



Geelong Mums



St Kilda Mums



Eureka Mums

Annual Report

2021/22

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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.



Message from our Chair



Welcome to the St Kilda Mums, Geelong Mums and Eureka Mums Annual Report for the financial year ending June 2022.

As I reflect on the past 12 months, I am inspired by the community that continues to support us and the amazing team with which I work, both on the Board and the staff and volunteers of our amazing organisation.

The past year has been one of great change for us. We welcomed our new CEO just before the start of this year and her influence across these 12 months has created excitement about the future. Our new organisational structure has been instrumental in building a real

sense of unity amongst our staff and fostering a culture of resilience and adaptability.

We finally came out of COVID-19 lockdowns which meant we could welcome our wonderful volunteers back to our warehouses. It's so lovely to see their smiling faces and to have them onsite again. The end of lockdown also meant we were able to host our annual Mother's Day Lunches in Melbourne and Geelong. What a treat to be able to mingle with others and enjoy socialising again!

More than half of the people turning to us for support in the last 12 months have stated that the COVID-19 pandemic is one of the reasons they've had to ask for help.

So although we're out of lockdown, the effect of the pandemic is still being felt by many.

Social workers, maternal child health nurses and many support agencies are stretched and research shows the number of people in need continues to grow in Victoria, and nationally.

Now is the time for us to make an impact. With your help we can build a world where we share more, waste less and ensure every child thrives.

A handwritten signature in black ink, reading 'Deidre Mackechnie'.

Deidre Mackechnie
Chair

Message from our CEO



This was my first full year as Chief Executive – and it’s been a joy and a privilege to lead this fantastic organisation through such extraordinary times.

The year was once again dominated by the Global COVID-19 Pandemic. In the first half of the year we continued to bounce in and out of lockdown – a challenge for us as an essential service with, at the time, three warehouse sites across Victoria, all with different lockdown rules at different times. The staff and volunteer team were incredibly resilient – having to constantly adapt to the changing circumstances. Throughout this period, the team kept its eye on our purpose, our north star, guiding us to keep going throughout the uncertainty and challenges we faced. I’m so grateful for the team’s support, hard work and dedication.

Operating under such demanding conditions brought things into sharp focus. While working hard to support

almost 19,000 babies and children this year, we also took time to review our strategy. Following an extensive consultation, we published our Vision for 2030 in February and were delighted by the positive feedback from our stakeholders. My thanks to everyone who shared their views and expertise through the process.

You will find our Vision for the future on page 4 of this report. We have set ourselves big goals – to reach every Victorian child up to the age of 6 and to significantly reduce waste going to landfill by 2030. All in pursuit of our vision: **Share more. Waste less. Every child thrives.**

Delivery of these critical goals has required some changes to the service. In May, we reconfigured the way we reach our Eureka Mums family. Whilst there is no longer a warehouse in Ballarat we now have the ability to reach even more families in the region, shifting costs from bricks and mortar to frontline service delivery.

We also restructured the staff team to ensure we have the ability to scale our operation right across Victoria – to reach every child that needs us.

Funders continued to provide incredible support, for which we are so grateful, and we rounded the year off in celebration, bringing our supporters back together for our Mother’s Day Lunches and a successful Giving Day in June.

It’s been tough – and for the families we support, the impact of the pandemic will be felt long and hard. Never has the need for our service been greater – and we appreciate, so much, your ongoing support of our work.

I wish you all good health and happiness,



Ruth Holdaway MBE
Chief Executive Officer

Our Goals

This year was largely about helping families in need get through the pandemic with the essentials they needed for their babies and children. The first half of the year was dominated by management of the pandemic circumstances we all found ourselves in. During lockdowns we were unable to have volunteers on site so, like many other organisations, we had to employ agile thinking and adapt the way we worked. We were determined, however, to keep the doors open, knowing more people than ever would need our help. Thanks to our incredible supporters and funders we achieved this. THANK YOU ALL.

We also took the opportunity, to focus on the future. With a new CEO in post and knowing we'd need to be prepared for a changed post-pandemic world, we set about reviewing our strategy. We undertook an extensive research exercise and co-created a new strategy with input from the users of our service, volunteers, staff, the board and some of our key funders. We were proud to publish our new strategy in February 2022: **Our Vision for 2030.**

Imagine a world where we share more, waste less and every child thrives.

This is our vision for the future.

One not too far away... 2030.

Is it bold? Yes.

Is it possible? Yes, with help.

You may have heard the saying "It takes a village". It means it takes a community to help a child grow in a secure and healthy environment. This is the sentiment behind the way we work to achieve a better world for children and the planet. We can't reach our goals alone, so we invite you to be inspired to support us, as we set big ambitious goals for the future of our children and the planet.

Community, supporting children to thrive and respecting the planet are core to who we are. These are the things that inspired the way the charity began in 2009 and they have continued to shape what we do as we continue to grow and help more children.

"The support provided by St Kilda Mums made a real difference to a family I was supporting. The mother gave birth just after their arrival in Australia, and so they had no items for the baby. I was able to order them some clothes and baby items for the newborn so that they received them prior to the baby's birth. The family was very grateful for the items received."

Kristen, Case Worker, Ames

Our Strategy



The Future We Want To See

Share more. Waste Less. Every Child Thrives.

How We Do It

We rehome essentials to give kids the best start in life.

Why It Matters

The first 2000 days

Our lives are impacted by our experiences in early childhood. The attachment between a child and their primary carer in the first 2000 days of life influences that child's health, development and resilience. If there is economic, psychological and/or physical distress, the ability to develop this bond is at risk. We/St Kilda Mums/Geelong Mums/Eureka Mums alleviate these pressures and create the opportunity for every child to feel secure, safe and to thrive.

