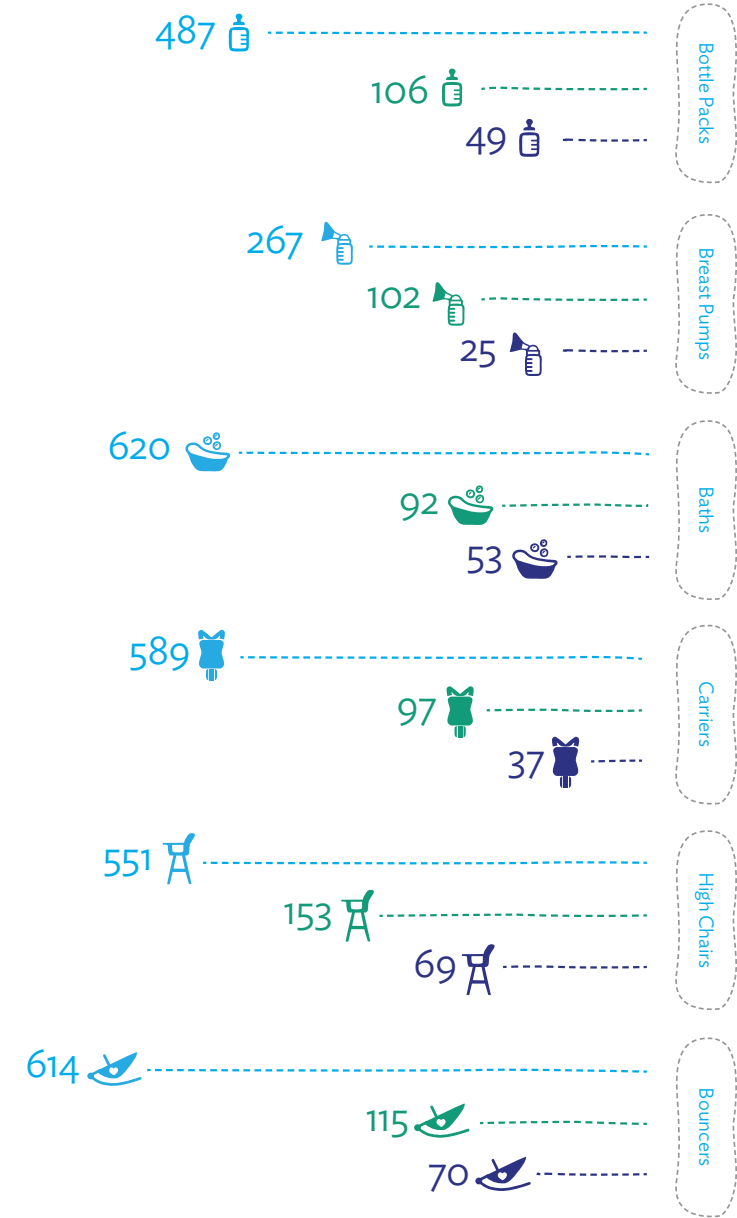




# Our Impact, Our Numbers



## July 2018 - June 2019



# The Challenges

## Childhood Poverty



**198,600** children under the age of 15 live in poverty in Victoria.<sup>1</sup> Many of those affected are living in **deep poverty** – on average, this is a staggering \$135 per week below the poverty line.<sup>2</sup>



Children comprise more than **one quarter** of Victorians living in poverty.



**One in six** children are living in poverty in Metropolitan Melbourne.



**One in five** children are living in poverty in regional Victoria.



Children living in single parent families are **twice as likely** to be living in poverty.<sup>3</sup>

## Injury Prevention

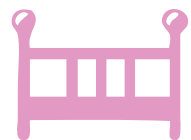
More children die of injury than of cancer and asthma combined.<sup>4</sup> Two of the most common causes of injury are falls from things such as nursery goods (like cots, prams, high chairs, change tables) and motor vehicle accidents.<sup>5</sup>

The risk of harm can be greatly reduced by the supply of safe nursery equipment, and correctly fitted car restraints.



Children living in regional Victoria are **four times** more likely to be killed or injured in a car accident.<sup>6</sup>

## Safe sleeping



In Australia, deaths attributed to Sudden Unexpected Death in Infancy have fallen by 85% since 1990 and it is estimated that 9,967 infant lives have been saved as a result of the infant safe sleeping campaigns.<sup>7</sup> The ideal place for a baby to sleep is in a safe cot, on a safe mattress, with safe bedding in a safe sleeping place, both night and day.

<sup>1</sup> Every suburb Every town Poverty in Victoria Robert Tanton, Dominic Peel and Yogi Vidyattama November 2018.

<sup>2</sup> <https://www.acoss.org.au/poverty>.

<sup>3</sup> <https://www.vcross.org.au>.

<sup>4</sup> Australian Bureau of Statistics 2006c, Causes of Death, 2004, cat no. 3303.0, ABS, Canberra.

<sup>5</sup> AIHW: Henley G and Harrison JE (2009). Injury deaths, Australia 2004–05. Injury research and statistics series no 51. (Cat. no. INJCAT 127). Adelaide: AIHW.

<sup>6</sup> Source: Hazard 85: Geographic differences in unintentional injury in Victoria: A report on ambulance attendances, emergency department presentations, hospital admissions, and deaths, 2014/15 to 2016/17 (Victorian Injury Surveillance Unit Monash University 2019).

<sup>7</sup> Red Nose Annual Review 2018.







# Our Life Changing Projects

In the 2018/19 financial year, we provided **59,463** items of essential nursery equipment and children's clothing, with a value of **\$7,380,701**, to **20,403** babies and children.

This life changing impact is made possible through the delivery of several key projects:

**The Safe Sleep Project...** provides families with the nursery equipment and linen they need to safely put their infant to sleep every day and night.

**The Breaking Social Isolation Project...** provides car seats, prams and baby carriers that:

- Keep vulnerable families mobile and connected to support services and their community
- Provide a means for babies and children to travel safely

**The Clothed in Love Project...** provides beautiful bundles of clothing, to see a child through all seasons. Not only can we take away the cost of clothing for families in need, but we can also help children feel accepted amongst their peers, wearing quality garments that they can enjoy and feel proud of.

**The Squeaky Clean Project...** provides vulnerable families with nappies, wipes, baby baths, toiletries and essential sanitary items.

**The Nourished with Love Project...** provides families in crisis with the items they need to feed their children – breast feeding equipment, formula milk, infant feeding kits, baby food and high chairs.

**The Play and Learn Project...** provides books, toys and play equipment that is safe, and space and age appropriate.

All of these projects require staffing, warehousing, power, equipment and technology that cost over \$2.5M in the 2018/19 financial year. We are grateful to every individual and organisation that has supported these projects.

**“Words can never describe the joy and gratitude from our clients when they receive goods from St Kilda Mums. Every item is packed with care, and every note included from a St Kilda Mums supporter is written with love and sincerity.”**

Phuong Vo, Healthy Mothers Healthy Babies program



# Our Regional Project – Every Baby, Every Town

The support of several key philanthropists, trusts and foundations has enabled us to expand our reach across regional Victoria, edging us closer to our dream of reaching every baby and child who needs our help across the state.

We were proud to work with the Ian Potter Foundation and the Gourlay Charitable Trust to launch our **Every Baby Every Town** project in 2017. Two years on, in 2019 the project is now supported by major gifts from:

- The Gourlay Charitable Trust;
- The Portland House Foundation;
- Barr Family Foundation;
- Jack Brockhoff Foundation; and
- the Victorian State Government.

The Barr Family Foundation have generously committed to supporting the project for a further two years, which provides us with much-needed stability to continue extending our reach across the state and growing the number of regional families we help.

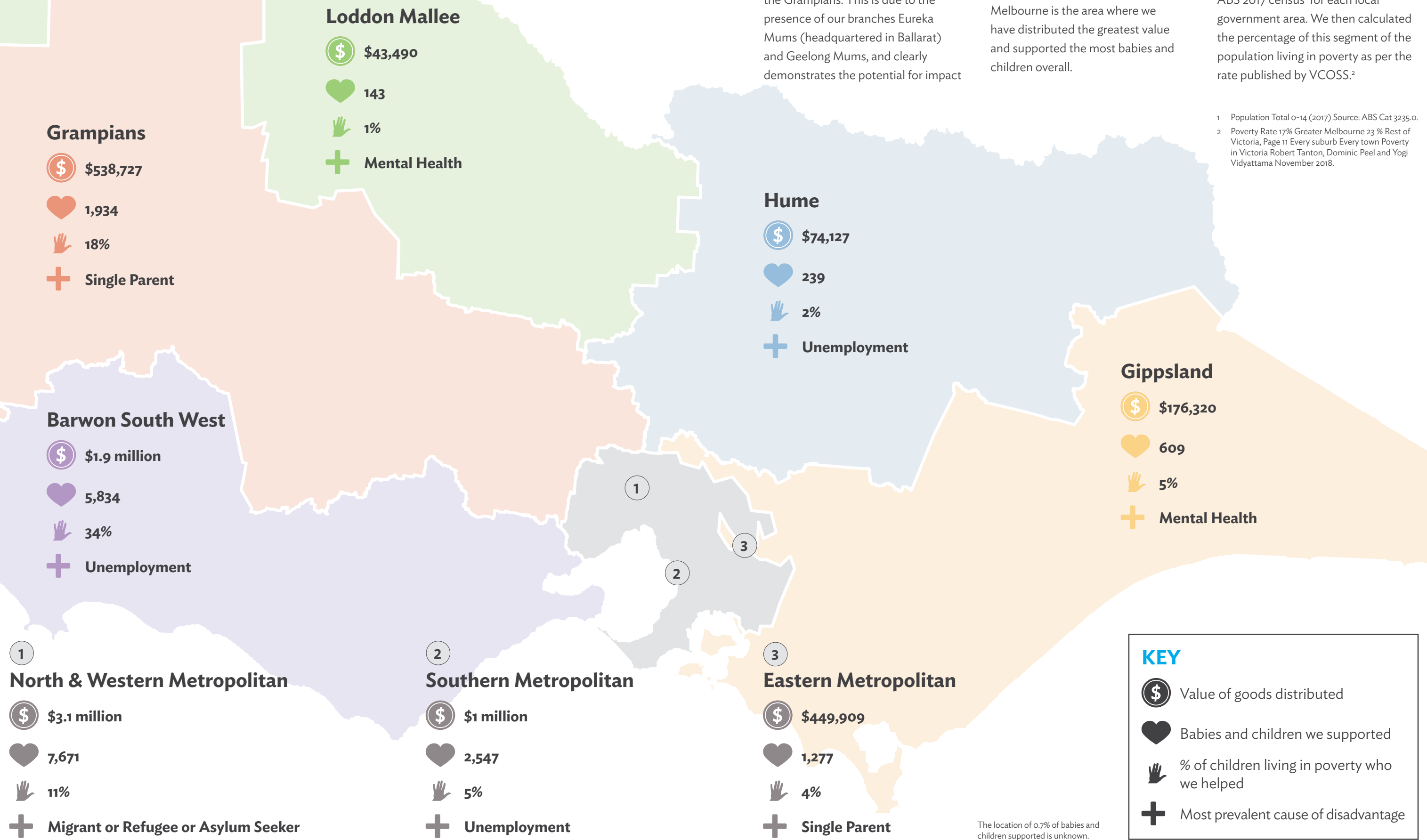
By the end of June 2019, our service had reached 75 of Victoria's local government areas, compared to 53 when the project started in 2017.

