Local charity Geelong Mums has pledged to quadruple every donation made next Wednesday (June 17) for its annual ‘giving day’.

Geelong mums’ partner organisations and anonymous supporters will add $3 to every $1 donated, general manager and co-founder Julia Roache explained.

“There has been an increase [amid COVID-19] in the number of babies and children needing help,” the Highton mother-of-three said.

“Geelong Mums has continued to provide essential nursery equipment to families in crisis.”

Ms Roache was one of five local mums, led by Kate Betts, who established Geelong Mums in April 2013, following in the footsteps of a similar group in St Kilda.

The charity helped more than 300 families in its first 12 months as small group of mums volunteering from a small shed and their own homes.

In 2014 Geelong Mums moved to a South Geelong warehouse and the charity has since grown to more than 600 volunteers.

“Supporting vulnerable families extends far beyond the walls of our Balliang Street warehouse,” Ms Roache said.

“It's the result of many people giving, sharing and caring for Geelong Mums from every corner of our community.”
The giving day fundraiser would go towards various items to keep “babies safe and happy”, Ms Roache said.

“Some of the most vulnerable families in Geelong are depending on us right now.

“Your generosity will ensure that we can provide safe cots, prams, car seats and children's clothing to families living in the most desperate of situations.

“[This year] has been challenging so far. It's fair to say that the impact of COVID-19 has been felt by every person in Australia.”