2016-17 annual report

St Kilda Mums  Geelong Mums  Eureka Mums
Annual Report production team

Editorial: Jessica Macpherson and Kate Kent
Photography: Bec Walton and Naki Khan
Design: Studio Cahoots
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 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 this 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
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Ayse and Bob’s story

When Ayse and Bob found out that they were expecting triplets, Ayse was told to rest in bed, as her pregnancy was considered high risk, and the babies could be born very early.

Then Bob found out that he had cancer. He had to turn down a new job to start chemo.

Ayse sat with Bob through every chemo session, determined they would beat cancer together. She went to her own hospital appointments, then to Bob’s.

Neither Ayse nor Bob could work. They had no money, and there was no way they could get to the shops to buy everything they needed.

Thanks to our generous donors St Kilda Mums provided a triple pram, three cots, car seats, baby change tables, bath tubs, nappies, clothes ranging from premmie sizes up to one year of age, pamper packs, cot sheets, blankets, vouchers to get the car seats fitted, and a custom-made bar to be installed in Ayse and Bob’s van so that three anchor points for their car seats could be fitted safely.

Ayse gave birth to her three healthy babies who came home after only a month in special care. Best of all - Bob is now cancer-free.
chair and ceo’s report

The past 12 months has been a period of unprecedented growth, with 46% increase in turnover of stock.

This has been made possible by a number of factors, including:

• Our people
• Space to work – critical, not just for the ability to receive and store donations, but for the ability to accommodate more volunteers.
• Diversification of our service offering – including our Safe Start program for maternity hospitals and our regional project broadening the scope of our service to address unmet need.
• Partnerships – with suppliers, donors, philanthropists, businesses and community groups which have provided the lifeline we need to expand and reach more families.

With rapid expansion comes both opportunities and risk. Our new strategic plan addresses these, and sets out a very clear direction for all our stakeholders.

Our Vision is a future where we waste less, share more and care for every child. We thank you for sharing this vision and for being part of our Village.

Linda Grace
Chair

Jessica Macpherson
CEO
our service

We recycle nursery equipment such as cots, prams, and car seats, as well as clothes and other baby essentials.

We receive requests from Maternal and Child Health nurses and local social service agencies on behalf of families in need. We then try to meet or exceed each request with quality pre-loved donations.

As you might guess, demand always exceeds supply. In fact, many items are rehomed within days of receipt.

We have three main services:

• order and collect from our warehouses in Melbourne, Geelong and Ballarat
• Safe Start service to support maternity hospitals; and
• regional service to support social workers outside the three cities we are located in.

Just wanted to let you know that the stroller I collected for one of my clients recently was the only positive thing that has happened to her in the last few months. So to you all, on behalf of the people who need that little something extra...thanks. Again!!

Kim Billington,
Women’s Health West Inc.

fast fact:

You have helped 13,510 babies and children in the past year.

thank you!
every baby every town

As part of our vision for a future where we waste less, share more and care for every baby and child, we are committed to supporting families across Victoria.

This project allows us to help families living in remote areas. We believe geographical location should not be a barrier to a child having a safe place to sleep, or a car restraint, or pram to travel safely.

We believe that coordinating the expertise and resources that already exist within our three locations is more effective than opening and operating another warehouse in a fourth town.

In early 2017 we employed two part time coordinators to develop partnerships with social services and transportation companies in the South East and South West.

This project has been made possible with the generous support of Victorian Freight Specialists, The Ian Potter Foundation, and The Gourlay Charitable Trust.

safe start

The Safe Start project meets the need of families who have received no prenatal support before the birth of their baby. We provide emergency material aid to maternity hospital social workers.

This project currently supports social workers at Sandringham Hospital, The Northern Hospital, The Royal Children’s Hospital, The Royal Women’s Hospital, Werribee Mercy Hospital and Sunshine Hospital.

Safe Start allows us to supply emergency nursery essentials in time of crisis. These include portable cots, prams, clothing, linen, labour bags, and other critical items to these hospitals.