We would also like to thank Victorian Freight Specialists who generously deliver our orders all over Victoria at no cost.





# Our Regional Project





# The Safe Start Project

We established the Safe Start project in partnership with the Royal Women's Hospital in 2014. The program has grown and expanded to 13 Melbourne maternity and paediatric wards and we look forward to expanding to regional hospitals in the coming year.

The program exists to support women, or families, who are identified by hospital social workers as not having the material basics for their babies. These mothers have often received no antenatal care prior to labour and lack the basic essentials required to care for their newborn baby upon discharge.

We provide Safe Start packs to maternity wards which may include a portable cot, pram, car seat and newborn clothing and linen bundles, amongst other essential items for mum and baby.

We currently support the following hospitals:

- The Royal Women's Hospital
- Sandringham Hospital
- The Northern Hospital Epping
- The Royal Children's Hospital
- Werribee Mercy Hospital
- Mercy Hospital for Women
- Western Health (Sunshine Hospital)
- Box Hill Hospital
- Frankston Hospital
- Monash Medical Centre
- Casey Hospital
- Dandenong Hospital
- Angliss Hospital

**“Safe Start has been an invaluable service for the most vulnerable families who are engaged with the Social Work department at the Royal Women's Hospital. The women we support encounter a range of barriers to accessing baby items prior to the birth, such as social isolation, homelessness, financial difficulties, family violence and complex trauma.**

**Having access to the Safe Start program has meant that, at a time when women and families are experiencing high levels of stress, we're able to provide them with quality items for their babies. We are so proud to give those items!**

**Being able to support families with items such as cots, prams, and car seats has an immediate effect in relieving stress and giving families the space to actually start enjoying the arrival of their babies!”**

Sheridan Gannon,  
Social Worker,  
Royal Women's Hospital.





# 2018/19 –How it happened

## What did we do?

**20,403** babies and children supported

**12,297** by **St Kilda Mums**, **6,129** by **Geelong Mums**, **1,977** by **Eureka Mums**

**5,682** were younger than 12 months of age

**\$126** average cost per child (think what this would buy in the baby store!)

## How did we do it?

**3,141** inducted volunteers. **119,000** estimated volunteer hours

More than **100** volunteers to every employee

**236** volunteers involved for more than three years

**25** full and part time staff (**16** full time equivalent)

## How well did we do it?

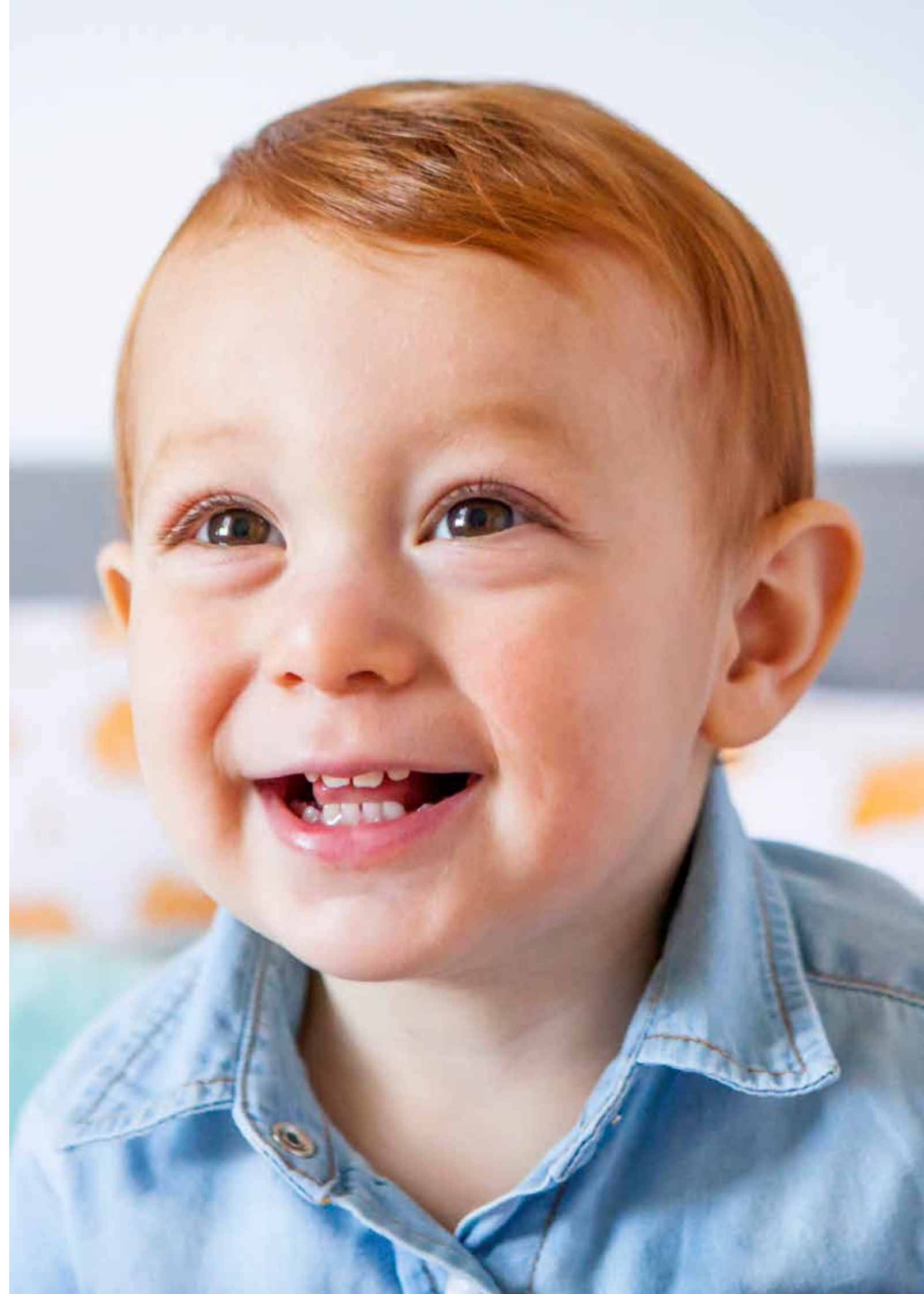
**96.4%** satisfaction rate from social workers<sup>1</sup>

**94.3%** satisfaction rate from volunteers<sup>2</sup>

**96.7%** satisfaction from donors<sup>3</sup>

**99.3%** satisfaction from families we helped<sup>4</sup>

- <sup>1</sup> Social worker email survey
- <sup>2</sup> Volunteer email survey
- <sup>3</sup> Airtable pulse and email surveys
- <sup>4</sup> Postcard survey





# Stories of Impact: Social Workers

## Katrina Scimone, Uniting Wimmera

In 2018/19 St Kilda Mums shipped orders to West Wimmera Shire and Horsham Rural City for the first time.

Katrina Scimone is an Early Parenting Support Worker at Uniting Wimmera, which supports families across an area

of about 50,000 km<sup>2</sup> throughout the Wimmera Southern Mallee, and to parts of Ararat Rural City and Pyrenees and Buloke Shires.

Agencies in these Local Government Areas also access our service via

Geelong Mums and Eureka Mums.

Katrina was so grateful for the way our service supports her work, that she has become a donor herself!

## Julie Fleming, Warrnambool City Council

“To all the wonderful people at St Kilda Mums, Geelong Mums and Eureka Mums...

I want to say a big thank you for all the amazing work you do. Yesterday I received a double pram from you that I had the privilege to deliver to a family.

The family was overwhelmed with gratitude. The dad was thankful that his wife now has the freedom to take the children out when he's at work. He

was so happy to see the joy on his two year old's face as she climbed into the pram.

The two year old refused to get out of the pram – she snuggled in and was trying to get her buckles done up. She stayed there for the duration of my visit, enjoying the comfort of a safe, secure, warm pram.

The mum was amazed by the generosity of the people who donate.

She spoke of the independence the pram will give her when her husband is not at home, as she doesn't drive. She wanted to make sure I thanked you on her behalf for bringing so much happiness to her and her family.

Thank you for making my day as well, it's truly rewarding as a social worker to be able to bring such joy to a family.”

## Sonya Plant, Swan Hill District Health

Our service is a lifeline for Sonya Plant and the asylum seeker families she works with in her role as Refugee Health Nurse for Swan Hill District Health.

A safe place for an infant to sleep and their safe transportation are priorities for Sonya. She recently met a family who have been travelling through the state looking for work. Their 13 month

old daughter has severe eczema, was travelling with no car seat, and had nowhere safe to sleep.

Through our **Every Baby, Every Town** project, we were able to send soft cotton clothing, a cot and a car seat, delivered to Swan Hill via our transportation partner Victorian Freight Specialists.

Now this family can focus on finding employment without the added anxiety related to how they would provide the material essentials for their baby.



## Linda King, The Bridge Youth Service

### “Oh my god, we love you!”

In partnership with Goulburn Valley Health, Linda King and her team run a group program that provides pregnancy, birth and parenting education, antenatal checks and vital social connection at a vulnerable time for families in crisis. It is a holistic service that can refer to other

assistance programs under their roof, where young people need only ‘tell their story once’.

