



Geelong Mums

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# **CASE FOR SUPPORT**

## **2018-2021**





# WHY WE EXIST



Geelong Mums

## At Geelong Mums we 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 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 in Geelong and the G21 region. Through Geelong Mums' relationships with social workers and Maternal & 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.

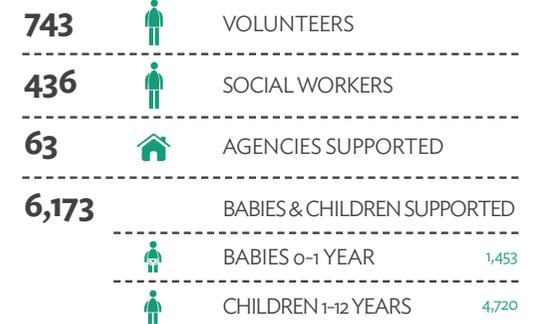
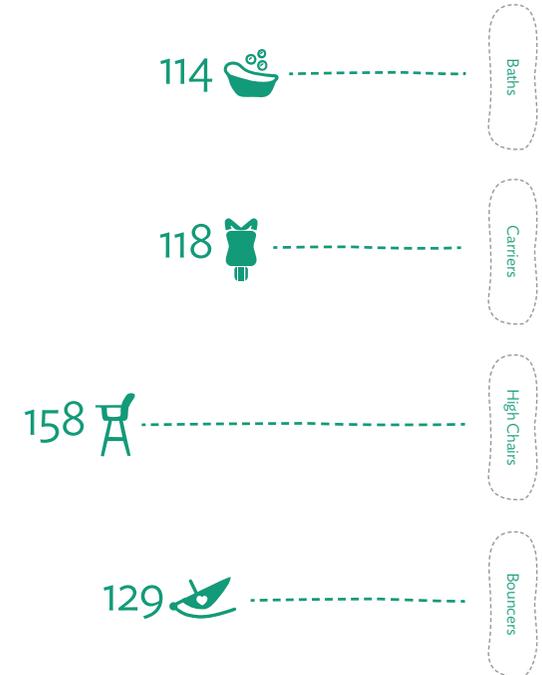
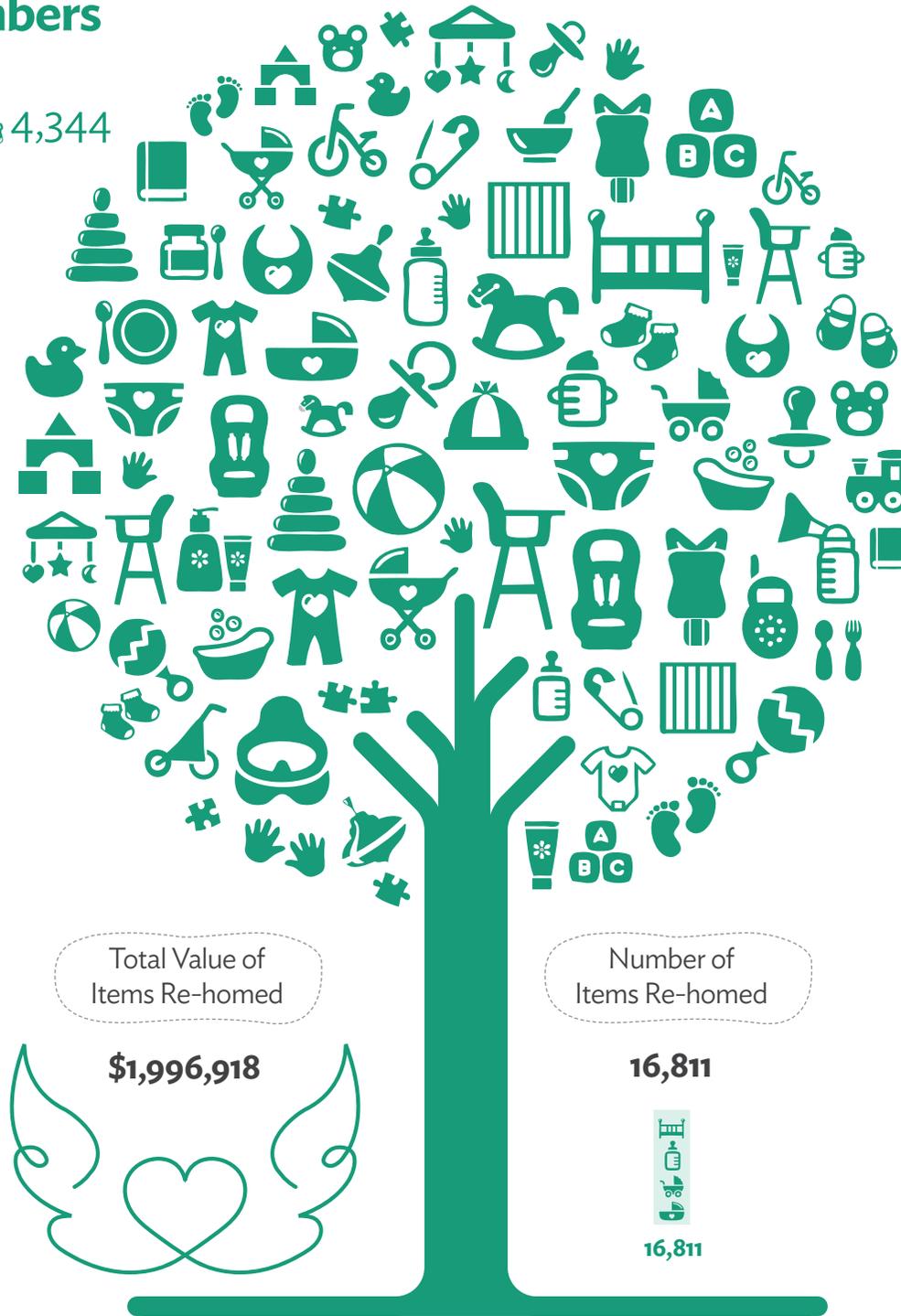
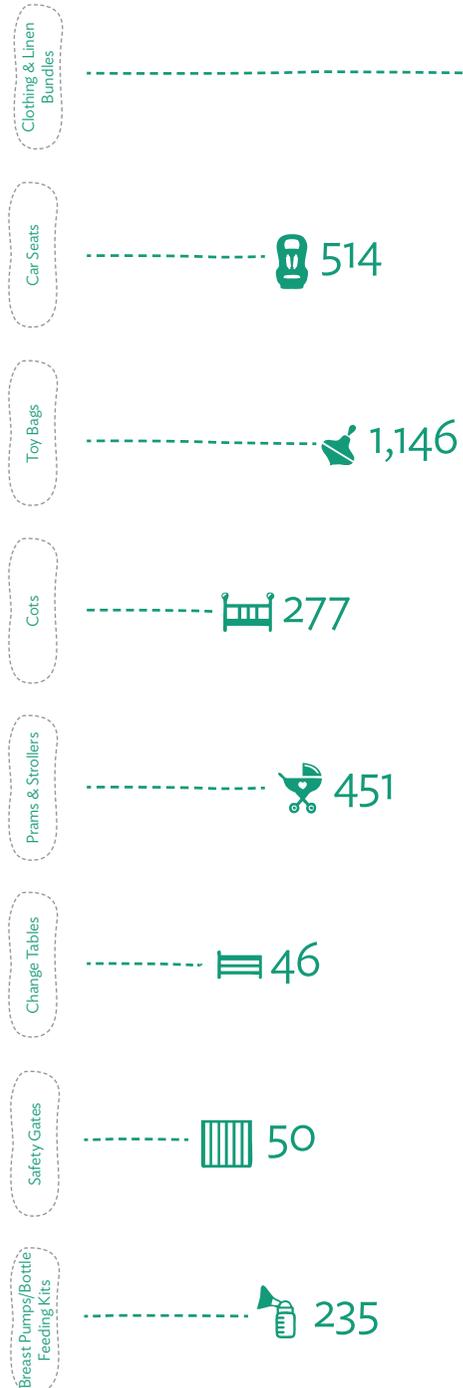
This also has the benefit of building better relationships between support workers and the families they help, enabling their assistance and care to have a deeper impact.

