



Geelong Mums



St Kilda Mums



Eureka Mums

# ANNUAL REPORT

2018





# MISSION

We rehome pre-loved nursery goods to support Victorian families in need while saving the earth's precious resources.

# VISION

Our vision is a future where we:

- waste less
- share more, and
- care for every baby and child.

# VALUES

## Respect

For each other. For the earth. For ourselves.

## Community

We live and thrive in a community that shares and supports each other.

## Integrity

We are transparent in our work and strive for excellence in everything we do.

# GUIDING PRINCIPLES

- We will work with and support existing social services and Maternal and Child Health Nurses
- We will not duplicate the work of existing social services, but endeavour to add value to their services
- We will not profit from the delivery of our service
- We will ensure that the criteria for recipient eligibility is determined by social services and not by us
- We will ensure that all goods donated are of good quality, in working condition, and adhere to the appropriate Australian safety standards
- We will work with partners and supporters who share our values and goals

## Annual report production team

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# THANK YOU

We are so grateful for your unwavering and generous support. Every baby, child and family we have reached over the past nine years has been helped because of your kindness.

The support and love of our community runs through everything we do. Nine years ago, it was five volunteers who founded St Kilda Mums. They started from humble beginnings, organising material aid at the local Maternal Health Centre. Donations were collected on the front porch of the home of, our now CEO, Jessica Macpherson. These donations came from all over Melbourne. Then we were loaned space in a double garage in Elwood, followed by our first grant which enabled us to secure our first premises on Vale Street, St Kilda. The number of volunteers in our family grew, and so did financial gifts and donations of baby gear.

We started to use social media as a way to engage with the community who supported us and we quickly learnt that there were many families looking for a way to rehome their much-loved baby gear and help other families.

The network of social workers and Maternal and Child Health Nurses we assisted grew rapidly. Everyday, we are grateful for the critical work they do to help families living in the most challenging of situations.

In 2013, a new wave of community support enabled a group of volunteers to begin Geelong Mums. Support from the Geelong community, and South West Victoria, has been flooding in ever since.

In 2014, Eureka Mums was born in Ballarat; founded by volunteers committed to extending our reach across the Ballarat region.

In 2017, the generous support of trusts and foundations enabled us to employ our first regional coordinator and in 2018 we purchased our first vehicle. It's support from organisations like this, and thousands of individuals, that means we are getting closer to achieving our dream of helping **every baby, in every town.**

Today we are a family of over 2,200 volunteers, 37 staff and 96,000 supporters, with incredible support from philanthropy and businesses across Victoria. Together we support more than 250 social service agencies and over 18,500 babies and children each year. What unites us all? Our belief that every child deserves to be **happy, healthy and safe.**

You are at the heart of what we do. Without you, we could not exist.

Thank you.



Geelong Mums



St Kilda Mums



Eureka Mums



**Your work, generosity and advocacy to support families with essential material support makes a huge difference to our clients and to social workers like me. It's very much appreciated. A million thanks.**

Marnie Dixon  
Social worker  
Community Health Registered Nurse, Registered Midwife





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# A MESSAGE FROM JESSIE

**This is a reflection on another year of incredible growth, made possible by your generosity.**

**What began as a small seed of an idea, planted in rich Victorian soil, is becoming a beautiful flowering tree.**

Setting our strategic plan is one of the most important responsibilities of our Board. It defines our vision for the future and our long-term plan, and it is my role to make sure this plan comes to life.

When we launched our most recent plan last year, we took time to review our mission, vision and values to ensure they still hold true. The outcome was our vision for the future:

**To waste less, share more and care for every baby and child.**

We would like to thank the many wonderful people who help bring this vision to life each and every day.

We have set some ambitious targets. Our goal for year on year growth is huge, but by focusing on each objective we are confident we will get there.

And the results so far? We are happy to report that in the past year we have achieved 43% growth in income and 35% growth in items distributed.

You helped support 18,535 children. 5,323 of those were infants less than 12 months old. With your help we provided \$6,486,517 worth of material aid at an average cost of just \$118 per child. Best of all, 96% of all the goods we rehomed were pre-loved.

We are incredibly proud of these results and very grateful to the many generous people who made it all possible.

Please enjoy reading this annual report. We aim to inspire you, entertain you and most importantly, thank you.

Jessica Macpherson  
**CEO and Founder**



# A MESSAGE FROM LINDA

**Just over a year ago the board developed a powerful strategy to achieve our vision to waste less, share more, and care for every baby and child. We set a goal of being able to deliver our service in every Local Government Area in Victoria within three years, ensuring that every Victorian child who needs our help receives our support, no matter where they live.**

Great progress has already been made toward reaching this goal thanks to the amazing support we have received from across the community. In the year ahead we will prioritise both securing a new facility to meet our growing needs, and purchasing much needed nursery equipment and spare parts to meet the growing demand from families in need.

A 2018 report commissioned by the University of NSW and the Australian Council of Social Service found that 1 in 6 children are living in poverty in Australia, with many of those affected living in deep poverty. Social workers tell us so many sad stories of those in need, that it can be quite overwhelming.

However, if you are ever in doubt about the amount of good in this wonderful world in which we live, just visit one of our branches where you will witness the incredible passion,

drive, commitment and generosity of the St Kilda Mums' board, our advisory committees, staff, volunteers, partners and donors. It is because of their passion and commitment that we are moving closer to our goal of being able to care for every baby, in every town.

As always, we are incredibly grateful for the unwavering loyalty from so many who have come on this journey with us. It takes a village to raise a child and we are so grateful to be part of such an amazing village.

Linda Grace  
**Chair**

# OUR BOARD

Our Board is responsible for the strategic direction of the organisation, as well as significant operational decisions. Meeting every four weeks, the volunteer committee oversees governance, financial management and accountability, policies and procedures, volunteer recruitment and communications.



## **Linda Grace - Chair**

Linda is a commercial lawyer who has practised both in-house at a number of large corporate organisations, and in private practice. She has also been involved with a number of not-for-profit organisations. Linda joined our board in November 2015 after volunteering in a range of different capacities including bundling at home and serving on the St Kilda Mums Fundraising Sub-Committee. She became the Chair of our board in November 2016.



## **Stacey Barrass - Vice Chair**

Stacey hosts our 'staging post' drop off point in Rowville. She is the Managing Director of Domestic Goddess Home Services and brings knowledge from a diverse corporate career spanning human resources, administration and credit management. Stacey joined our board in November 2015.



## **Jesse Vincent - Treasurer**

Jesse joined our board in 2014. She has been a volunteer for several years, helping in many different ways, most notably in the preparation of reports. Jesse is a registered CPA and has many years of experience in financial management in different industries.



## **Deidre Mackechnie - Act Secretary**

Deidre is CEO of Multiple Sclerosis Australia. She has had an extensive career in health, initially training as a nurse, which led to clinical education, followed by a move to human resources and subsequent roles in senior management. Deidre has postgraduate qualifications in education, human resource management and governance. She joined our board in 2017.



## **Lorelle Lake - Notes Secretary**

Lorelle Lake is the Philanthropic Trusts Lead at Uniting Victoria. She began her career as a graphic designer, and has significant experience in marketing and fundraising. A founding member of our Fundraising Sub-Committee, she has supported and coached our CEO in all fundraising activities since 2012. Lorelle joined our board in November 2015.