Many of these young women are not living at home and are trying to survive on the youth allowance. St Kilda Mums

is able to transport all the newborn essentials Linda and her team need to their offices in Shepparton and Seymour.

## Linda Faigan, Melbourne Jewish Charity Fund

“I would like to acknowledge my recent collection of baby items and clothes for a newborn.

My clients are a young, immigrant couple who have recently arrived, with no family or support networks.

A few weeks before the birth of their child, the dad had a serious accident requiring surgery on his right hand which has essentially stopped him from working and doing most other things. Sadly, he can't even hold

his beautiful baby girl who arrived, healthily, last weekend.

This couple will require significant support – rental subsidy and food at least, until dad has recovered movement in his hand and is well enough to work again.

Despite all this, this new mum and dad found time to call me from hospital to say how good it felt to know they were going home to all the wonderful clothes and items I'd given them from

St Kilda Mums. They were simply overwhelmed when I had arrived with armfuls of goods and are profoundly appreciative.

A huge thank you to everyone at St Kilda Mums. There's no way to say just how much of a difference you make to families and young lives on a daily basis.”





# Stories of Impact: Families

## Sarah's Story

Sarah, 17, was pregnant and had been couch surfing for approximately eight months after her mum sadly passed away. She'd experienced significant childhood trauma and had no financial means to get the things she needed for her baby. Her only income was \$420 youth allowance per fortnight.

Sarah started attending our antenatal program and we were able to help her find stable housing. St Kilda Mums also stepped in to help. Without your support, there is no way Sarah would have been ready for her baby.

When she unpacked her gifts from St Kilda Mums she was overwhelmed with what was inside – from the pram and toiletries, to the bags of baby items packed with so much care. These items mean a lot to her and have eased some of the anxiety around being a first time mum.

**Linda King, Manager Pregnancy and Parenting Team, The Bridge Youth Service, Shepparton**

## Maddie's Story

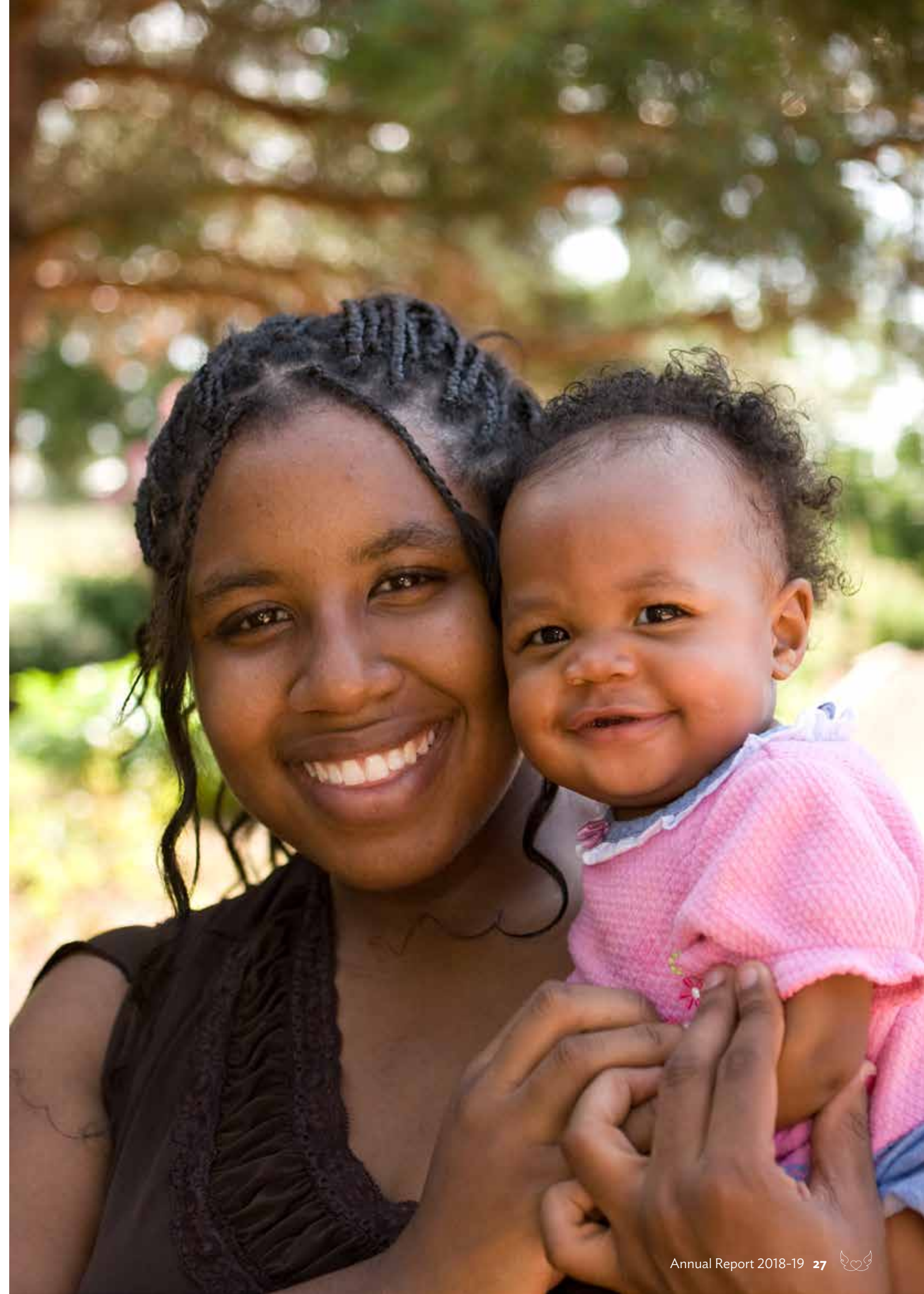
I am short of words at the moment but all I can say is thank you a million times. I have cried and smiled genuinely for the first time in days... The items were packed with love and thoughtful detail. I was expecting items but you have gone above and beyond the mile. Baby Savannah has been given a new 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**

## Denise's Story

I have recently been working with a young mother with a 5 month old baby. She has many health issues and needs to attend regular medical appointments, she has a car but it needed to have extensive mechanical work done to get it running again. This has now been completed but the cost of the repairs has unfortunately left her with very little money to buy other essential items for her baby. The generosity of Geelong Mums means she was able to source these items including a car seat which is now allowing her to get to her appointments much easier.

**Denise Reeves, Family Bill Assist Worker, Uniting Barwon**





## Jemima's story

"I would like to say thank you for all the donations and hard work that goes into Eureka Mums.

I was fortunate enough to provide car seats to a family who has three young children. Before this the mother was having to do two trips everywhere as she was only able to fit two car seats in the car.

The addition of three car seats, which meet safety standards, means this mother can fit all her children in the car at the same time. She can take them all to appointments or out for day trips without having to leave one behind with family.

This has made a huge difference to the relationship this mother has with her children. Thank you so much."

**Jemima Christie, Families First Practitioner, Child and Family Services Ballarat (CAFS)**



## Debra's story

"I had received a text message late on a Sunday night from a highly stressed new mum who had delivered her baby five weeks prematurely at her local country hospital. Her baby was in good health, but was transported to the special care nursery of a larger regional hospital.

Mum had then gotten in her car and driven two hours to be with her baby. She did not have any time to get clothes or personal items for herself or her baby - all she could think about was getting to the hospital so her baby was not alone.

Because of the emergency supplies I had in storage from St Kilda Mums, I was able to give this mum a bag with toiletries, a nappy bag and clothes for her baby.

She couldn't say thank you enough.

I thank St Kilda Mums for making this service available to regional areas. Your service, provided to country clients and service providers with online ordering and delivery to the door, within days of sending an order, makes it a whole lot easier for me to be able to provide a fantastic service to these families."

**Debra Dorling, HMHB Outreach Nurse, La Trobe Community Health Service, Morwell**



# Volunteering

We are proud to 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.

3,141 amazing people, from all different age groups and backgrounds, chose to donate their precious time to volunteer with us in 2018/19. They dedicated thousands of hours to ensure the items we provide families are safe, clean, fit for use and packed with love.

In total, our volunteers contributed over 119,000 hours of work across our three branches, enabling us to distribute more than 59,000 items.

Based on an hourly rate of \$32, our volunteers gave us over \$3.7M worth of people power. It's an incredible gift that we simply cannot survive without.

This is what some of our volunteers had to say in our 2019 survey about their reasons for volunteering:

**“It improves mental health, with social integration, in a low stress setting”**

**“By volunteering with my children, I’m showing them a giving and loving community”**

**“I’m acting as a good role model for my children, who see me bundling”**

**“It makes me feel a part of a team and that my efforts to help are valued”**



## April Scala, Geelong Mums Volunteer – Sorter, Bundler and Tinker

April started volunteering to remain connected to the workforce and her community during her struggle with anxiety and depression.

Starting out with clothes sorting, she has explored the many volunteer roles Geelong Mums has on offer and has found her true love – pram tinkering.

Volunteering at Geelong Mums up to four times a week, April takes great pride in cleaning and fixing prams, knowing her work is making a real difference to someone's life. We call this a pramformation.

In her own words:

**“Geelong Mums has helped me grow as a person, and I now see that I am worthy, and what I’m doing is helping... there is always someone to talk to and lean on, I wouldn’t want to volunteer anywhere else”.**



## Cheryl Bennett, Eureka Mums volunteer – Bundler and Doll Doctor

Cheryl Bennett has been volunteering since May 2018. Cheryl has become well known for her beautiful bundles and taking the extra step to brighten up a hat or dress.

Recently she has also become the Doll Doctor. She goes to extraordinary lengths to turn donated dolls into a precious gift for a young child – washing their hair and changing their clothes! Cheryl makes dolls' clothes to match their features. Each doll is bundled beautifully with accessories, ready to go to their forever home.



## Interchange Outer East

For the last two years the team at Interchange Outer East (disability support service based in Ferntree Gully) have collected, sorted and cleaned donations on behalf of St Kilda Mums. Each week a number of their participants board a bus and come to St Kilda Mums to drop off the donations and volunteer at our HQ.

## Partnerships

### Bayley House

Participants from Bayley House started volunteering with us at the start of 2019. Their adult program participants come in once a fortnight. They have a great time with us and are expert sorters!

Our volunteering program provides young adults with learning disabilities with the opportunity to make a meaningful contribution to the community on a regular basis.