Circular economy

The world has finite resources. The way we buy, use and dispose of goods has a negative impact on our planet. We're investing our energy into changing the way we consume goods. As part of the circular economy, we are reducing waste and pollution by extending the life cycle of kids' essential goods through repair and reuse.

By 2030, We Will

Support every Victorian child up to the age of six that needs us

Reduce waste through the reuse of the things kids need

Share our service beyond Victoria

Our Operational Priorities

Reach, Progress and Impact | Reducing Waste | Our People | Operational Excellence

Our Way of Working

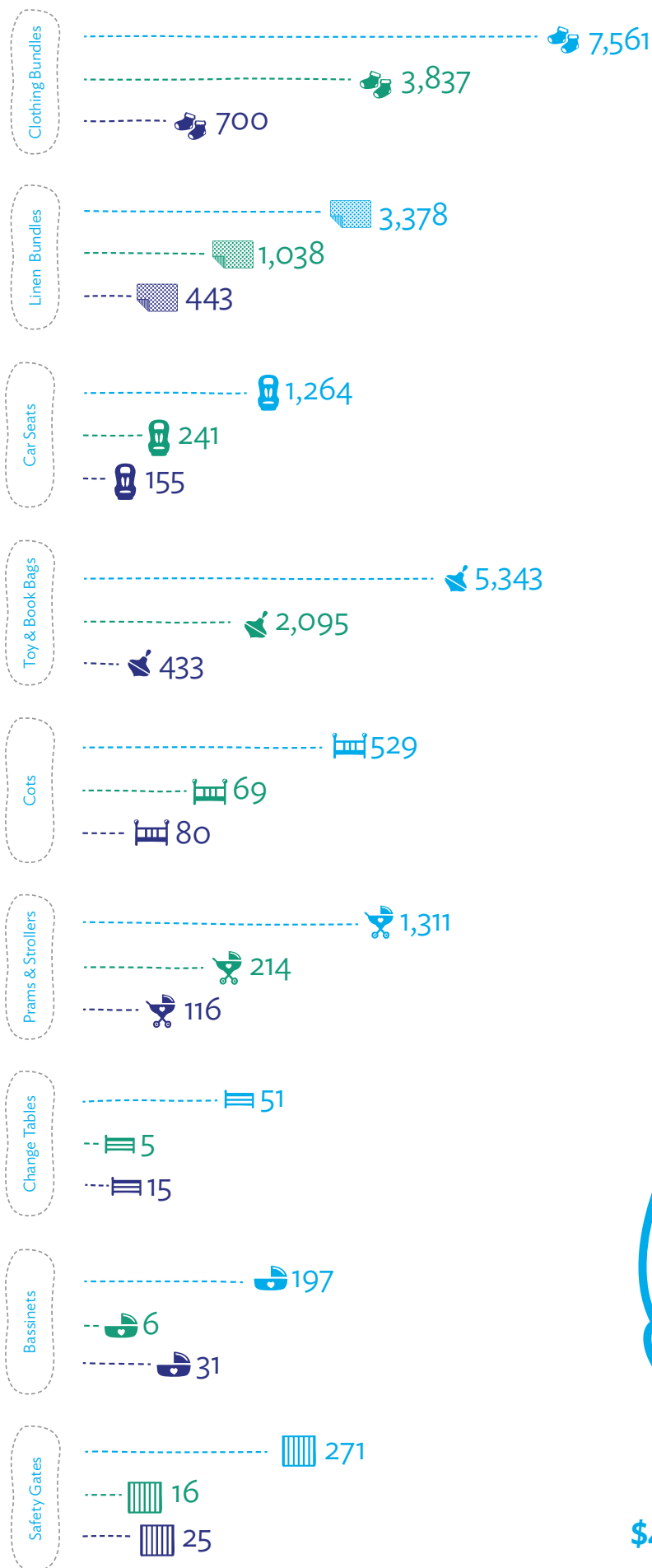
Community, Respect, Caring for the Planet, Collaboration, Accountability, Joy

Our Impact

2021-2022



Our Impact, Our Numbers



Total Value of
Items Rehomed

\$7,399,148

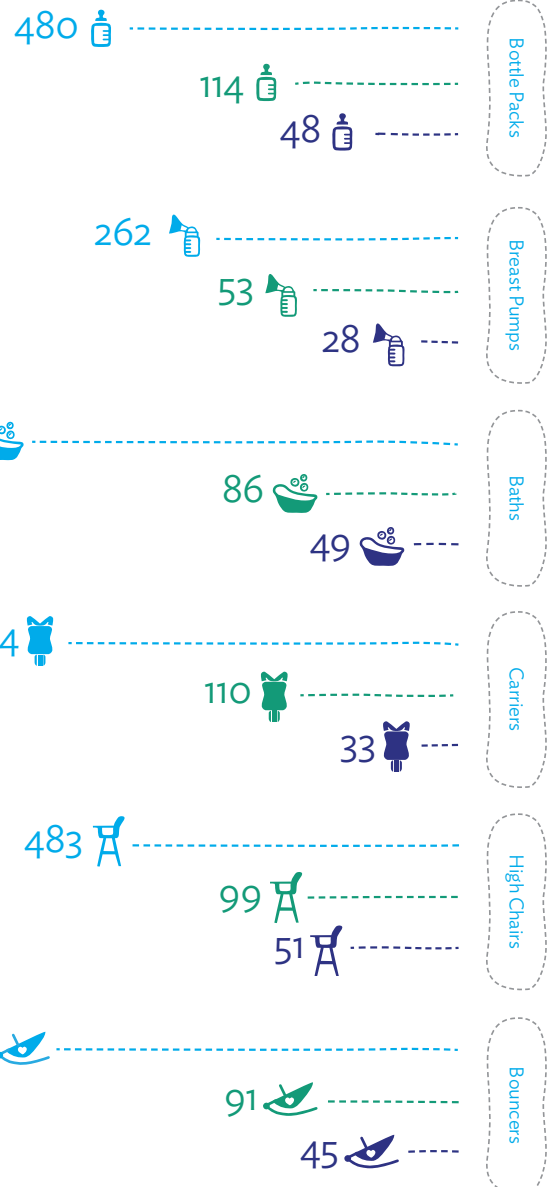
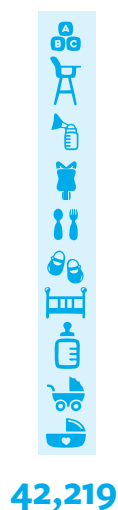
\$4,822,521 **\$2,082,005** **\$494,622**

