



St Kilda Mums



Geelong Mums



Eureka Mums



Annual Report

2019/20



**It takes a village to raise a child.
Our village helped 20,004 children
in an incredibly challenging year.
Saying thank you will never feel
like enough.**

Jessica Macpherson OAM
Founder and CEO

Annual Report Production Team

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We acknowledge the traditional owners of the lands we work on across Victoria and pay our respects to their Elders past and present, and to their children and young people who are our future Elders and caretakers of this great land.

Our Mission

We exist to provide safety, opportunity and dignity for children and families in Victoria.

Our Vision

Share more • Waste less • Care for every child

Our Values

Respect

For each other. For the earth. For ourselves.

Inclusivity

We thrive when we share and support each other.

Integrity

We are transparent in our work.

Innovation

We strive for excellence to maximise impact.

Our Goal

To ensure children and families are happy, healthy and safe. This is possible when families can provide their children with the best possible foundation in life.

Our Theory of Change

Happy, healthy and safe children and families

Our Guiding Principles

- 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 these services
- We will ensure that the criteria for recipient eligibility is determined by social service agencies and not by us
- We will ensure that all goods donated are of a good quality, in working condition, and adhere to the appropriate Australian safety standards
- We give everything as a gift with no expectation of return
- We seek to save the earth's precious resources by rehoming, recycling, reusing and repurposing as much as possible
- We will work with partners and supporters who share our values and goals

Our History



In 2009, a group of five mums were attending the St Kilda Maternal and Child Health Centre on Chapel Street when they noticed baby goods stacked high in the photocopying room that had been donated by local parents.

One of the mums, who is now our CEO, Jessica Macpherson, volunteered to sort, launder and package the preloved goods for rehoming to families who might need them.

Once the goods were ready, Sarah Pitney, the Enhanced Care Nurse distributed the items to families in need around St Kilda.

After mentioning the story of how they had rehomed the goods to other social workers from local welfare agencies, demand began to grow.

St Kilda Mums, which had started as a small seed of community good will, was born. The concept was so simple and the outcome so immediate. Often

near-new items, instead of being discarded, could now provide many more families with years of use.

Jessica and Peta, two of that first group of mums, started receiving donations at their homes through word of mouth referrals. Local mums loved the idea of passing on their baby's items for others to use.

As the organisation grew, it became obvious St Kilda Mums needed a bigger storage space than Jessica and Peta's front verandas and after a call for help in the local paper in 2010, a generous Elwood family donated their double garage to store the donated goods.

By 2013, St Kilda Mums had increased its volunteer base and the number of families it supported and raised enough money to secure a bigger space in Vale Street, St Kilda.

In that same year, Geelong Mums was established by a group of five local

mums led by Kate Betts. For the first 12 months, they operated entirely as a volunteer group from a small shed and their own homes. More than 300 families were helped that year.

With the impact growing, in 2014 Geelong Mums moved into a large premises in South Geelong, significantly expanding their operation. In 2017, with the tremendous support of the community, they rented the neighbouring building.

In February 2014, Eureka Mums was born in a similar way to St Kilda Mums and Geelong Mums and moved into a 200 square metre HQ in Sebastopol the following year.

As of 30 June 2020, 120,984 babies and children have been supported across all three branches since 2009. This would not have been possible without our generous volunteers and financial supporters. Thank you to everyone for your support.





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A Message from our CEO

In early March 2020, we reviewed our mission, vision and values statement. We felt invigorated by our past successes and hopeful of a future where our impact could be greater. We identified four key pillars to guide us over the next three years with the main focus on the families we serve and their changing needs, and the agencies we partner with. We wanted to improve and expand our service, innovate, and harness the power and potential of our people and technology.

Then COVID-19 struck.

Almost immediately, there was an increase in the number of families asking for support.

But that's the great thing about our community. The overwhelming support we received enabled us to continue providing essential nursery equipment to families even in the midst of a devastating global pandemic.

I am very proud of our whole team, who have shown such courage and resilience this year. Their determination to work harder and smarter than ever before to ensure that no baby goes without a safe cot to sleep in or a safe means of transport is admirable.

Many thanks to our incredibly generous supporters, who continue to surprise and delight us with the many and varied ways they show how deeply they care.

We will continue to respond to the need in our community by listening to our partners, by mobilising our supporters, and by innovating rapidly.

I hope you enjoy reading this year's annual report.

Warm regards,
Jessica Macpherson OAM
CEO and Founder



A Message From Our Chair

In a year like no other, 20,004 vulnerable babies and children across Victoria were supported by our wonderful organisation. This was an extraordinary outcome in the face of unprecedented challenges brought about by the COVID-19 pandemic.

Every year we aim to:

- Keep babies and children safe
- Support families to feel valued and connected
- Assist social workers and maternal health nurses in their work with Victoria's most vulnerable families, and
- Prevent quality pre-loved nursery equipment, children's clothing, books and toys from needlessly ending up in landfill

This year we met these aims and provided 61,318 essential nursery items to families in every corner of the state via our three branches.

The pandemic is having a huge impact on the communities we

live and work in. Consequently, many families are not being identified as in need until their babies are born, leaving very little time to organise essential material aid and increasing the number of emergency orders.

As an organisation we have responded to the many challenges this year while balancing three key priorities: the health and safety of staff, volunteers and community; continuing to respond to the needs of vulnerable families now; while firmly focusing on being here as a viable and sustainable organisation into the future.

We have adapted to new ways of working to deliver our service, and we have accomplished so much despite the challenges.

Thank you to our team for your exceptional and inspiring contributions, and for caring for each other and our community.

Thank you to our community for continuing to provide unwavering support during such an uncertain time.

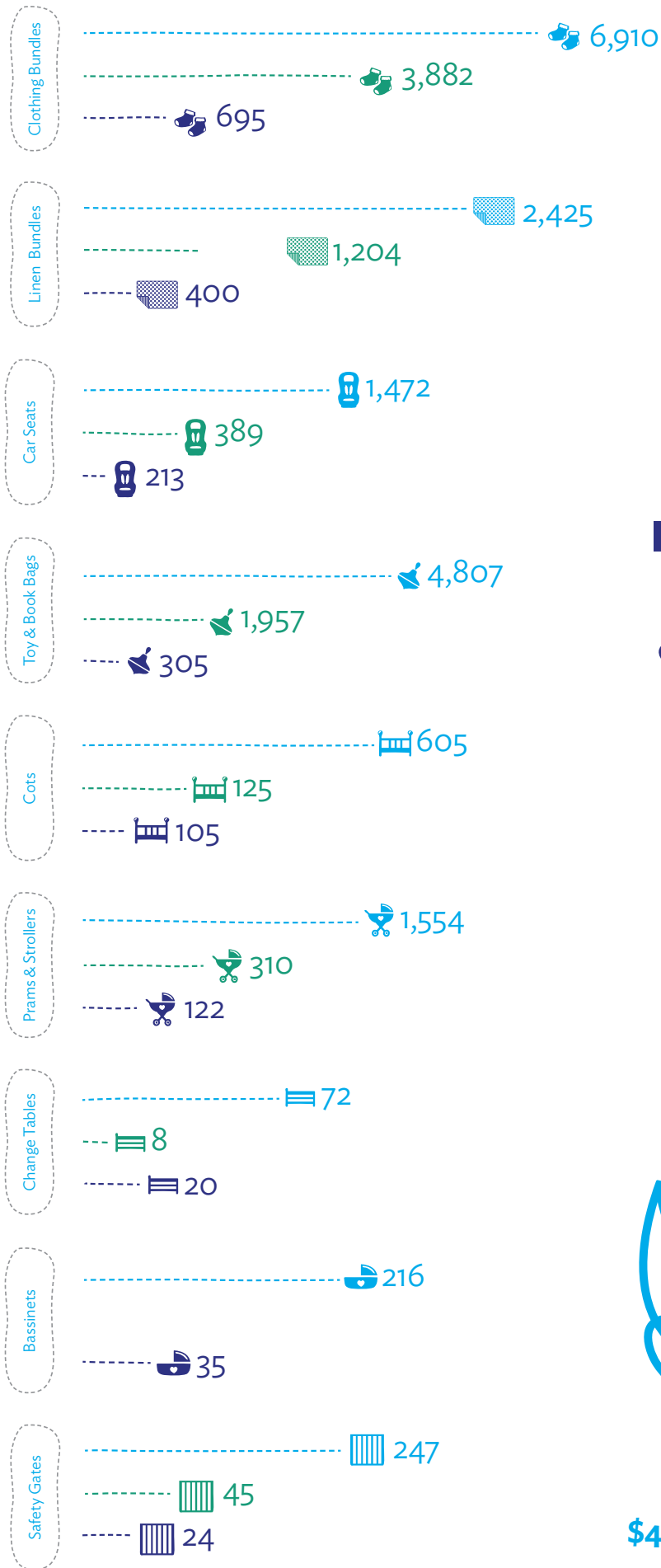
Thank you for sharing our vision to share more, waste less and care for every baby and child.