As well as acquiring new workplace skills, volunteering with us also enhances participants' self-confidence.

New relationships are always being built and this in turn strengthens participants' communication and social skills.

### KOGO

Knit One Give One (KOGO) are a community based organisation encouraging their volunteers to knit and crochet blankets, clothing, toys and other amazing items, which we include in our linen bundles, clothing bundles, toy packs and prams. Their quality and attention to detail is incredible and the items show so much love to our recipients.

### Holmesglen VCAL

Holmesglen VCAL students have been coming to us once a week since we moved to Clayton in 2019. Their students are full of joy and love to learn new things each time they come. They are a great help to us and have quickly learned how to clean and safety-check all sorts of baby goods.

**“I had no idea that there were mums and babies in Australia in need of clothing and supplies. It makes me sad that they are in need, but happy that I can help.”**

Student, Holmesglen TAFE

## Geelong Disabled People's Industries

Geelong Disabled People's Industries (GDP) are an Australian Disability Enterprise offering long-term, supported employment to people living with a disability. Operating for over 50 years, the team at GDP collect prams, cots, clothing and almost everything else that can't be rehomed by Geelong Mums.

GDP are highly resourceful. Cot timber is used for kindling or furniture restoration – even the sawdust is composted. Clothing is cut for rags, and polystyrene reused as an additive to lighten concrete.

**“Twice a week GDP pull their truck in to load up our goods – always with a smile, helping us achieve our dream to waste less and share more, and for that we thank them!”**

Kate Brady,  
Geelong Mums



I just wanted to encourage everyone to have a go at volunteering on a Saturday. This weekend was my third Saturday and I had a really satisfying, meaningful time. Life between Monday and Friday can be busy, working or caring for children, and you might think the last thing you want to do is get up and volunteer on your Saturday, but it filled my bucket to learn something new and give back to the community. A different kind of self-care, if you will. Give it a go, friends!

**Rachel Yianni, volunteer**



Mobile App  
Development  
Baby Safe

# Baby Safe



## Salesforce volunteers

Six years ago we advertised for IT volunteers to help with the set up of our database, Salesforce. The skill and experience of many of the applicants was impressive.

Most of our Salesforce volunteers are migrants who struggle to find employment in Australian businesses. Without work experience, their resumes don't even get them to interview.

Volunteering has given them exposure to an Australian workplace. There have been many laughs as they learn how we do things!

Many want to get their Salesforce admin or developer certification. Volunteering gives plenty of real life experience to apply in their studies.

Once they complete their certification many of our volunteers have quickly

found paid employment due to their work experience and the reference they receive from St Kilda Mums.

Last year our Salesforce Volunteering team contributed to the development of our first mobile application Baby Safe, available in the iOS store.

Over 100 volunteers have secured their first job in Australia as a result of their experience at St Kilda Mums.



# Volunteer Staging Posts

In the 2018/19 financial year, 94 volunteers generously opened their homes to receive donations on our behalf. This assists donors who are unable to make the journey to one of our branches. They are trained to screen and safety-check the items they accept, ensuring they are suitable to be rehomed to families in need.

**“I wanted to make it easy for people who live on the coast, to get their beautiful donations that people have to Geelong Mums. I thought that it was important that we had a presence on the coast, that we were everywhere. People are excited and feel connected to something bigger.**

**‘The broader social purpose’, was very important to me. And I think the community of Ocean Grove have benefited enormously from having a connection with Geelong Mums.”**

Kerry Petty, Husband, and daughter in Grade 1, Staging Post for Geelong Mums.

**“We enjoy being a part of the Eureka Mums community and giving back. Being a staging post enables us to connect and raise awareness of Eureka Mums within our local community and provide a safe place for donated items to be left before being brought into the headquarters.”**

Robert and Althea Oliver, Staging Post for Eureka Mums



**“I enjoy meeting the donors and I also include my four boys in the process. They have been in to volunteer and this is another way for them to see how many generous people there are in the area. They see how happy people are to donate to such a worthy cause, knowing their precious baby goods are being rehomed to a family in need.”**

Deanna Pope, Staging post, regular giver and volunteer for St Kilda Mums



## Vale John Sanderson

John Sanderson, one of Geelong Mums longest serving volunteers, passed away on 20 November 2018. John began volunteering with Geelong Mums in early 2013, and it was a career to John. He took his work seriously, and we adored him for this.

He achieved so much at Geelong Mums and worked in almost every volunteer role there is...but he began as our delivery person 6 years ago, back when we had a small shed as our headquarters.

As a volunteer, John set the standard for how to work at Geelong Mums – he was a kind and a gentle man, but he was also charismatic, witty and a little cheeky – and there’s no harm in a bit of cheekiness he would constantly tell us!

The thought of families going without set John on a mission, to ensure that every day he would do his bit to help provide the basics that every child deserved, that safe place to sleep, clean clothing to wear and a pram to get out and about in.

And families who received these beautiful prams and other items often reflected that it gave them hope, because it showed them that someone cared for them, someone they would never know personally.

And John asked for nothing in return, but only to do more for those in need.

John, we thank you for giving so willingly for the common good – you are the very definition of a volunteer.

Thank you, John, we love you and will miss you forever.



# Workplace Volunteering

Workplace volunteering provides the opportunity for corporate teams to spend the day with us getting involved with cleaning, sorting and packing donations, while learning more about what we do and the families we help. It is often the beginning of a wonderful business relationship and it has consistently been demonstrated that when employees are engaged with a charity they support, beautiful corporate partnerships can evolve.

We are very grateful for the generous support of **The Johnstone Family Foundation**, which began in 2017, and has helped us implement our workplace volunteering program at St Kilda Mums, Geelong Mums and Eureka Mums.

## St Kilda Mums

In the 2018/19 financial year, 1,578 workplace volunteers processed 9,678 items of essential nursery equipment and children's clothing for families in need, with those items valued at \$1,238,723. Workplace teams were also an integral part of our relocation from St Kilda to Clayton, providing many helping hands and volunteering their best painting skills!

## Geelong Mums

In the 2018/19 financial year, 1,043 workplace volunteers processed 1,287 items of essential nursery equipment and children's clothing for families in need, with those items valued at \$164,683.

## Eureka Mums

Eureka Mums welcomed their first workplace volunteering group in 2019. Whilst the program is in its infancy in Ballarat, we plan to build it slowly as a way of growing our business partnerships and volunteering base.





# Sustainability

Our vision statement begins with two simple words **Waste Less**. In the 2018/19 financial year we distributed 59,463 items.

**98% of all these goods were donated. Just 2% were purchased new.**

We are committed to the role we have in achieving several **United Nations Sustainable Development Goals**, which guide our work and principles. These are:



**Goal 1** End poverty in all its forms everywhere



**Goal 11** Make cities and human settlements inclusive, safe, resilient and sustainable



**Goal 16** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



**Goal 3** Ensure healthy lives and promote wellbeing for all at all ages



**Goal 12** Ensure sustainable consumption and production patterns



**Goal 17** Strengthen the means of implementation and revitalize the global partnership for sustainable development



**Goal 10** Reduce inequality within and among countries



**Goal 13** Take urgent action to combat climate change and its impacts

## How we contribute to these goals

We work hard to reuse, repurpose or recycle everything we cannot rehome. We do this in partnership with many organisations, including Veolia, VISY, SCR Group, GDP Industries Geelong and McCallum Industries Ballarat.

Examples of items we reuse as part of our service include:

- Large cardboard boxes, used to safely deliver our regional orders throughout Victoria
- Zip lock bags of all sizes, used to package sanitary items and keep puzzles pieces and LEGO together
- Durable bags, used to send items to social workers throughout the state and by our home 'bundlers' to take clothing and linen home

Some items are harder to recycle, but they can be very valuable to other community organisations. Examples include:

- Stained or damaged blankets and towels, along with out of date formula, sent to animal rescue groups
- Reusable shopping bags, sent to other charities such as the ASRC and Foodbank
- Large toys, sent to toy libraries, play groups and other charities who assist children

We would like to thank our amazing employees and volunteers who work hard each day to ensure we are making our communities more inclusive, safe, resilient and sustainable.

Recycling is a central part of daily life at St Kilda Mums, Geelong Mums and Eureka Mums and, by showing the community that we strive to recycle everything from soft plastics to food scraps, we aim to live our vision to **waste less, share more and care for every baby and child**.





# Felicity Hare, St Kilda Mums Operations Manager

Felicity joined St Kilda Mums as our Operations Manager in February 2018. She believes the team at St Kilda Mums, Geelong Mums and Eureka Mums are a unique group of people and being part of this team, achieving what they have managed to this year, is definitely a career and personal highlight for Felicity.

“Im incredibly proud and humbled to be part of such a passionate team of staff and volunteers all working to achieve such amazing outcomes for families in need throughout Victoria”

Felicity fondly remembers the immense relocation process from St Kilda to Clayton that went very smoothly and with minimal interruption to our service.

This year has brought such significant change for St Kilda Mums and Felicity is proud to have lead us through much of that. We are now in a position to help thousands more children and their families than we ever have before.



# Gill Whelan, St Kilda Mums Partnership Manager

Having volunteered with St Kilda Mums since the days when we operated out of a garage, Gill joined St Kilda Mums firstly as Teamwork Co-ordinator in 2016 and has been in the role of Partnerships Manager since 2017. Gill is passionate about getting businesses involved with supporting St Kilda Mums in a wide variety of ways.

“Many of our corporate partners have been on a journey with us and can see firsthand how their support has played a vital role in our growth”.

Gill finds immense satisfaction in growing meaningful corporate partnerships, often from an initial day of workplace volunteering, and witnessing true employee engagement with our organisation.

Gill is always happy to speak to businesses and brands about ways in which they can engage their teams in community and sustatinability.



# Our Team – St Kilda Mums

St Kilda Mums team includes Finance, IT and Fundraising Support for Geelong Mums and Eureka Mums.



- Assistants
- Karen Treloar
  - Georgi Abrahams
  - Emily Agnew
  - Anna Cronin
  - Amanda Kidman
  - Jenna Webb
  - Helen Gearon
  - Melanie Purcell
  - Greg Sægeus
  - Zoe Smith

This was the team at 30 June 2018.





## Julia Roache - General Manager, Geelong Mums

Julia, a longtime supporter and volunteer, joined Geelong Mums as General Manager in June 2018. She is very proud that Geelong Mums, together with the local community, were able to support over 6,000 babies and children in 2018/19.

