



Geelong Mums



St Kilda Mums



Eureka Mums

St Kilda Mums, Geelong Mums & Eureka Mums

# **ORGANISATIONAL CASE FOR SUPPORT**

## **2019/20-2021/22**



# WHY WE EXIST



Geelong Mums



St Kilda Mums



Eureka Mums

At St Kilda Mums, Geelong Mums and Eureka Mums, we exist to make sure children and families experiencing hardship 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 support.

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 health

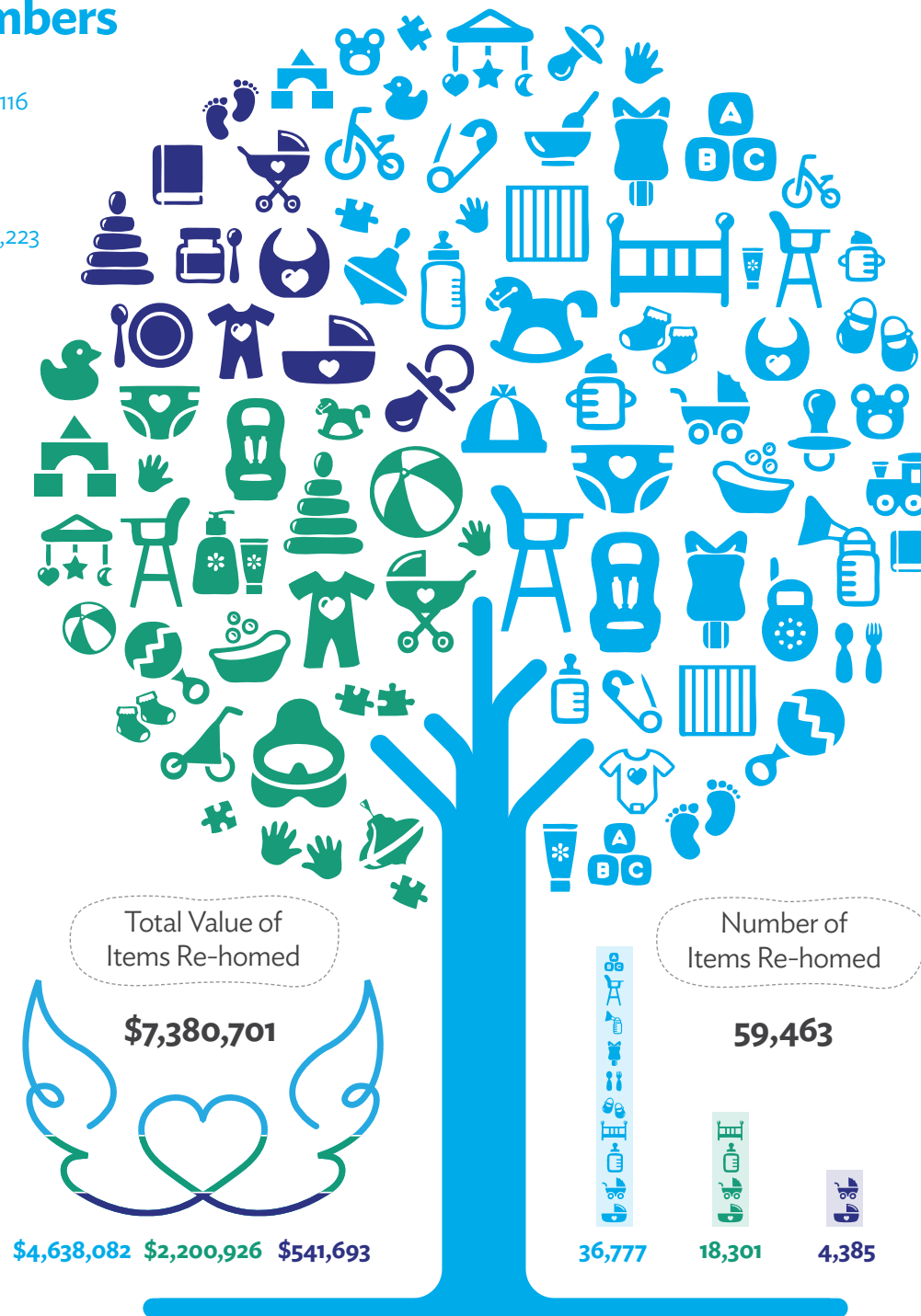
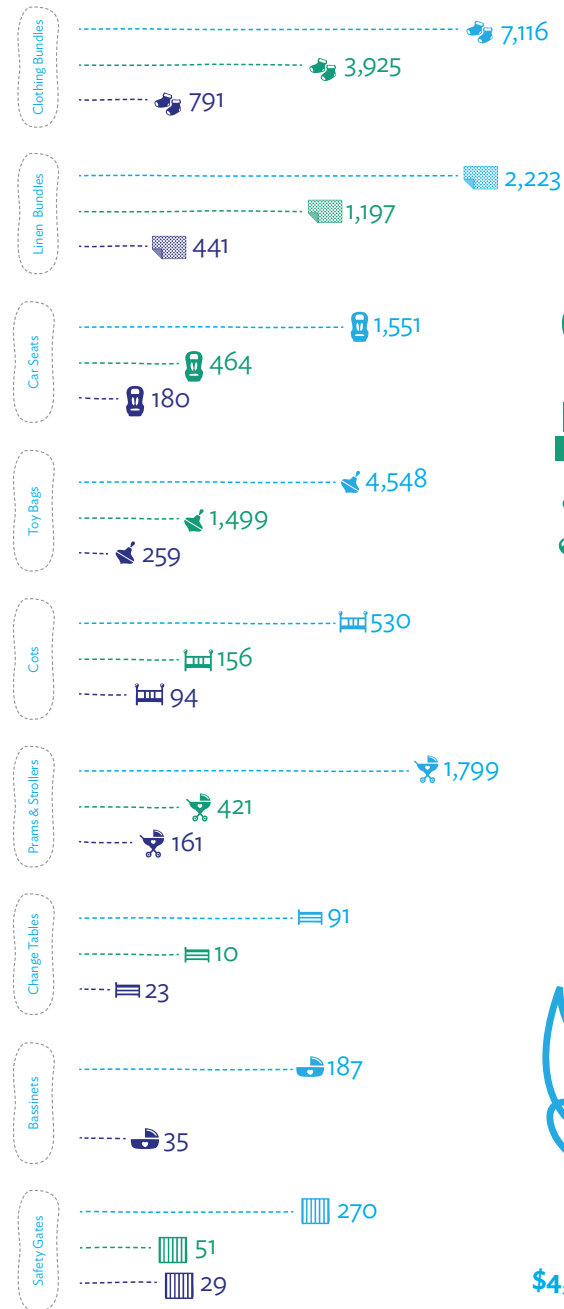
nurses, we are able to identify those who need extra support in the form of material aid, and we provide it to families when they need it most.