"Another year of lockdowns" July 2021 - June 2022



Number of
Items Rehomed

67,677



278  NEW VOLUNTEERS INDUCTED 156 98 24

1,832  SOCIAL WORKERS 1181 487 164

332  AGENCIES 267 72 45

19,425 BABIES & CHILDREN SUPPORTED 11,629 6,366 1,430

5,113  BABIES 0-1 YEAR 3,290 1,432 391

14,312  CHILDREN 1-12 YEARS 8,339 4,934 1,039



St Kilda Mums



Geelong Mums



Eureka Mums

St Kilda Mums

Impact for vulnerable babies and children 2021-22

St Kilda Mums rehomed a total of **42,219** items valued at **\$4,822,521**.

Some of these items included:



7,561

Clothing Bundles



1,264

Car Seats



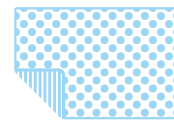
5,343

Toys and Book Bags



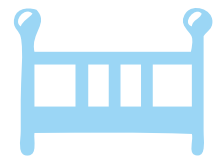
1,311

Prams and Strollers



3,378

Linen Bundles



529

Cots

Causes of disadvantage

Causes of Disadvantage	Percentage of babies and children affected by each cause of disadvantage, total and for St Kilda Mums FY 21/22
Family Violence	33%
Single Parent	32%
Unemployment	35%
Mental Health	28%
Migrant, Refugee or Asylum Seeker	34%
Homeless or at Risk of Homelessness	15%
Disability	11%
Young Parents	10%
Medical	8%
Other	4%
Family Reunification	6%
Kinship Care	5%
Life Controlling Addiction	4%
Foster Care	2%
Natural Disaster	0.7%
Negatively Affected by Covid	69%

Top 20 Agencies FY 21/22

Agency	Babies and Children
Uniting	958
Hume City Council	572
IPC Health	524
South East Community Links	444
Monash Health	421
Casey City Council	377
Launch Housing	319
Maroondah City Council	310
Greater Dandenong City Council	274
Anglicare Victoria	264
MacKillop Family Services	245
Department of Families, Fairness and Housing (DFFH)	242
AMES	241
Salvation Army	233
Spectrum Victoria	216
Latrobe Community Health Service	162
Mitchell Shire Council	141
Kingston City Council	140
Yarra City Council	127
WAYSS	124

Geelong Mums

Impact for vulnerable babies and children 2021-22

Geelong Mums rehomed a total of **20,532** items valued at **\$2,082,005**.

Some of these items included:



3,837

Clothing Bundles



241

Car Seats



2,095

Toys and Book Bags



214

Prams and Strollers



1,038

Linen Bundles



69

Cots

Causes of disadvantage

Causes of Disadvantage	Percentage of babies and children affected by each cause of disadvantage, total and for Geelong Mums FY 21/22
Family Violence	26%
Single Parent	26%
Unemployment	21%
Mental Health	20%
Migrant, Refugee or Asylum Seeker	13%
Homeless or at Risk of Homelessness	10%
Disability	13%
Young Parents	6%
Medical	7%
Other	4%
Family Reunification	6%
Kinship Care	5%
Life Controlling Addiction	3%
Foster Care	3%
Natural Disaster	0.3%
Negatively Affected by Covid	73%

Top 20 Agencies FY 21/22

Agency	Babies and Children
Bethany Community Support	1114
City of Greater Geelong	916
Uniting	636
Wyndham City Council	605
Salvation Army	472
Barwon Child, Youth & Family	404
Wathaurong Aboriginal Co-operative	242
Colac Area Health	239
Barwon Health	234
Department of Families, Fairness and Housing (DFFH)	227
The Orange Door	123
Victorian Aboriginal Child Care Agency	110
Colac Otway Shire Council	105
CatholicCare Victoria	88
Access Your Supports	66
IPC Health	65
Gateways Support Services	60
Western English Language School	57
Anglicare Victoria	55
The Sexual Assault & Family Violence Centre	47

Eureka Mums

Impact for vulnerable babies and children 2021-22

Eureka Mums rehomed a total of **4,926** items valued at **\$494,622**.