**“Whilst we lament the scale of disadvantage and the sheer number of people who need help, we’re very proud and grateful to the community who help us support vulnerable families however we can.”**

Julia’s uplifting moments from the past year include celebrating five years with a community open day, a touching memorial honouring a long-serving volunteer, five year olds donating their pocket money, and stories about the families we help, and how the smallest item from Geelong Mums can be life-changing.



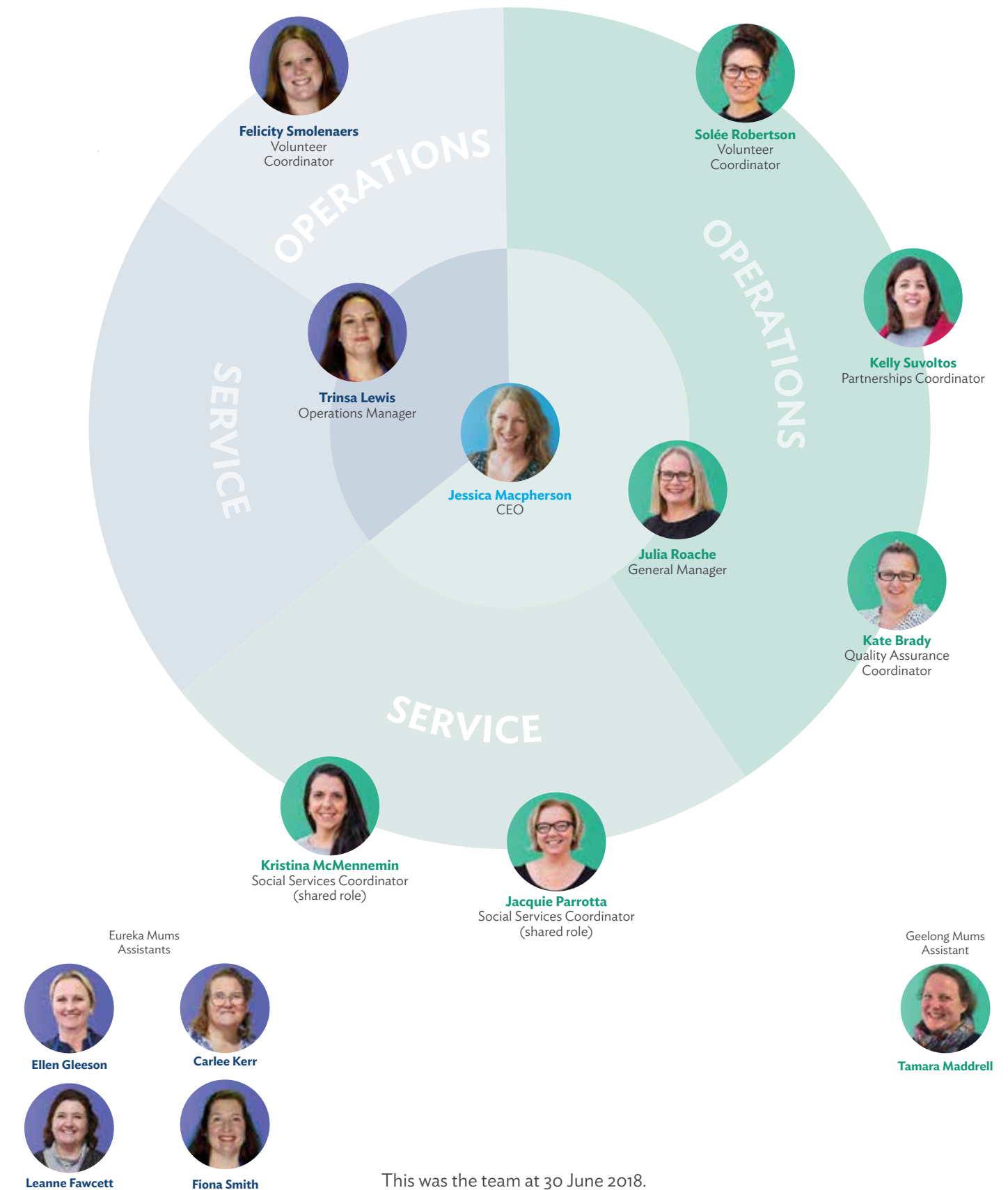
## Trinsa Lewis, Operations Manager, Eureka Mums

Like many of our staff, Trinsa started as a volunteer five years ago and became Operations Manager in 2016. Trinsa gratefully acknowledges the support of the community and the achievements of Eureka Mums’ volunteers:

**“Together we can make a huge difference. Every person has their individual way of contributing and we can’t do our work without the help of many people.”**

Trinsa recalls receiving a call from a social worker asking for nappies and formula for a client experiencing financial hardship. It’s a simple request, but as the social worker explained, with this help, this mum could now use her limited funds to buy food for her family. It reminds us all that the smallest act of kindness can make a life-changing difference.

# Our Team – Geelong Mums and Eureka Mums



This was the team at 30 June 2018.



# The Power of Fundraising

## Annual Giving Day

On 19 June 2019, we asked the community to support our largest day of fundraising to date. All donations were matched by generous businesses and philanthropists and we raised an incredible \$821,517. This money will go towards the \$3.1M we need to deliver our service to an anticipated 22,000 babies and children in 2020. Our thanks to the many organisations, businesses and individuals who supported this important day of fundraising.



## Grants

We were fortunate to receive continued and new support across our three branches from a number of trusts and foundations who share in our vision to waste less, share more and care for every baby and child. Grants supported us in every area of our work in the 2018/19 financial year – from small grants to purchase cost-price nursery equipment when donations could not meet demand, to major grants that that helped with the relocation of our Melbourne operations and fully funded our **Every Baby Every Town** project.

## Regular Giving

In the 2018/19 financial year we grew our regular giving program from 190 to 272 donors, with the program contributing \$83,201 to our fundraising efforts. We call our regular giving program **Give to Grow** because regular monthly gifts provide us with a source of stable income that is so needed as the foundation for growth and sustainability.



## Mother's Day Lunch

Our St Kilda Mums and Geelong Mums **Mother's Day Lunches** were sell-out events welcoming 1,032 guests and raising \$241,500.

We were treated to fabulous entertainment, prizes, food and wine, and we were privileged to be in the company of beneficiaries who bravely shared their stories.





# Dream Home

In March 2019, we asked the community to help us raise enough money to pay a year's rent on a new premises in Melbourne, which would allow us to triple the size of our warehouse, and triple our impact.

We received an incredible community response to our fundraising appeal which enabled us to raise enough for 16 months' rent and sign the lease on our new 'Dream Home' at 14 Winterton Road, Clayton.

We also acknowledge the Bank of Melbourne Foundation, Gandel Philanthropy, the Ian Potter Foundation, Zendesk, Cisco, Decjuba,

Grants of Australia, Epworth VACSEC, Man With a Van and Complete Plumbing, who have all supported our new 'Dream Home' with a grant, major gift, sponsorship or pro bono support.

Having more space means we can accept more donations, welcome more volunteers, accommodate more workplace volunteering groups, provide our team with more room

to safety-check, clean and pack our material aid and, ultimately, help more babies and children.

We are so grateful to our amazing community who are committed to helping us build our capacity and pay for a roof over our heads so we can continue to help more families every single day.



**“Our new, larger warehouse has given us the opportunity to accommodate more volunteers and allowed us to grow as an organisation. It’s great to see how our volunteers have transitioned into the new space and are utilising all areas of the warehouse.”**

Dina Stefanis, Volunteer Coordinator at St Kilda Mums



# Community Fundraising

## A groundswell of community support

In the 2018/19 financial year, community fundraising helped us raise \$117,694. Funds were raised through morning teas, lunches, bike rides, fun runs (and walks!), children's markets, op-shops, Rotary, Probus and Lions

Clubs, gifts in lieu of celebrations, and school and workplace fundraising. We are so grateful to our community for the many and varied ways they raise money for us! We love hearing

about the efforts of our community fundraisers, and we have truly enjoyed sending our staff and volunteers as guest speakers to many community fundraising events across Victoria.



**183** people and community groups held fundraising events and donated the proceeds to St Kilda Mums, Geelong Mums and Eureka Mums, raising an incredible **\$117,694**.



## Community Fundraising Heroes

**Martin Currie Australia** held the Martin Currie Challenge - a bike, run or walk around Melbourne's Botanical Gardens - in June 2019. Hoping to raise \$10,000, these enthusiastic fundraisers raised an incredible \$13,953 through sponsorship from friends and family.

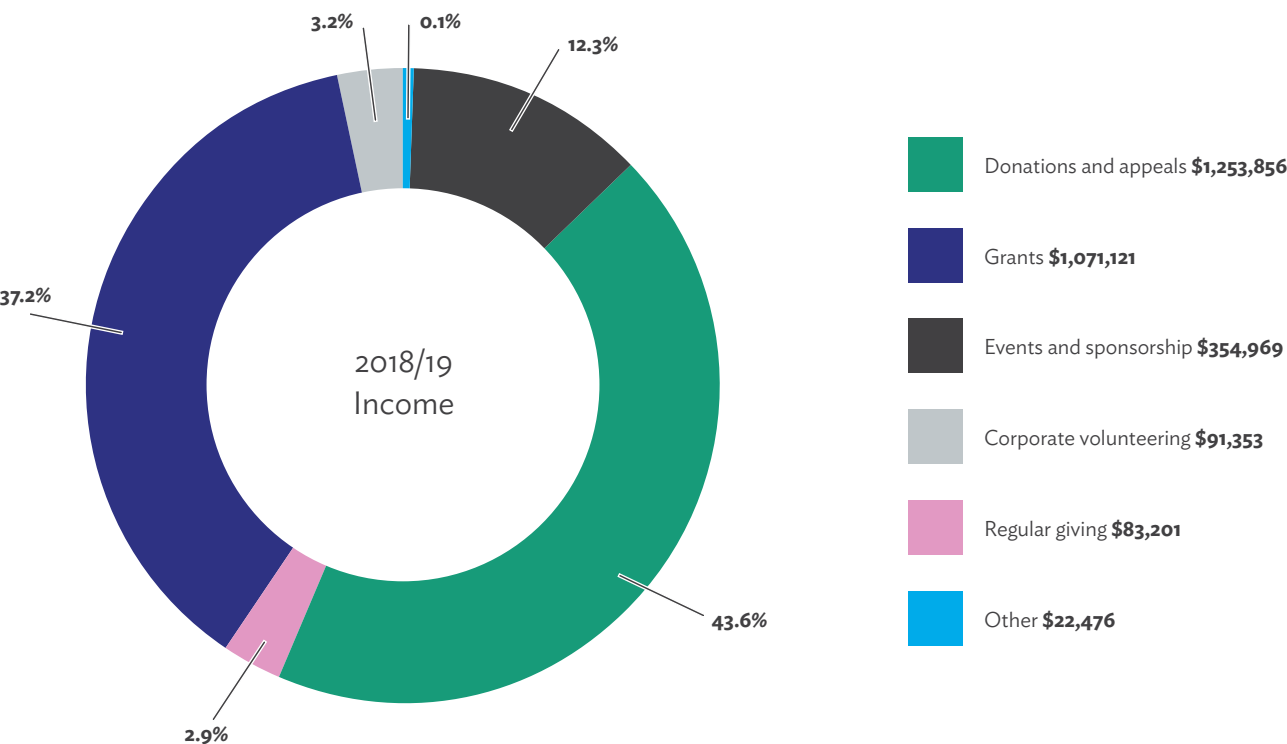
Students from **St James Primary School** in Brighton hosted a Mother's Day Lunch in May 2019. Funds raised through a raffle and ticket sales raised over \$600!