## **David Meade - Member**

David is the Co-Director Community Health, Rehabilitation and Palliative Care / Director Allied Health at Barwon Health. He lives in Geelong with his family. David is a speech pathologist by background and is passionate about providing kids with the best possible start to life. He is a Williamsons Community Leadership Alumni and joined our board in 2017.



## **Karen Massier - Member**

Karen is the Executive General Manager Strategy at MAX Solutions Pty Ltd, which provides employment, health and training services. She has a Bachelor of Laws and a Bachelor of Arts from Monash University and has been admitted to practice in the ACT Supreme Court. Karen has worked in Government as an adviser and chief of staff to three former Federal Ministers for Employment during the implementation of welfare reform agendas. She joined our board in 2017.



## **Kate Betts - Member**

Kate is a Senior Communications & Engagement Advisor at Alcoa. She has broad corporate affairs, public relations, marketing and partnership management experience in the not-for-profit and corporate sectors. She is a passionate advocate for the Geelong community and has volunteered and held board positions at a range of local organisations. Kate was a co-founder of Geelong Mums in 2013. She joined our board in May 2018 and continues to serve on the Geelong Mums sub-committee.



## **Geelong Mums Committee of Management**

This sub-committee, represented by Kate Betts, Kate Gibson and Sarah Albon, manages the operations and sustainability of Geelong Mums, under the governance of the St Kilda Mums' board. Meeting every four weeks, the committee oversees financial management, policies and procedures, volunteer recruitment, communications and donor engagement in the greater Geelong region.



# CASE STUDY

Let us tell you about a young, single mum with cerebral palsy. Her baby was only three weeks old when we received a request from her social worker for a car seat.

She was very anxious about using public transport with her disability, especially with her tiny baby.

She needed a car seat so her sister could drive her and her baby to appointments. When we shared this story with you, our community, your response was immediate and generous.

You made it possible to give her not only a brand new car seat, but also many other essentials. A pram, baby carrier, bouncer, bottles, change mat, nappies, nappy bag, steriliser, toys, safety items and toiletries.

We checked in with her social worker recently to see how she is getting on now. They said,

“She feels empowered. She feels like she has more control over where she can go and what she can do. When we delivered the gifts she was so happy. She had the biggest smile on her face. It made a world of difference at a time when she was feeling very vulnerable.”







# OUR FOCUS

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 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 supports. 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 Metropolitan and Regional Victoria. Through St Kilda Mums, Geelong

Mums and Eureka Mums' relationships with social workers and maternal 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.

## Our universal service

Our vision is to **waste less, share more, and care for every baby and child**.

We have been delivering on this vision since 2009. Through the tireless efforts of our volunteers, our supporters, and the social workers and Maternal and Child Health Nurses we serve, we have developed a highly effective and efficient core service, that we call our 'universal service'.

This program is based on rehoming pre-loved nursery equipment and children's clothing to families in need via a network of social workers and Maternal and Child Health Nurses.

Our universal service is delivered from St Kilda Mums, Geelong Mums and Eureka Mums.

## Building our capacity

Demand for our service always exceeds supply. We have experienced rapid growth over the past nine years. In turn we have needed to expand our space, our stock and our team of volunteers and staff.

**Continuously securing the support we need to grow is one of our greatest priorities. Without growth, we cannot reach every baby and child in Victoria who needs our help.**

We prioritise:

- Securing premises that meet our growing needs. This means renting a larger premises in Melbourne before June 2019
- Continuing to grow our small team of paid staff. They are tasked with recruiting and training our volunteers, building and maintaining relationships with social workers, Maternal and Child Health Nurses and maternity hospitals, managing our technology, human resources and governance, and raising the funds we need to operate
- Investing in technology and training
- Purchasing nursery equipment and spare parts to meet the growing demand for our service from families in need



# EVERY BABY, EVERY TOWN

We are committed to supporting families right across Victoria. Our Every Baby Every Town project allows us to help families living in remote areas.

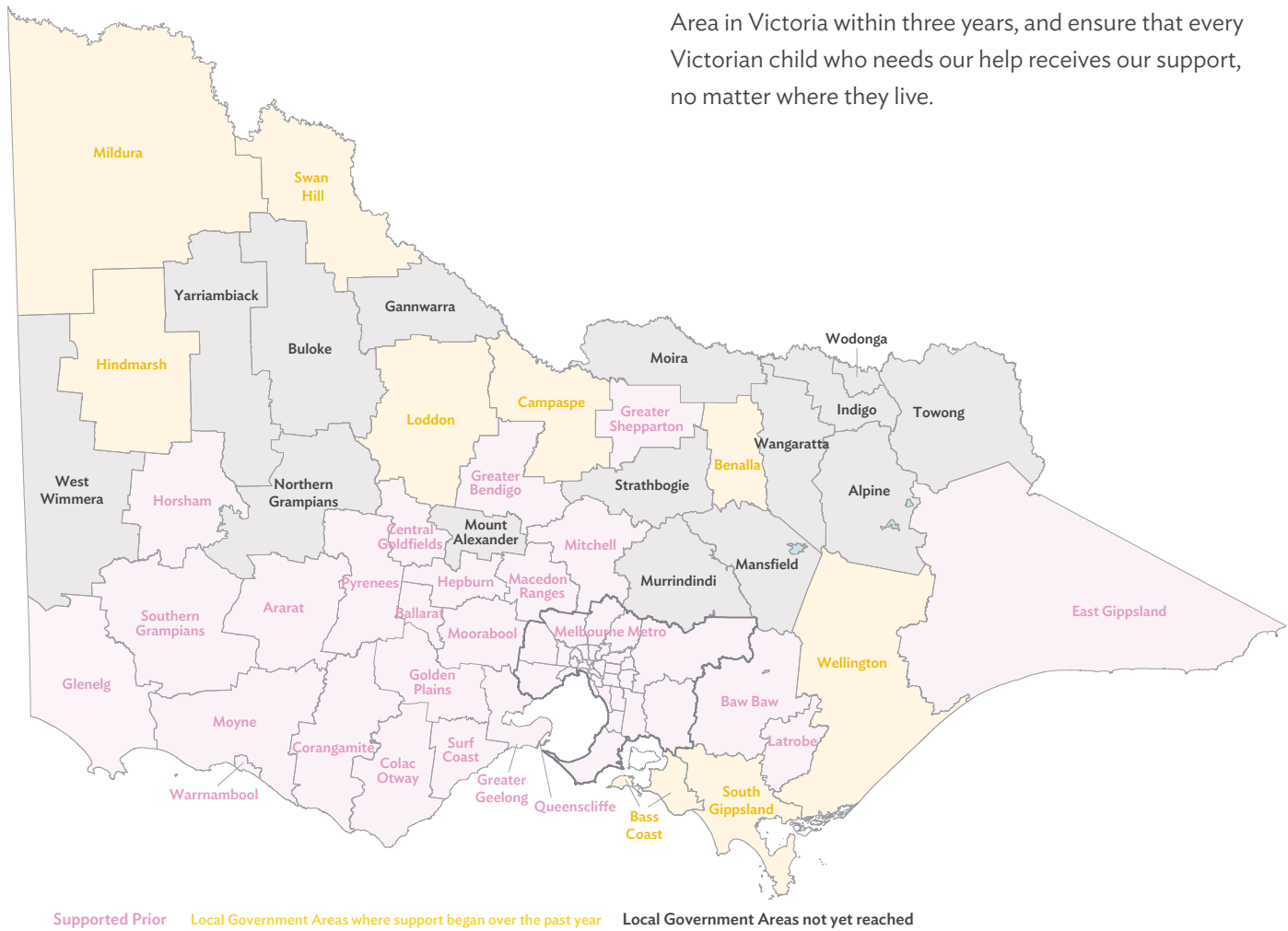
We believe geographical location should not be a barrier to a child being happy, healthy and safe. They too should have access to a safe cot to sleep in, a pram and car seat, and good quality clothing.