Warm regards,
Deidre Mackechnie

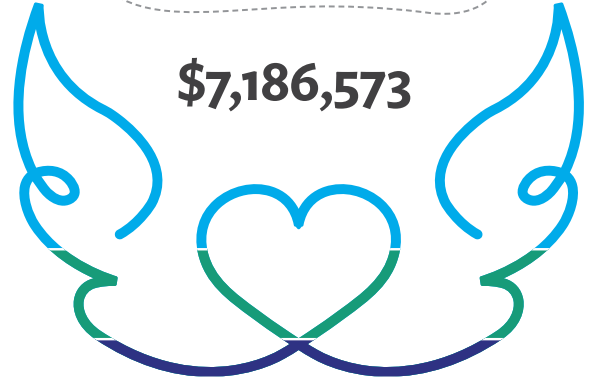
Chair



Our Impact, Our Numbers



Total Value of Items Rehomed



\$4,556,036 **\$2,135,157** **\$495,384**

July 2019 - June 2020



Number of
Items Rehomed

61,318



38,327



18,574



4,417

427

97

42

Bottle Packs

294

98

24

Breast Pumps

611

107

37

Baths

501

123

32

Carriers

443

121

72

High Chairs

535

114

48

Bouncers

3,155 VOLUNTEERS **1,998 1,075 82**

1,812 SOCIAL WORKERS **1,136 512 180**

281 AGENCIES **218 62 34**

20,004 BABIES & CHILDREN SUPPORTED **11,813 6,262 1,929**

5,625 BABIES 0-1 YEAR **3,583 1,552 490**

14,379 CHILDREN 1-12 YEARS **8,230 4,710 1,439**



St Kilda Mums



Geelong Mums



Eureka Mums

Our Theory of Change



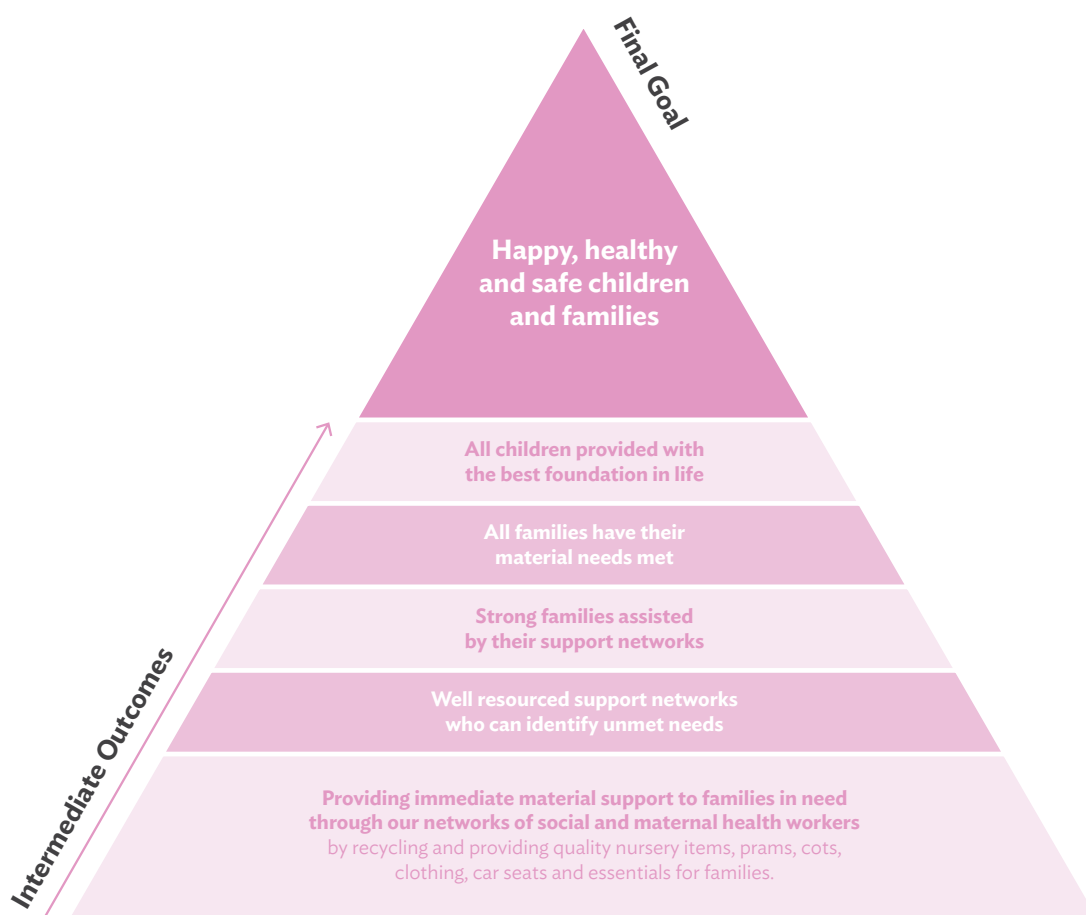
St Kilda Mums, Geelong Mums and Eureka Mums exist to make sure children and families are happy, healthy and safe. This is possible when families can provide their children with the best possible foundation in life.

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 their 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 across Victoria. Through St Kilda Mums, Geelong Mums and Eureka Mums' relationships with social workers and Maternal and 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 child. We are committed to making sure families who need support are treated with respect and dignity, no matter their circumstances.



Strategic Plan Overview

Our 2018-2020 Strategic Plan was made up of five Strategic Goals. We are happy to report that progress was made in all five areas. We are still committed to the unmet goals.



1. Build on a solid foundation (93% complete)

- 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 (96% complete)

- 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 (95% complete)

- Objective 3.1** Be an employer of choice for staff and volunteers
- Objective 3.2** Be a charity of choice for 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 pre-loved nursery equipment
- Objective 3.5** Be a leader in how we measure and report social impact



4. Be true to our environmental objectives (83% complete)

- 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 (91% complete)

- Objective 5.1** Increase turnover of stock
- Objective 5.2** Find a new home



Our Life Changing Projects

There are a number of significant life changing projects happening at St Kilda Mums, Geelong Mums and Eureka Mums.

This year we asked for funding for six major projects –

- The Safe Sleep Project
- Breaking Social Isolation Project (temporarily known as The Travel Safe Project)
- The Clothed in Love Project
- The Squeaky Clean Project
- The Nourished with Love Project
- The Play and Learn Project

With financial support for these projects, we were able to:

- Recycle, rehome and remove. 98% of the 61,318 items we rehomed were donated
- Pay for a roof over our heads. The support for every baby and child we help starts from one of our warehouses in Melbourne, Geelong and Ballarat
- Cover the salaries of our small team of staff who manage and train our huge family of over 3,000 volunteers, respond to the requests of social workers and Maternal and Child Health Nurses, engage with the community, and ensure that every item we gave a baby or child is safe
- Turn on the lights, switch on the washing machine, buy cleaning products and pay for recycling services
- Pay for technology that enabled us to quickly respond to requests, meticulously safety-check and track the items we give families, and provide live, meaningful reporting to the people who support us
- Buy the equipment, packaging and spare parts we needed to rehome donated material aid, and purchase the new nursery equipment to supplement stock when demand was overwhelming
- Support more than 1,800 social workers and Maternal and Child Health Nurses across Victoria. We know they are best placed to assess a family's needs and situation
- Prevent safe, quality nursery equipment and clothing from going to waste

Every donation towards these special projects enabled us to support more than **20,000 babies and children.**

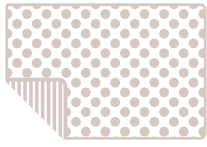
“I just wanted to thank you from the bottom of my heart for the wonderful things you guys have recently given to my children. You have given my children so much happiness in a time of sadness and uncertainty. Thank you for the toys and most definitely the warm clothes and shoes. You guys are amazing. Thank you so very much.”

– Anonymous beneficiary

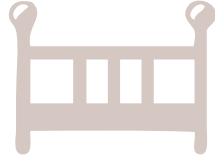


The Safe Sleep Project

The number of items distributed this year



4,029
Linen Bundles



835
Cots



251
Bassinets



102
Travel Cots



67
Toddler Beds



The Travel Safe Project

The number of items distributed this year



2,074
Car Seats



1,986
Prams



656
Baby Carriers



The Clothed in Love Project

The number of items distributed this year



11,487
Clothing Bundles



2,675
Shoe Bags



1,998
Coats



160
Back to School Backpacks



The Squeaky Clean Project

The number of items distributed this year



6,569
Packs of nappies*



5,251
Packs of wet wipes



3,608
Adult toiletry packs



2,939
Packs of toiletries for
babies and children



1,128
Nappy bags



755
Baby baths

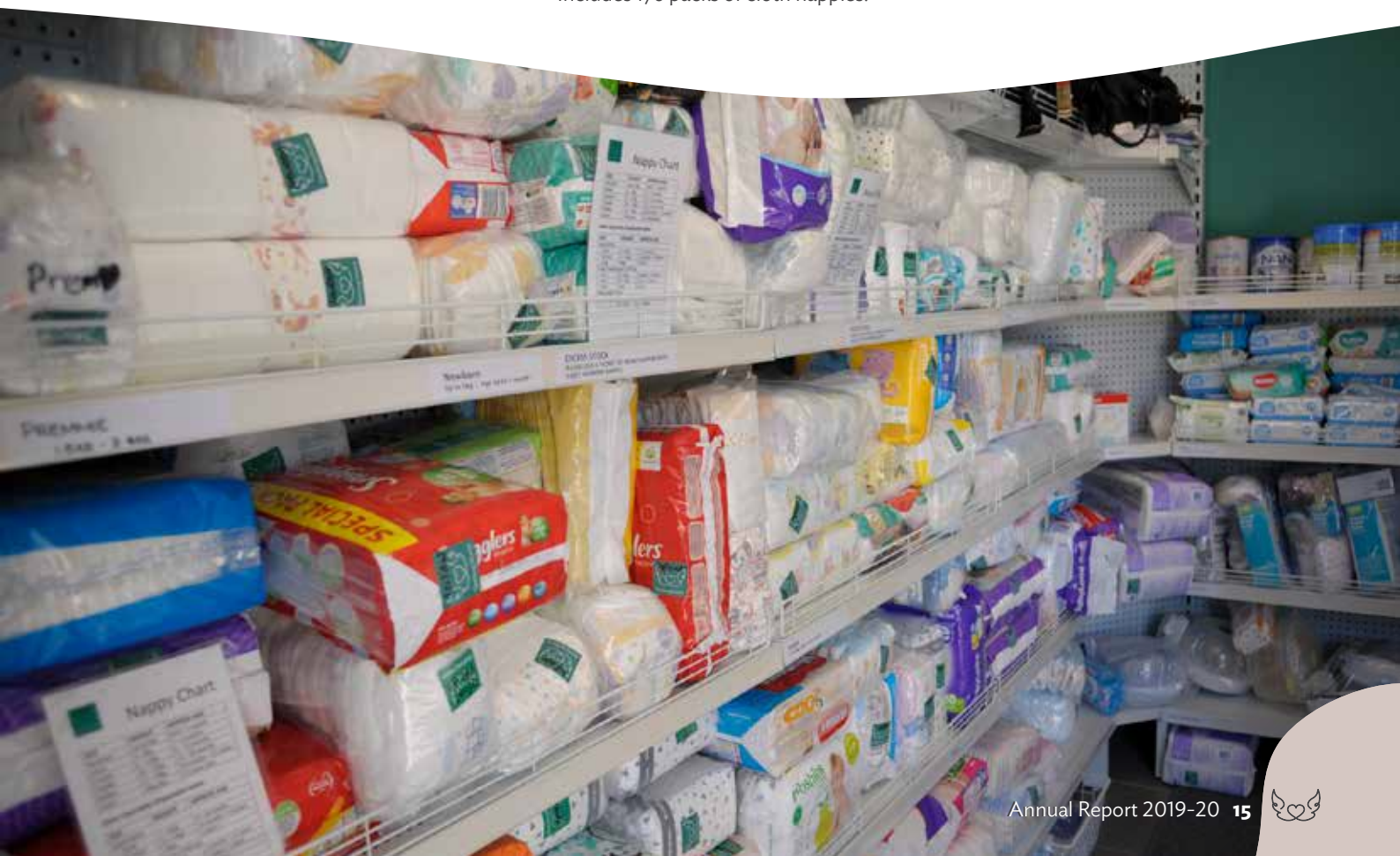


100
Change tables



394
Change mats

* Includes 176 packs of cloth nappies.



The Nourished with Love Project

The number of items distributed this year



827

Packs of breast and maternity pads



772

Cans of formula milk



697

First food kits – plates, bowls, cutlery and cups



636

High chairs



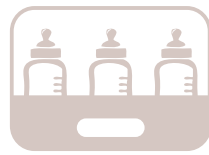
566

Bottle packs



416

Breast pump kits



399

Sterilisers



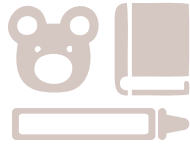
360

Breastfeeding pillows



The Play and Learn Project

The number of items distributed this year



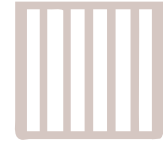
7,069

Toy bags, activity mats, craft, stationery and books packs



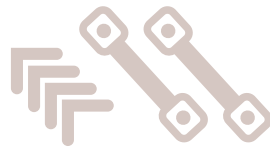
697

Bouncers



316

Safety gates



272

Safety kits to stop inquisitive explorers getting stuck where they shouldn't!