This project has been made possible with the generous support of Hire for Baby, The Dyson Bequest, The Sentinel Foundation, The Shulu Foundation, The Bruce McMullin Foundation, the 5Point Foundation and the Naphtali Family Foundation.
## our impact, our numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Items</th>
<th>Total Value of Items Re-homed</th>
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<tr>
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<td>Car Seats</td>
<td>715</td>
<td>$1,595,983</td>
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<td>Toy Bags</td>
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<td>Coats</td>
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<tr>
<td>Pants &amp; bloomers</td>
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</tr>
<tr>
<td>High Chairs</td>
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<td></td>
</tr>
<tr>
<td>Change Tables</td>
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<tr>
<td>Bassinets</td>
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<tr>
<td>Carriers</td>
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<td></td>
</tr>
<tr>
<td>Carriers</td>
<td>85</td>
<td></td>
</tr>
<tr>
<td>Breast Pumps/Bottle Feeding Kits</td>
<td>169</td>
<td>$5,207,543</td>
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<tr>
<td>Baths</td>
<td>1486</td>
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<tr>
<td>Carriers</td>
<td>129</td>
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<tr>
<td>Baby Sacks</td>
<td>576</td>
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<tr>
<td>Carriers</td>
<td>434</td>
<td></td>
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<td>Carriers</td>
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<td>Carriers</td>
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<td>Carriers</td>
<td>171</td>
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<td>Carriers</td>
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<tr>
<td>Carriers</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Carriers</td>
<td>66</td>
<td></td>
</tr>
</tbody>
</table>
I like my gumboots, my feet don’t get grubby in my gumboots and that makes mummy have a happy face not a grumpy face.

I’m not allowed to wear my gumboots to bed.

Ollie
3 years old

I got my granddaughter on short notice, the next day my worker had brought me over a cot. Without Geelong Mums I’m unsure as to what I would have done.

Thankyou from the bottom of my heart.

Nanna
55 years old
We do not receive funding from state or federal governments. We rely on donations from the community to cover our running costs and to pay the rent on our warehouses. We distributed $5.2 million dollars of material aid last year, all thanks to donations from the community and many hours of volunteer labour. Thank you for your support, we cannot do it without you.

**Our Board**
The 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 the committee of management 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.

**Jessica Macpherson - Act Secretary and CEO**
Jessica is a founding committee member of St Kilda Mums. For the first four years Jessica hosted weekly collections at her own home. In August 2013 she was appointed to the position of CEO. She is widely recognised as the face of the organisation. In 2017 she was inducted into the Victorian Honour Roll of Women in recognition of her significant contribution to the Victorian community.

**Jesse Vincent - Treasurer**
Jesse joined our committee in 2014, having volunteered for a long time 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 a number of different industries. She currently works for Ambulance Victoria.

**Stacey Barrass - Vice Chair**
Stacey hosts our drop off point or ‘staging post’ in Rowville. She is the Managing Director of Domestic Goddess Home Services and she brings to us knowledge from a varied corporate career spanning Human Resources, Administration and Credit Management. Stacey joined the committee of management in November 2015.

**Lorelle Lake - Notes Secretary**
Lorelle Lake is a senior fundraiser at Wesley Mission, now Uniting Victoria. She began her career as a graphic designer, and has significant experience in marketing and fundraising. A founding member of the Fundraising sub committee, she has supported and coached our CEO in all fundraising activities since 2012. Lorelle joined the committee of management in November 2015.

**Geelong Mums Committee of Management**
This sub-committee, represented by Kate Kent, Christine Whelan, Clare Dowling, Sarah Albon and Kate Betts, oversees 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.
Vicki’s story

“A few months ago I had a young mother (aged 22) enter our program with two children, aged two and three. This mother had her own car, but the car seats she had for her children were second hand and very worn.

Through the support of Geelong Mums she was provided with two new age-appropriate car seats which I helped the client fit properly into her car. She was very grateful.

Recently this client had a very bad car accident while the children were in the car with her. The car hit a tree on a country road and rolled over landing on its roof.