Some of these items included:



700

Clothing Bundles



155

Car Seats



433

Toys and Book Bags



116

Prams and Strollers



443

Linen Bundles



80

Cots

Causes of disadvantage

Causes of Disadvantage	Percentage of babies and children affected by each cause of disadvantage, total and for Eureka Mums FY 21/22
Family Violence	40%
Single Parent	39%
Unemployment	31%
Mental Health	30%
Migrant, Refugee or Asylum Seeker	3%
Homeless or at Risk of Homelessness	15%
Disability	12%
Young Parents	20%
Medical	5%
Other	5%
Family Reunification	8%
Kinship Care	7%
Life Controlling Addiction	4%
Foster Care	8%
Natural Disaster	0.6%
Negatively Affected by Covid	58%

Top 20 Agencies FY 21/22

Agency	Babies and Children
Child and Family Services Ballarat (CAFS)	169
BADAC - Ballarat and District Aboriginal Co-operative	141
Ballarat Health Service	129
CatholicCare Victoria	116
Ballarat City Council	111
Department of Families, Fairness and Housing (DFFH)	90
Berry Street	81
Grampians Community Health	69
WRISC Family Violence Support	52
Little Wonders Early Learning Centre Sebastopol	52
Uniting	47
Ararat Rural City Council	38
Yuille Park Community College	36
Salvation Army	38
Melton City Council	31
Sebastopol Primary School	30
Central Goldfields Shire Council	26
Pyrenees Shire Council	24
The Orange Door	22
Anglicare Victoria	19

In May 2022 the Eureka Mums warehouse in Ballarat ceased operating following a reconfiguration of St Kilda Mums Inc service delivery model. The region is now serviced by our two warehouses in Clayton and Geelong. The new model resulted in the reduction of overheads and allows the organisation to focus funding on reaching more vulnerable babies and children that need our help in the region.



Our Impact Across Victoria

Grampians



1,779



\$621,294



Family Violence 41%

Loddon Mallee



343



\$141,504



Unemployment 38%

Barwon South West



5,276



\$1,625,807



Single Parent 29%

1

Metropolitan Melbourne



1,812



\$712,174



Single Parent 39%

2

Inner Melbourne



1,058



\$459,328



Migrant or Refugee or
Asylum Seeker 41%

KEY



Babies and children we supported



Value of goods distributed



Most prevalent cause of disadvantage

Hume



488



\$171,039



Mental Health 28%

Gippsland



737



\$303,222



Family Violence 44%

3

3

Outer Melbourne



7,887



\$3,341,632



Migrant, Refugee or
Asylum Seeker 39%

Impact for Our Planet: the War on Waste Continues

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.

REUSE IS THE FIRST LINE OF DEFENCE AGAINST CLIMATE CHANGE.

We reduce the amount of waste sent to landfill by reusing and rehoming essentials to give babies and children the best start in life.

We are thrilled to say 99% of the 67,677 items we rehomed to babies and children were donated by our generous community. We are incredibly proud and thankful to our community for enabling us to rehome so many donated items this year.

In the past year, as a result of our incredible giving community we diverted 212 tonnes from landfill by rehoming 67,677 goods and supporting 19,425 babies and children.

The total value of the items rehomed was \$7,399,148.



Stories of Impact



“Four weeks ago, I made an appointment with a GP after my waters broke (although I didn’t know that’s what it was at the time). She confirmed that I was pregnant and that I needed to go straight to emergency. It was a cryptic pregnancy - I had no idea I was pregnant and was even dressed for work that morning. I was scared, terrified, alone, guilt ridden of the last nine months and the night of the assault came flooding back. My life changed in an instant.

I then had an emergency caesarean and by some miracle, a perfectly healthy, 3.5kg, 38 week, beautiful girl landed on my chest.

I was overwhelmed by the support of women who rallied around me including an amazing social worker. She came to my room with an incredible load of donations from St Kilda Mums that allowed me to dress her, get her home and have somewhere for her to sleep.

From the bottom of my heart, thank you. We’ve made it through the first month thanks to your kindness and generosity.”

Anonymous, Beneficiary

“Myself and my colleagues have submitted bulk orders to St Kilda Mums for many families, some of whom need immediate support. The fact that families can come to us with their needs means that we can start to establish trust and positive relationships in the local community.

St Kilda Mums providing children’s goods has an incredible impact on so many families. The provision of nappies, wipes and toiletries relieves weekly financial pressures that means the cost of living can be redirected in the short term. Similarly, clothing & shoe bundles give breathing space in very tight budgets. These expenses are costly and overwhelming at times. By providing us with car seats, St Kilda Mums helps us to ensure families can better access health and medical appointments and engage with support services for their children.

The quality of the goods received from St Kilda Mums is celebrated and appreciated by the families who engage in the Connected Beginnings service.”

Selina, Project Support Officer,
Connected Beginnings, Mildura

"I love watching the mums' faces as they open a clothing bag. The excitement and relief. One thing I love even more is watching the kids' faces when they open a book bag – many have never had books of their own!

Each case is different. For one family, the gift of clothes, shoes and a special bag of toys helped their girls through the trauma of having to leave everything behind for reasons they are too young to understand.

It's also quite special being able to help a family prepare for 'back to school'. Providing clothes and a backpack of books is a life saver, literally for some families.

The volunteers must be very special people, they help change people's lives ... for the better!"

Helen, Case Worker, Doncare

"Eureka Mums is invaluable for our new families. Their support in regional Victoria is so important. Recently, a young mum-to-be had been involved with the Department of Families, Fairness and Housing and worked hard to move through their program. Unfortunately, a chronic health condition that is exacerbated by physical and emotional stress meant that she had been hospitalised on and off throughout her pregnancy. Eureka Mums provided all of the newborn essentials for her newborn baby to sleep and travel safely. This mum was overwhelmed with gratitude and so happy with the generosity of Eureka Mum's beautiful goods."