91

Playpens



St Kilda Mums Impact

St Kilda Mums rehomed a total of **38,327** items valued at **\$4,556,036**

Some of these items included:



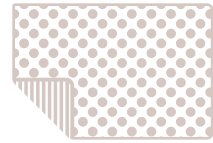
6,910

Clothing Bundles



4,807

Toys and Book Bags



2,425

Linen Bundles



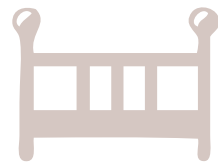
1,472

Car Seats



1,554

Prams and Strollers



605

Cots

“Our client became involved with us to ensure that her daughter could stay engaged with education as much as possible while they’re experiencing homelessness.

She would have had no other way to access supplies for her baby. She is very grateful to have the necessary items to care for her baby, especially a pram so that she can continue looking for long term housing. Her daughter was very excited to have the items for her brother too and stated “he is going to be a very lucky baby”.

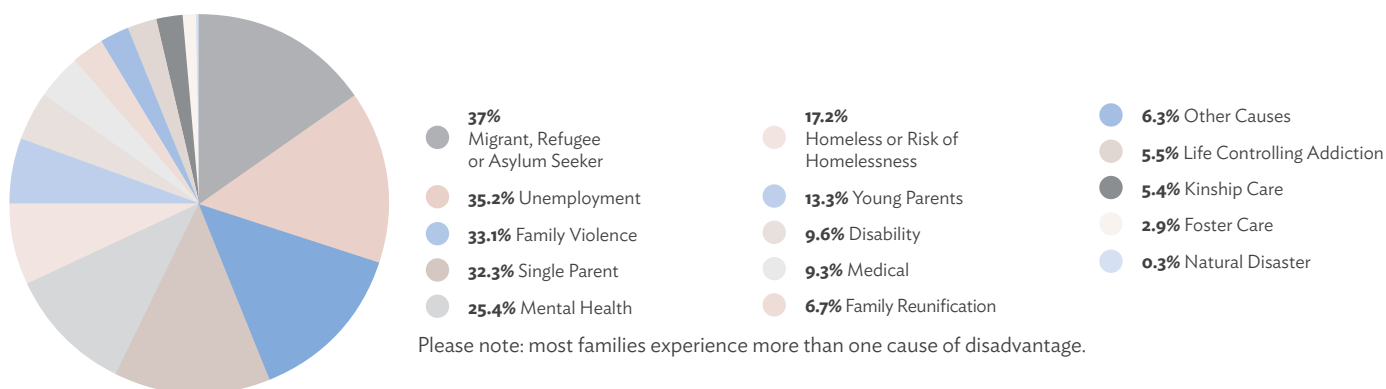
- Rose, Education Pathways Facilitator, Launch Housing



St Kilda Mums

Key Information

Causes of disadvantage



Top 20 agencies

Agency	Babies and Children
Uniting	822
IPC Health	661
AMES	508
Salvation Army	497
Monash Health	378
Launch Housing	328
Maroondah City Council	302
Brimbank City Council	270

Agency	Babies and Children
Anglicare Victoria	243
DPV Health	232
Spectrum Victoria	223
Department of Health and Human Services	219
Hume City Council	213
Women's Health West	210
Yarra City Council	206

Agency	Babies and Children
Asylum Seeker Resource Centre	205
Casey City Council	186
Mitchell Shire Council	172
South East Community Links	159
Cohealth	155

“On the morning of 13th January, a very kind volunteer, Lucy, helped me with a double pram, books, baby bundle and mother’s pack for a client of ours through the St Vincent de Paul Society. Our client, with a brand new baby and 3 other children under 6, has spent 10 years in refugee camps and is now escaping family violence. She cried when we took her the things - she could not believe people cared. She wants very much to convey her thanks to St Kilda Mums.”

– Carmel, Social Worker

Geelong Mums Impact

Geelong Mums rehomed a total of **18,574** items valued at **\$2,135,157**

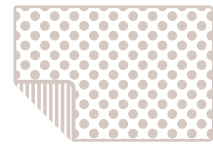
Some of these items included:



3,882
Clothing Bundles



1,957
Toys and Book Bags



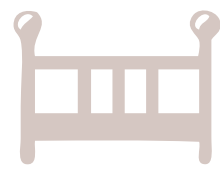
1,204
Linen Bundles



389
Car Seats



310
Prams and Strollers



125
Cots



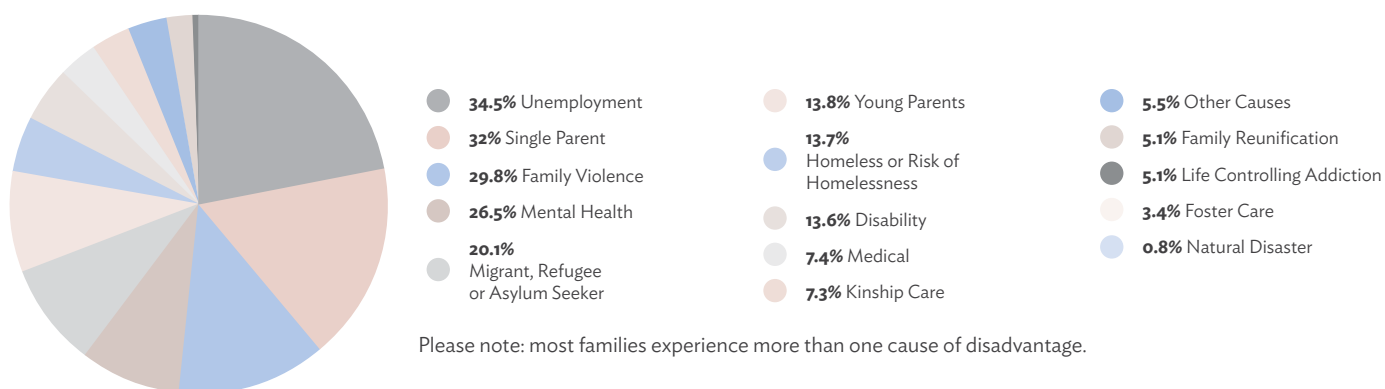
“This has been a testing year for us all, but particularly for the refugees that I have the privilege of working with. Recently we assisted a young mother who tearfully told us she could not access nappies for her baby and warm clothes for her children due to isolation. Geelong Mums immediately packed clothing, toiletries, bedding and nappies that were delivered to the family within a few days of my request.

The resilience of the refugee community is an inspiration to us all. The huge smiles and thanks in their eyes when I dropped off the rehomed packages so thoughtfully put together was a joy to see. The support of Geelong Mums underlines that we live and thrive in a community who shares and supports each other. Thank you.”

– Lucas, Deputy Principal

Geelong Mums Key Information

Causes of disadvantage



Top 20 agencies

Agency	Babies and Children
Bethany Community Support	1203
City of Greater Geelong	764
Salvation Army	479
Wyndham City Council	439
Barwon Child, Youth & Family	430
Uniting	288
Department of Health and Human Services	266

Agency	Babies and Children
Colac Area Health	265
Wathaurong Aboriginal Co-operative	233
Barwon Health	206
Victorian Aboriginal Child Care Agency	141
MacKillop Family Services	127
MiCare New Hope Foundation	122
Melbourne City Mission	115

Agency	Babies and Children
The Orange Door	111
Diversitat	111
Anglicare Victoria	85
Noah's Ark	79
Colac Otway Shire Council	63
Brave Foundation	58

“I am a big fan of Geelong Mums and their model of community support. I particularly like the social connection they provide for their volunteers which is a great mental health solution itself, while they provide their important service to vulnerable & disadvantaged mums.”

– Tony, Geelong Mums Supporter



Eureka Mums Impact

Eureka Mums rehomed a total of **4,417** items valued at **\$495,384**

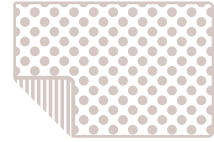
Some of these items included:



695
Clothing Bundles



305
Toys and Book Bags



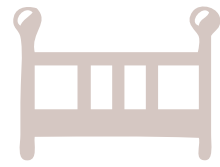
400
Linen Bundles



213
Car Seats



122
Prams and Strollers



105
Cots

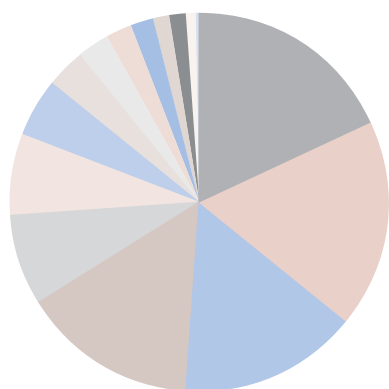
“I am so grateful for all of the help for my clients! It’s amazing to see such support happening even in a time of stress! Thank you.”

– Social Worker



Eureka Mums Key Information

Causes of disadvantage



- 38.9% Single Parent
- 38% Unemployment
- 32.3% Family Violence
- 31.9% Mental Health
- 16.8% Homeless or Risk of Homelessness
- 14.7% Young Parents
- 10.8% Disability
- 6.9% Family Reunification
- 6.1% Life Controlling Addiction
- 4.7% Medical
- 3.9% Other Causes
- 3.3% Migrant, Refugee or Asylum Seeker
- 3.1% Kinship Care
- 1.5% Foster Care
- 0.3% Natural Disaster

Please note: most families experience more than one cause of disadvantage.

Top 20 agencies

Agency	Babies and Children
Child and Family Services Ballarat	317
Uniting	226
Centacare Ballarat	221
Ballarat Health Service	176
Ballarat City Council	154
BADAC – Ballarat and District Aboriginal Co-operative	139
Berry Street	96

Agency	Babies and Children
WRISC Family Violence Support	82
Salvation Army	79
Department of Health and Human Services	58
Ballarat Community Health	58
Pyrenees Shire Council	45
Central Goldfields Shire Council	41
Anglicare Victoria	39

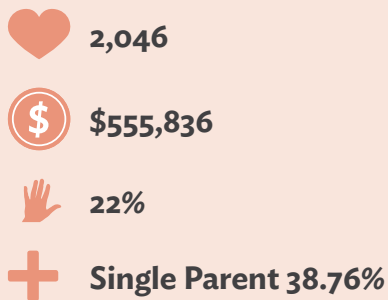
Agency	Babies and Children
Melton City Council	34
Sebastopol Primary School	33
Ararat Rural City Council	32
Grampians Community Health	26
Golden Plains Shire Council	19
Moorabool Shire Council	14

“I joined Eureka Mums as a volunteer when my daughter was 7 months old. I knew that if I hadn’t had the support of my family while I was struggling, I would have been one of the clients benefiting from their work and service to the community.”