**Martin Neylor**, a thoughtful and proactive local five year old, sold fruit outside his house to Geelong football fans on their way to the last game of the AFL season. He raised over \$400 for Geelong Mums and was featured on Channel 9 News' Little Kids Big Ideas.



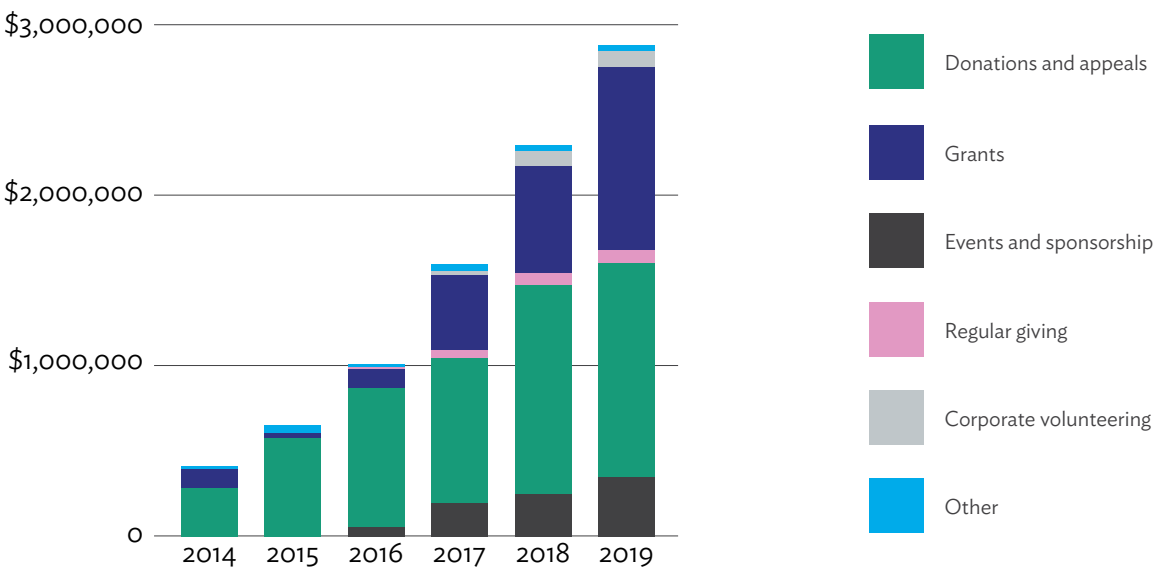
# Fundraising Figures

The breakdown of our income in the 2018/19 financial year reflects the ongoing generosity and support of our community and philanthropy.



Our CEO, Jessica Macpherson, our first staff member, was employed in 2013. Jessica was responsible for our fundraising activity until the employment of our first Fundraising Manager in 2015.

Our small fundraising and communications team is now comprised of 3.9 Full Time Equivalent staff, and our income in the 2018/19 financial year was six times that of 2013. This growth is critical if we are to help more families every year; our impact, in terms of the number of babies and children we support each year, has grown by a factor of 20 in the same period of time.





# Our Supporters

## St Kilda Mums

These are some of our amazing supporters. Some people have chosen to remain anonymous.

**Trusts & Foundations**

Antaeus Charitable Fund  
Australia Post  
Bank of Melbourne Foundation  
Barr Family Foundation  
Bruce McMullin Foundation  
Buxton Foundation  
Community Underwriting Elwood  
Community Bank Branch  
Freemasons Foundation  
Gandel Philanthropy  
Gourlay Charitable Trust  
John & Betty Laidlaw Legacy  
K & MV Topliss Charitable Foundation  
King Family Foundation  
Maddocks Lawyers  
McPhee Charitable Trust  
Naphtali Family Foundation  
Palais Theatre Community Fund  
Perpetual  
Portland House Foundation  
Sisters of Charity Foundation  
Sunraysia Foundation  
Taylor Family Trust  
The Capricorn Foundation  
The Duggan Foundation  
The Dyson Bequest  
The Jack Brockhoff Foundation  
The Marian and E.H. Flack Trust  
The Pierce Armstrong Foundation  
The Ross Trust  
The Sentinel Foundation  
The Shulu Foundation  
The Victor Smorgon Charitable Fund  
Tobin Brothers Foundation  
Transurban  
Westpac Foundation

**Government**

Department of Health and Human Services  
Department of Social Services

**Community & Schools`**

All Soul’s Opportunity Shop  
Beaumaris Playgroup  
Bentleigh Organ and Music Club  
Brighton Inter-Church  
Opportunity Shop  
Father Son Fishing Trip

Freemasons Lodge Number 206 - Middle Park  
Freemasons Lodge Number 603 - Brighton  
Haileybury  
Lakeside Carols  
Melbourne Grammar School Rotary  
Club of Albert Park  
Rotary Club of Bentleigh Moorabbin Central  
Temple Beth Israel  
The Steel Club of Victoria  
Xavier College

**Businesses**

Abracadabra Brighton Domestic Agencies  
Audi Centre Brighton  
Audi Centre Melbourne  
Audi Mornington  
Audi Richmond  
Bayer Group Australia & New Zealand  
Betty’s Burgers  
Bongiorno Group  
Cisco  
Colbrow Homecare  
Complete Plumbing Contracting  
Cooper Investors  
Dale Pope Events  
Decjuba  
Epworth Healthcare  
Gearon Civil Pty Ltd  
Halcyon Nights  
Martin Currie Australia  
Mocha  
Raven’s Nest Chinese Medicine  
REA Group  
Salesforce.com Foundation  
Spoilt Gifts and Homewares  
The Flares  
Village Belle Hotel  
VMware  
Zurich Australian Insurance  
Zendesk

**In Kind Donors**

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All4Ella  
Baxter Laboratories Pty Ltd  
Bec Walton Photography  
Bedhead Hats

Blue Flamingo Living  
Britax Australia  
BRM projects  
Bubba Blue  
Core Metrics  
Corporate Video Productions  
Designstuff  
DHT Solutions  
GoCanvas  
Half Price Printing  
Hire for Baby - Head Office  
HWL Ebsworth Lawyers  
JACX Property  
Johnson & Johnson Pacific  
Juno Laboratories  
Kids Leather Shoes  
Kip & Co  
KOGO - Knit One Give One  
Leonard Street  
Littlins  
Luwasa Indoor Plant Hire  
Man With A Van  
Mayborn ANZ Pty Ltd  
Medela Australia  
Minihaha & Hiawatha  
Munchkin ANZ  
My Little Tribe Photography  
Naki Khan Photography  
Natio  
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Organic spa  
Pacific Brands  
Priceline Pharmacy Provincial  
Home Living Pumpables  
Salesforce  
Smart Storage World Stratco  
Thankyou  
The Amazing Baby Company  
The Base  
Tim Campbell Band  
Tobil & Co Pty Ltd VACSEC  
Valiant Enterprises Victorian  
Freight Specialists

**People**

Alyssa Potter  
Amy & Eoghan Geoghegan  
Amy Alston  
Amy McAlister  
Andrew & Josie Briggs  
Andrew & Monica Edgar  
Anna Kollegger

Anna Mackay  
Anna Ng  
Anthony Fink  
Avril & Richard Lowry  
Belinda Jackson  
Belinda Pye  
Candice Bridson  
Cassandra Ballard  
Cerys Latimer Charmaine & Ivy Adamson  
Gavin & Christine Fleer  
Claire Tobin & Tim More  
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Clementine Thompson  
Deanna Pope  
Diane Toward  
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Justine Carder  
Karen Hofer  
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Kate Crosbie  
Kate Norton  
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MaryAnne Spanti  
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Max & Josie Orlando  
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Ruth Giles  
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Sarah Green  
Shannon Jones  
Simon & Julie Bray  
Sophie Day  
Sue Jones  
Susan Haywood  
Tamara Price  
Tanya Singleton  
The B Fang Family  
Toby Tan  
Tracey Holding  
**Every Baby Advisory Group**  
Denise Bridges  
Henny O’Shea  
Jill Green  
Kimberley Browne

Kristen Lewis  
Marissa Reeve  
Melanie Courtney  
Monica Blizzard  
Natalie Gray  
Nathalie Molina  
Nicki Batagol  
Phuong Vo  
Shauna Sherker  
Vanessa Hulands

**Corporate Volunteering**

Adecco  
Aesop  
AGL  
Amdocs  
AMP  
ANZ  
AT Kearney  
AXA XL  
Bain & Company  
Bupa  
Carlton & United Breweries  
CSL Behring  
Deakin University  
EnergyAustralia  
Exxon Mobil  
Future You  
g4s  
Goldman Sachs Australia & New Zealand  
Hocking Stuart St Kilda  
IMI Critical Engineering  
Konica Minolta  
L’Oreal Australia  
Lendlease Melbourne  
Mattel