Lany, Case Worker, Ballarat Community Health Centre

"St Kilda Mums is a pillar in the community to families who are in need. The staff are pleasant to liaise with and prompt in their response despite their busy schedule.

As a practitioner, I see the positive impact the pre-loved goods have on families, especially on the children. This week I collected items from St Kilda Mums for a Mum with four children, two with special needs. I saw the joy on the child's face (who was home with Mum at the time I delivered the goods), that the staff at St Kilda Mums don't get to see or experience. I share my story because of the positive experience I had. Also the Mum wants me to send her "big thank you" for the support she received.

For many disadvantaged families, the rehomed goods serve so many purposes. Keeping babies and children clothed provides for their essential needs and helps ease the financial worry and burden on the parent - often helping many to move forward from their difficult experiences. The toys and games encourage children to develop their fine motor skills and provide opportunities for families to come together and connect.

I truly commend St Kilda Mums for their commitment to service."

Senior Family Services Practitioner, Uniting.



The Gift of Time: Our Volunteers

Our family of 2,200 volunteers are the heart and soul of what we do. They are the lifeblood and backbone of our organisation and quite simply, we could not do what we do without them.

Our volunteers transform preloved donated goods into high quality sorted and repaired goods ready to be sent to families in need - packed with love and providing dignity for the babies and children who will receive and use them. Volunteers ensure that all the items we rehome are in good

condition; they sort, clean, fold, pack and perform safety checks.

We have a range of different roles that volunteers undertake - from meeting and greeting goods donors, to sorting, cleaning and packing linen, clothes, shoes, toys and books. Then there is the thorough cleaning (scrubbing, usually!) and safety checking of prams, high chairs and car seats, as well as sanding and painting cots to make them as good as new.

This year our volunteers dedicated over 70,000 hours of their time - an incredible donation of time and gift of love. Volunteers are the powerhouse of St Kilda Mums, Geelong Mums and Eureka Mums - whatever role they complete we couldn't deliver our service without them. THANK YOU to everyone who volunteered in 2021 - 22.





“We started volunteering at different times and stages of our life and we’ve become such great friends. We both heard about St Kilda Mums simply through word of mouth and we’re so glad we walked through those doors and joined this wonderful team.

We sort and bundle up all of the generous linen donations and get them ready to go out to families who need them. We get to be quite creative when preparing the linen bundles and we always feel like we prepare the bundles with love.

Working together as we do allows us to sort and bundle efficiently. We have not been disappointed as volunteers. We have loved being a part of all the progressive changes, floor organisation, and the overall improvements that have been done for all of the volunteers. It makes our time here more enjoyable, safer and better overall. Our opinions and feedback are always encouraged. Pop down to the linen area and say hello, as that is where you’ll find us, or we’ll be having a cuppa and sharing a slice of cake at morning tea.”

Joan and Alison – St Kilda Mums volunteers and great friends



“When I began volunteering at Geelong Mums we only had the one warehouse. I was here when we took over the warehouse next door and today it’s amazing to see both are now packed with donations to be sorted, cleaned, tinkered and packed - all ready to be issued to families in need of the essentials that we take for granted.

What I love most about volunteering is the social aspect. Friendships are made, ideas swapped, jokes exchanged, and at times, even hilarious chuckling whilst we all work at our designated jobs!

The staff here are a great team and all work hard to keep the warehouse running smoothly. Thanks to them we also have many corporate volunteers who give their time to experience the work we do. I could not think of a better place to work or volunteer - I would call it My Happy Place.”

Thelma – Geelong Mums volunteer



"I guess I've become the resident handyman. From building shelving to fixing squeaky wheels or putting together flat pack cots, anyone can come to me for help. As a child I was always keen to build and repair things and especially if it involved problem solving. This trait continued throughout my adult life and has served me well both financially and career wise as a Project Engineer in Telecommunications and Property Developing.

Upon my retirement, I felt I wanted to give back to society but I knew I needed to enjoy a role and feel useful. My daughter was the Fundraising Manager at St Kilda Mums and that's what led me to volunteer. What I do matches my interests and I especially get a real buzz out of cracking problems in the warehouse."

Bruce – St Kilda Mums volunteer



"I have been volunteering with Geelong Mums for 18 months after moving from Tasmania. I did some research about volunteering in the area and found the Geelong Mums website. It sounded like what I was looking for and I loved what the organisation stood for. I'm a firm believer that in life, you need to put yourself out there to meet people and find things that keep you going and make you happy!

What I love the most about volunteering is being able to help those less fortunate in the community. It's amazing to receive donations and then turn them around and provide beautiful packs that make a difference in a child's life.

I guess you could call me an all-rounder - I love making linen packs, toy packs, book packs and greeting donors. My favourite job is making a clothing pack - I like to take items home, wash and iron each item and once I even knitted a made to order beanie to match the bundle pack.

I love the friendships that are formed, the flexibility of the organisation and the support that's there for volunteers. Being able to connect with very special, like-minded people has been wonderful. Making so many great friends has been a surprise but a wonderful one! I love that I now see lots of my friends socially outside of Geelong Mums."