We believe that coordinating the expertise and resources that already exist within our three locations - St Kilda Mums, Geelong Mums and Eureka Mums (Ballarat) - is more effective than opening and operating additional premises.

In early 2017 we employed a regional coordinator to develop partnerships with social services and transportation companies across regional Victoria. We have been fortunate to receive the generous support of The Ian Potter Foundation and The Gourlay Charitable Trust who have helped us fund this role.

We have also been fortunate to receive the support of Victorian Freight Specialists, who provide significant pro bono transportation of our material aid to regional areas.

Our goal is to deliver our service in every Local Government Area in Victoria within three years, and ensure that every Victorian child who needs our help receives our support, no matter where they live.



In the 2017-18 financial year, we received the generous support of Gandel Philanthropy and the RACV Community Foundation, which enabled us to purchase our first vehicle and put it on the road.

Our van is unique; we believe it's the first service of its kind. Our new Iveco modified van allows us to extend the reach of our services and reduce transport costs.

The key objectives of the van are to:

- Help fulfil every request we receive from a social worker or Maternal and Child Health Nurse on behalf of a family in need
- Reach families in every local government area in Victoria within a three year period
- Increase accessibility of our service to the health and welfare agencies we serve, and to the generous supporters who donate material aid to us
- Increase efficiency of deliveries to maternity hospitals in regional areas
- Minimise our environmental footprint through efficient planning and scheduling of deliveries
- Increase awareness of St Kilda Mums, Geelong Mums and Eureka Mums through branded on-road presence





# SAFE START

Tragically, there are women who present at Victorian maternity hospitals to give birth, who have had little or no access to prenatal care during their pregnancies.

There are many reasons for this, such as concealed pregnancies, homelessness and socially isolated women (often migrants) who are unsure how to navigate the health system.

These mothers often arrive at hospital with no support network and lacking the basic essentials required to care for their newborn baby.

Our Safe Start program is designed to support women, or families, who are identified by social workers as not having the material basics for their babies. We provide Safe Start packages to maternity wards which may include a:

- Portable cot (a flexible option for mothers who may not have a fixed, permanent home)
- Cot linen pack
- Pram
- Car seat
- Newborn clothing pack for a baby's first few months

Through the provision of these essential material items, the program aims to deliver crucial social, emotional and practical support to vulnerable families. The Safe Start program plays a vital role in improving family health and outcomes in the critical first months of a newborn baby's life.

We currently support the following maternity wards:

- The Royal Women's Hospital
- Sandringham Hospital
- The Northern Hospital Epping
- The Royal Children's Hospital
- Werribee Mercy Hospital
- Mercy Hospital for Women
- Sunshine Hospital
- Box Hill Hospital
- Frankston Hospital

In 2018-19 we plan to expand the service to Dandenong Hospital, Casey Hospital and extend our reach into regional Victoria.

**I want to tell you about the difference I've been able to make to a mother with items from St Kilda Mums. She came by boat with her two children and was confined to a detention centre for one year. Today I was able to give her a car seat, two lots of clothes and some personal care items for mum and baby. The mother was beside herself with gratitude. We are always so busy going from one patient to another and I felt it pertinent that you should know, what you do as a service makes a world of difference to these people. I wanted to remind and thank you for all your support as I'm sure you don't always get to see the end result and I know you work tirelessly.**

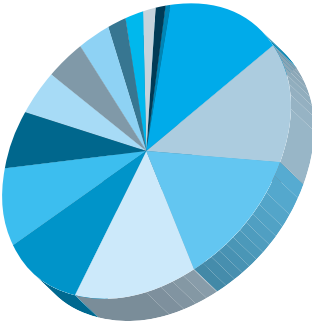
Kellie Trotter,  
Social worker for the Women's and  
Children's team, Sunshine Hospital





# ST KILDA MUMS

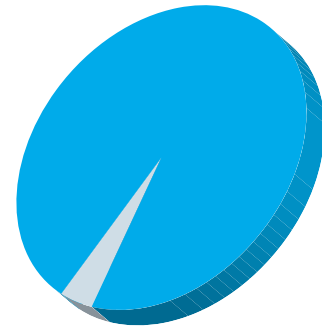
## KEY INFORMATION



Cause of disadvantage

- 30% Migrant, Refugee or Asylum Seeker
- 29% Family Violence
- 28% Unemployment
- 28% Single Parent
- 22% Mental Health
- 19% Homeless or at risk of homelessness
- 13% Young Parents
- 9% Other
- 8% Disability
- 7% Medical
- 4% Family Reunification
- 4% Life controlling addiction
- 3% Kinship Care
- 2% Foster Care
- 0.4% Natural Disaster

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



Items rehomed

- 48,550 Pre-loved
- 2,111 New

### FAST FACT

#### Average cost per child:

It cost us an average \$118 per child to help 18,535 babies in children in 2017/18

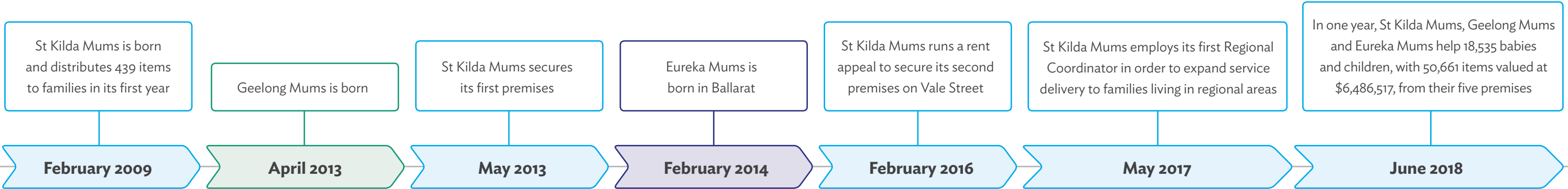
### Top 20 agencies

We supported 256 different agencies this year. The top 20 agency partners accounted for more than 50% of the babies and children we helped.

Agency	Babies and children	Agency	Babies and children
Bethany Community Support	1,312	Department of Health and Human Services	327
Uniting	1,169	Victorian Aboriginal Child Care Agency	318
Salvation Army	984	MiCare New Hope Foundation	317
IPC Health	893	Melbourne City Mission	315
City of Greater Geelong	892	Asylum Seeker Resource Centre	291
Barwon Child, Youth & Family	483	Colac Area Health	267
Launch Housing	407	Monash Health	252
AMES	367	Child and Family Services Ballarat	245
Anglicare Victoria	344	Life Without Barriers	242
Wathaurong Aboriginal Co-operative	342		
City of Hume	335		10,102

Hi, I'd just like to say thank you so much for the items I received from my worker at Healthy Mums Healthy Babies. I'm already a single mother to a 3 year old and I'm about to have my daughter in 2 weeks in very difficult circumstances. I have tried my absolute hardest to be ready, but there was just a few things I wasn't able to get. I'm just so grateful for the service you provide and how nicely packed everything was and so clean. Again, thank you.