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 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 2017 - June 2018





# THE FIRST 1000 DAYS PROJECT

Faced with significant disadvantage, many mothers and families struggle to meet their children's ongoing needs. Of an estimated 647,000 families with children in Victoria, an estimated 130,000 are experiencing significant stresses at any one time\*. In Victoria, more than 1 in 6 families with young children are experiencing poverty, with the greater Geelong area experiencing an even greater level of poverty than Melbourne.\*\*

We know that providing children with the best possible foundation in their early years has a lasting impact into their adult lives. Research shows that **the first 1,000 days in a child's life play a significant role in their ongoing**

**health and wellbeing\*\*\*.** The service we provide helps ensure all babies and children are given the equality of a safe start, regardless of their family situation.

Our vision is to **waste less, share more and care for every baby and child.** Since our foundation in 2013, we have been delivering on this vision by recycling pre-loved nursery equipment and children's clothing to families in need via a wide network of social workers and Maternal & Child Health Nurses.

These gifts to families are more than just material aid, they enable social workers to begin their engagement with a family on a positive note, helping to build trust and celebrate the joy of every child.

Some of the items we provide include cots, prams, car seats and clothing. Not only do these essential items keep children safe, but they provide families with **legitimate choice.** By removing the pressure of costly nursery equipment, we enable parents or carers to use their limited funds to pay the rent or buy food. With **choice** comes **dignity.**

Our equipment also gives families **freedom and mobility, and reduces social isolation.** A pram or car seat means a family can access support services, attend medical appointments and make important social connections such as joining a mother's group.

By supporting families in the early years of childhood, we are ensuring children

in the Geelong region have access to the basic necessities needed to build a strong foundation in their first 1,000 days and flourish later in life.

We are also **helping the wider community experience empathy and compassion for people experiencing hardship.** Volunteering, donating nursery equipment and children's clothing, and making financial gifts are all ways the community demonstrates a shared belief that every child deserves a safe start.

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# THE FIRST 1000 DAYS PROJECT

Our service also plays an important role in protecting the environment. **96% of the items we rehomed in the 2017/18 financial year were pre-loved.** We are helping families who have items they no longer need give them to families in desperate need of help.

In the 2017/2018 financial year, it cost us just \$118 per child to help the 6,173 babies and children we supported. That includes our rent, bills, salaries and purchase of stock. A newborn car seat, if bought at the shops, can be \$300 alone; out of reach for many of the families we help. We are able to be so cost-efficient because of the donations of pre-loved

equipment and clothing we receive from the community, and because we are powered by an amazing 743 volunteers, both individuals and workplace teams.

The number of families we help grows rapidly every year as the rate of family violence, the housing crisis and the threat of homelessness impacts thousands of families across the Geelong region.

**With extra support we can continue to deliver our current services and build our capacity so we can grow and reach every family who needs us.**

## Program Budget

Item	Cost 18/19	Cost 19/20	Cost 20/21
Rent and outgoings	\$94,524	\$98,305	\$102,237
Salaries and on-costs	\$343,312	\$463,471	\$625,686
Other running costs (equipment, training, IT, fundraising etc.)	\$203,762	\$211,912	\$220,389
Purchase of nursery equipment (when donations are not enough to fulfil orders)	\$94,400	\$127,440	\$172,044
<b>Total cash budget</b>	<b>\$735,998</b>	<b>\$901,129</b>	<b>\$1,120,356</b>

## In-kind budget

Item	Value 18/19	Value 19/20	Value 20/21
Material aid (donated by the community)	\$2,695,839	\$3,639,383	\$4,913,167
Volunteer hours	\$907,200	\$1,224,720	\$1,653,372
<b>Total in-kind contribution</b>	<b>\$3,603,039</b>	<b>\$4,864,103</b>	<b>\$6,566,539</b>

\* State Government Victoria - 'Victoria's Vulnerable Children strategy 2013 - 2022'

\*\* Robert Tanton, Dominic Peel and Yogi Vidyattama - 'Every Suburb Every Town Poverty in Victoria' November 2018

\*\*\* Moore, T.G., Arefadib, N., Deery, A., & West, S. (2017). The First Thousand Days: An Evidence Paper. Parkville, Victoria; Centre for Community Child Health, Murdoch Children's Research Institute





# SUPPORT US

Supporting Geelong Mums will allow us to continue to grow our service, ensuring that we can **waste less, share more and care for every baby and child** in the Geelong region.

**Please support us** to invest in our people and premises, technology and training, to streamline our services and be more efficient, enabling us to reach more babies and children.

**Please support us** so we can purchase nursery equipment and spare parts for pre-loved equipment, so we always have enough material aid to meet the needs of families in crisis.

**Please support us** so we can reach every child who needs our help in the Geelong region.

**Please support us** so that your gift can inspire further giving! Let us show you how your gift can motivate others to donate to our Annual Giving Day in June through **matched giving**.

No matter how you choose to support us, your assistance will be greatly appreciated and will directly benefit vulnerable children and families in the Geelong region. With you, we can help children and families to be **happy, healthy and safe**.

## Let's get to work!

Our General Manager, Julia Roache, welcomes the opportunity to meet with you to talk about our work and share our exciting plans for the future.

Email: [julia@geelongmums.org](mailto:julia@geelongmums.org)

Ph: 0417 032 825

[geelongmums.org](http://geelongmums.org)



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