ME Bank  
Medibank  
NAB  
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OR Technologies  
Petit Journey Early Learning  
PEXA  
Quintessential Equity  
RACV  
REA Group  
Riverside Company  
Sage Software Australia  
Salesforce  
Scentre Group  
Spotlight Group  
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The Body Shop  
Treasury Wine Estates  
Vanguard Investments  
Wex Inc  
Zendesk

**Mother’s Day Lunch Sponsors**

AIA Australia  
Audi Centre Brighton  
Audi Centre Melbourne  
Audi Richmond  
Audi Mornington  
Bambino and Bundles  
Cisco  
Coles  
Dandelion Vineyards  
Decjuba  
Shebah  
Zendesk





# Our Supporters

## Geelong Mums

**Trusts & Foundations**

Bibury Trust  
Fagg Family Trust  
Give Where You Live  
Geelong Connected Communities  
Percy Baxter Charitable Trust, managed by Perpetual

**Community & Schools**

Anglesea Golf Club  
Freemasons Victoria - Moorpaynal Lodge  
Fyans Park Primary School  
Geelong Bowls Region  
Geelong Childrens Centre  
Geelong Unionist Network  
Kardinia International College  
Leopold Primary School Manifold Heights Primary School  
Geelong & District Sub Branch of the National Servicemen's Association  
Rotary Club of Kardinia  
Rotary Club of Torquay  
Sacred Heart College  
Sacred Heart College Alumni The Geelong Central Fidelity Club  
Winchelsea Lions Club

**Businesses**

Access Your Supports  
Austins & Co  
Cameron Hucker Excavations  
EMC Group  
Bellarine Property  
Mishka + Mikki  
Mixed Medium  
Sailors Rest  
Tourism Greater Geelong & The Bellarine  
West Carr & Harvey

**In Kind Donors**

Ailish Bourke Artist  
b.box for kids  
Bean Squeeze  
Blondie Salon  
Boundary Bend Olive Oil  
Built By Wilson  
By Tanya  
Campbell Point House  
Casey Bell Photography  
Casey Burrill Art  
Clac Clac Design  
Conni  
Cotton On Group  
Epworth Geelong  
Eyewear on Pako

F45 Geelong  
Geelong Broadcasters  
Kimmy Hogan Art  
La Madre Bakery  
Miann and Co  
Michael Hill Jewellers Geelong  
Mount Moriac Beef  
Natalie Anderson Artist  
Oishi-m  
Penny Scallan  
Photography by Riccardo  
Prissy Cosmetics  
Prudence Caroline Art  
Ribbon Ties  
SC Technology  
Spray Geelong  
Stuck on You  
Target  
Thankyou  
Weddings of Desire  
Wonder Yoga

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Barry & Jan Fagg  
Bernadette McCartney  
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Gray Foreman  
James Turton  
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Julia Roache  
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Kate Spargo  
Kaye Walker  
Kylie Doherty  
Levi & Brooke Turner  
Monica Tullin  
Peter Woodruff  
Prue Johnstone  
Sarah Fitzpatrick  
Sharyn Masson  
The Heathcote Family  
Tim and Edwina Shakespeare  
Tim Connor

**Corporate Volunteering**

Advisory Partners  
Australian Marine Oil Spill Centre  
Bank of Melbourne  
Bell Group Accounting Bethany  
Community Support

Business Events Geelong  
Coastline Advice  
Colac Area Health  
Commonwealth Bank  
Community Care Chemist  
Coulter Roache Lawyers  
Deakin University  
Edge Advisory Partners  
Elements Child Care and Early Learning Centres  
EnergyAustralia  
Epworth Geelong  
Geelong Football Club  
Gforce Employment Solutions  
GMHBA  
Greater Geelong City Council  
Higgins Coatings  
HR4Business  
La Madre Bakery  
Louise King Funerals  
Quintessential Equity  
Ray White Geelong  
TAC  
Tuckers Funeral and Bereavement Service

**Mother's Day Lunch Sponsors**

Elements Child Care and Early Learning Centres  
Epworth Geelong  
Geelong Financial Group  
La Madre Bakery  
McGrath Geelong  
Mount Duneed Estate

**Every Baby Advisory Group**

Caroline Desborough  
Carolyn McAlinden  
Christina Johns  
Cynthia Scherer  
Fran Priest  
Julia Roache  
Kristie Fraser-Lange  
Louise Tracey  
Mayumi Watanabe  
Pru Howard



# Our Supporters

## Eureka Mums

**Trusts & Foundations**

Rainbow Community Grants  
SJD Foundation  
StreetSmart Australia  
**Community Groups**  
Ballan Lioness Club  
Rotary Club Of Ballarat East  
Small & Mighty Children's Market

**Businesses**

Anaesthetic Group Ballarat  
Brady Bunch Early Learning Centre  
Hemsley Park Retirement Village  
McCain Foods

**In Kind Donors**

Chi Khi  
Jayco Ballarat  
Oriana Wellness  
Thankyou

**Every Baby Advisory Group**

Catriona Good  
Debbie Creed  
Felicity Smolenaers  
Liza Raynes  
Neisha Sargent  
Simone Sayers

**People**

Ali- Ling Kong- Kerr  
Gill Hunt  
Travis Price  
Trinsa Lewis  
Verity Archer





# 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, and policies and procedures.



## **Deidre Mackechnie - Chair**

Deidre is the CEO of Multiple Sclerosis Australia. Deidre 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, taking over the role of chair from Linda Grace in June 2019.



## **Linda Grace - Member and Former Chair**

Linda is a commercial lawyer with a background in both private practice and in-house at a number of large corporate organisations. She has also been involved with a number of other not-for-profit organisations. Linda joined our board in November 2015 after volunteering with us, including bundling at home and serving on the St Kilda Mums Fundraising Sub-Committee for three years. She served as our chair from November 2016 to June 2019.



## **Stacey Barrass - Vice Chair**

Stacey is the Managing Director of Goddess Cleaning Group and brings knowledge from a corporate career spanning human resources, administration and credit management. Joining our board as a member in November 2015, she was appointed Vice Chair in 2017. Stacey also hosts our 'staging post' in Rowville.



## **Clementine Thompson - Treasurer**

Clementine is a director with over a decade of experience at PWC, which has included working with the firm's Australian Executive and Governance boards, developing and implementing the firm's vision, values and strategy, and risk management. Clementine joined our board in November 2018, taking over as our treasurer, after serving on the Finance Risk and Audit Sub-Committee for a year.



## **Karen Massier - Secretary**

Karen is the Executive General Manager Strategy at MAX Solutions Pty Ltd, which provides employment, health and training services. She has 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.



## **Jesse Vincent - Member and Former Treasurer**

Jesse joined our board in 2014, following several years of volunteering with St Kilda Mums. She is a registered CPA and has held senior accounting and financial modelling roles across corporate and government organisations. She specialises in performance and governance and currently works for Victoria Police as a Finance Manager. Jesse was our treasurer from 2014 to 2018.



## **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 children with the best possible start to life. He is a Williamsons Community Leadership Alumnus and joined our board in 2017.



## **Kate Betts - Member**

Kate is a corporate affairs professional with broad 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. Inspired by St Kilda Mums, Kate co-founded our Geelong Mums branch in 2013. She joined our board in May 2018 and continues to serve on the Geelong Mums sub-committee.



## **Geelong Mums Sub-Committee**

This sub-committee, represented by Kate Betts, Kate Gibson, Sarah Albon and Julia Roache, provides advice regarding the operations, donor engagement and sustainability of Geelong Mums, under the governance of the St Kilda Mums' board.

## **Finance Risk and Audit Sub-Committee**

This sub-committee exists to ensure that appropriate procedures are in place to facilitate strong corporate governance in the areas of financial management, audits, compliance and risk management of the organisation. The current members of the committee are Clementine Thompson, Katherine Hinton, Kathryn Brown, Morelle Bull, Francie Doolan, Karla Harman and Tamara Price. We also thank and acknowledge Jesse Vincent and Rebecca Kelly, who retired from the committee during the 2018/19 financial year.



# Financial Statement

## Statement of Income and Expenditure

Income	2019	2018
Fundraising revenue	354,969	266,117
Donations	1,337,057	1,298,036
Grants received	1,071,121	631,581
Other revenue	111,570	90,379
Interest	2,260	4,474
<b>TOTAL INCOME</b>	<b>2,876,976</b>	<b>2,290,587</b>
Expenditure		
Cost of goods purchased for families	191,209	248,701
Spare parts, repairs, packaging and freight	23,363	48,480
Fundraising costs	169,798	150,427
Office costs	272,935	315,018
Employee expenses	1,563,708	1,219,287
Training and education	21,595	14,904
Occupancy costs	239,211	218,460
Depreciation	26,949	14,701
Repairs and minor capital	10,710	15,778
<b>TOTAL EXPENDITURE</b>	<b>2,519,478</b>	<b>2,245,756</b>
<b>SURPLUS FOR YEAR</b>	<b>357,498</b>	<b>44,831</b>

## Statement of Assets and Liabilities

Income	2019	2018
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	658,158	746,575
Trade and other receivables	140,317	49,591
Other current assets	66,608	77,932
<b>TOTAL CURRENT ASSETS</b>	<b>865,083</b>	<b>874,098</b>
<b>NON CURRENT ASSETS</b>		
Property, plant and equipment	112,909	86,910
Other non-current assets	53,847	63,944
<b>TOTAL NON-CURRENT ASSETS</b>	<b>166,756</b>	<b>150,854</b>
<b>TOTAL ASSETS</b>	<b>1,031,839</b>	<b>1,024,952</b>
Liabilities		
<b>CURRENT LIABILITIES</b>		
Trade and other payables	78,834	113,715
Other liabilities	87,606	415,734
<b>TOTAL CURRENT LIABILITIES</b>	<b>166,440</b>	<b>529,449</b>
<b>NON CURRENT LIABILITIES</b>		
Other liabilities	31,583	19,185
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>31,583</b>	<b>19,185</b>
<b>TOTAL LIABILITIES</b>	<b>198,023</b>	<b>548,634</b>
<b>NET ASSETS</b>	<b>833,816</b>	<b>476,318</b>
Equity		
Retained surplus	833,816	476,318
<b>TOTAL EQUITY</b>	<b>833,816</b>	<b>476,318</b>

An audit of the financial statements of the Association for the year ended 30 June, 2019 was completed in accordance with Associations Incorporation Reform Act 2012 and Australian Auditing Standards by Brian Jones of Ahead for Business Pty Ltd.  
A full copy of the audited financial statements is available on the ACNC website.