Marie – Geelong Mums volunteer

Volunteer Partners

Craft Groups

who regularly craft for us
and donate their creations:

St Kilda Mums

KOGO

Our Kitchen Table

Sandy Sew & Knit

Box Hill RSL

Possum & Chick

Murrumbeena Knitting & Craft Group

Geelong Mums

KOGO

Native Hut Branch of the CWA

Merna & Highton Rotary Group

Kiwanas Sew & So

Bellarine Knitters

Mount Street Neighbourhood House

Wandarra Art & Craft Group at

St Laurence Park

Torquay Probus

Supported Volunteering Organisations

St Kilda Mums

Interchange Outer East

Bayley House

IDV

Geelong Mums

Gateways Support Services

Business Groups that Collect Goods on our Behalf

St Kilda Mums

Woodend Neighbourhood House

Smart Storage World

Clifton Hill Recycling Centre

Geelong Mums

Torquay Children's Hub

Volunteering by Monash Graduate Association

The Monash Graduate Association is an independent, non-profit organisation that looks after and supports students who are completing postgraduate degrees at Monash University.

“Our students understand the importance of getting involved with the community and giving back. As such, we were excited to be able to return to St Kilda Mums in Clayton this year when pandemic restrictions were lifted. Students love volunteering at St Kilda Mums as it has given them a meaningful connection to the community. Knowing that their time spent sorting clothes or cleaning prams will help a family in the community, encourages our students to come back time and time again. St Kilda Mums does an excellent job of keeping our students engaged. We also appreciate how St Kilda Mums align with our sustainability goals, never letting anything go to waste. We hope to be able to continue this relationship next year!”

Leilani Duong, Student Engagement Officer (Clayton),
Monash Graduate Association



The Power of Fundraising

In 2021-22 St Kilda Mums, Geelong Mums and Eureka Mums implemented a number of fundraising activities to secure the income necessary to deliver a growing service.

Philanthropy: Giving at Scale

Philanthropic grants and gifts contributed a total of \$1.3m this year. Projects supported included the delivery of our regional service (sending goods to babies and children in need right across regional and rural Victoria), growing our volunteer program and ensuring safe sleep and travel equipment for vulnerable families.

We are so appreciative of all our philanthropic partners for this critical support. It takes a village and we are so grateful to have you as part of ours.

Our Appeals: Christmas, End of Financial Year and Giving Day

Our Christmas, End of Financial Year Appeals and Annual Giving Day are an integral part of our fundraising program.

The 2021 Christmas Appeal raised \$272,209. To kick off our End of Financial Year Appeal our Annual Giving Day was held on 9 June, 2022 and with the generosity of our matching donors, monies raised on the day were tripled which generated over \$1 million dollars. A heartfelt thank you to all our donors who give so generously to these appeals, year in, year out.

Events: Mother's Day Lunches and Geelong Business Breakfast

Mother's Day Lunches

What a thrill it was to once again host our annual Mother's Day lunches in Melbourne on 29 April and Geelong on 6 May. With over 800 guests attending the St Kilda Mums Lunch and 500 at the Geelong Mums event, both The Pullman Albert Park and Mt Duneed Estate were bursting at the seams with record numbers of tickets sold. Jacqui Felgate was warm and generous as MC for both lunches, and entertainer Mike Snell had guests dancing in the aisles. The Eventurer and Belco Events created a spectacular setting for the day.

Generosity filled the rooms with the St Kilda Mums Mother's Day Lunch



generating \$294,439 and the Geelong Mums Mother's Day Lunch raising \$176,816.

Incredible thanks go to our sponsors. The Melbourne Lunch was presented by DECJUBA. Other sponsors included L'Oréal Australia, AIA Australia, Kay and Burton Foundation, Zendesk, Watches of Switzerland and The Memo.

The Geelong event was proudly presented by McGrath. Other sponsors included Elements Childcare and Picnic Season, Built, Geelong Financial Group, Body Recon and Coulter Legal.

Special mention to Dandelion Vineyards, Liberty Events, Corporate Video Productions and our amazing volunteers –
THANK YOU!



Geelong Mums Business Breakfast

Our inaugural Geelong Mums Business Breakfast was launched in November 2021. What a joy it was to celebrate coming out of COVID restrictions and being in a room full of people!

280 guests from the Geelong corporate community joined us at the Geelong Football Club to hear from best-selling author, public speaker and gender equality advocate, the inspiring Jamila Rizvi.

With the aim of increasing the corporate sector's understanding of what we do, the event showcased our workplace volunteering program and the role business can play in supporting Geelong Mums.

We thank our fabulous volunteer workforce who donned green aprons and welcomed guests in gorgeous Geelong Mums style. Proudly supported by our sponsors, Built, Wighton's Lawyers and Elements Childcare, this event raised \$44,093.

Regular Giving: Give to Grow

Our 'Give to Grow' regular giving program saw 434 donors contribute an incredible \$170,196. 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.

Community Fundraising: Cakes, Bakes and Dressing Up!

168 individuals and community groups held local or workplace fundraising events and activities which raised an incredible \$123,024.

We love the creativity of our community! Community fundraising events and activities this year included morning teas, lunches, fitness challenges, children's markets & festivals, Rotary and Lions Clubs fundraisers and gifts in lieu of celebrations like birthdays or anniversaries. 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 have enjoyed sending some of our team and volunteers as guest speakers to events right across Victoria



A huge thanks to some of our fabulous community fundraisers:

- All Souls Opportunity Shop
- Abervale Retirement Village - Craft Group
- Community Care Chemist - Christmas Wrapping
- Great Aussie Hike
- Ladies by the Lake - Koonara Wines & Pipers by the Lake
- Lisa Griffith, Ben Griffith and Christina Hughes
- Mal Dwyer Memorial Trivia Night
- Nalina Phillips - The Body Shop At Home
- Tuppet Lights - Christmas Lights in Kew
- Voices of Goldstein - International Women's Day
- Women of the University Fund
- Social Club - Ballarat Health Services

Support from schools included:

- Ballarat Grammar School
- Brighton Grammar School
- Kardinia International College
- Belmont Primary School
- Geelong Grammar School
- Shelford Girls Grammar - Parents Association

Other community group support included:

- Lions Club of Blackburn
- Rotary Club of Kardinia
- Rotary Club of Vermont
- Lions Club of Geelong
- Rotary Club of Lake Boga
- St Albans Football Netball Club

Corporate Engagement: Business Giving Back

St Kilda Mums

Our generous business community continued its support of St Kilda Mums and ensured we came out of lockdowns with their unwavering support.