The client sustained some nasty fractures but will recover fully. Fortunately the children sustained only minor bruising.

When speaking to the client after the accident the client couldn’t praise Geelong Mums enough for providing the car seats for her children.

Both the client and the emergency services stated that it was the updated car seats that had prevented the children from further injury, or even worse outcomes.

I wanted to write this to show you how valuable your support to the community is and in incidents like these, you are potentially saving children from injury, harm or worse.

Thank you for your invaluable support in providing our clients with the resources they need.”

Vicki Ingles,
Young Parent Outreach Program,
SalvoConnect Barwon (Geelong)

There are so many different areas in which you can work - some you may like more than others, but find your niche and enjoy the camaraderie and feel good about what you are doing. You certainly know that the things we all do greatly benefit others, it’s good to know that you are doing something positive.

Suzie Bosman
Volunteer
We asked social workers and Maternal and Child Health nurses to share with us the causes of disadvantage for the families they support. In some instances, there are multiple causes of disadvantage affecting one family.

Overall, migrant, refugee or asylum seeker families are the largest group, representing roughly a quarter of the families supported by Geelong Mums (23%) and St Kilda Mums (27%). This figure is much lower for Eureka Mums (5%).

Homelessness affects a higher proportion of families supported by St Kilda Mums (17%) than the other branches.

Family violence is the largest cause of disadvantage for Eureka Mums (20%), second for Geelong Mums (19%), and the third cause of disadvantage for St Kilda Mums (15%).

Aboriginal and Torres Strait Islander families represented 7% of the families we support overall.

Other causes of disadvantage not listed here include pregnancy as the result of a sexual assault, women recently released from corrective services, and victims of crime.

<table>
<thead>
<tr>
<th>Cause of Disadvantage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Migrant, refugee or asylum seeker</td>
<td>24%</td>
</tr>
<tr>
<td>Family violence</td>
<td>16%</td>
</tr>
<tr>
<td>Homeless or at risk of homelessness</td>
<td>16%</td>
</tr>
<tr>
<td>Mental health</td>
<td>10%</td>
</tr>
<tr>
<td>Young parents</td>
<td>10%</td>
</tr>
<tr>
<td>Single parent</td>
<td>7%</td>
</tr>
<tr>
<td>Disability</td>
<td>5%</td>
</tr>
<tr>
<td>Medical</td>
<td>3%</td>
</tr>
<tr>
<td>Life controlling addiction</td>
<td>2%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>2%</td>
</tr>
<tr>
<td>Kinship care</td>
<td>2%</td>
</tr>
<tr>
<td>Family reunification</td>
<td>2%</td>
</tr>
<tr>
<td>Foster care</td>
<td>1%</td>
</tr>
</tbody>
</table>

This table shows need across all three branches.

Left: Feedback from a family in Warrnambool
Thankyou for my clothes Geelong Mums, now I look cool and have colourful socks and white socks. My teacher likes my white socks and I like my raincoat it keeps me warm on the bus and at athletics.

Kayla
12 years old
agency impact

We supported 233 different agencies last year. The top 20 agency partners accounted for more than 50% of orders by value and volume.