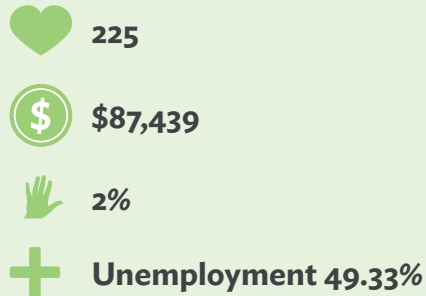
– Beck, Eureka Mums Volunteer

Our Regional Impact

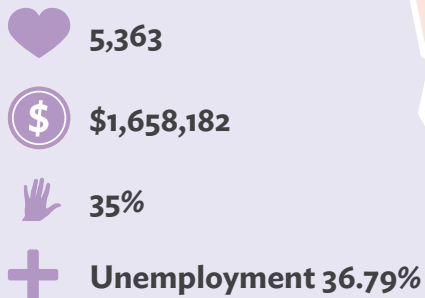
Grampians



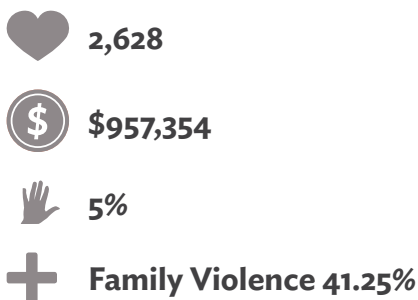
Loddon Mallee



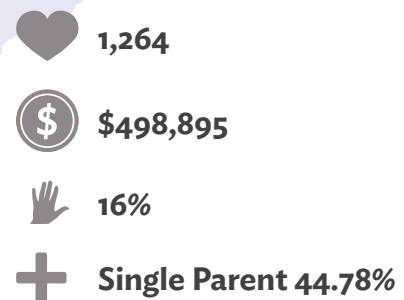
Barwon South West



1 Metropolitan Melbourne



2 Inner Melbourne



Explaining the impact

This map shows that we were able to reach the greatest percentage of children living in poverty in Barwon South West and the Grampians. This is due to the presence of our branches Eureka Mums and Geelong Mums, and clearly demonstrates the potential for

impact on vulnerable babies and children if we have the resources and capacity to deliver our service in a region.

Outer Metropolitan Melbourne is the area where we have distributed the greatest value and supported the most babies

and children overall in this last year.

We calculated the percentage of children living in poverty for each region based on ABS 2019 population estimates for children aged 0-14 and the VCOSS 2018 report on poverty in Victoria.¹

1. Victorian Council of Social Service. Every Suburb, Every Town, Poverty in Victoria. November 2018

Hume

♥ 431

💰 \$155,934

✋ 4%

⊕ **Unemployment 33.18%**
Family Violence 33.41%

Gippsland

♥ 624

💰 \$200,790

✋ 6%

⊕ **Unemployment 44.71%**
Mental Health 44.87%

Outer Melbourne

♥ 7,333

💰 \$3,047,083

✋ 8%

⊕ **Migrant, Refugee or
Asylum Seeker 45.53%**

KEY

♥ Babies and children we supported

💰 Value of goods distributed

✋ % of children living in poverty who we helped

⊕ Most prevalent cause of disadvantage



Our Regional Project – Every Baby, Every Town

Our Regional Service assists families living outside Melbourne, Geelong or Ballarat. We call our Regional Service the Every Baby Every Town Project because we believe that all children deserve a safe start, no matter where they live.

Since commencing in March 2017, our Regional Service is expanding rapidly. We reached a milestone this year. 1000 orders had been fulfilled by September 2019. By the end of June, we had fulfilled another 600 orders.

This is a massive achievement given that the usual scheduled road trips to meet and register new agencies in underserved local government areas have been shelved for more than half the year.

In December and January, bushfires threatened many eastern communities but our freight partner Victorian Freight Specialists (VFS) continued delivering to all our existing client agencies throughout Victoria. We were braced and ready for an immediate onslaught of requests from bushfire affected communities but slowly realised that emergency relief efforts on the ground were well placed and well funded to support families, most often without turning to St Kilda Mums.

However in the last few months of this year we began to receive the occasional request to provide all the nursery essentials needed by families now expecting new babies while still in precarious housing after losing their homes to the fires. We look forward to continuing to support these communities in the near future

and as they rebuild their lives in the coming months and years.

This theme of rebuilding has also been very evident as we have watched a wonderful network of agencies connecting to support families moving to new homes. Towards the end of the year a social worker who had placed an order for a young mother who was expecting her second child and experiencing family violence emailed us because the young mother had been able to find safe housing in another rural community more than 300km away. We were able to simply redirect delivery to the Maternal and Child Health Nurse in her new location. Since we were already in contact with both locations it was very simple to ensure the young family had a baby capsule, cot, double pram and all the essentials for the new baby as well as clothes, toiletries and books for the older child delivered to their new home.

From March onwards, social distancing directives and

work-from-home orders to limit the spread of COVID-19 meant that many social workers were unable to conduct home visits or meet face to face with their clients. We had to modify our delivery service. With social service agency offices closed, VFS began delivering packed orders to the homes of social workers, clients and, in one case, a front porch belonging to the parents of a regional Maternal Child Health Nurse. This meant that we were able to continue to operate the regional service largely uninterrupted. With many people finding themselves out of work and often homeless because of the pandemic, this has been essential.

Two orders that stand out included folding travel bassinets for families who had newborn babies while homeless. The first was a family left homeless and living temporarily in a caravan park cabin in a rural community, and the second was a woman caring for a newborn and a toddler while couchsurfing after ending her relationship and losing her home. The social workers who support these families often need to access clean, safe nursery essentials at short notice, often while juggling caseloads of clients spread over several local government areas and hundreds of kilometres. We are always thrilled if the items we rehome can provide those families with some financial and emotional ease.

Written by Danielle



Danielle Ryan-Gledhill, Regional Coordinator





“I am a case manager for Aboriginal families. Recently I had a young heavily pregnant mum and her 11 year old daughter who had to flee due to family violence, with their basic needs and the clothes on their backs. Thanks to Danielle and the brilliant team at St Kilda Mums, they supplied a pram, car capsule and change table. Also everything that was required by Mum and her newborn for when they were in the hospital – a complete nappy bag with all the necessities, clothes and shoes for the baby and her sister. Mum had tears in her eyes, as it was such a relief that she didn’t have to worry about these items. Thank you all, you are amazing people and do an amazing job.”

– Anonymous, Social Worker



Stories of Impact: Social Workers

“For the past 14 years I have worked in numerous roles supporting vulnerable pregnant women and families in our community. Throughout this time St Kilda Mums has been a service I have consistently used to provide families with essential items for their babies and children.

I first collected goods from St Kilda Mums when they were operating from a double garage down a bluestone laneway in Elwood. I have seen St Kilda Mums go from strength to strength and grow into the incredible organisation it is today. Families express their gratitude and appreciation when receiving beautifully packaged bundles of new or preloved clothes, bedding or a pram with lovingly hand knitted teddy or blanket. St Kilda Mums brings great relief and joy to families whose lives are often challenging.



A single mother had to suddenly flee from her home with her four children due to family violence. The family were settled in their community and the children happy at their kinder and schools. This mother had waited a long time for secure public housing. The family had to take refuge at a motel and were too frightened to return to their home to collect clothes and other belongings. With the help of St Kilda Mums I was able to provide clothes for all the children, toys and books until the family were able to access their home with assistance from police.

St Kilda Mums provides an essential service to so many vulnerable families in need.

Thankyou St Kilda Mums.”

– Jodie, Family Support Officer at Hobson Bay Maternal and Child Health



Partnerships and Corporate Engagement

St Kilda Mums

932 workplace volunteers from **53** different organisations, spent **5,463** hours helping us clean, sort, assemble and pack items ready for families.

Support from the corporate sector continues to grow and in such a disrupted year it was especially important. We were particularly grateful for our ongoing major partnership with Zendesk who provided support in a wide range of areas including workplace volunteering, software, sponsorship and financial contributions.

Warehouse sponsorships proved an excellent avenue for corporate teams to connect with the work we do onsite and to support a particular area of our HQ. We now have the Decjuba Sustainability Station, the Grants of Australia Care Corner and the Epworth Nappy Nook.

Even though our marquee fundraising event, the Mother's Day Lunch, was eventually cancelled, we are immensely grateful to our sponsors who each chose to donate their contribution or channel it to other projects. Thanks to Zendesk, AIA Australia, Decjuba, Belle Property and L'Oreal Australia.

Our workplace volunteering program was suspended from March due to the pandemic, but saw fantastic growth prior to this with notable support from NAB, EnergyAustralia, Zendesk, AIA Australia and Cisco.

Geelong Mums

431 workplace volunteers from **24** different organisations, spent **1,261** hours at Geelong Mums HQ processing essential nursery equipment and children's items. Business partnerships and donations have been a welcome and appreciated results of these relationships.

After two attempts, our major fundraising event, the Mother's Day Lunch, very sadly, was cancelled. We are incredibly grateful to our sponsors who chose to redirect their contribution or donate their valuable sponsorship dollars. Thank you to Elements Childcare, Epworth, Coulter Roache and Geelong Financial Group for your continued support.

The workplace volunteering program at Geelong Mums continued to grow until it's suspension in March. Several new organisations were

scheduled for participation before the pandemic hit. Partnerships with organisations such as EnergyAustralia, Elements Childcare, Geelong Cats and Community Care Chemist, saw staff attending for vital warehouse assistance on a regular basis. Their commitment and productivity was inspiring.



Volunteering



The roots of our organisation were planted in volunteering which continues to be the case. It's the only way we can achieve the level of service we reach every year. 3,155 amazing people, from all different age groups and backgrounds, chose to donate their precious time and volunteer with St Kilda Mums, Geelong Mums and Eureka Mums.

From sorting clothes, repairing prams, IT support, fundraising activity and even accepting donations at their home – our incredible team of volunteers dedicated over 120,000 hours to ensure the items we provided families were safe, clean, fit for use and packed with love.

During parts of the COVID-19 pandemic we made the

incredibly difficult decision to close our warehouses to volunteers. Despite not being able to attend the warehouse in person, our volunteer community continued their incredible support by sorting and bundling clothing at home, making blankets, clothing and other items and staying in touch with our staff to keep spirits high.

“I first heard about St Kilda Mums on a golf course. I was recently retired and was chatting with my playing partner and started talking about keeping busy. I told him that I like to tinker and repair things. He suggested contacting St Kilda Mums, so I did.

I made contact with the St Kilda Mums team and arranged to come in for a trial. My first tryout was in the cot area with Rob. The only other thing I have done for a couple of hours was in the prams area but cots won out. I usually do Mondays because to me it's the start of the working week. I particularly like cleaning cots that have been donated but are in need of a really good going over. To me it's very satisfying to bring them back to a new condition. We have a great crew in the cot department and Rob is a great team leader. It's nice to give some time and see good things being done.”

- Wayne, St Kilda Mums Volunteer



Wayne and Rob - two of our valued volunteers

“We have been at Geelong Mums for just over a year now and have loved every moment. The best part about volunteering here is that no pressure is put on you in any way. The staff and other volunteers are all wonderful people who are always so encouraging and grateful for whatever you do. There is always so much going on and everybody just pitches in where needed, along with lots of laughter and friendly banter.

Volunteering has made us realise how much we have when others have so little. It is staggering to see the amount of support given to families by Geelong Mums and we are very proud to be a small part of such a wonderful organisation.”

– Rhonda and Sheryl, Geelong Mums Volunteers



“I started volunteering with Eureka Mums because I was interviewed by a very gentle and kind person and could see staff and volunteers were enjoying their work and volunteering time. As I value families being supported by local communities in a relaxed and special way, I thought I would find Eureka Mums to be a happy place to be engaged with staff and volunteers. This has definitely been the case”.

– Jennifer, Eureka Mums Volunteer.



Staging post volunteers

81 volunteers across St Kilda Mums, Geelong Mums and Eureka Mums generously opened their homes to receive goods donations on our behalf. This assists donors who are unable to make the journey to one of our branches. They are trained to screen and safety-check the items they accept, ensuring they are suitable to be rehomed to families in need.



