

Geelong Mums general manager Julia Roache and daughter Annie, 8, with some of the items in the organisation's donation drive box.

Picture: GLENN FERGUSON

NATALEE KERR

A GEELONG not-for-profit organisation has taken a new approach to encourage the community to assist with donations for vulnerable local families.

Geelong Mums' "Shop and Drop" donation drive box, in partnership with Waurn Ponds Shopping Centre, encourages residents to donate newly purchased items as they shop.

Unable to accept secondhand goods due to COVID-19 restrictions, Geelong Mums general manager Julia Roache said the group came up with the new method to make the act of donating accessible.

"It's an easy and simple way for the wider community to support others during these difficult times," she said.

"As you're doing your own shopping, you can grab one extra thing and pop it straight in the box.

"Even the smallest bit can help so much."

Ms Roache said shoppers had donated a wealth of essential items since the drive launched this month, already filling the box once.

Geelong Mums recorded its busiest month in seven years at the height of the pandemic in March.

Ms Roache expects the demand to continue during the second wave of COVID-19.

"Everyone is wondering what's going to happen, are we going to go into a second lockdown?" she said.

"We want to have as much stock as we can in case we head down that road again."

The box is accepting donations of new items including nappies, toiletries, kids' clothes and shoes. To donate to the drive, visit the collection box outside Target at Waurn Ponds Shopping Centre.