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.

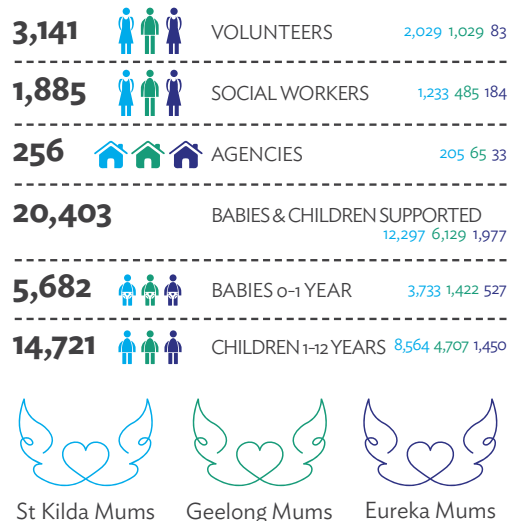
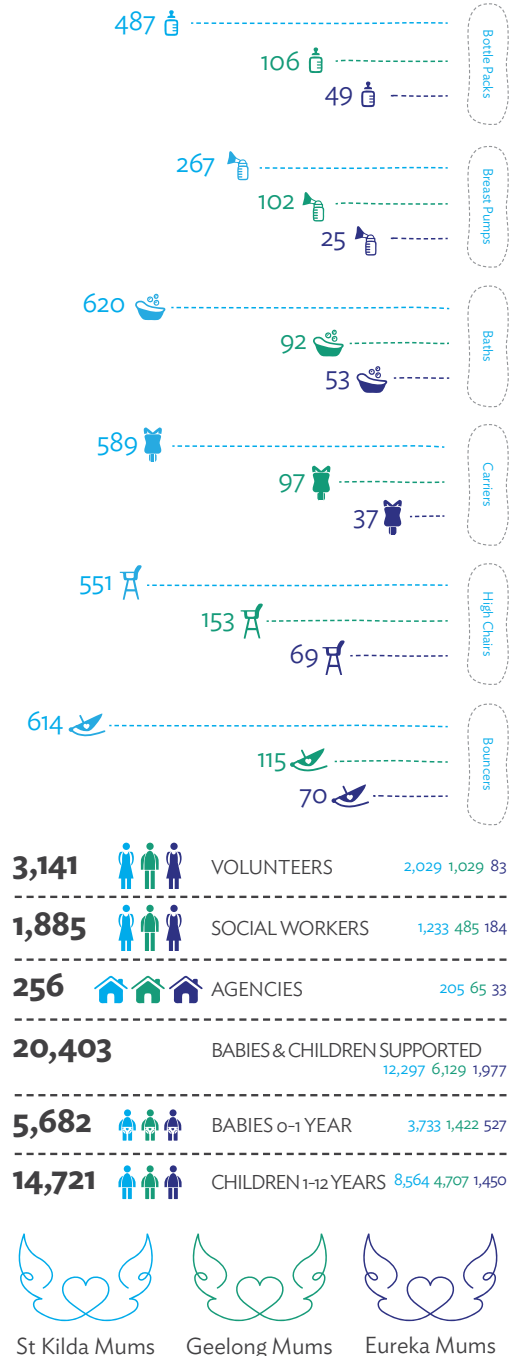
Donations from families, who no longer need their children's nursery equipment and clothing, are transformed by our incredible volunteers, enabling us to recycle and rehome quality nursery and children's items such as prams, cots, car seats, clothing, and all the essentials a family needs for their young children.