<table>
<thead>
<tr>
<th>Top 20 Agencies</th>
<th>Babies and Children</th>
<th>Replacement Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salvation Army</td>
<td>909</td>
<td>$364,625</td>
</tr>
<tr>
<td>IPC Health</td>
<td>581</td>
<td>$303,876</td>
</tr>
<tr>
<td>Uniting</td>
<td>770</td>
<td>$303,465</td>
</tr>
<tr>
<td>Bethany Community Support</td>
<td>844</td>
<td>$274,005</td>
</tr>
<tr>
<td>Launch Housing</td>
<td>514</td>
<td>$186,454</td>
</tr>
<tr>
<td>City of Greater Geelong</td>
<td>456</td>
<td>$183,698</td>
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<tr>
<td>Melbourne City Mission</td>
<td>337</td>
<td>$135,581</td>
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<tr>
<td>New Hope Foundation</td>
<td>235</td>
<td>$121,897</td>
</tr>
<tr>
<td>Wathaurong Aboriginal Co-operative</td>
<td>290</td>
<td>$119,505</td>
</tr>
<tr>
<td>Barwon Child, Youth &amp; Family</td>
<td>262</td>
<td>$119,499</td>
</tr>
<tr>
<td>Dianella Community Health</td>
<td>273</td>
<td>$119,393</td>
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<tr>
<td>Anglicare Victoria</td>
<td>294</td>
<td>$112,067</td>
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<td>Barwon Health</td>
<td>184</td>
<td>$104,356</td>
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<tr>
<td>Life Without Barriers</td>
<td>244</td>
<td>$103,986</td>
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<td>AMES</td>
<td>280</td>
<td>$100,056</td>
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<td>Diversitat</td>
<td>177</td>
<td>$91,490</td>
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<td>Red Cross</td>
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<td>Asylum Seeker Resource Centre</td>
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<td>$80,864</td>
</tr>
<tr>
<td>Victorian Aboriginal Child Care Agency</td>
<td>178</td>
<td>$74,757</td>
</tr>
<tr>
<td>Department of Health and Human Services</td>
<td>167</td>
<td>$69,983</td>
</tr>
</tbody>
</table>

55% of Total

59% of Total
impact by local government area

In the last year, we supported families in 55 of 79 municipalities in Victoria. The top 10 municipalities account for 73% of families we supported in the past 12 months.

<table>
<thead>
<tr>
<th>Name of Local Government Area</th>
<th>% of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Melbourne</td>
<td>29%</td>
</tr>
<tr>
<td>City of Greater Geelong</td>
<td>10%</td>
</tr>
<tr>
<td>City of Ballarat</td>
<td>9%</td>
</tr>
<tr>
<td>City of Port Phillip</td>
<td>9%</td>
</tr>
<tr>
<td>City of Brimbank</td>
<td>5%</td>
</tr>
<tr>
<td>City of Maribyrnong</td>
<td>5%</td>
</tr>
<tr>
<td>City of Hume</td>
<td>4%</td>
</tr>
<tr>
<td>City of Greater Dandenong</td>
<td>2%</td>
</tr>
<tr>
<td>City of Wyndham</td>
<td>2%</td>
</tr>
<tr>
<td>City of Casey</td>
<td>1%</td>
</tr>
</tbody>
</table>

% expressed as the number of children we supported as fraction of the number of children under 10 living in that LGA based on 2016 Census QuickStats (abs.gov.au)

*** City of Melbourne is overrepresented as the family reported by social worker to live in City of Melbourne, may have lived in another nearby suburb.

The most enjoyable part of my volunteering day is catching up with new friends I have made and thanking proud donors for their generous gift. My secret tip is to be in the moment whilst at St Kilda Mums and think about how other vulnerable people will benefit. St Kilda Mums is an embracing organisation open to all. Whatever time you have is greatly appreciated with options to collect goods from home or volunteer “after hours”.

Georgi Abrahams
Volunteer
Melbourne, Geelong and Ballarat comprise 83% of the population of Victoria according to Australian Bureau of Statistics Census data from 2016. In the past year, we have distributed material aid in 11 new local government areas. It is our goal to reach 100% of Victorian families over the next four years.
### Number of babies and children supported by St Kilda Mums