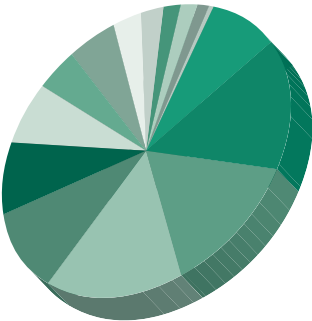
Anonymous recipient via Facebook



Please note: figures on this page represent the collective impact of all three branches - St Kilda Mums, Geelong Mums and Eureka Mums.

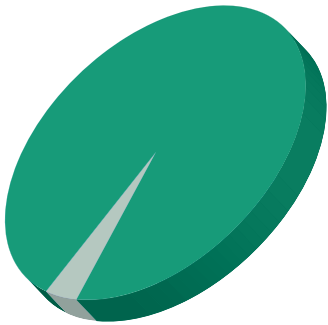
# GEELONG MUMS

## KEY INFORMATION



Cause of disadvantage

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



Items rehomed

### FAST FACT

Geelong Mums distributed 16,811 items to families, 4,142 more than the previous year

### Top 20 agencies

We supported 63 different agencies this year. The top 20 agency partners accounted for 90% of the babies and children we helped.

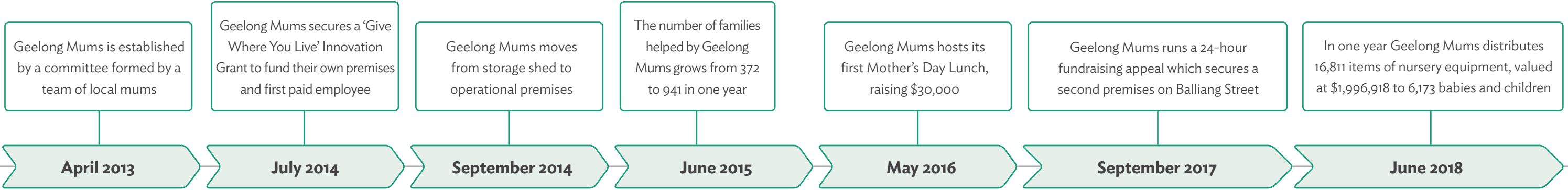
Agency	Babies and children	Agency	Babies and children
Bethany Community Support	1,312	IPC Health	150
City of Greater Geelong	892	Emma House Domestic Violence Services Inc	110
Barwon Child, Youth & Family	483	MPower	102
Salvation Army	468	Minerva Community Services	82
Wathaurong Aboriginal Co-operative	342	Anglicare Victoria	76
Uniting	293	Noah's Ark	71
Colac Area Health	267	Victorian Aboriginal Child Care Agency	61
City of Wyndham	226	MiCare New Hope Foundation	61
Department of Health and Human Services	197	Southwest Healthcare	55
Diversitat	171		
Barwon Health	152		
			5,571

Through the support of Geelong Mums, some of the financial pressures facing families is reduced and they are then able to heat their homes and pay their rent while maintaining some level of dignity.

Social Worker, Colac Area Health

After two and a half years, the satisfaction of knowing you are helping somebody, in some small way is still front and centre. The unexpected benefit has been all of the friendships you create.

