St Kilda Mums flooded with orders as families feel crisis pain
St Kilda Mums has been flooded with 200 new orders from social workers in the past five days, as families struggle to provide for their babies and children.

Families on low incomes are under huge stress, with many not even able to find nappies or baby wipes in supermarkets. These families, many facing financial hardship, do not have the money to order these goods in bulk, even if they were available.

St Kilda Mums is staying open to help the people who need it most, with so many families affected by the economic and health crises in Australia.

The organisation continues to provide emergency material aid to families in need via social workers and maternal and child health nurses across Victoria during the current COVID-19 crisis.

St Kilda Mums, which also operates in Geelong and Ballarat, where they are known as Geelong Mums and Eureka Mums, has supported 519 babies and children throughout Victoria in the last week. Of those, 152 are babies already born or due soon.

In addition, struggling families have been cut off from any kind of network who could pass on second-hand nursery equipment or children’s clothing.

St Kilda Mums CEO and founder, Jessica Macpherson OAM said the coronavirus pandemic would be a particularly challenging time for families expecting a baby.

“We know that in times of crisis, vulnerable families are most in need. Many expectant families have lost their jobs, and have little in the way of savings to pay for expensive items like a cot or a car seat, let alone all the little things a baby needs.”

The organisation is being careful to follow the government’s restrictions by vastly scaling back the number of people involved in its operations, but, at the same time, continuing to help families.

Ms Macpherson said the warehouse is now closed to volunteers and people making donations of goods, to reduce the risk of spreading coronavirus.
A small team of essential workers at St Kilda Mums are continuing to work to provide essential baby and children’s items to families during the coronavirus outbreak.

St Kilda Mums is asking for donations of money to help keep up with demand for car seats, cots and prams. They can purchase these items at cost from Melbourne based suppliers. A car seat costs $115, a cot and mattress $187 and a double pram $199. At a time when they cannot accept donations from the community, it is crucial they have the funds they need to purchase these items.

Ms Macpherson said “It’s critical that we keep delivering our service to families in need. Because if we don’t, who will?”

Visit stkildamums.org to donate.

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