<table>
<thead>
<tr>
<th>Local Government Area</th>
<th>St Kilda Mums</th>
<th>Geelong Mums</th>
<th>Eureka Mums</th>
<th>Grand Total</th>
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</thead>
<tbody>
<tr>
<td>Borough of Queenscliffe</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>City of Ballarat</td>
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<td>1220</td>
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<tr>
<td>City of Banyule</td>
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<td>60</td>
<td>60</td>
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<tr>
<td>City of Bayside</td>
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<td>92</td>
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<td>City of Boroondara</td>
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<td>City of Brimbank</td>
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<td>City of Casey</td>
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<td>City of Darebin</td>
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<tr>
<td>City of Frankston</td>
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<td>City of Moreland</td>
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<td>Pyrenees Shire</td>
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<td>Shire of Cardinia</td>
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<tr>
<td>Shire of Hepburn</td>
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<td>Shire of Mitchell</td>
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<td>Shire of MooraBOOL</td>
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<td>Shire of Mount Alexander</td>
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<td>Surf Coast Shire</td>
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<td>Not Known</td>
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<td><strong>Grand Total</strong></td>
<td>8219</td>
<td>1356</td>
<td><strong>13510</strong></td>
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</tbody>
</table>

8,219 Number of babies and children supported by St Kilda Mums

3,935 Number of babies and children supported by Geelong Mums

1,356 Number of babies and children supported by Eureka Mums
Partnerships

Partnerships with businesses and organisations that share our values are an important source of fundraising revenue, donations of goods-in-kind and volunteers.

We now welcome teams of corporate volunteers at our warehouses on a regular basis. Not only are these teams helping to clean, sort and safety check much needed baby gear, they are learning valuable recycling lessons.

Thirty-five businesses participated in our corporate volunteering program in the past year, in both our Geelong and St Kilda warehouses, providing priceless hands-on support, as well as over $41,000 in donations.

Corporate volunteering has also been the springboard to some deeper partnerships, such as with Zendesk, who donated software, provided skilled volunteering and made a substantial financial donation.

Other generous businesses donated goods or services, sponsored or hosted events on our behalf and provided significant discounts on vital nursery equipment.

In the past year we received $539,142 worth of donated new goods and services from generous Victorian businesses.

**Thank you!**

Top companies that volunteered with us this year:
- Deloitte
- Dentsu Aegis Network
- Elements Child Care Belmont
- Energy Australia
- NAB
- REA Group (realestate.com.au)
- Salesforce.com Foundation
- Scentre Group
- Telstra
- Treasury Wine Estates
- Zendesk

Technology partners who provided free or discounted use of their platforms:
- Canvas
- Cirrus Insight
- Conga Composer
- Envoy
- Google
- Heustone IT
- Microsoft
- Salesforce
- Web Prophets
- Wisestamp
- Zapier
- Zendesk
our supporters

We would like to thank the following generous supporters without whom we would not exist!

St Kilda Mums

Trusts & Foundations
- 5Point Foundation
- Bank of Melbourne
- Neighbourhood Fund
- Bruce McMullin Foundation
- Equity Trustees
- Giving Hope Foundation
- Gourlay Charitable Trust
- John & Betty Laidlaw Legacy
- Johnstone Family Foundation
- Lord Mayor’s Charitable Foundation
- Pethard Tarax Charitable Trust
- Sisters of Charity Foundation
- StreetSmart Australia
- The Duggan Foundation
- The Ian Potter Foundation
- The Sentinel Foundation
- The Shulu Foundation
- The Honda Foundation

Community Groups
- All Soul’s Opportunity Shop
- Bayside Food Truck Fiesta
- Brighton Inter-Church Opportunity Shop
- Caulfield Grammar School
- Flat Out Mum
- Haileybury Parents and Friends Castlefield
- Lions Club of Port Phillip
- Oakleigh South Primary School
- Rotary Club of Bentleigh
- Soroptimist International of Brighton and Southern Districts Inc.
- Tree House Early Learning
- Twin Purpose