“I first thought about volunteering after I had my son and we were inundated with items we did not need. I couldn’t find anywhere that would take all these brand new items and the local council actually put me onto Geelong Mums. Once I’d visited Geelong Mums I was hooked! I love to give, it’s such a wonderful thing to be able to bless others and Geelong Mums was a way I could do that whilst at home with young ones. I love the idea of being able to help others believe there is hope for their future and volunteering with Geelong Mums helps me do that. Loving our neighbours is so important. Love can go such a long way.”

– Holly, staging post volunteer for Geelong Mums



“ I signed up to become a staging post when St Kilda Mums moved to Clayton. I heard the girls discussing it around the table and thought why not. It has minimal impact on my daily life and is another way I can help out. I have a large garage for storage and can easily transport most items in my SUV on a weekly basis.

I have met a wide variety of people through becoming a staging post. The mum who cried buckets when she dropped off her pram. The Mum who had been helped by St Kilda Mums and was now paying it forward. In all my volunteering, whether in the warehouse or as a staging post, it has been nothing but positive. The kindness of the staff and the warm and welcoming atmosphere is fantastic.”

- Shauna, staging post volunteer for St Kilda Mums



“Even though Ballarat is small compared to Melbourne, it is still 20-30 minutes’ drive from our home to Eureka Mums, so when they asked for expressions of interest for volunteers to host a staging post, I was happy to be able to offer a drop off point for locals in our area. This would save donors a chunk of time out of their busy day, and enable those without reliable transport to still be able to make a contribution. We built a small shelter inside the gate of our 4 acre property where donations can be safely left at any time that suits the donor, and is safely out of the weather. My husband was still going to drive to Eureka Mums in his ute every week, and it is no trouble to take along a few bags, boxes or pieces of furniture.

My favourite part of having the staging post is arriving home from work and finding a donation in the shelter, knowing that we are helping to avoid useful things ending up in landfill, and that families in need are getting the goods that they require.”

- Althea, staging post volunteer for Eureka Mums



Volunteer Partners



Over the years we have formed generous volunteering partnerships with organisations that have supported us in reaching our vision to Share more, Waste less and Care for every child. Whether it be coming into the warehouse and participating in volunteering activities, knitting blankets and warm accessories to give to families or, becoming a staging post for donation drop offs - we are so grateful for the continued support from our partners across Victoria.

- Interchange Outer East
- Knit One Give One (KOGO)
- Bayley House
- Holmesglen VCAL
- Geelong Disabled People's Industries

“As part of our Volunteer unit for students enrolled in Certificate in Transition Education (CTE) and VCAL (Foundation), we have had the opportunity to volunteer at St Kilda Mums on a weekly basis over a semester.

It has given our students the opportunity to:

- **See the process of the donation logistics from sorting to delivery**
- **Work in an environment that encourages and appreciates each person's abilities**
- **Think outside the box when looking at pathways to employment**
- **Be at the coalface and see how volunteering supports communities**

St Kilda Mums is a safe environment for our students to volunteer in and has opened their eyes to a need that they had not ever considered. It has made them all feel as though they can contribute to our communities and has opened up so many discussions on ways to contribute.”

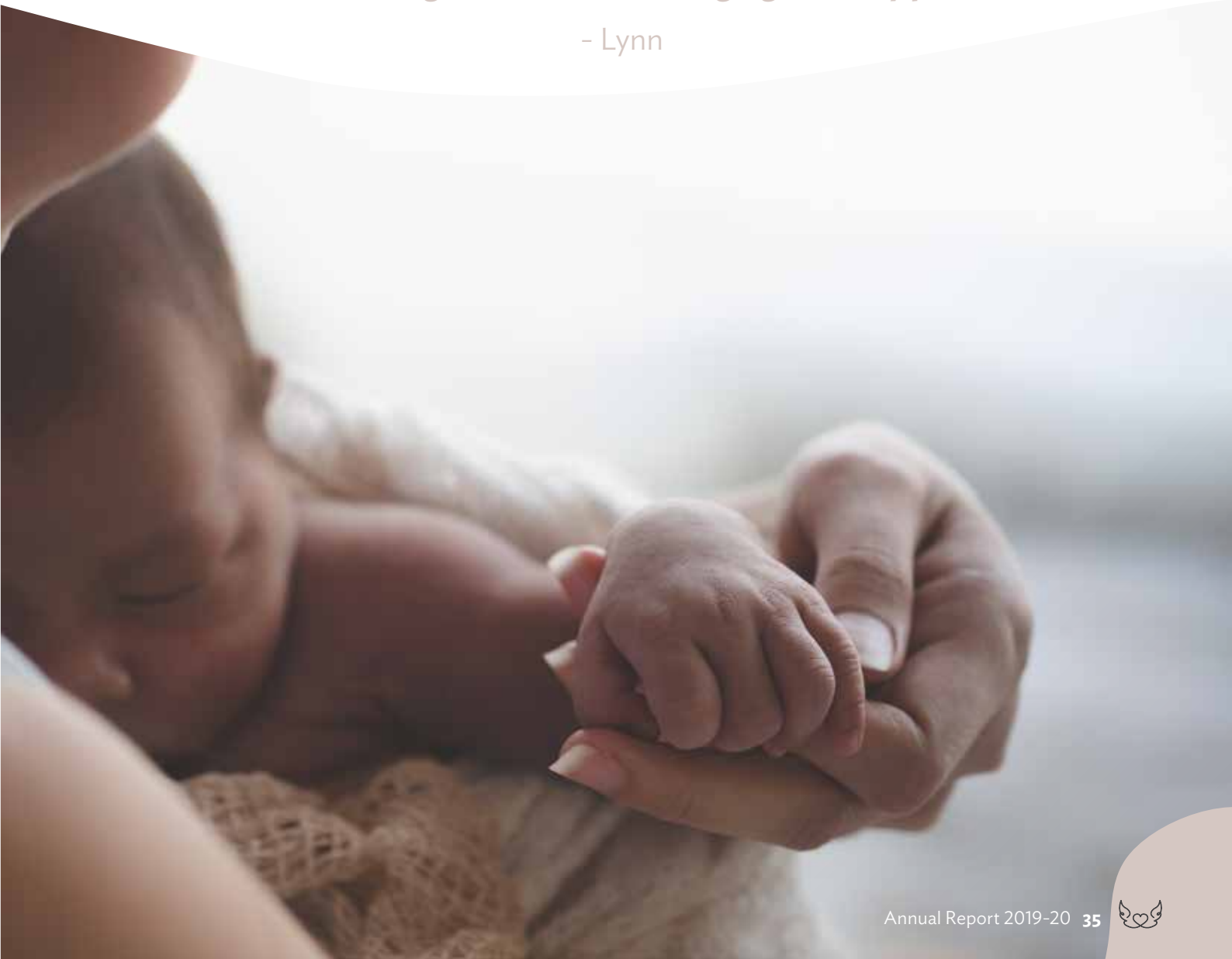
– Deborah, Educator at Holmesglen VCAL

Stories of Impact: Families

“I’ve been a foster carer for seven years. I’ve cared for many children of all ages during that time, but four years ago I was asked to bring home a tiny preemie baby. With only a couple of days’ notice and no newborn baby items in the house, it was going to be a scramble to get everything ready. However, I was fortunate enough to be referred to Geelong Mums, who gave me the greatest gift. I received a cot, mattress, pram, baby bath and a beautiful bundle of baby clothing and linen. With that sort of support, I was able to bring home that tiny baby immediately.

Almost four years later, that gorgeous baby is a special part of our family and had such a wonderful start to life in our home, thanks to the special assistance from Geelong Mums. Without their help, we may not have brought that baby home. And I can’t imagine life without this gorgeous tiny person.”

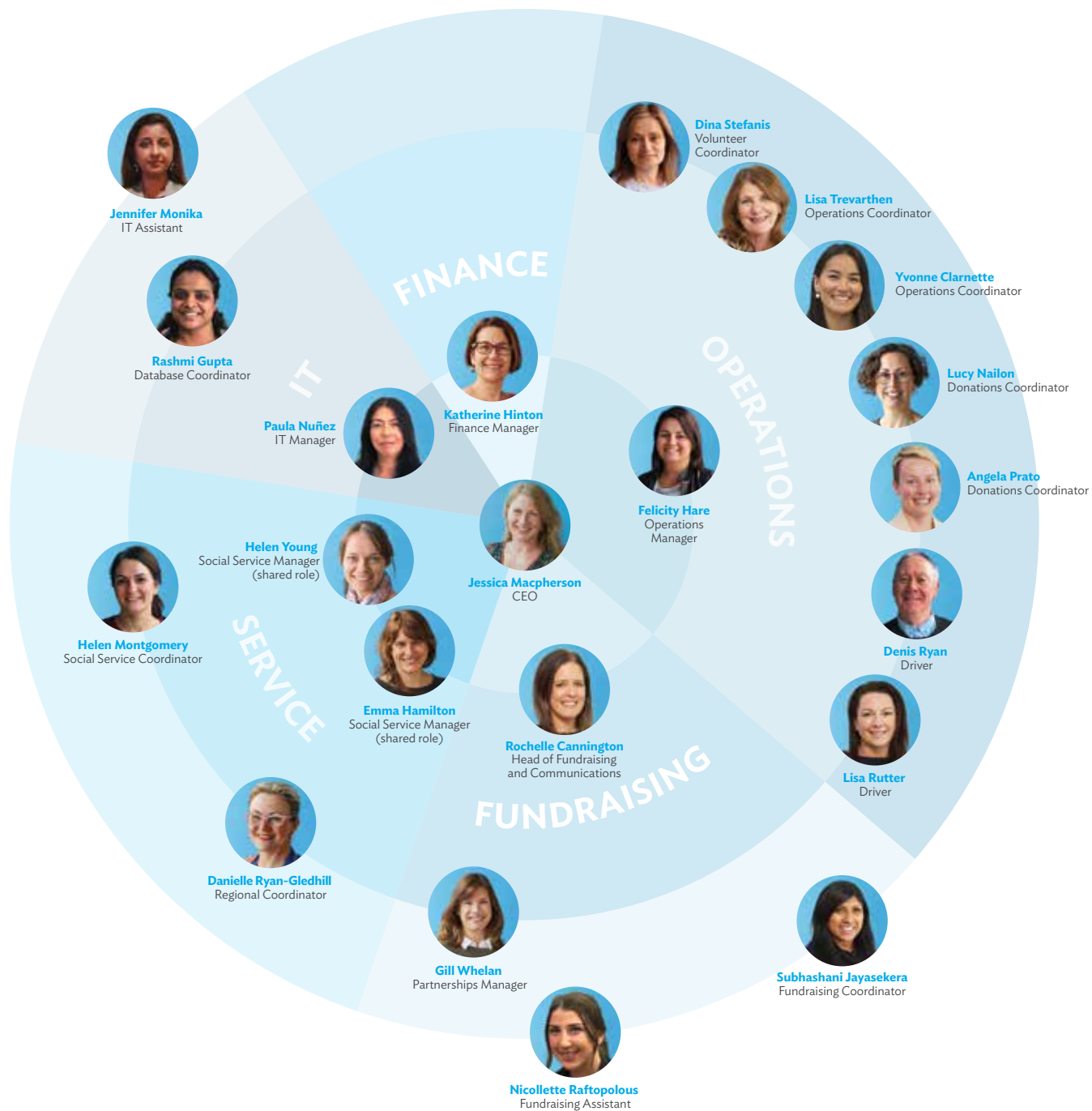
- Lynn



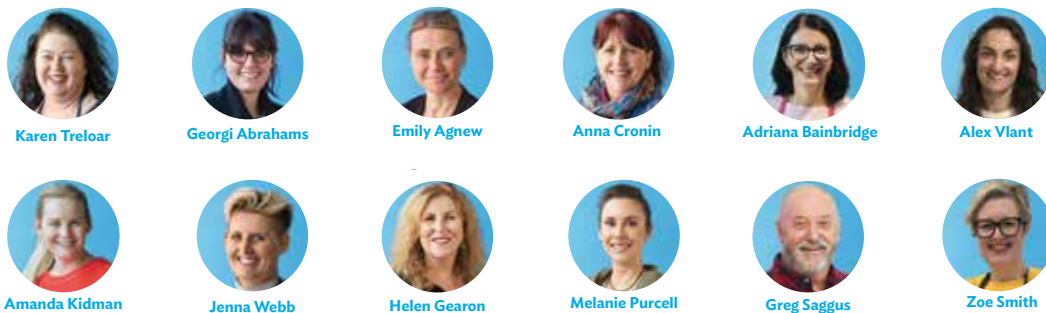
Our People

St Kilda Mums Team

St Kilda Mums team includes Finance, IT and Fundraising Support for Geelong Mums and Eureka Mums.