# Top 100 Agencies

Agency	Number of babies and children supported	Value of items provided
IPC Health	927	\$442,838
Uniting	1097	\$366,877
Salvation Army	890	\$399,898
Bethany Community Support	1138	\$318,633
Greater Geelong City Council	887	\$252,169
Anglicare Victoria	563	\$194,176
Department of Health and Human Services	552	\$194,161
Barwon Child, Youth & Family	602	\$190,576
Victorian Aboriginal Child Care Agency	472	\$186,725
Wyndham City Council	376	\$167,550
Monash Health	245	\$148,122
Spectrum Victoria	226	\$138,296
Launch Housing	355	\$132,608
MiCare New Hope Foundation	265	\$122,598
Melbourne City Mission	221	\$117,355
Life Without Barriers	306	\$116,996
Wathaurong Aboriginal Co-operative	275	\$113,282
DPV Health	259	\$110,462
Asylum Seeker Resource Centre	273	\$99,554
Barwon Health	250	\$94,303
Child and Family Services Ballarat	318	\$92,177
Hume City Council	326	\$83,447
Diversitat	179	\$79,887
The Orange Door	151	\$78,315
Colac Area Health	260	\$77,544
South East Community Links	187	\$66,756
Berry Street	176	\$66,304
Ballarat Health Service	212	\$64,798
Brimbank City Council	222	\$63,319
WAYSS	124	\$62,289
MacKillop Family Services	177	\$60,859
The Royal Women's Hospital	77	\$59,610
Melbourne City Council	165	\$58,657
Women's Health West	138	\$57,847
The Sexual Assault & Family Violence Centre	112	\$56,386
BADAC - Ballarat and District Aboriginal Co-operative	169	\$52,801
Cohealth	127	\$52,253
Noah's Ark	164	\$52,078
Casey City Council	242	\$52,027
Taskforce Community Agency	129	\$48,582
Migrant Information Centre (Eastern Melbourne)	162	\$47,407
Western Health	90	\$44,593
Hobsons Bay City Council	109	\$43,681
Catholic Care	87	\$42,731
Centacare	209	\$40,981
Ballarat Community Health	104	\$40,637
WRISC Family Violence Support	90	\$38,611
Port Phillip City Council	148	\$37,579
VincentCare Victoria	95	\$37,188
Djirra Aboriginal Family Violence Legal Service	99	\$36,800
Mitchell Shire Council	138	\$35,338

Agency	Number of babies and children supported	Value of items provided
Maroondah City Council	141	\$34,246
Darebin City Council	114	\$33,598
Star Health	72	\$33,363
Maribyrnong City Council	124	\$33,080
Djerriwarrh Health Services	63	\$32,443
Mercy Health	85	\$47,247
AMES	80	\$32,080
Baptcare	94	\$31,842
Odyssey House	80	\$31,126
Bayside City Council	90	\$30,784
MPower	128	\$29,923
Yarra City Council	104	\$29,060
Moonee Valley City Council	63	\$28,535
Southwest Healthcare	66	\$27,437
Warrnambool City Council	150	\$27,250
Emma House Domestic Violence Services Inc	82	\$26,904
Brophy Family and Youth Services	70	\$26,128
Golden Plains Shire Council	68	\$25,941
Latrobe City Council	121	\$24,754
Wombat Housing & Support Services	48	\$24,450
Caroline Chisholm Society	84	\$26,161
Melton City Council	86	\$23,716
Department of Education and Training	64	\$23,561
Inspiro	55	\$23,524
Merri Health	93	\$22,907
Safe Futures Foundation	75	\$22,759
St Pauls Lutheran Grovedale	62	\$21,994
Gunditjmara Aboriginal Cooperative	78	\$21,249
Emerge	67	\$20,799
Northern Health	42	\$20,583
Ballarat City Council	161	\$20,347
Drummond Street Services	42	\$19,785
Good Shepherd Youth and Family Service	53	\$18,490
City Life Community Care	53	\$18,323
Kids First	50	\$18,212
Brave Foundation	59	\$18,180
Stonnington City Council	45	\$18,142
Colac Otway Shire Council	73	\$17,919
Central Gippsland Health Service	87	\$17,685
Sacred Heart Mission	31	\$17,409
Southern Migrant and Refugee Centre	23	\$17,274
Doncare	52	\$16,735
Northern Bay College	42	\$15,943
South Gippsland Shire Council	45	\$15,905
Brotherhood of St Laurence	35	\$15,819
Port Phillip Community Group	54	\$15,790
QEC	39	\$15,771
Peninsula Health	35	\$14,718
Jesuit Social Services	25	\$14,324
Total	18,718	\$6,802,876

# Top 100 Local Government Areas

Region	Local Government Area	Number of babies and children supported	Value of items provided
Barwon South West	City of Greater Geelong	4,514	\$1,533,489
	City of Warrnambool	622	\$167,882
	Colac Otway Shire	408	\$140,588
	Shire of Glenelg	105	\$31,602
	Surf Coast Shire	67	\$24,383
	Corangamite Shire	44	\$17,856
	Shire of Southern Grampians	48	\$15,726
Eastern Metropolitan	Shire of Moynes	26	\$7,939
	City of Maroondah	416	\$133,123
	City of Knox	202	\$78,103
	City of Whitehorse	177	\$67,657
	City of Monash	176	\$67,407
	Shire of Yarra Ranges	159	\$54,530
	City of Manningham	91	\$33,408
Gippsland	City of Boroondara	56	\$15,681
	City of Latrobe	237	\$67,154
	Shire of Wellington	176	\$46,077
	South Gippsland Shire	117	\$30,091
	Shire of East Gippsland	55	\$22,146
	Bass Coast Shire	10	\$5,444
	Shire of Baw Baw	14	\$5,408
Grampians	City of Ballarat	1,411	\$374,697
	Golden Plains Shire	129	\$51,400
	Shire of Moorabool	110	\$35,535
	Rural City of Ararat	145	\$32,844
	Shire of Hepburn	39	\$16,486
	Rural City of Horsham	38	\$10,700
	Pyrenees Shire	48	\$8,147
Hume	Shire of Hindmarsh	10	\$6,561
	Shire of West Wimmera	3	\$1,317
	Shire of Yarriambiack	1	\$1,040
	Shire of Mitchell	145	\$42,489
	City of Greater Shepparton	77	\$25,813
	Rural City of Wangaratta	7	\$2,873
	Shire of Strathbogie	4	\$1,222
	City of Wodonga	3	\$1,080
	Alpine Shire	1	\$185
	Shire of Moira	1	\$315
	Shire of Murrindindi	1	\$150

Region	Local Government Area	Number of babies and children supported	Value of items provided
Loddon Mallee	Shire of Central Goldfields	63	\$14,239
	Rural City of Swan Hill	16	\$9,182
	Rural City of Mildura	17	\$8,453
	City of Greater Bendigo	18	\$6,000
	Shire of Buloke	8	\$2,082
	Shire of Macedon Ranges	6	\$1,744
	Shire of Mount Alexander	6	\$1,410
North & West Metropolitan	Shire of Campaspe	9	\$380
	City of Wyndham	1,727	\$720,350
	City of Brimbank	1,428	\$617,594
	City of Hume	1,381	\$513,438
	City of Melton	457	\$201,478
	City of Melbourne	356	\$161,878
	City of Maribyrnong	397	\$153,641
	City of Darebin	413	\$149,857
	City of Whittlesea	410	\$145,949
	City of Yarra	389	\$144,376
	City of Moreland	240	\$106,494
	City of Hobsons Bay	204	\$82,311
	City of Moonee Valley	160	\$74,101
	City of Banyule	96	\$35,870
Southern Metropolitan	Shire of Nillumbik	13	\$5,771
	City of Greater Dandenong	617	\$263,948
	City of Casey	558	\$215,328
	City of Port Phillip	582	\$211,237
	City of Kingston	163	\$64,525
	City of Bayside	157	\$62,335
	City of Stonnington	145	\$59,070
	Shire of Cardinia	118	\$55,866
	City of Glen Eira	119	\$34,229
	City of Frankston	59	\$19,619
	Shire of Mornington Peninsula	29	\$15,452
	Not Known	149	\$43,866
	Total	20,403	\$7,380,621

By the end of the 2018/19 financial year, we had delivered our service in 74 of Victoria’s 79 Local Government Areas.



# Please Support Us

Supporting St Kilda Mums, Geelong Mums and Eureka Mums allows us to continue to sustain and grow our service, ensuring that we waste less, share more, and care for every baby and child.

**Please support** us with our rent so we have the space in Melbourne, Geelong and Ballarat to coordinate our state-wide service, train and welcome our volunteers, house material aid for families, and coordinate our transportation logistics.

**Please support** us to invest in people, technology and training so we can be efficient, effective and collaborative, enabling us to reach every baby and child who needs access to nursery equipment and clothing.

**Please support** us to cover our operational costs – from the pressure washer to hose down prams, to lockers for our volunteers, to our public liability insurance. Simple, but crucial.

**Please support** us so we can purchase nursery equipment and spare parts for pre-loved items, giving babies and children the safe start they deserve.

**Please support** us by making the incredible commitment to a three-year gift so that we can promise families we will always be there to help them during their hardest times.

**Please support** us by pledging your support as a matching gift in our Annual Giving Day in June. This is the best way to inspire others to give.

No matter how you choose to support us, your generosity will be greatly appreciated and will make a life-changing difference to families in desperate need.



## Let's get to work!

If you would like to learn more about how your support can make a difference to our organisation and the families we help, please contact us to organise a meeting and tour:



St Kilda Mums

Jessica Macpherson - CEO St Kilda Mums,  
Geelong Mums and Eureka Mums

Email: [jessica@stkildamums.org](mailto:jessica@stkildamums.org)

Ph: 0437 476 750



Geelong Mums

Julia Roache - General Manager, Geelong Mums

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Eureka Mums

Trinsa Lewis - Operations Manager, Eureka Mums

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[mums@stkildamums.org](mailto:mums@stkildamums.org)

St Kilda Mums established 2009



### Geelong Mums

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Geelong Mums established 2013



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[mums@eurekamums.org](mailto:mums@eurekamums.org)

Eureka Mums established 2014



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