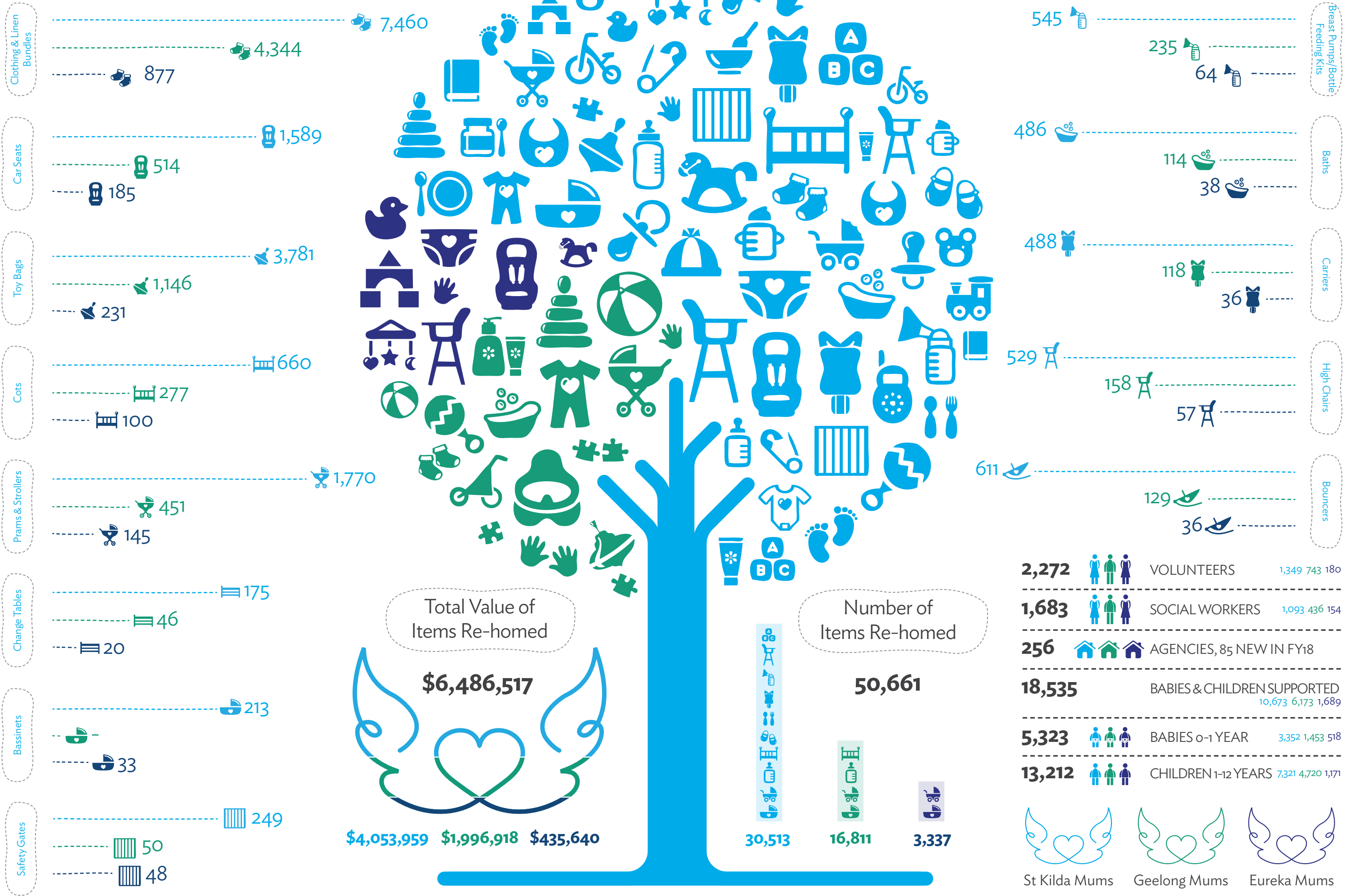
Volunteer, Liz





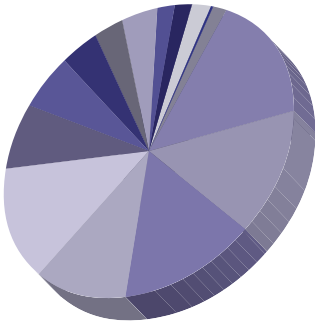
# Our Impact, Our Numbers

July 2017 - June 2018



# EUREKA MUMS

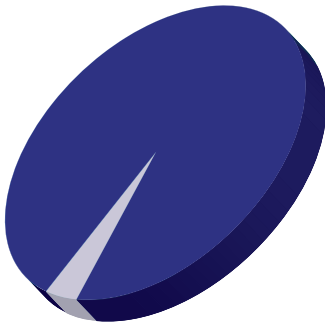
## KEY INFORMATION



### Cause of disadvantage

- 33% Family Violence
- 29% Single Parent
- 28% Unemployment
- 23% Mental Health
- 20% Homeless or at risk of homelessness
- 14% Young Parents
- 12% Other
- 8% Disability
- 8% Family Reunification
- 6% Medical
- 5% Foster Care
- 4% Migrant, Refugee or Asylum Seeker
- 4% Life controlling addiction
- 4% Kinship Care
- 0.1% Natural Disaster

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



### Items rehomed

- 3,126 Pre-loved
- 211 New

## FAST FACT

**\$435,640** – the value of items rehomed to families in need by Eureka Mums

## Top 20 agencies

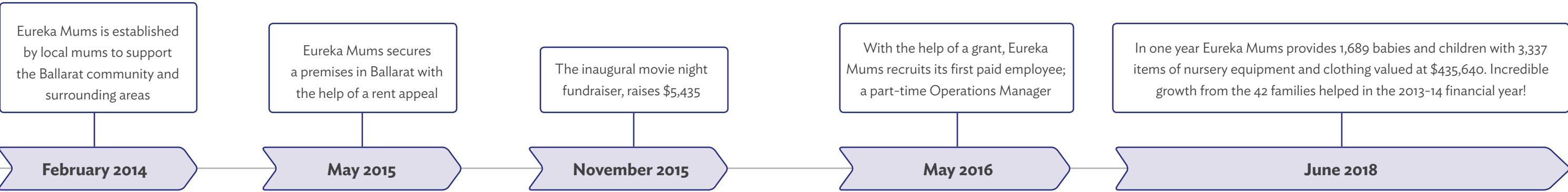
We supported 33 different agencies this year. The top 20 agency partners accounted for 98% of the babies and children we helped.

Agency	Babies and children	Agency	Babies and children
Child and Family Services Ballarat	245	Department of Health and Human Services	48
Ballarat Health Service	206	Mercy Institute Association	40
BADAC – Ballarat and District Aboriginal	169	Ballarat Community Health	35
Co-operative		Pyrenees Shire	33
City of Ballarat	148	Grampians Community Health	25
Uniting	147	Catholic Care	20
Berry Street	126	Ballarat Regional Multicultural Council Inc.	14
Centacare	114	Wendouree Neighbourhood Centre	10
Salvation Army	92	MacKillop Family Services	10
WRISC Family Violence Support	91	Moorabool Shire	9
Anglicare Victoria	69		1651

“After dropping off one of my orders the other week I received a lovely text from the mum thanking us for the Eureka mum’s items provided. This is something that absolutely could not be possible without all of the hard work that you and the team do and I wanted to pass this text on to let you know, in the words of this new mother who had recently arrived as an asylum seeker, just how much of a difference you make in our community. Here is what she said:

“I am short of words at the moment but all I can say is thank you a million times. I have cried and smiled genuinely for the first time in days... The items were packed with love and thoughtful detail. I was hoping for the essentials but you have gone above and beyond the mile. My baby has been given a new start to life beyond what I could have imagined. Again thank you to everyone who has put this bundle together. Forever grateful.”

Maddie Mitchell | Social Worker, Women’s & Children’s Health| Ballarat Health Services





# CASE STUDY – REGIONAL

After a huge sleep and a couple of very strong coffees I now have to pass on the huge and effusive (and often tearful) thanks of nearly 20 caseworkers from over a dozen agencies I have met in Portland and Warrnambool in the past two days. They want to thank every single volunteer and employee of St Kilda Mums.

If you have ever wondered if your work at St Kilda Mums was really having any impact out there, rest assured, it is. Many times in the past two days I have been told “what St Kilda Mums do is really changing lives”.

Time and time again caseworkers told me of clients who cried with joy at opening their deliveries and stressed that the beautiful presentation and high quality of the items we rehome builds confidence and dignity in ways that can not be measured.

Danielle Ryan-Gledhill – Regional Coordinator

## Just a few of the highlights are:

- The council caseworker who no longer has to spend her own money to buy essentials for children in her assisted play group
- The little girl with the intellectual disability who squealed with delight at her clothing bundle that had a tiny pair of cowboy boots displayed and then wore one and carried the other so she could stroke it
- The fathers whose families had lost everything in the St Patrick's Day fires and were struggling to survive but were able to give their children beautiful toiletries packs to give to their mothers on Mother's Day
- The family who were able to pay their water bill and rent because they no longer had to buy a pram
- The destitute father who arrived from Sydney with nothing because he had heard that the emergency public housing waitlist in Portland is only three months (as opposed to over two years in Sydney) and who now has clothes for his children
- The supported playgroup who were so uplifted by receiving items with no expectation of anything in return that they have now banded together and set up their own exchange of quality baby goods to support each other and others in the area
- Families who now have books in their home for the first time ever
- Mothers who haven't bought themselves basic toiletries in years because they are 'luxuries', but now know that they have shampoo and their children won't be ostracised at school for being dirty
- And, finally, the little boy who received a warm coat that meant his mother could take him out to spend time at the park for the first time. He was so excited that he has worn it everyday since.

Danielle Ryan-Gledhill  
**St Kilda Mums Regional Coordinator**





# VOLUNTEERING

St Kilda Mums, Geelong Mums and Eureka Mums are powered by volunteers. We are only able to provide our incredible service due the generosity and dedication of our team of over 2,200 volunteers across Victoria.

From sorting clothes, repairing prams, safety checking car seats, creating book packs and accepting donations at their home - our team of volunteers are our lifeblood.

We don't just have volunteers in our premises. We also rely on our tech savvy volunteers to maintain and develop our customer relationship management system, Salesforce. Our Salesforce volunteer numbers have grown enormously and so far over 80 people have used our organisation as a stepping stone to paid employment.

Not only do we provide an essential service to families in need in Victoria, we also provide a caring, nurturing environment for volunteers to develop friendships. We call it our village. Everyone in the village has a different reason for volunteering, but everyone shares the common goal of helping others.

We celebrate our volunteers several times a year. May's National Volunteer Week is always a highlight. It's a special week to reflect on the contribution of our incredible volunteers and thank them for their time, energy and commitment.