We are committed to making sure families who need support are treated with respect and dignity, no matter their circumstances.

# Our Impact, Our Numbers



## July 2018 - June 2019







# OUR LIFE CHANGING PROJECTS



Geelong Mums



St Kilda Mums



Eureka Mums

Our service changes lives.

In the 2019 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.

Our service currently reaches families in 74 of Victoria's 79 Local Government Areas.

Because we are powered by volunteers (with their work valued at \$3.8M in 2019), and 98% of the items we rehome are donated, we were able to provide our service for just \$126 per child in 2019.

**But it costs money, significant money, to provide our service.**

In this case for support, we will ask you to become a **Project Guardian**. With your financial support, we can:

- Pay for a roof over our heads. The support for every baby and child we help starts from one of our warehouses in Melbourne, Geelong and Ballarat.
- Cover the salaries of staff to manage and train our huge family of over 3,000 volunteers, respond to the requests of social workers and Maternal & Child Health Nurses, engage the community, and ensure that every item we give a baby or child is safe.

- Turn on the lights, switch on the washing machine, buy cleaning products and pay for recycling services.
- Pay for technology that allows us to quickly respond to orders, meticulously safety-check and track the items we give families, and provide live, meaningful reporting to the people who support us.
- Buy the equipment, packaging and spare parts we need to rehome donated material aid, and purchase the new nursery equipment we need to supplement stock when demand is overwhelming.

By supporting these costs, **you will help keep over 20,000 babies and children safe each year**, and ensure that vulnerable families receive the compassion and support they so desperately need and deserve.

**You will be changing lives.**

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# OUR LIFE CHANGING PROJECTS

In return, we promise to:

- **Collaborate, not duplicate.** We support almost 1,900 social workers and Maternal & Child Health Nurses across Victoria each year. We know they are best placed to assess a family's need and situation, and that our role is to provide equipment and clothing to meet the material needs of babies and children in the families they help.
- **Recycle, rehome and remove.** Babies and children grow quickly, and we can help prevent safe, quality nursery equipment and clothing from going to waste by accepting donations at one of our three branches, where they are safety-checked, cleaned and rehomed to families in need. 98% of the 59,463 items we rehomed in the 2019 financial year were donated.
- Conversely, we have strict criteria about what we cannot rehome. We reach a very vulnerable segment of the population, already at increased risk of serious, but preventable injury. We play a critical role in child safety. **What we don't rehome is just as important as what we do.**
- **Share.** We want every baby and child in Australia, and across the world, to have equal access to safe nursery equipment, comfortable clothing, books and toys Which is why we:

- Hold quarterly Every Baby Advisory Group meetings, comprised of representatives from our social service and operational teams, social workers, Maternal & Child Health Nurses, midwives, [Kidsafe](#), and safe sleep experts, to share knowledge and best practice in maternal and paediatric health and safety.
- Lead a collective of [14 sister organisations](#) across Australia, with further collaboration globally, to ensure we are always striving to give all babies and children an equally safe start.
- Have developed the [St Kilda Mums Baby Safe app](#) - available free in the Apple App Store - making information about nursery equipment safety and recalls readily available to families and health professionals.

Thank you for taking the time to consider becoming a **Project Guardian** and for sharing our vision to **waste less, share more and care for every baby and child.**







# THE SAFE SLEEP PROJECT

Every baby and child deserves a safe place to sleep, and **you** have the power to make this happen.