Businesses
- Abbracadabra Brighton Domestic Agencies Pty Ltd
- Amazing Baby Company
- Anarkid
- Anstel Distributors
- Aromababy
- Baby Bunting
- BHP Billiton
- BNR
- Body Corporate Strata Group
- Bounce Patrol
- Britax Australia
- Bubba Blue
- Canvas
- Clean It Office
- CNP Brands
- Coles Myer
- Colgate-Palmolive
- Complete Plumbing
- Connective
- Cookidz Australia Pty Ltd
- Dandelion Vineyards
- Dorel Australia
- Ego Pharmaceuticals Pty Ltd
- Freeman Agencies
- Gearon Civil Pty Ltd
- Goldman Sachs Australia & New Zealand
- Hire for Baby - Metro East
- Id Collective
- L’Oreal Australia Pty Ltd
- Lamb & Walters, Strata Managers
- Lateral Food Corporation
- Liberty Events
- Lvly
- McGrath St Kilda
- Medela Australia
- Mustela
- My Little Perfect
- My Wall Pty Ltd
- M2 Practicality
- Nitro
- Oh Boy Bowties
- Pacific Brands
- phil&teds
- Raven’s Nest Chinese Medicine
- Richard Jay Pty Ltd
- Romano Beck
- Salesforce.com Foundation
- Show and Tell
- Simply Energy
- Skye & Lach
- Sova Social
- Spoilt Gifts and Homewares
- StarDreamer
- Tait Home Timber and Hardware
- The Fiddes Group
- The little market bunch
- TollFast Couriers
- Urban Products
- Valiant Enterprises
- Village Belle
- Visy
- VMware
- Zendesk

Helping parents who have nothing and also recycling baby goods are great values. I look forward to meeting the generous people donating their preloved goods. The stories of laughter and tears as they let go of the items. When I’m in the warehouse, I love catching up with the other regular volunteers.

Monique Wilcox
Volunteer
In Kind Donors
Amazing Baby Company
Anarkid
Anstel Distributors
Aromababy
Art Series Hotel Group
Baby Bunting
Baby Second Heaven
BNR Logistics
Body Corporate Strata Group
Britax Australia
Bubba Blue
Bubba Organics
Bunnings Mill Park
Canvas
Charlie’s Cookies
Clean It Office
CNP Brands
Coles Myer
Colgate-Palmolive
Coolkidz Australia Pty Ltd
Crown Events and Conferences
Dandelion Vineyards
Dorel Australia
EcoStore
Ego Pharmaceuticals Pty Ltd
Endota Spa St Kilda
Fibreshack
Fine Food Holdings
Freeman Agencies
Go Bubba Go
Google Inc
Health Guardian
Heirloom Vineyards
Hipkin
Hire for Baby - Head Office
Id Collective
Interflora
KOOGO – Knit One Give One
L’Oreal Australia Pty Ltd
Lateral Food Corporation
Liberty Events
Love My Pantry
Man With A Van
Mustela
My Little Perfect
My Wall Pty Ltd
Mz Practicality
Nitro
Oh Boy Bowties
Pacific Brands
PearlBar
Peninsula Hot Springs
Pernod Ricard
philteds
Piygro and Nuby
Polite in Public
Richard Jay Pty Ltd
Salesforce.com Foundation
ShredOnSite
Smile Solutions
Spoilt Gifts and Homewares
Stardreamer
Sweet As
Tait Home Timber and Hardware
Thank you Baby
The Fiddes Group
the little market bunch
The Natural Flame
The Royal Children’s Hospital
The Secret Door. Co
The Spa Collective
Toll Fast VIC
Tom Organic
Tonic Australia
Twisted Taste
Urban Products
Valiant Enterprises
Village Belle
Village Cinemas Australia
Visy
Web Prophets
Wovii
Zendesk

People
Anna Ng
Anthony Fink
Cassandra Ballard
Cate White
Elizabeth King
Toby Tan
Imogen Parker
Tanya Margetts
Judith and Daniel Perlstein
Louise Tandy
Lyn & Graham Maloney
Lynda McAlary-Smith
Margaret Barbara
Mary Paula Williamson
Melanie Coops
Michelle & Robert Hain
Nikoli & Adrian Lovell
Olivia Brown
Tammie and David Slade
The Minogue Family

Every Baby Advisory Group
Henny O’Shea - City of Hume
Denise Bridges - Monash Health
Vanessa Hulands - Launch
Emma Davey - Melbourne City Mission
Sophie Douglas, AMES
Phuong Vo - IPC Health
Manissa Reeve - IPC Health

St Kilda Mums provide such a valuable service to parents in need. It’s great that they are always willing to help and there is no restrictions for workers accessing the service – such as clients or services needing to be from a particular area, or only being able to help a certain number of times a year etc.”

