St Kilda Mums, Geelong Mums and Eureka Mums Strategic Plan 2018 – 2020

**OUR VISION** A future where we **Waste less, Share more** and **Care for every child**

**OUR VALUES** **Respect** For each other. For the earth. For ourselves. **Community** We live and thrive in community that shares and supports each other. **Integrity** We are transparent in our work and strive for excellence in everything we do.

**OUR MISSION** We re-home pre-loved nursery goods to support Victorian families in need while saving the earth’s precious resources.

This strategic plan is made up of 5 Strategic Goals

1. **Build on a solid foundation**
   - 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**
   - 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**
   - Objective 3.1 Be an employer of choice for staff and volunteers
   - Objective 3.2 Be a charity of choice by 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 preloved nursery equipment
   - Objective 3.5 Be a leader in how we measure and report social impact

4. **Be true to our environmental objectives**
   - 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**
   - Objective 5.1 Increase turnover of stock
   - Objective 5.2 Find a new home

*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 them
• We will ensure that the criteria for recipient eligibility is determined by social service agencies and not by St Kilda Mums, Geelong Mums or Eureka Mums • We will ensure that all goods are of a good quality, in working condition, and adhere to the appropriate Australian safety standards (ie. we would use the goods ourselves)
• We will work with partners and supporters who share our values and goals • We will do everything in our power to reuse, recycle, repurpose and rehome.*