In the 2019 financial year we provided families in need with:

- 3,861 linen bundles
- 780 cots and mattresses
- 222 bassinets
- 144 porta cots
- 57 toddler beds

By becoming a **Safe Sleep Project Guardian**, you will help us give families the nursery equipment and linen they

need to safely put their infant to sleep every day and night.

Over the past three decades, major advances have been made into research surrounding the impact of safe sleep practices on infant injury and mortality.

We have lost count of the times we tragically receive orders for women sleeping on mattresses on the floor alongside their tiny babies and young children. Their children do not need to be at risk. **With your help, they can sleep safely.**

We follow the guidance of [Red Nose](#)

[Australia](#), who are Australia's leading authority on safe sleep and safe pregnancy, and bereavement support for families affected by the death of a child.

The following information is taken from the [Red Nose Australia website](#):

**The latest data available from the Australian Bureau of Statistics on births and Sudden Unexpected Death in Infancy (SUDI) is for 2017.**

- **There were 309,142 births in Australia in 2017.**

- **In 2017 there were 87 deaths (a rate of 0.3 deaths per 1,000 births) classified as SUDI, which includes sudden infant death syndrome (SIDS) and fatal sleeping accidents.**
- **From 1989 to 2017, the rate of SUDI deaths in Australia has decreased by 85%.**
- **An estimated 10,329 lives have been saved since risk reduction campaigns were introduced.**

## How a safe sleeping environment can help

The [Red Nose Australia website](#) explains clearly what a safe sleeping environment is:

**A safe sleeping environment means that all potential dangers have been removed and the baby is sleeping in a safe place. 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.**

**Safe cot** - should meet current Australian Standard AS2172:2003

**Safe mattress** - should be clean, firm, flat and the right size for the cot

**Safe bedding** - no soft surfaces or bulky bedding that increase the risk of sudden infant death

### The role of St Kilda Mums, Geelong Mums and Eureka Mums:

- We **safety check** all cots and mattresses donated to us, and purchased new when stocks run low. We ensure all cots meet current safety regulations and are not older than 10 years. We ensure they are provided with the correctly fitting and clean, firm mattress.
- We rehome porta cots only as a temporary sleeping solution and safety check them to the voluntary Australian Standard 2195:2009.

- We have a thorough safety check for bassinets and toddler beds based on ACCC and Red Nose Australia recommendations as there is no mandatory standard for these items.
- We ensure the **linen** provided in our linen bundles is safe, adheres to Red Nose Australia's guidelines and is given in plentiful supply including sheets, wraps, towels, sleeping bags, blankets, and mattress protectors to allow for washing and wear.
- We help **educate**. Every cot and bassinet we rehome includes Red Nose Australia's [Safe Sleeping brochure](#). We are sensitive to the individual needs of every family we help - whether that is providing a safe bassinet to a family in crisis accommodation until they are in a home large enough for a cot, or assisting an Enhanced Maternal & Child Health Nurse with a cot for a family whose cultural norm is to co-sleep.

## Will you help thousands of babies and children sleep safely?

Donations of cots, mattresses, bassinets, porta cots and linen go a long way to giving the gift of safe sleep. However, there is significant cost involved in delivering our **Safe Sleep Project**, which accounts for **25% of our operational effort and cost**, and we therefore seek the support of generous **Safe Sleep Guardians** to help fund the following costs until June 2022:

## Safe Sleep Project

		Occupancy expenses - rent and outgoings	Operational costs - equipment, transportation, IT and insurance	Salaries and on-costs	Purchase of packaging, safe sleep nursery equipment and linen when stocks run low	Total cost per year
<b>St Kilda Mums</b>	2019/20	\$59,422	\$51,256	\$358,306	\$34,600	\$503,584
	2020/21	\$65,364	\$56,382	\$394,136	\$38,060	\$553,942
	2021/22	\$71,900	\$62,020	\$433,550	\$41,866	\$609,336
<b>Geelong Mums</b>	2019/20	\$18,612	\$4,731	\$83,997	\$26,267	\$133,606
	2020/21	\$20,473	\$5,204	\$92,396	\$28,893	\$146,967
	2021/22	\$22,521	\$5,725	\$101,636	\$31,783	\$161,664
<b>Eureka Mums</b>	2019/20	\$3,742	\$1,378	\$30,359	\$9,400	\$44,878
	2020/21	\$4,116	\$1,516	\$33,394	\$10,340	\$49,366
	2021/22	\$4,528	\$1,667	\$36,734	\$11,374	\$54,303
<b>Three branch total</b>	2019/20	\$81,776	\$57,365	\$472,661	\$70,267	<b>\$682,068</b>
	2020/21	\$89,953	\$63,101	\$519,927	\$77,293	<b>\$750,275</b>
	2021/22	\$98,949	\$69,411	\$571,920	\$85,023	<b>\$825,303</b>

When you become a **Safe Sleep Project Guardian** you will help prevent sleep-related infant mortality and injury and provide families in need with a safe place for their child to **sleep, dream and play**.