Erin Black
Homeless Families Worker
Being a parent is a huge responsibility along with juggling bills and finances. When I got my stuff from Geelong Mums it turned one of the worst weeks of my life into a good one. It was nice to get help without having to be ashamed.

Nadine
25 years old
Eureka Mums

Trusts & Foundation
The RE Ross Trust
Streetsmart Australia
Suttie Family Trust

Businesses
Dr Moloney Obstetrician and Gynaecologist
Sovereign Radiology
Jack n’Jill Children’s Market
Ballarat Grammar
GMHBA

Community Groups
Rotary club of Alfredton
Rotary Club Of Ballarat East
Ballan Lioness club

People
Judith Colville

In Kind Donors
Bakers Delight Sebastopol
Ballarat Tenpin Bowling (Oz Tenpin)
Ballarat Wholefoods Café
Ballarat Wildlife Park
Canvas
Cherub Gifts
Crawford’s Pharmacy Ballarat
David Bailey Photography
Enjo
Forty Winks
Golden Nugget Bakery
Gold Rush Mini Golf
Imagine Create Learn
Maggie and Kate
Mia and Talbot
Mitchell Harris Wines
Pet Stock Ballarat
Plants Plus - Formosa Gardens
Red Duck
Red Lion Ballarat
Scentsy
SJD Foundation
Sovereign Hill
The Ballarat Chocolate Shoppe
The Barons Barn
The Forge Pizzeria
The Healthy Mummy
The Little Cupcake
The Unicorn Ballarat
Victorian Goldfields Railway
Webster’s Market and Café
Wilson’s Fruit and Vegetables
Your Inspiration At Home (YIAH)
Tag and Test
There is the personal feeling of achieving and finishing something. When I leave, I know I have finished products sitting on the shelf ready to go to a family in need. I love meeting new people, and everyone is generally very friendly and happy, and enjoying their time volunteering.

Helen Gearon
Volunteer

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**fast fact:**

The total value of rehomed items in 2017 is **$5,207,543**

thank you!
A story of new beginnings

In February 2017, we helped a family who had fled from a regional property around two hours from Ballarat. Mum and children had been exposed to extreme family violence over an eight year period.

When they arrived in Ballarat they had no clothing, toys, beds, bedding or furniture. They had to leave all of their beloved possessions behind.

Local agency WRISC Family Violence Support contacted Eureka Mums, and we were able to provide clothing bags for each of the eight children, toys, a cot, nappies, toiletries, a high chair, and pram. As mum did not have a car it was important that a pram was provided to get on and off the bus with ease.

Other services also assisted with furniture and beds for the family.

Thanks to your incredible donations, Eureka Mums could ensure that the children then had plenty of good quality clothing, and a large variety of toys, books and games. Thank you.

*Family violence is the largest cause of disadvantage for Eureka Mums at 1 in every 5 cases.
financial statements

Statement of Income and Expenditure

<table>
<thead>
<tr>
<th>Income</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising revenue</td>
<td>227,457</td>
<td>81,034</td>
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<tr>
<td>Donations</td>
<td>893,099</td>
<td>793,598</td>
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<tr>
<td>Grants received</td>
<td>431,004</td>
<td>123,406</td>
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<td>Other revenue</td>
<td>42,390</td>
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<tr>
<td>Interest</td>
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<tr>
<td>TOTAL INCOME</td>
<td>1,599,081</td>
<td>1,012,397</td>
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<table>
<thead>
<tr>
<th>Expenditure</th>
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<tbody>
<tr>
<td>Cost of goods purchased for clients</td>
<td>244,234</td>
<td>217,898</td>
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<tr>
<td>Spare parts, repair, packaging and freight</td>
<td>51,891</td>
<td>16,238</td>
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<tr>
<td>Fundraising costs</td>
<td>108,584</td>
<td>44,230</td>
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<tr>
<td>Office costs</td>
<td>194,899</td>
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<td>Employee expenses</td>
<td>709,318</td>
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<td>Training and education</td>
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<tr>
<td>Occupancy costs</td>
<td>170,648</td>
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<tr>
<td>Depreciation</td>
<td>6,381</td>
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<td>Repairs and minor capital</td>
<td>23,169</td>
<td>18,820</td>
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<td>TOTAL EXPENDITURE</td>
<td>1,517,118</td>
<td>947,322</td>
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<td>SURPLUS (DEFICIT) FOR YEAR</td>
<td>81,963</td>
<td>65,075</td>
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Mortgages and Securities