Teamwork Assistants



Subhashani Jayasekera

Fundraising Coordinator

Subhashani started with St Kilda Mums in 2017 as Fundraising Assistant. Since then, she has taken on the role as Fundraising Coordinator. Subhashani looks after all of our regular donors and community fundraisers. She also plays a key part in the organisation of the Mother's Day Lunch and Annual Giving Day.

“I love knowing that all my work goes towards helping families. Parenting is hard without added challenges so it feels good to know that we help take away some of the stress. I also love the enthusiasm and energy of everyone at St Kilda Mums. You can't help but get swept up in it and feel happy.”

Looking back on the last 12 months, Subhashani's favourite day of the year was the Annual Giving Day in June. “Having been through our first lockdown, there was a lot of uncertainty leading up to the day but it was amazing to see the support of our community and to know that we could continue to help families,” she said.



Greg Saggus

Teamwork Assistant

St Kilda Mums

Greg began at St Kilda Mum in 2019 as a Teamwork Assistant. His role predominately looks after the corporate volunteer groups that come through the warehouse providing them a warm welcome induction and managing their daily tasks.

However, when the pandemic hit, corporate volunteering shifts stopped so Greg's role focused on processing incoming donations and working with the small team onsite to keep our doors open.

“I believe an organisation is only as good as its people and what I love about working at St Kilda Mums is the dedication that volunteers and employees have to make a difference in the community. I love what St Kilda Mums is all about. I am extremely proud of what I and the team do each day. This can be as simple as cleaning a bath or ensuring a car seat is safe and clean to rehome.”

Looking back on the past year, Greg highlights his greatest achievement as being part of the small team of employees working at the warehouse during the pandemic. “It's so rewarding to see all the orders that come from our social service team being met each day. That's an awesome achievement by St Kilda Mums and our incredible community and I love being part of it,” he said.



Geelong Mums Team and Eureka Mums Team



Eureka Mums Teamwork Assistants



Ellen Gleeson



Carlee Kerr



Rebecca Moss



Leanne Fawcett



Fiona Smith

Geelong Mums Teamwork Assistants



Emma Hayward



Kate Holien



Christie Reid



Merrin McKeegan



Jacquie Fugiel

Social Services Coordinator
Geelong Mums

Jacquie joined Geelong Mums in 2016 as a volunteer and was hired as their first casual employee a year later. In 2018, Jacquie became the Social Services Coordinator. She is responsible for liaising with all of the registered social service agencies that contact Geelong Mums to access material aid for families in need.

“The warm, supportive and heartfelt culture that exists at Geelong Mums is something I have never seen before. I feel so very lucky to be part of a team of staff and volunteers that not only contribute to an amazing organisation and purpose, but are also there for each other.”

Being able to stay open and operating during the COVID-19 lockdown was an amazing achievement that Jacquie often reflects on. “The ability to continue supporting families really doing it tough was my favourite thing this past year. This year has brought significant change to Geelong Mums and carried a reminder to never underestimate how the simplest donation from somebody who took the time to care can be so life changing for someone,” she said.



Tamara Maddrell

Operations Coordinator
Geelong Mums

Tamara started as a volunteer with Geelong Mums two years ago. Since then, she has taken on the role of Operations Coordinator. Her role is to ensure there is enough stock on our shelves to supply to families in need.

Another important part of her role includes creatively managing stock that can't be rehomed and communicating with the Geelong Mums community about what items can and can't be rehomed.

“Geelong Mums is just like The Magic Faraway Tree. You never know what to expect when visiting the land at the top of the tree, but the real story is about the characters and relationships you make along the way. I am thrilled to be a part of this chapter.”

While looking back on the year, Tamara's favourite moment was the day that volunteers returned to the warehouse post lockdown. “Without the engine power of our volunteers our capacity and connection is impacted directly,” she said.



Felicity Smolenears

Volunteer Coordinator
Eureka Mums

Felicity started as a volunteer with Eureka Mums in 2014, after becoming a mum herself.

“I wanted to help make a difference for those parents who were needing a hand up and let them know that someone else cared, even if we had never met.”

In March 2017, Felicity took on the role of Volunteer Coordinator and since then, has strengthened the volunteer community at Eureka Mums.

As a Volunteer Coordinator, Felicity oversees and works with amazing volunteers on a daily basis to ensure they are properly trained, safe and accommodated. But most of all, to make sure they are enjoying their time at Eureka Mums.

Over the last year, Felicity reflected on what she was most proud of including the impact COVID-19 had on Eureka Mums.

“We have been able to continue to support our community and also our team of volunteers during this time, ensuring everyone is safe at the warehouse.”

Volunteer numbers remained steady throughout the year and that is thanks to Felicity’s ability to create an inclusive and diverse environment for both volunteers and staff to enjoy.



Leanne Fawcett

Teamwork Assistant
Eureka Mums

Leanne started volunteering for Eureka Mums five years ago. At the beginning of her volunteer journey, Leanne would travel to Ballarat once a fortnight to help sort, bundle and process donations. Leanne grew to love her volunteering sessions and decided to then travel more frequently to Ballarat.

“I love the drive and I love being there, working with the other volunteers and staff members. We have many conversations and laugh a lot, and some of them I would count as friends.”

Soon after volunteering, Leanne took on a role as Teamwork Assistant. She works closely with volunteers to sort, clean and bundle donations and assists social workers to pack their cars full with orders to deliver to families.

A special memory of Leanne’s is when a young woman dropped a donation off at Eureka Mums. The woman carefully packaged the donations and used a familiar Eureka Mums sticker to label the bag. The young lady had told Leanne that she was recently helped by Eureka Mums and wanted to donate the clothing back as she had been in a tough situation herself.

It’s not just the giving and receiving that I get to see, but when that gift goes full circle, it is something very special and not easy to describe with words.





Stories of Impact: Social Workers

“I work in a homelessness program, working with parents and children who are at risk or experiencing homelessness. I contacted St Kilda Mums about a family with 3 boys who have never had any toys in their home. St Kilda Mums were able to give me bags of toys, craft projects and backpacks for this family. It is an incredibly non-judgemental and supportive service. Their support for me was also warm and encouraging.”

- Sara, Social Worker



“Geelong Mums support has been invaluable to the Enhanced Maternal and Child Health clients I work alongside. They are always thankful and have expressed the way the packs are thoughtfully packed and presented leaves them feeling valued.

The clients are all vulnerable, many having experienced trauma past and present, for a great variety of reasons, and with limited or no extended family support available.

Since COVID-19 struck, we have noticed an increase in children being placed in and out of home care, usually with a grandparent or even great grandparents. Often the children arrive unexpectedly. By the time our service receives a referral and after meeting these carers, more often than not, they are in their late 70’s - 80’s or older. They are using their aged care pension to buy formula, food, nappies and clothing for the child/children who are now in their care.

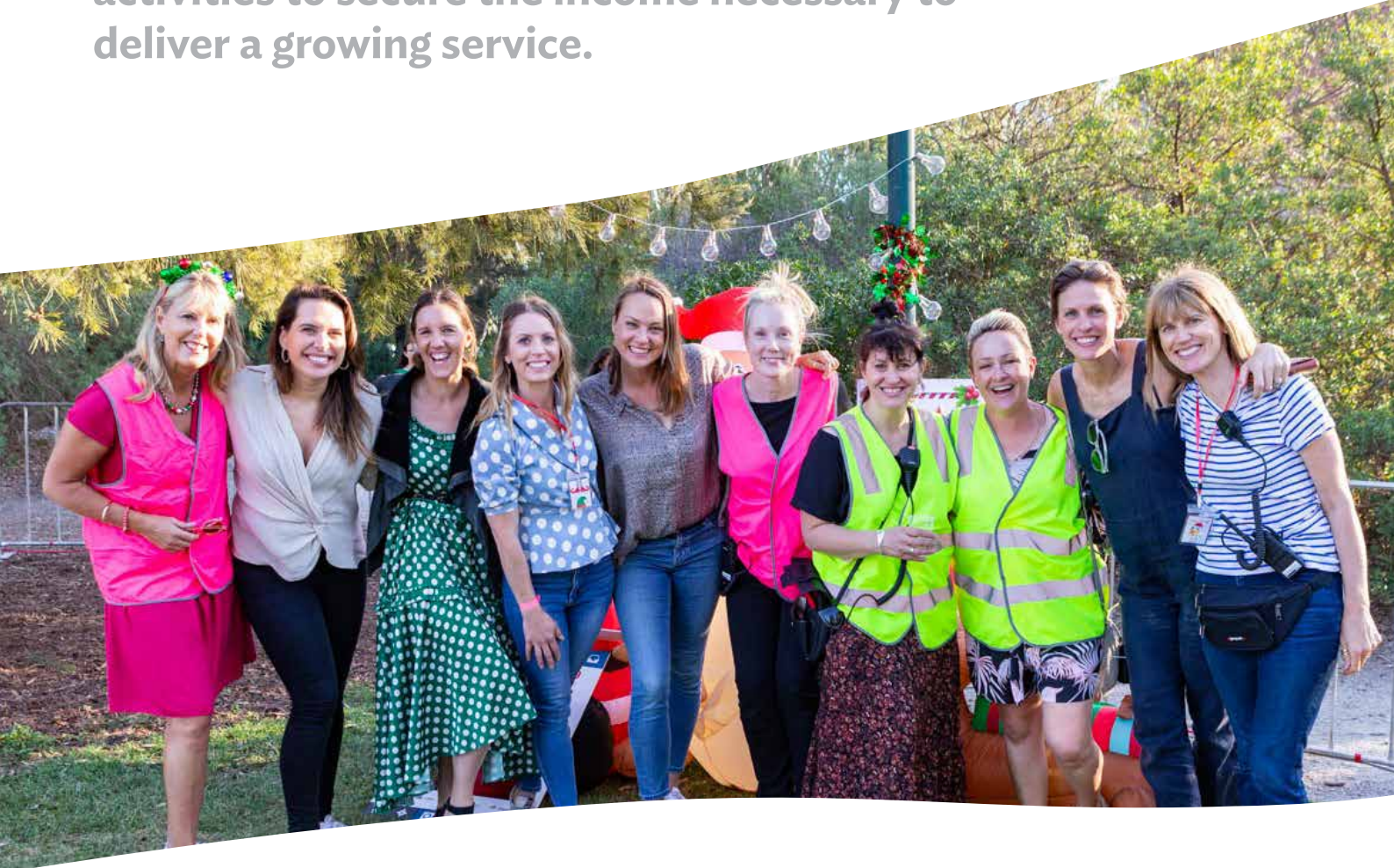
Being able to provide a pack of clothing or just some nappies, might mean the difference between the stressed parents having an argument, it can be the difference of putting some food on the table.”