This past year alone we have increased our volunteer numbers by 43% across our three branches. This year St Kilda Mums welcomed 487 new volunteers. Geelong Mums welcomed 206 and Eureka Mums welcomed 59. We are incredibly grateful to be continuously growing our family of passionate, committed volunteers.

**I thoroughly enjoy the camaraderie amongst my volunteer group on Thursdays. I love the work we do.**

Suzie

**I volunteer because if I was the recipient of the beautiful clothing bundles I make each week, I would be very grateful at the effort and love that goes into it.**

Maggie

**I wanted to do something within the community that gives back, but which resonates with me. I have young children and I know how hard it is to raise them.**

**Support is everything.**

Sophie

**I feel strongly about everyone being given a fair go. Volunteering restores my balance of working a corporate life.**

**I hate waste and I love our vision and mission of wasting less and sharing more.**

Bec

**I volunteer to give back to the community. Volunteering is being part of a community, a network, making friendships and connections. St Kilda Mums is a proper village that fosters connectedness.**

Jenna

**It's an organisation where I can bring my children and I can give back to the community with my kids in tow.**

Elly

**It gives me a sense of satisfaction to give back to the community.**

Jeff

**I love that I can give back now that I have more time. I've loved meeting new people who are like minded. I can see the immediate impact everyone's donations make.**

Andrea

**Volunteering at St Kilda Mums is such a nice environment. I enjoy the tasks I'm given each week. I volunteer as a handyman.**

Bruce

**I like the company of the other volunteers and I can see donations are processed quickly and used by families in need.**

Douglas

**What got me hooked was no commitment to a specific duration or day of the week. You can come and go as little or as much as you like. I enjoy the positive vibe from everyone. Staff, volunteers and social workers. It's happiness all round.**

Rob

**Volunteering at Geelong Mums makes me feel good. Knowing that I am contributing to our community is incredibly uplifting. Even though we are working to better the lives of others who have often experienced incredible hardship, the premises itself has as a wonderful, happy and convivial energy.**

Jill



# PARTNERSHIPS AND CORPORATE ENGAGEMENT

Support from business was a vital part of our income stream this year and came in many forms.

The St Kilda Mums Mother's Day Lunch held in May was a spectacularly successful event. We hosted 460 people at The Park in Melbourne. Tickets sold out in 24 hours and we raised \$93,640 thanks in large part to our valued sponsors and partners:

**Zendesk**  
**Forever New**  
**Coles**  
**Village Belle Hotel**  
**Love To Dream**

With product support from:

**Heirloom Vineyards**  
**Dandelion Vineyards**  
**Interflora**  
**Paul Louis**  
**Thankyou**

The Geelong Mums Mother's Day Lunch, in its third year, was again a resounding success raising \$82,000. This was thanks, in large part, to the generous support of the following sponsors:

<b>La Madre Bakery</b>	<b>Roma Boots</b>
<b>Mount Duneed Estate</b>	<b>Stuck On You</b>
<b>Epworth Geelong</b>	<b>Elements Childcare &amp; Early Learning Centre</b>
<b>Coulter Roache Lawyers</b>	
<b>Geelong Financial Group</b>	
<b>Hocking Stuart Geelong &amp; Bellarine</b>	

## Business donations

We are grateful for generous business donations this year from the following companies:

**The Benchmark Group**  
**Salesforce**  
**Zendesk**  
**Cisco**  
**Martin Currie**  
**Coles**

A partnership with Coles meant we were able to provide a gift to women as part of our One Mother to Another initiative. In partnership with St Kilda Mums, Coles developed the Mother's Day Box and encouraged their customers to contribute via Coles Online. 340 Mother's Day Boxes were distributed to mums via St Kilda Mums, Geelong Mums and Eureka Mums.

The following companies were integral in providing product support via in-kind donations:

<b>Aesop</b>	<b>Love To Dream</b>
<b>Amazing Baby Company</b>	<b>Mayborn ANZ Pty Ltd</b>
<b>Blossom Tots</b>	<b>Melko</b>
<b>Canny Accounting</b>	<b>Miann &amp; Co</b>
<b>Cockies Brewery</b>	<b>Mimi's Cakes</b>
<b>Coles</b>	<b>Mt Duneed Estate</b>
<b>Conni</b>	<b>Mustela</b>
<b>Coolkidz Australia Pty Ltd</b>	<b>Oishi-M</b>
<b>Cotton On Group</b>	<b>Outlook Australia</b>
<b>Direct Storage Systems</b>	<b>Redsbaby</b>
<b>Dorel Australia</b>	<b>Roslyn 38 Exceptional</b>
<b>Egg and Spoon</b>	<b>Dental</b>
<b>Iala by Angela Rutherford</b>	<b>Target</b>
<b>Jayco Ballarat</b>	<b>Valiant Enterprises</b>
<b>La Madre Bakery</b>	







# WORKPLACE VOLUNTEERING

**It was a really rewarding morning knowing that I was having a direct impact on helping families in my local community! I would definitely take part in helping at Geelong Mums again! Loved it!**

Georgie Dodds, GMHBA



Workplace volunteering offers businesses the opportunity to get out of the office and come together as a team, to work collaboratively and learn new skills. When they spend the day with us they learn more about the important role we play in assisting disadvantaged families right across Victoria. These teams provide hands-on help cleaning, sorting and packing donations so we can get them out to families in need as quickly as possible.

Workplace teams can see how their contribution has an immediate impact. It is not unusual for a volunteer to spend the morning cleaning and preparing an item such as a highchair and then see that item picked up by a social worker in the afternoon, to be delivered to a family they are supporting.

Over the course of a day our team leaders share insights into how donations can impact families, feedback from social workers and the extent of the need for our service.

The program has proved to be a stepping stone to deeper partnerships with businesses; they see first-hand how we work with the community and are inspired to think about how they might be able to provide further assistance, whether by sending more volunteers, donating goods, sponsoring events or committing to financial support.

As well as providing more hands to help process donations, the workplace volunteering program is an important revenue stream, generating \$88,724 across all three branches this year.

A total of **105 different companies** participated in workplace volunteering this year and dedicated **7,128 hours**.

The following companies have shown notable support:

NAB

EnergyAustralia

AMP

Mercedes Benz Financial Services

Zendesk

Treasury Wine Estates

REA Group

Geelong Mums workplace volunteering program also grew significantly with the addition of a part-time Teamwork Coordinator to help drive growth and lead teams. Local businesses who provided consistent volunteering support were:

Cotton On

Elements Childcare

Deakin University

GMHBA

EnergyAustralia

Hamlan Homes

This year, Eureka Mums began offering workplace volunteering for the first time. It offers one day per week for corporate teams. Feedback has been very positive and the aim is to grow the program to two days a week next year.



# HOW WE USE TECHNOLOGY



St Kilda Mums was born in the digital age. This has put us in a unique position where technology has empowered every aspect of our operation since the very beginning.

Initially we used free, or inexpensive, tools because we were entirely run by volunteers and had no budget. These platforms had no set up costs and didn't require any investment in software or servers.

Since then, we have benefited greatly from the generosity of companies like GoCanvas, Google, Salesforce, Slack, Cisco, Zendesk and others who provide large discounts (or free use) of their world-leading platforms.