# THE TRAVEL SAFE PROJECT

**The families we help live with significant barriers that cut them off from support and their community.**

They may be a mother with her children who have fled family violence and relocated to another town, leaving behind their friends and family.

They may be an asylum seeker, refugee or migrant family, trying to adjust to life in a new country with restricted access to welfare support.

Sadly, nearly all of the families we help share a common experience of trauma, a limited support network, and isolation from their community that makes every day challenging.

In addition, they may experience great anxiety about travel if they do not have a safe car seat or pram.

Information from the [Australian Institute of Health and Welfare](#) tells us that land transport accidents are the leading cause of death in children aged 1 to 14.

Child seats supplied on the Australian market have key safety features that reduce the associated risks of injury or death of a child while travelling in a motor vehicle.

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Six children were killed and 131 hospitalised with serious injury, as a result of accidents as road vehicle passengers, on Victorian roads in 2018 (TAC). We have an important role to play in bringing that number to zero.

**With your help, we can keep vulnerable families mobile and connected to support services and their community, and ensure babies and children travel safely.**

We can do this by providing families with car seats, prams and baby carriers.

In the 2019 financial year we provided families in need with:

- 2,381 prams
- 2,195 car seats
- 723 baby carriers

We rehome capsules, reversibles, toddler seats and booster seats. They must have the red sticker for the standard AS/NZS1754, not have been involved in an accident and have a manufacture date of no more than eight years prior to allow a period of safe use to the family who will receive them.

We can rehome a pram or stroller with a 5-point harness, faultless brakes, a fully reclining back to accommodate a newborn, a carry basket and a sunhood. Prams should meet AS/NZS2088.

We rehome baby carriers worn on the front of the body in an upright position.

We put great care into ensuring we provide the right ‘**Freedom Machine**’ to meet a family’s needs - whether that be a triple pram for triplets, a stacker pram that will fit on a bus, a newborn car seat that means a baby travels safely on their very first journey home from hospital, or a baby carrier that helps for that quick trip around the supermarket.

## Please help us keep families mobile

The **Travel Safe Project** accounts for **25% of our operational effort and cost.**

The community generously donate their baby carriers, prams and car seats to us - sometimes we’re even lucky enough to find a top quality double Mountain Buggy in hard rubbish!

For every one of those donated items we must turn on the tap or washing machine to make sure they are squeaky clean. We must pay for space for our volunteers to strip down each item and check every strap, buckle and brake.

Sometimes, when we don’t have enough donated items to meet demand, we must purchase new car seats and prams, at cost price.

We therefore seek the support of generous **Travel Safe Project Guardians** to help fund the following costs until June 2022:

## Travel Safe Project

		Occupancy expenses - rent and outgoings	Operational costs - equipment, transportation, IT and insurance	Salaries and on-costs	Purchase of car seats, prams and strollers when stocks run low	Total cost per year
<b>St Kilda Mums</b>	2019/20	\$59,422	\$51,256	\$358,306	\$51,600	\$520,584
	2020/21	\$65,364	\$56,382	\$394,136	\$56,760	\$572,642
	2021/22	\$71,900	\$62,020	\$433,550	\$62,436	\$629,906
<b>Geelong Mums</b>	2019/20	\$23,265	\$5,914	\$104,996	\$55,450	\$189,625
	2020/21	\$25,592	\$6,505	\$115,495	\$60,995	\$208,587
	2021/22	\$28,151	\$7,156	\$127,045	\$67,095	\$229,446
<b>Eureka Mums</b>	2019/20	\$3,742	\$1,378	\$30,359	\$10,620	\$46,098
	2020/21	\$4,116	\$1,516	\$33,394	\$11,682	\$50,708
	2021/22	\$4,528	\$1,667	\$36,734	\$12,850	\$55,779
<b>Three branch total</b>	2019/20	\$86,429	\$58,548	\$493,660	\$117,670	<b>\$756,306</b>
	2020/21	\$95,072	\$64,402	\$543,026	\$129,437	<b>\$831,937</b>
	2021/22	\$104,579	\$70,842	\$597,329	\$142,381	<b>\$915,131</b>

When you become a **Travel Safe Project Guardian** you will keep families connected, and children safe while they travel.





# THE CLOTHED IN LOVE PROJECT

**This year we received an order for a mother and two children who had fled domestic violence. Her children were wearing their school uniform seven days a week because it was the best clothing they had.**

It's hard to believe that babies and children can go without something as basic as warm and comfortable clothing, but for the majority of families we help, clothes are one of many items on a long list of essentials they struggle to afford.