We partnered with L'Oréal Australia to launch our Mother's Day Appeal and encouraged the community to #makeamothersday by packing a toiletry bag for a mum in need.

Our corporate volunteering program, heavily impacted by the COVID pandemic, came back to life when restrictions eased and it was wonderful to welcome corporate teams back to our warehouses. Organisations including Kay & Burton, Cisco, Salesforce, EnergyAustralia and Zendesk, organised their staff, including CEOs and Directors, to be part of corporate volunteering days.

A number of organisations connected and showed their support via sponsorship of specific areas in our warehouse including the Zendesk Workshop, Grants Care Corner - Grants of Australia, the Decjuba Sustainability Station, the L'Oréal Australia Showroom and the AIA Community Hub.

Geelong Mums

Our corporate partners were instrumental in their support and continued to amaze us with their generosity.

The Skincare Company showed their unwavering support by sponsoring an area of the warehouse and found it to be a great way to connect with the work we do. The Cotton On Group continued to provide generous goods donations, as did Milky Kids Clothing, Wyndham Rotary, and Penny Scallan Design. These goods donations were particularly helpful during lockdown restrictions when donations from the community were limited.

Corporate teams were welcomed back to the warehouse for much needed assistance in packing and getting items ready for distribution. We're grateful for their continued support.

Currently we do not engage corporates for Eureka Mums however we are seeking the support of businesses in the Ballarat region who would be interested in helping us.



Our Supporters

St Kilda Mums, Geelong Mums and Eureka Mums

Grants, Trusts and Foundations

Anthony Costa Foundation

APCO Foundation

Ashbury Community Fund

Ballarat City Council

Bendigo Bank Elwood

Bert Wilson Will Trust

Bibury Trust

Bruce McMullin Foundation

Colonial Foundation

Commonwealth Bank Foundation

Cooper Investors

Count Charitable Foundation

Dawson Charitable Trust

DECJUBA Foundation

Ducas Paul Foundation

ED Black Charitable Trust

Flora and Frank Leith Charitable Trust

Geelong Community Foundation

Give Where You Live Foundation

Gourlay Charitable Trust

H V McKay Charitable Trust

Hugh D. T. Williamson Foundation

John and Betty Laidlaw Legacy

Kay & Burton Foundation

K & MV Topliss Charitable Foundation

Kingston Charitable Fund

McPhee Charitable Trust

Naphtali Family Foundation

Percy Baxter Charitable Trust

Pethard Tarax Charitable Trust

Portland House Foundation

Rob and Panayiota Ward Foundation

Ruth Fagg Foundation Trust

Shine On Foundation

Simpson Family Foundation

Small Giants Catalyst Foundation

Smartline Victorian Charity

Spotlight Foundation (TBC)

StreetSmart Australia

Sunraysia Foundation

The Diana Browne Trust

The Dorothy and Willoughby
Bailey Trust

The Glenyis McIver Charitable Trust

The Nancy Ewart & Grizelda
Tennent Trust

The Ray & Margaret Wilson
Foundation

The Sentinel Foundation

The Shulu Foundation

The Sid and Elaine Davidoff Charitable
Fund, a giving fund of the APS
Foundation

The Steele Family Charitable Trust

Transport Accident Commission



Organisations

Access Your Supports
AIA Australia
Aspero 9
Body Recon
Built
Castlerock Property
Charm Offensive Tees
City of Greater Geelong
Coulter Legal
Department of Social Services
Don Chichios Pizza
Early Learning Group

Elements Childcare and Picnic Season
Empson Consult and Care
Gearon Civil Pty Ltd
Geelong Financial Group
JPA Business Services
Kay & Burton
Leavesfall Pty Ltd
L'Oréal Australia
Martin Currie Australia
McGrath
MOR Accountants
R&Co Design Studio

Riversdale Golf Club
Southern Cross Higher Education
St George Workers Club Inc.
Swim and Survival Academy
Tango Energy
The Memo
TIC Group Pty Ltd
Uppercup by Lusty
Valley Inn Hotel
Veritas Recruitment
Watches of Switzerland
Zendesk

Individuals

Adam Lorient
Anna Clark and Ben Jensen
Avril and Richard Lowry
Barbara Donelson
Barry Fagg
David and Sarah Ridley
Helen Kinnersly
Jane Strachan
Jonathan Brown
Justin Craddock
Karen Lee
Kate Spargo

Kelly Butler
Lachlan Brennan
Lino and Marina Bisinella and Family
Loretta Toohey
Robyn and Phillip Mann
Sue & Martin Mibus



Our Board and Sub-Committees

Board

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/Interim CEO



Kate Betts
Vice Chair



Clementine Thompson
Treasurer



Karen Massier
Secretary



David Meade
Member



Morelle Bull
Member

Finance Risk and Audit Sub-Committee (FRAC)

Meeting every six weeks, the volunteer FRAC supports the CEO, Head of Corporate Services & People and the Treasurer.