Throughout history, periods of rapid technological advancement have led to big changes in all areas of life, and we're living through one such period right now. The Fourth Industrial Revolution is affecting the way people, governments, businesses and charities operate.

People are now able to connect to each other and the world around them in totally new ways.

This is a challenge for us, but one we are meeting head on. It's our goal to create a seamless, digital, personalised experience for everyone we have contact with.

We love to integrate everything. We use Zapier and IFTTT to automate publishing across multiple platforms. In the last year we completed the following projects:

- We now use our customer relationship manager, Salesforce (rather than spreadsheets and documents), for orders from social workers and Maternal and Child Health Nurses. This gives us complete visibility of all orders across all three branches.
- We have built impact reports as dashboards so every member of our team has access to live updates of our impact on the community.
- Three new websites, built by our volunteers, were launched in February.
- We built a prototype for a mobile application to share our data about product safety. We are currently seeking funding to bring this to life.
- We rolled out Officevibe for all our employees to measure happiness and engagement in our team.
- Using GoCanvas, we created a scheduling application, integrated with Google Calendar, to manage our van's delivery schedule.



# CASE STUDY

**I just wanted to write on behalf of my client and the community mental health team that works with her to thank you and all the volunteers and the donors for the most amazing goods she received for her two and a half year old son and her new born baby boy.**

**The look on both of their faces when we arrived with all the much-needed baby goods, and especially her older boy, was just priceless and they are extremely grateful for your help.**

**Once again, thanks so much and we wish to commend the wonderful volunteers that helped us get all the things together as well.**

Lisa Tesoriero - Social Worker, Monash Health



“We recently supported a family who left their unstable home country, for a better place. Due to the trauma and grief they all experienced, the children and mother now live with ongoing health issues. With the help of Geelong Mums, we were able to support them by providing essential items including a cot, pram, clothing, linen, books and toys. But most importantly, we were able to provide several car seats which meant that these children can be transported safely to their medical appointments. In the words of the mum “it’s ok if I suffer or go without, but not my children.”

Story from a Social Worker shared with Geelong Mums





# OUR FUNDRAISING ACTIVITIES

In the 2017/18 financial year, St Kilda Mums, Geelong Mums and Eureka Mums implemented fundraising activities to secure the income necessary to deliver a growing service.

Our fundraising activity included:

- Fundraising appeals
- Major giving
- Regular giving
- Grant applications
- Community fundraising
- Business partnerships
- A paid corporate volunteering program
- Events

We were also grateful for the generous support received through our first Gift in a Will.

Highlights in our fundraising activity include:

The **Geelong Mums Rent Appeal**, raising \$176,350 from over 500 community donations during our 24 hour campaign. Every dollar was matched by generous major donors, enabling us to lease a second premises on Balliang Street to accommodate our growing service.

**Eureka Mums Trivia and Movie Nights** raising over \$6,000 to help us support families in the Ballarat region.

Our **Mother's Day Lunches** in Geelong and Melbourne, which welcomed 910 guests and raised \$172,707.

On 5 June 2018, over 1,200 donors gave to our one-day **Every Baby Every Town Appeal** raising \$458,708 to help reach our goal of ensuring that **every** child in Victoria is happy, healthy and safe, no matter where they live.

Grants from **Gandel Philanthropy** and the **RACV Community Foundation**, which put our first vehicle on the road.

**FAST FACT** It costs us just \$1 to raise every \$6.98.





# OUR SUPPORTERS

WE WOULD LIKE TO THANK  
THE FOLLOWING GENEROUS  
SUPPORTERS WITHOUT  
WHOM WE WOULD NOT EXIST!

## St Kilda Mums

### Trusts & Foundations

Bank of Melbourne  
Neighbourhood Fund  
Beck Family Foundation  
Besen Family Foundation  
Bruce McMullin Foundation  
City of Kingston  
CommBank Foundation  
Gandel Philanthropy  
Giving Hope Foundation  
Gourlay Charitable Trust  
Inger Rice Foundation  
John & Betty Laidlaw Legacy  
Johnstone Family Foundation  
K & MV Charitable Foundation  
McPhee Charitable Trust  
Naphtali Family Foundation  
RACV Community Foundation  
Russell and Womersley  
Foundation  
StreetSmart Australia  
The Dubsy Lang Foundation  
The Duggan Foundation  
The Dyson Bequest  
The Eric Burton Memorial Fund  
(a charitable fund account of  
the Lord Mayor's Charitable  
Foundation)  
The Flora and Frank Leith  
Charitable Trust  
The Ian Potter Foundation  
The Jack Brockhoff Foundation  
The John T Reid Charitable Trusts  
The Marian and E.H. Flack Trust  
The Pierce Armstrong Trust  
The Sentinel Foundation  
The Shulu Foundation  
Westpac Foundation

### Community Groups

All Soul's Opportunity Shop  
Bialik College  
Brighton Inter-Church  
Opportunity Shop  
Brighton North Rotary  
Caulfield Grammar School  
City of Port Phillip  
Flat Out Mum  
Haileybury Parents and Friends  
Castlefield  
Lauriston Girls' School  
Mount Scopus Memorial College  
Rotary Club of Albert Park  
Rotary Club of Bentleigh  
Moorabbin Central  
Rotary Club of Boronia  
Rotary Club of Eltham  
Rotary Club of Melbourne  
St Johns Uniting Church Op Shop  
Hampton  
Yarraville Club Cricket Club

### Businesses

570 Bourke Community Space  
Abracadabra Brighton Domestic  
Agencies Pty Ltd  
Aesop  
Bayer Australia Ltd  
Biruu  
Bongiorno Group  
Business Chicks  
Castlerock Property  
Cisco Systems  
Coles Online  
Complete Plumbing  
Connective  
Cooper Investors  
Forever New  
Gearon Civil Pty Ltd  
Kinc Agency  
Love To Dream  
Martin Currie  
Medela Australia  
Montgomery Investment  
Management  
Mustela  
Northmost  
Raven's Nest Chinese Medicine  
Salesforce.com Foundation  
Sheen Panel Service  
Show and Tell  
ShredOnSite  
The Benchmark Group  
The Nursery Bird  
Village Belle  
Zendesk

### In Kind Donors

Amazing Baby Company  
Australian Pharmaceutical  
Industries (API)  
Barrett Distributors  
Britax Australia  
Bubba Blue  
Clean It Office  
Coolkidz Australia Pty Ltd  
Corporate Video Productions  
Dandelion Vineyards  
DeltaPak  
Dorel Australia  
EcoStore  
Egg and Spoon  
Hire for Baby Metro East  
Jack N' Jill Kids  
Jessica Brewer  
KOGO - Knit One Give One  
lala by Angela Rutherford  
Little Turtle Baby  
Lorraine Lea Linen  
Mayborn Group  
Melko  
Munch  
Natures Organics  
Outlook Baby  
Provincial Home Living  
Quack Quack Moo  
Quintessential Baby  
Redsbaby  
Thankyou  
Three Sparrows  
Toby Lyng  
Valiant Enterprises  
Village Cinemas Australia  
Woolworths