Not only can we take away the cost of clothing for families in need, but we can also help children feel accepted. We can provide a beautiful bundle of clothing, to see a child through all seasons, that makes them feel included and accepted amongst their peers.

Many of us remember the excitement of folding and putting away tiny onesies and socks in anticipation of our new baby. We can share this joy by providing a newborn clothing pack to a mum who lacks the support network for quality hand-me-downs.

In the 2019 financial year we provided babies and children with:

- 11,832 clothing bundles
- 1,543 coats
- 1,526 shoe bags
- 156 back-to-school backpacks
- 78 swimming bags

## Please clothe a baby or child in love

The **Clothed in Love Project** accounts for **20% of our operational effort and cost.**

We therefore seek the support of generous **Clothed in Love Project Guardians** to help us fund the cost of volunteer training and supervision, packaging and managing orders, until June 2022:

## Clothed in Love Project

		Occupancy expenses - rent and outgoings	Operational costs - equipment, transportation, IT and insurance	Salaries and on-costs	Purchase of packaging for clothing bundles	Total cost per year
<b>St Kilda Mums</b>	2019/20	\$47,537	\$41,005	\$286,645	\$13,000	\$388,187
	2020/21	\$52,291	\$45,105	\$315,309	\$14,300	\$427,006
	2021/22	\$57,520	\$49,616	\$346,840	\$15,730	\$469,706
<b>Geelong Mums</b>	2019/20	\$23,265	\$5,914	\$104,996	\$2,667	\$136,841
	2020/21	\$25,592	\$6,505	\$115,495	\$2,933	\$150,525
	2021/22	\$28,151	\$7,156	\$127,045	\$3,227	\$165,578
<b>Eureka Mums</b>	2019/20	\$5,613	\$2,067	\$45,538	\$1,000	\$54,218
	2020/21	\$6,174	\$2,273	\$50,092	\$1,100	\$59,639
	2021/22	\$6,792	\$2,501	\$55,101	\$1,210	\$65,603
<b>Three branch total</b>	2019/20	\$76,415	\$48,985	\$437,178	\$16,667	<b>\$579,246</b>
	2020/21	\$84,057	\$53,884	\$480,896	\$18,333	<b>\$637,170</b>
	2021/22	\$92,463	\$59,272	\$528,986	\$20,167	<b>\$700,887</b>

When you become a **Clothed in Love Project Guardian** you will keep children comfortable in clothes for all seasons, help them feel socially accepted, and save quality clothing from landfill.



# THE SQUEAKY CLEAN PROJECT

**Nappies and toiletries on their own are relatively inexpensive, but the need to purchase these items is constant for a family with young children and the cost adds up for those struggling with low income or unemployment.**

On one occasion we helped a mum agonising over the decision to buy nappies or pay for the renewal of her nursing licence. Giving small, but critical items, like nappies, to families really can help them focus on other important areas of their lives.

The **Squeaky Clean Project** accounts for **10% of our operational effort and cost**. In the 2019 financial year we provided families with:

- 6,713 packs of nappies
- 3,033 packs of toiletries for babies and children
- 4,026 packs of wet wipes
- 2,061 adult toiletry packs - mostly for mums in hospital with their new baby
- 1,671 'One Mother to Another' packs filled with goodies for mums on Mother's Day
- 1,190 nappy bags

- 765 baby baths
- 448 change mats
- 124 change tables

By becoming a **Squeaky Clean Project Guardian** you will help families keep their babies in nappies, their children happy at bathtime and you'll be helping mum and dad too.

The work behind the scenes to send out beautiful 'One Mother to Another' packs for Mother's Day, filled with all of the toiletries a mum could need, along with a loving note from a donor, is the perfect example of a community showing a vulnerable family they care.

Please help us cover the cost of collecting, safety-checking and packaging baby baths, nappies, wipes and toiletries until June 2022:

## Squeaky Clean Project

		Occupancy expenses - rent and outgoings	Operational costs - equipment, transportation, IT and insurance	Salaries and on-costs	Total cost per year
<b>St Kilda Mums</b>	2019/20	\$23,769	\$20,502	\$143,322	\$187,593
	2020/21	\$26,146	\$22,553	\$157,655	\$206,353
	2021/22	\$28,760	\$24,808	\$173,420	\$226,988
<b>Geelong Mums</b>	2019/20	\$9,306	\$2,366	\$41,998	\$53,670
	2020/21	\$10,237	\$2,602	\$46,198	\$59,037
	2021/22	\$11,260	\$2,862	\$50,818	\$64,940
<b>Eureka Mums</b>	2019/20	\$1,871	\$689	\$15,179	\$17,739
	2020/21	\$2,058	\$758	\$16,697	\$19,513
	2021/22	\$2,264	\$834	\$18,367	\$21,464
<b>Three branch total</b>	2019/20	\$34,946	\$23,557	\$200,500	<b>\$259,002</b>
	2020/21	\$38,440	\$25,912	\$220,550	<b>\$284,903</b>
	2021/22	\$42,284	\$28,504	\$242,605	<b>\$313,393</b>

When you become a **Squeaky Clean Project Guardian** you will provide the dignity of nappies and toiletries for families in desperate need.