Clementine Thompson
Treasurer



Karla Harman
Member



Morelle Bull
Member



Francie Doolan
Member



Kathryn Brown
Member



Tamara Price
Member

Governance Committee



Deidre Mackechnie
Chair/Interim CEO



Kate Betts
Vice Chair



Morelle Bull
Member

Geelong Mums Sub-Committee

The Geelong Mums Sub-Committee provides advice regarding the operations, donor engagement and sustainability of Geelong Mums, under the governance of the St Kilda Mums Board.



Kate Betts
Member



Kate Gibson
Member



Sarah Albon
Member

Financial Statement

Statement of Income and Expenditure

Income	2022	2021
Event & sponsorship revenue	582,574	80,050
Donations	1,844,112	2,065,145
Grants received	705,679	794,137
Other revenue – government COVID-19 support	-	681,950
Other revenue	150,612	81,303
Interest	445	889
TOTAL INCOME	3,283,422	3,703,474
Expenditure		
Cost of goods purchased for families	120,004	244,483
Spare parts, packaging and freight	84,149	104,135
Fundraising & event costs	221,704	38,731
Office and warehouse costs	328,486	361,592
Employees expenses	2,383,139	2,322,550
Training and education	12,444	15,829
Repairs and minor assets	6,969	21,802
Occupancy costs	55,466	60,396
Depreciation	45,261	32,718
Depreciation – right of use assets (leased buildings)	239,594	226,315
Interest expense (leased buildings)	69,616	73,508
Impairment of right of use asset	49,729	-
TOTAL EXPENDITURE	3,616,561	3,502,059
(DEFICIT)/SURPLUS FOR THE YEAR	(333,139)	201,415

Statement of Assets and Liabilities

Assets	2022	2021
CURRENT ASSETS		
Cash and cash equivalents	1,475,661	1,912,095
Trade and other receivables	151,461	66,377
Other current assets	39,816	79,138
TOTAL CURRENT ASSETS	1,666,938	2,057,610
NON CURRENT ASSETS		
Property, plant and equipment	108,947	94,383
Right of use assets (leased buildings)	1,202,995	1,575,207
Other non-current assets	55,539	55,231
TOTAL NON-CURRENT ASSETS	1,367,481	1,724,821
TOTAL ASSETS	3,034,419	3,782,431
Liabilities		
CURRENT LIABILITIES		
Trade and other payables	130,309	132,029
Other liabilities	150,200	238,961
Lease liabilities	227,333	208,785
TOTAL CURRENT LIABILITIES	507,842	579,775
NON CURRENT LIABILITIES		
Other liabilities	11,764	45,185
Lease liabilities	1,153,970	1,464,489
TOTAL NON CURRENT LIABILITIES	1,165,734	1,509,674
TOTAL LIABILITIES	1,673,576	2,089,449
NET ASSETS	1,360,843	1,692,982
Equity		
Retained surpluses	1,260,843	1,592,982
Operating reserve	100,000	100,000
TOTAL EQUITY	1,360,843	1,692,982

An audit of the financial statements of the Association for the year ended 30 June 2022 was completed by BDO.

Ways To Support Us

St Kilda Mums, Geelong Mums and Eureka Mums rely on the support of the general public, community groups and the corporate sector to deliver our services across Victoria.

There are many ways in which you can support us:

Donate Funds

Individual donations can be made at any time of the year through our website. Donations contribute to covering our operational and service delivery costs by ensuring we continue to provide essential services that give babies and children the safe start they deserve.

Our Give to Grow program involves monthly donations and is one of the most powerful ways to help babies and children in need. Becoming a monthly donor means you are providing a stable and regular income, helping us to plan for the future.

Corporate donations can be made at any time of the year or you may wish to become a matching donor for our Annual Giving Day.

You may also wish to leave a gift to St Kilda Mums Inc in your will. A gift in your will is a special and powerful way to support us and is a lasting gift to the next generation.

Donate Your Time

Individual Volunteering

Our volunteers are the heart and soul of what we do. Quite simply, we could not do what we do without them. Volunteering your time is a generous way to have a real impact.

Corporate Volunteering

A day of corporate volunteering is a tangible way to make a difference. Spending time on our warehouse floor with your team can involve anything from meeting and greeting goods donors, through to sorting, cleaning and packing linen, clothes, shoes, toys and books or cleaning prams, high chairs and car seats.

Donate Goods

We accept donations of essential nursery goods for babies and children 0-6 years. Key items include clothing, prams, cots, car seats, high chairs, linen and books.

Event Sponsorship and Brand Partnerships

Our annual Mother's Day Lunches in Melbourne and Geelong attract over 1,300 guests and are the perfect way to align your brand with a trusted charity.

We can also tailor a brand partnership to meet the needs of your business. From warehouse sponsorship, event sponsorship and product in kind, we love to partner with organisations that choose to make a real difference. The more partnerships we have the bigger the impact we can make.

No matter how you choose to support us, your generosity will be greatly appreciated and will make a life changing difference to babies and children in need.





St Kilda Mums

14 Winterton Road
Clayton VIC 3168

Postal address:

St Kilda Mums
PO Box 1047
Clayton South VIC 3169

www.stkildamums.org
partnerships@stkildamums.org

St Kilda Mums was
established in 2009



Geelong Mums

110 Balliang Street
South Geelong VIC 3220

Postal address:

Geelong Mums
PO Box 8203
Newtown VIC 3220

www.geelongmums.org
partnerships@geelongmums.org

Geelong Mums was
established in 2013



Eureka Mums

c/- St Kilda Mums

www.eurekamums.org
partnerships@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