- Patsy, Maternal Child Health Nurse, Wyndham City Council



The Power of Fundraising

St Kilda Mums, Geelong Mums and Eureka Mums implemented a number of different fundraising activities to secure the income necessary to deliver a growing service.



Annual Giving Day

On 17 June 2020, our incredible community donated just over \$350,000 which was then quadrupled by other generous donors. This was our biggest fundraising day ever and came at an interesting time as Victoria started easing out of our first lot of restrictions.

Give to Grow – Our Regular Giving Program

Our **Give to Grow** program saw 326 donors contribute \$108,547 to our fundraising efforts this year. These regular monthly gifts provide us with a source of stable income, allowing us to plan for the future and provide a foundation for growth and sustainability.

“I have always been inspired by the work Jessie has done with St Kilda Mums and I love hearing and reading all the good news stories, especially about the growth and achievements of this amazing organisation. As I work full time, volunteering is not an option for me at the moment so becoming a regular donor became a natural fit for me to contribute to this incredibly important community service.”

– Natalie, Monthly Donor



Community Fundraising

191 people and community groups held fundraising events and donated the proceeds to St Kilda Mums, Geelong Mums and Eureka Mums, raising an incredible **\$110,809**.

These funds were raised through a combination of morning teas, lunches, fitness challenges, children's markets & festivals, op-shops, Rotary and Lions Clubs, gifts in lieu of celebrations, and school or workplace fundraising. We are so grateful to our community for the many and varied ways they raise money for us! We love hearing about the efforts of our community fundraisers, and we have truly enjoyed sending some of our team and volunteers as guest speakers to some events across Victoria.

Here are just a few of the many highlights from the year –

St Kilda Mums

MAD Melbourne raised over \$7,400 for St Kilda Mums at their Oaks Day Luncheon event.

Firbank Grammar donated \$5,500 to St Kilda Mums from their fantastic Twilight Fair.

Lakeside Carols raised over \$4,500 with their very fun Carols event in Port Melbourne.

Geelong Mums

Geelong College Prep School Parents Association raised over \$1,900 through their Easter raffle.

The Mex raised over \$500 through their Give Back Monday! program.

Point Lonsdale Textile Group donated over \$700 from proceeds of their pop up shop.

Eureka Mums

Ballarat Foundation United Way Inc. raised over \$4,700 through the Run for a Cause challenge.

Rotary Club Of Ballarat East donated \$2,200.

Grants

We were fortunate to receive continued and new support across our three branches from a number of Trusts and Foundations who share in our vision to share more, waste less and care for every child. Grants supported us in every area of our work this year.

Thank you to every person who contributed to these fundraising activities and important goals throughout the year.



Technology and Innovation

St Kilda Mums Inc. was born in the digital age so this is always a very important part of our strategy. We have continued to develop solutions in-house to strive for excellence. The main focus this year was communication channels, integrating SMS and phones to Salesforce to support day to day operations and our Annual Giving Day.

We continue to rely heavily on volunteers to continue supporting us and our sister organisations with implementations and new developments.

The team has continued to improve our Baby Safe App, promoting the safe use of second hand equipment.

With the help of our volunteers and app developer, we created a new easy process to add new content and we made it available for Android as well as for iOS.

The COVID-19 crisis impacted our whole operation and created many challenges but also gave us a great opportunity to develop solutions and make use of digital tools to continue operating efficiently.

Some of the highlights from this year include -

- Supporting our people and processes that allow us to keep our doors open
- Transitioning our small team of administrative staff to work from home

- Improving our online communication methods for staff and volunteers
- Moving our entire Salesforce volunteering program online
- Creating a brand new goods donation appointment booking system
- Developing an SMS program to thank our postal and courier donors
- Revamping our courier service
- Using Amazon Connect softphone to make outgoing calls on Giving Day



The Challenges

Childhood Poverty



198,600 children under the age of 15 live in poverty in Victoria.¹ Many of those affected are living in **deep poverty** – on average, this is a staggering \$135 per week below the poverty line.²



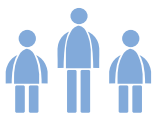
Children comprise more than **one quarter** of Victorians living in poverty.



One in six children are living in poverty in Metropolitan Melbourne.



One in five children are living in poverty in regional Victoria.



Children living in single parent families are **twice as likely** to be living in poverty.³



A sole parent living under the poverty line would now need to spend almost **9% of their disposable income** to afford the nappies they need for their children.⁴

Injury Prevention

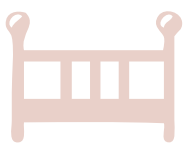
More children die of injury than of cancer and asthma combined.⁵ Two of the most common causes of injury are falls from things such as nursery goods (like cots, prams, high chairs, change tables) and motor vehicle accidents.⁶

The risk of harm can be greatly reduced by the supply of safe nursery equipment, and correctly fitted car restraints.



Children living in regional Victoria are **four times** more likely to be killed or injured in a car accident.⁷

Safe sleeping



In Australia, deaths attributed to Sudden Unexpected Death in Infancy have fallen by 85% since 1990 and it is estimated that 9,967 infant lives have been saved as a result of the infant safe sleeping campaigns.⁷ The ideal place for a baby to sleep is in a safe cot, on a safe mattress, with safe bedding in a safe sleeping place, both night and day.

¹ Every suburb Every town Poverty in Victoria Robert Tanton, Dominic Peel and Yogi Vidyattama November 2018.

² <https://www.acoss.org.au/poverty>.

³ <https://www.vcross.org.au>.

⁴ The Nappy Collective, Nappy Stress During COVID-19 Report 2020.

⁵ Australian Bureau of Statistics 2006c, Causes of Death, 2004, cat no. 3303.0, ABS, Canberra.

⁶ AIHW: Henley G and Harrison JE (2009). Injury deaths, Australia 2004–05. Injury research and statistics series no 51. (Cat. no. INJCAT 127). Adelaide: AIHW.

⁷ Hazard 85: Geographic differences in unintentional injury in Victoria: A report on ambulance attendances, emergency department presentations, hospital admissions, and deaths, 2014/15 to 2016/17 (Victorian Injury Surveillance Unit Monash University 2019).

⁸ Red Nose Annual Review 2018.



Our War on Waste

One of our main objectives in our vision statement is to waste less.

We know we live in a world where:

- It is expensive to buy all the items a family needs for their baby or child
- Many of us have cupboards full of nursery equipment, children's clothing, books and toys, in great condition, ready for a clean and a new home
- We have a huge consumption and waste problem, which is destroying our beautiful planet

Due to COVID-19, we were forced to close for goods donations for close to four months. Thankfully we had enough of the smaller items like clothing and linen but we were forced to purchase larger items like prams, car seats and cots at that time.

We are thrilled to say that 98% of the 61,318 items we rehomed to babies and children were donated by our generous community this financial year. That is the same percentage as the previous year.

We are incredibly proud and thankful to our community for enabling us to rehome so many preloved items again this year.

“I chose to support St Kilda Mums because I can't imagine how hard and stressful it must be for new parents who can't afford essential baby items. I'm also increasingly shocked by how much waste is produced from baby products being used for a short time and then disposed of. The image of a precious new baby and their mum, dad and/or guardian using my pre-loved products brought a smile to my mind. St Kilda Mums is a truly worthwhile cause. Just think of all those beautiful babies with their whole lives ahead of them snuggling into your re-used baby items... pure joy.”

- Liz, St Kilda Mums Supporter



Our Supporters: St Kilda Mums

These are some of our amazing supporters.
Some people have chosen to remain anonymous.

Trusts & Foundations

Antaeus Charitable Fund
Bank of Melbourne
Barr Family Foundation
Besen Family Foundation
Bruce McMullin Foundation
Capricorn Foundation
Daniel Scott Charitable Trust
Dyson Family
Estate of the Late Edward John
Howe re: E J Howe Charitable Trust
Perpetual Foundation – Estate Late
Blanch Brooke Hutchings
Ethel Paxton Trust Fund
Erdi Foundation
Fouress Foundation
Gandel Philanthropy
Gaudry Foundation
Gourlay Charitable Trust
Helen Macpherson Smith Trust
John & Betty Laidlaw Legacy
K & MV Topliss Charitable
Foundation
King Family Foundation
MaiTri Foundation
McPhee Charitable Trust
Naphtali Family Foundation
Portland House Foundation
Russell and Womersley Foundation
Scanlon Foundation
Sunraysia Foundation
The Duggan Foundation
The Frank Montagnese Foundation
The Ian Potter Foundation
The Jack Brockhoff Foundation
The Ross Trust
The Sentinel Foundation
The Shulu Foundation
The Westpac Foundation
Z Zurich Foundation

Businesses & Sponsorships

AlA Australia
Bendigo Bank Elwood
Brown-Forman Australia
Cisco
Coles Online
Complete Plumbing Contracting
Cooper Investors
Corporate Video Productions
Decjuba
Early Learning Group
EnergyAustralia

Epworth Healthcare
Gearon Civil Pty Ltd
Grants of Australia
Health Insurance Comparison
KPMG
L'Oreal Australia
Mocha
Pellicano Group
Raven's Nest Chinese Medicine
Zendesk

Community & Schools

All Soul's Opportunity Shop
Aurora Early Education
Brighton Inter-Church Opportunity
Shop
Haileybury
MADMelbourne
Mt Scopus College
Rotary Club of Albert Park
Rotary Club of Chelsea
Rotary Club of Noble Park -
Keysborough
The Pups
Tuppets Lights

People

Anna Clark and Ben Jensen
David and Sarah Ridley
Gavin & Christine Fleer
Jane Strachan
Mary Paula Williamson
Olivia Brown
Toby Tan

In Kind

All4Ella
Aromababy
Australian Botanical Soaps
b.box for kids
Baby Blanks
Bellamy's Organic
Bloom & Grow Australia & New
Zealand
Bubba Blue
Bugaboo Australia
Bunjie Pty Ltd
Cisco
Claesen's
Decjuba
Dorel Australia
Ego Pharmaceuticals
Exquira Pty Ltd
Gilly Goat
GoCanvas