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

Date: 29/11/17

Jessica Macpherson
Secretary and CEO

An audit of the financial statements of the Association for the year ended 30 June, 2017 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
Statement of Assets and Liabilities

<table>
<thead>
<tr>
<th>Assets</th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>697,844</td>
<td>681,029</td>
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<tr>
<td>Trade and other receivables</td>
<td>32,417</td>
<td>18,404</td>
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<tr>
<td>Other current assets</td>
<td>31,771</td>
<td>41,788</td>
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<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td><strong>762,032</strong></td>
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<td>Non Current Assets</td>
<td>Non Current Assets</td>
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<td>Property, plant and equipment</td>
<td>18,291</td>
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<tr>
<td>Other non-current assets</td>
<td>38,024</td>
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<td><strong>TOTAL NON-CURRENT ASSETS</strong></td>
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<td><strong>44,920</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
<td><strong>818,347</strong></td>
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Liabilities

<table>
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<th>2016</th>
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<tbody>
<tr>
<td>Current Liabilities</td>
<td>Current Liabilities</td>
<td>Current Liabilities</td>
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<tr>
<td>Trade and other payables</td>
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<td>74,183</td>
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<td>Other liabilities</td>
<td>268,543</td>
<td>362,434</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
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<td><strong>436,617</strong></td>
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<td><strong>NET ASSETS</strong></td>
<td><strong>431,487</strong></td>
<td><strong>349,524</strong></td>
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Equity

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<td>Retained surplus</td>
<td>431,487</td>
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<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td><strong>431,487</strong></td>
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CASH FLOWS FROM OPERATING ACTIVITIES

| Operating grants, fundraising and donations received | 1,490,879 | 1,121,344 |
| Payments to suppliers and employees | -1,461,420 | -936,685 |
| Interest received | 5,131  | 5,065   |
| Interest paid | -  | -  |
| **NET CASH GENERATED FROM OPERATING ACTIVITIES** | **34,590** | **189,724** |

CASH FLOWS FROM INVESTING ACTIVITIES

| Purchase of property, plant and equipment | -17,775 | -5,266  |
| **NET CASH USED IN INVESTING ACTIVITIES** | **-17,775** | **-5,266** |

CASH FLOWS FROM FINANCING ACTIVITIES

| Receipt / (payments) from financing activities | - | - |
| Net cash used in financing activities | - | - |
| Net increase/(decrease) in cash held | 16,815  | 184,458 |
| Cash at beginning of financial year | 681,029 | 496,571 |
| Cash at end of financial year | 697,844 | 681,029 |
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.

**Physical address:**
5 Vale Street, St Kilda, VIC 3182

**Postal address:**
St Kilda Mums, PO Box 356, Balaclava, VIC 3183

www.stkildamums.org

mums@stkildamums.org

---

**Physical address:**
2/110 Balliang Street, South Geelong, VIC 3220

**Postal address:**
Geelong Mums, PO Box 8203, Newtown, VIC 3220

www.geelongmums.org

mums@geelongmums.org

---

**Physical address:**
15A Gray Street, Sebastopol, VIC 3350

**Postal address:**
Eureka Mums, PO Box 5535, Redan, VIC 3350

www.eurekamums.org

mums@eurekamums.org

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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.