# THE NOURISHED WITH LOVE PROJECT

With your support, we can help families feed their children.

We are deeply saddened by stories of mums struggling with breastfeeding because they don't have a breast pump, or families unable to safely sterilise bottles.

The ability to nourish children with milk and food that keeps them happy and healthy is a fundamental human right.

In the 2019 financial year we provided families in need with:

- 979 cans of formula milk
- 840 packs of breast and maternity pads
- 773 high chairs
- 712 first food kits - plates, bowls, cutlery and cups
- 642 bottle packs
- 534 sterilisers

- 394 breast pump kits
- 362 breastfeeding pillows
- 107 jars of baby food

The **Nourished with Love Project** accounts for **10% of our operational effort and cost.**

By becoming a **Nourished with Love Project Guardian** you can help us continue providing this critical service so that families in need are equipped to feed their children.

Please help us cover the costs of this project until June 2022:

## Nourished with Love Project

		Occupancy expenses - rent and outgoings	Operational costs - equipment, transportation, IT and insurance	Salaries and on-costs	Purchase of feeding items when stocks run low	Total cost per year
<b>St Kilda Mums</b>	2019/20	\$23,769	\$20,502	\$143,322	\$9,000	\$196,593
	2020/21	\$26,146	\$22,553	\$157,655	\$9,900	\$216,253
	2021/22	\$28,760	\$24,808	\$173,420	\$10,890	\$237,878
<b>Geelong Mums</b>	2019/20	\$9,306	\$2,366	\$41,998	\$1,000	\$54,670
	2020/21	\$10,237	\$2,602	\$46,198	\$1,100	\$60,137
	2021/22	\$11,260	\$2,862	\$50,818	\$1,210	\$66,150
<b>Eureka Mums</b>	2019/20	\$1,871	\$689	\$15,179	\$500	\$18,239
	2020/21	\$2,058	\$758	\$16,697	\$550	\$20,063
	2021/22	\$2,264	\$834	\$18,367	\$605	\$22,069
<b>Three branch total</b>	2019/20	\$34,946	\$23,557	\$200,500	\$10,500	<b>\$269,502</b>
	2020/21	\$38,440	\$25,912	\$220,550	\$11,550	<b>\$296,453</b>
	2021/22	\$42,284	\$28,504	\$242,605	\$12,705	<b>\$326,098</b>

When you become a **Nourished With Love Project Guardian** you will meet one of the most essential and critical needs of young children.





# THE PLAY AND LEARN PROJECT



Every baby and child should enjoy the experience of childhood.

The families we help face tremendous adversity. Every situation brings its own unique challenges and trauma, but what every family shares is the wish for their children to be happy.

Families experiencing hardship are often in transitional housing, or live in accommodation with limited space. We work hard to provide books, toys and play equipment that is space and age appropriate, and safe.

We also provide toys and books to local councils and assisted playgroups that support families experiencing disadvantage.

In the 2019 financial year we provided families in need with:

- 6,306 toy bags, activity mats, craft, stationery and books packs
- 799 bouncers
- 370 safety kits to stop inquisitive explorers getting stuck where they shouldn't!
- 350 safety gates
- 115 play pens

The **Play and Learn Project** accounts for **10% of our operational effort and cost.**

Please help us cover the costs of this project until June 2022:

## Play and Learn Project

		Occupancy expenses - rent and outgoings	Operational costs - equipment, transportation, IT and insurance	Salaries and on-costs	Purchase of packaging for toy and book bundles	Total cost per year
<b>St Kilda Mums</b>	2019/20	\$23,769	\$20,502	\$143,322	\$13,000	\$200,593
	2020/21	\$26,146	\$22,553	\$157,655	\$14,300	\$220,653
	2021/22	\$28,760	\$24,808	\$173,420	\$15,730	\$242,718
<b>Geelong Mums</b>	2019/20	\$9,306	\$2,366	\$41,998	\$2,667	\$56,336
	2020/21	\$10,237	\$2,602	\$46,198	\$2,933	\$61,970
	2021/22	\$11,260	\$2,862	\$50,818	\$3,227	\$68,167
<b>Eureka Mums</b>	2019/20	\$1,871	\$689	\$15,179	\$1,000	\$18,739
	2020/21	\$2,058	\$758	\$16,697	\$1,100	\$20,613
	2021/22	\$2,264	\$834	\$18,367	\$1,210	\$22,674
<b>Three branch total</b>	2019/20	\$34,946	\$23,557	\$200,500	\$16,667	<b>\$275,669</b>
	2020/21	\$38,440	\$25,912	\$220,550	\$18,333	<b>\$303,236</b>
	2021/22	\$42,284	\$28,504	\$242,605	\$20,167	<b>\$333,560</b>

By becoming a **Play and Learn Project Guardian** you can help us provide our critical service so that babies can safely explore, play and learn.





There are many ways your business can support the vital work we do, giving your team the opportunity to feel connected to a local community organisation and showing your clients and followers your commitment to giving back.

### Workplace Volunteering

Spend the day with your team volunteering at our Clayton HQ. Our structured program means you will be busy doing meaningful tasks with supervision by trained staff. During your day you will hear stories about how life-changing it can be for a struggling family to receive a pram or a bag of lovingly packed clothing, and understand the level of need in the community.

### Workplace Giving

List St Kilda Mums as a Workplace Giving partner for your organisation and encourage your staff to make regular financial contributions that are matched by your company.

### Workplace Fundraising

Encourage your team to learn more about St Kilda Mums while raising much-needed funds for our programs. Host a morning tea or a trivia night, enter a fun run with your colleagues or think big and consider naming St Kilda Mums as the charity partner for your major event!

### Mother's Day Lunch Sponsorship

Join us as a partner for our marquee fundraising event in May each year. Sponsorship details are available upon request.

For all business partnership opportunities, please contact our Partnerships Manager, Gill Whelan at [gill@stkildamums.org](mailto:gill@stkildamums.org)







# DREAM HOME SPONSORSHIP

## Dream Home Sponsorship

Our move to 14 Winterton Road, Clayton has ensured we can accept more donations, welcome more volunteers, and **reach more babies and children**.

Sponsorship of zoned areas in our 'HQ' is available to businesses who feel passionate about supporting our service and the families we help. It offers an excellent avenue to connect your staff and clients to a key space in our HQ.

**These areas are ready and waiting to proudly display your business name and support:**

### The Runway

The busiest area of our HQ where donations are dropped off and orders are collected by social service agencies. This is a high traffic, high profile zone! The sponsor will have the opportunity to be included in a mural planned for the large entry wall.

**\$27,500 per year.**

### The Community Hub

The kitchen / dining area where our dedicated volunteers and corporate teams have a comfortable space to prepare a cuppa, sit, eat and chat. The newly renovated hub (completion late 2019) fosters a sense of community for our incredible volunteer family and provides a central spot for gatherings and celebrations.

**\$22,000 per year.**

### The Workshop

Skilled volunteers and corporate teams tinker with prams and prepare cots in the workshop to save them from landfill and ensure they have a second lease of life with a new family.

**\$22,000 per year.**

### The Showroom

All donated items that have been transformed, packed and prepared by volunteers await pick up by social workers and Maternal & Child Health Nurses in the Showroom. It's a busy space that is constantly restocked, and a wonderful showcase of the community's hard work and goodwill.

**\$16,500 per year.**

### Car Seat Clean Up

This is the area where car seats are stripped down, thoroughly cleaned, reassembled and safety-checked to ensure babies and children are safe on our roads.

**\$11,000 per year.**

### The Transformation Station

The laundry and cleaning zone where we transform items like dirty car seats and prams into beautiful gifts for families!

**\$6,600 per year.**

### Toy Town

Toys are cleaned, safety-checked and packed into age appropriate bundles in this area which is always a favourite with volunteers!

**\$6,600 per year.**

### The Book Nook

Books and craft items are sorted and packed in this area, led by a team of dedicated retired teachers.

**\$5,500 per year.**

**For a tour of our Clayton HQ and to find out more about Dream Home sponsorship, please contact our Partnerships Manager, Gill Whelan at [gill@stkildamums.org](mailto:gill@stkildamums.org)**





# PLEASE SUPPORT US

Supporting St Kilda Mums, Geelong Mums and Eureka Mums by becoming a **Project Guardian** will allow 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 **Project Guardian** gift as a **matching gift** in our **Annual Giving Day** in June. This is the best way to support the project of your choice and, at the same time, 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!

Our CEO, Jessica Macpherson, welcomes the opportunity to meet with you to talk about our work and share our exciting plans for the future.

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