Good 360 Australia
Hanes Brands
High Tees
Hire for Baby
Jewish Care
Jnr Life
Kinder by Nature
Kobn
KOGO - Knit One Give One
Littlins
Lush Doncaster
Medela Australia
Metro Global Technology Supplies
MF Imports
Mini Hippo Imports
Montage Agencies
Moorabbin Marble
Mustela
Natio
Oricom Baby Care
Outlook Australia
Perla Bambini
Picha Projects
Platter Perfection
Pure Petit
Redsbaby
Scanbrands - BabyBjorn
Share the Dignity
SleepSafe
Soxy Beast
Supre
Thankyou
The Amazing Baby Company
The Body Shop
The Little Toy Shop
Thread Together
Unicharm Australasia
Vacsec Security
Valiant Enterprises
Victorian Freight Services

Workplace Volunteering

Aesop
AFL
Aggreko
Belle Property St Kilda
Biarr Networks
BMS
Carlton & United Breweries
Charter Hall
CSL Behring
CV International
Data #3

Edwards Lifesciences
EnergyAustralia
Explorers Early Learning
Fetch Recruitment
Fly Buys
Fulton Hogan
Gadens
Icon
L'Oreal Australia
Lendlease
Mercedes-Benz Financial Services
MYOB
NAB
Open Universities Australia
Orbit Legal
PerkinElmer
Petit Journey Early Learning
PEXA
PwC
RACV
REA Group
Rising Tide Financial Services
Salesforce
Seek Limited
Serco Foundation
Talent
The Body Shop
Treasury Wine Estates
University of Melbourne
Vanguard Investments
Xero
Zendesk
Zurich

Technology Partners

Cisco
Google
Go Canvas
Salesforce
Waybu Mobile Enterprise Solutions
Zapier
Zendesk

Distribution Partner

Victorian Freight Specialists

Pro Bono Law Firm

HWL Ebsworth





Our Supporters: Geelong Mums

Trusts and Foundations

Anthony Costa Foundation
APCO Foundation
Bibury Trust
Erdi Foundation
Fagg Family Trust
Geelong Community Foundation
Give Where You Live Foundation
Percy Baxter Charitable Trust
Simpson Family Foundation
Trawalla Foundation
Vincent Chiodo Charitable Foundation

Businesses & Sponsorships

Bellarine Sewing Centre
Cotton On Group
Coulter Roache Lawyers
Elements Child Care and Early Learning Centre
Epworth Healthcare
Geelong Financial Group
Godfrey Hirst Australia
McGrath Geelong
Tourism Greater Geelong and the Bellarine

Community & Schools

Drysdale Uniting Church
Geelong Bowls Region
Kiwamis Club of Geelong
Rotary Club of Grovedale/Waurn Ponds
Rotary Club of Highton
Rotary Club of Kardinia
South Geelong Primary School
Surfcoast Country Women's Association
The Geelong Central Fidelity Club

In Kind

Conni
Decjuba
Great Ocean Road Coast Committee
Harvey Norman Waurn Ponds and North Geelong
Hygge Living
La Madre Bakery
Morgan Jamieson
One day PA
Photography by Riccardo
Rachelle De Brito
Share the Dignity
Speed Queen
Stuck on You / Penny Scallan
The Last Piece

People

David and Kathryn Luis
Deaneille Sheather
Elaine Calder
Elise Perry
Frank Costa
Heather Fagg
John and Maree McKenzie
Johnston Family
Justin Craddock
Kate & Peter Betts
Kate Spargo
Levi and Brooke Turner
Madeline G
Marcia Sanderson
Michelle and Stephen Dean
Nicole Porte
Pete and Trish McCormack
Prue Johnstone
Tim & Edwina Shakespeare

Workplace Volunteering

Advisory Partners
Burke Britton Financial Partners
Cisco
Civica
Community Care Chemist
Deakin University
EnergyAustralia
Fulton Hogan
Geelong Football Club
Gforce Employment Solutions
GMHBA
Governance Evaluator
Lendlease Abervale Retirement Living
TAC
Uni Grain
Worksafe Victoria



Our Supporters: Eureka Mums

People

Ann and David Fawell
Ewan and Lyndal Fletcher
John Bennett

Trusts and Foundations

June Wilson Trust
Hugh D. T. Williamson Foundation
Pethard Tarax Charitable Trust
SJD Foundation
StreetSmart Australia
Suttie Family Trust
The Ballarat Foundation

Business

Commonwealth Bank
Grounded Pleasures
MOR Accountants
People Plus

Community

Rotary Club Of Ballarat East
Webbcona Branch CWA
Rotary Club Young Ambition
Ballarat



Stories of Impact: Families

“I’m writing to say how thankful I am to you all, for all the items I received. I’m expecting twins who will arrive at any minute now. With this ongoing pandemic, the stress brought by the understandable (yet hard to cope with) restrictions and financial concerns, I was under a lot of pressure. When my order arrived with everything I asked for and much more, I was overwhelmed by the kindness you and your donors have expressed towards me and my family.

I expected you’d send me some refurbished nursery items but I got most of them brand new and the others were also as good as new. To complete the bedding, I’ve got 2 bags full of sleeping bags, wraps and other goodies, very neatly and nicely packed by the lovely ladies Karen and Zoe. Me and my daughter had a lot of fun digging into these bags and discovering all those lovely items.

I’m pretty sure you have helped many families like mine over the time. Some of those services are not accessible during this health crisis and I’m so pleased with your friendly and timely response. While I cannot thank you all enough, please let me know if there’s any way I can help and contribute towards your cause.”

– Dasuni, St Kilda Mums beneficiary

“I just want to thank you. My three boys received packages from you today and it’s been like Christmas for them. It’s like the gift that keeps on giving. They tried on all the clothes and spent hours going through all of the things you provided.

One of my sons loves one of the tops so much that it’s going to be very difficult to take it off him to wash! It was the best day ever. It’s like you knew them better than we do, all of the items are so suited to each of them. From the bottom of our hearts, thank you so much.”

– Melissa, St Kilda Mums beneficiary



Our Board and Sub-Committees

Meeting every four weeks, the volunteer Board sets the strategic direction and oversees governance, financial management and accountability, and significant operational decisions.



Deidre Mackechnie
Chair



Stacey Barrass
Vice Chair



Clementine Thompson
Treasurer



Karen Massier
Secretary



David Meade
Member



Kate Betts
Member

Finance Risk and Audit Sub-Committee

Meeting every six weeks, the volunteer Finance Risk and Audit sub-committee supports the CEO, Finance Manager and the Treasurer.



Katherine Hinton
Finance Manager



Clementine Thompson
Treasurer



Karla Harman
Member



Morelle Bull
Member



Francie Doolan
Member



Kathryn Brown
Member



Tamara Price
Member

Geelong Mums Sub-Committee



This sub-committee, represented by Kate Betts, Kate Gibson, Sarah Albon and Julia Roache, provides advice regarding the operations, donor engagement and sustainability of Geelong Mums, under the governance of the St Kilda Mums' board.



Financial Statement

Statement of Income and Expenditure

Income	2020	2019
Fundraising revenue*	64,389	354,969
Donations	1,872,891	1,337,056
Grants received	1,065,189	1,071,121
Other revenue - Government COVID-19 support	260,000	-
Other revenue	130,726	111,570
Interest	1,659	2,260
TOTAL INCOME	3,394,854	2,876,976
Expenditure		
Cost of goods purchased for families	168,168	191,209
Spare parts, packaging and freight	31,326	23,363
Fundraising costs	32,377	169,798
Office costs	226,093	235,748
Employees expenses	1,884,849	1,600,895
Training and education	3,323	21,595
Repairs and minor assets	11,856	10,710
Occupancy costs	58,773	239,211
Depreciation	31,421	26,949
Depreciation - right of use assets (leased buildings)	214,021	-
Interest expense (leased buildings)	74,896	-
TOTAL EXPENDITURE	2,737,103	2,519,478
SURPLUS FOR THE YEAR	657,751	357,498

Statement of Assets and Liabilities

Assets	2020	2019
CURRENT ASSETS		
Cash and cash equivalents	1,519,299	658,158
Trade and other receivables	272,539	140,317
Other current assets	110,738	66,608
TOTAL CURRENT ASSETS	1,902,576	865,083
NON CURRENT ASSETS		
Property, plant and equipment	89,819	112,909
Right of use assets (leased buildings)	1,521,578	-
Other non-current assets	53,847	53,847
TOTAL NON-CURRENT ASSETS	1,665,244	166,756
TOTAL ASSETS	3,567,820	1,031,839
Liabilities		
CURRENT LIABILITIES		
Trade and other payables	127,076	78,834
Other liabilities	343,118	87,606
Lease liabilities	150,138	-
TOTAL CURRENT LIABILITIES	620,332	166,440
NON CURRENT LIABILITIES		
Other liabilities	35,324	31,583
Lease liabilities	1,420,597	-
TOTAL NON CURRENT LIABILITIES	1,455,921	31,583
TOTAL LIABILITIES	2,076,253	198,023
NET ASSETS	1,491,567	833,816
Equity		
Retained surpluses	1,491,567	833,816
TOTAL EQUITY	1,491,567	833,816

A full copy of the audited financial statements is available on the ACNC website.

* fundraising revenue and expenditure is directly associated with the Mother's Day Lunches which did not go ahead this year due to COVID-19.



How You Can Continue Supporting Us

Supporting St Kilda Mums, Geelong Mums and Eureka Mums will allow us to sustain and grow our service, ensuring that we share more, waste less and care for every baby and child.

There are so many ways to support the work we do.

Please support us so we can purchase nursery equipment and spare parts for preloved items, giving babies and children the safe start they deserve.

Please support us with our rent so we have the space in Melbourne, Geelong and Ballarat to coordinate our state-wide service, train and welcome our volunteers, house material aid for families and coordinate our transportation logistics.

Please support us to invest in people, technology and training so we can be efficient, effective and collaborative, enabling us to reach every baby and child who needs access to nursery equipment and clothing.

Please support us by pledging your gift as a matching donation in our Annual Giving Day in June.

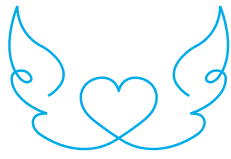
Please support us to cover our operational costs - from the pressure washer to hose down prams, to lockers for our volunteers, to our public liability insurance. Simple, but crucial.

No matter how you choose to support us, your generosity will be greatly appreciated and will make a life-changing difference to families living in poverty and crisis.



Let's get to work!

If you would like to learn more about how your support can make a difference to our organisation and the families we help, please contact us to organise a meeting and tour:



St Kilda Mums

Jessica Macpherson

CEO St Kilda Mums, Geelong Mums and Eureka Mums

Email: jessica@stkildamums.org

Ph: 0437 476 750



Geelong Mums

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Eureka Mums

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mums@stkildamums.org

St Kilda Mums was
established in 2009



Geelong Mums

110 Balliang Street
South Geelong VIC 3220

Postal address:

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PO Box 8203
Newtown VIC 3220

www.geelongmums.org
mums@geelongmums.org

Geelong Mums was
established in 2013



Eureka Mums

15A Gray Street
Sebastopol VIC 3356

Postal address:

Eureka Mums
PO Box 5535
Redan VIC 3350

www.eurekamums.org
mums@eurekamums.org

Eureka Mums was
established in 2014



St Kilda Mums (which also trades as Geelong Mums and Eureka Mums) is a public benevolent institution and is endorsed by the Australian Taxation Office as a Deductible Gift Recipient (Item 1) with charity tax concessions (TCC). This means that we can provide tax-deductible receipts for any donation of \$2 or more. Our ABN is 11 296 752 873 and our registration to fundraise in Victoria is #11922.15