### People

Anna Ng  
Anthony Fink  
Avril & Richard Lowry  
Cate White  
Christine Fleer  
Debbie & Derek  
Elizabeth King  
Emma King  
Emma Williams  
Georgie Stocker  
Hayley & Tom Clift  
Jana Curtis  
Jennie Donaldson  
Jennifer Harrison  
John and Mandy Erikson  
Judith & Daniel Perlstein  
Kerri & Kade Mills  
Kimberley Browne  
Linda Klein  
Lisa and Jason Laird  
Lyn & Graham Maloney  
Maria Eloisa Galang  
Markus Ziemer and Kate Lewin  
Mary Paula Williamson  
Melanie Coops  
Michele & Robert Hain  
Michelle Zajac  
Olivia Brown  
Peter Lewis  
Phillip Horner  
Professor Trang Thomas AM  
Sue & Ted Fisher  
Tam and Ben Faiman  
The Faiman Family  
The Minogue Family  
Toby Tan  
Vonetta Jones  
Zoe Bare

### Every Baby Advisory Group

Anne Chege  
Denise Bridges  
Henny O'Shea  
Jill Green  
Kimberley Browne  
Kristen Lewis  
Marissa Reeve  
Melanie Courtney  
Monica Blizzard  
Natalie Gray  
Nathalie Molina  
Nicki Batagol  
Phuong Vo  
Rose Pa'apa'a

### Give to Grow Regular Givers

Adrian Lovell  
Alyssa Potter  
Amy Alston  
Amy and Eoghan Geoghegan  
Amy McAlister  
Anna Beaton  
Anna Kollegger  
Anna Mackay  
Anna McKimm  
Anne Kyritsis  
Belinda Jackson  
Belinda Pye  
Bridget Thakrar  
Candice Bridson  
Cerys Latimer  
Charmaine and Ivy Adamson  
Claire Tobin and Tim More  
Claire-Louise Walker  
Clementine Thompson  
Colbrow Homecare  
Deanna Pope

Diane  
Diane Toward  
Dianne Bradley  
Donna Schijf  
Elaine Overs  
Elisa Dominique Rivera  
Elizabeth Melbourne  
Emily Colton  
G & J Hooper  
Gina Bastas  
Gordon Latham  
Helen Barnes  
Jacqueline Broad  
Jan Weinberg  
Janice Green  
Jemima Jones  
Jessica Pizziol  
Jessica Williams  
Jo Cannington  
Joanna Szabo  
Joanne and Bruce Rowley  
Joanne Cenko  
John & Justine Grover  
Judy & David Stonier-Gibson  
Justine Carder  
Kate Bradford and Family  
Kate Crosbie  
Kate Norton  
Kate Stewart  
Kate Wallage  
Kellie Burns and Family  
Kelly James  
Kelly Williams  
Kimberley Longayroux  
Laura Bridgman  
Lena Brukarz  
Linda Grace  
Linda Willersdorf  
Lorelle Lake  
Lorraine Green  
Lucy Nailon

Mable Tan  
Mardent Consulting  
Mark and Leah Lloyd-Smith  
Marnie Brain  
Mary Brown  
MaryAnne Spanti  
Matt Bray  
Matthew Swinn  
Max and Josie Orlando  
Megan Musgrave  
Melissa & Robert Raymond  
Merryn Burgin  
Mette Aiken-Petersen  
Michelle Bennett  
Mohana Mahadevan  
Natalie Kobica  
Natalie Pearson  
Nicola Carpenter  
Paul & Sarah Matzouranis  
Peta Magick  
Pip Hunt  
Rachel and Ian Foston  
Reema Chhetri  
Rob Bruce and family  
Robyn Styles  
Rosalind Adeney  
Ruth Giles  
Samantha Chapman  
Sarah Green  
Simon & Julie Bray  
Sophie Coleman and Chris Yates  
Sophie Day  
Stephanie Hayes  
Sue Jones  
Susan Haywood  
Suzana Knez  
Tamara Price  
Tanya Singleton  
The B Fang Family  
Tracey Holding



# OUR SUPPORTERS

## Geelong Mums

### Bequests

Estate of Herbert Alexander Glover

### Trusts & Foundations

The Jack Brockhoff Foundation

Bibury Trust

Dawn Wade Foundation

Geelong Connected Communities

Give Where You Live Foundation

Percy Baxter Trust, managed by  
Perpetual

Commonwealth Bank

Geelong Community Foundation

F.E.D. Buckley

### Community Groups

Geelong Jukebox Rockers

Kardinia International College

Kiwanis Club of Geelong

Sacred Heart College Alumni

Deakin Business School

Rotary Club of Geelong

Rotary Club of Kardinia

### Businesses

Anglesea/Winchelsea/Lorne

Bendigo Community Bank

Coulter Roache Lawyers

Direct Storage Systems

Elements Child Care and Early  
Learning Centre

Epworth Geelong

Geelong Financial Group

Godfrey Hirst Australia

Hamlan Homes

La Madre Bakery

Oishi-m

Opteon Solutions

Quota International of Geelong Inc  
Target

### Government

Australian Government - Stronger  
Communities Program

### People

Barbara and Keith Allen

Barry & Keith Fagg

Elise Perry

Justin Craddock

Kate Spargo

Kate and Peter Betts

Kate and Ben Kent

Michael and Ros Betts

The McGann Family

Steve Moylan and Sarah Mansfield

### In Kind Donors

63 Degrees

Adventure Park Geelong

Ailish Bourke

Amanda Wilkens & Krystine

Canny-Smith of Canny Group.

Anglesea IGA

Bay City Early Learning Centre

Belmont Stereo Systems

Blo Out Bar

Blondie

Boundary Bend Olive Oil

Brax Window Treatments

Built By Wilson

Bunnings Warehouse Waurm  
Ponds

Casey Bell Photography

Christian's Bus Company

Clare O'Donoghue

Conni

Cotton On Group

Emu

F-45 Geelong West

GDP Industries

Geelong Confectionary

Geelong Entertainment

Geelong Gallery

Geelong High School

Geelong Racing Club

GT Magazine

Hewstone IT

Mary Thompson Photography

Mount Mitchell Estate

Mt Duneed Estate

Music Workshop

Myers Street Dental

Oishi-m

Paddock Dreams

Pamper Clinic

Prissy Cosmetics

Ribbon Ties

SC Technology

Share the Dignity

Stuck on You / Penny Scallan

Tinky

Wonder Yoga

### Give to Grow Regular Givers

Amy Young

Bernadette McCartney

Georgina Hayden

Gray Foreman

James Turton

Jenny Proebstel

Justin Craddock

Kate Spargo

Kaye Walker

Kylie Doherty

Levi & Brooke Turner

Monica Tullin

Peter Woodruff

Prue Johnstone

Sarah Fitzpatrick

Sharyn Masson

The Heathcote Family

Tiffany Goodie

Tim Connor

## Eureka Mums

### Trusts & Foundations

City Of Ballarat

Commonwealth Bank

ED Black Charitable Trust

### Community Groups

Ballan Lioness Club

Ballarat Family Guide

Hop Temple

Rotary Club Of Ballarat East

Small & Mighty Children's Market

### Businesses

Dr Moloney Obstetrician and  
Gynaecologist

Grounded Pleasures

### In Kind Donors

Arinya Retreat Daylesford

Creswick Woollen Mills

Jayco Ballarat

The Pickled Pig

### Give to Grow Regular Givers

Ai Ling Kong

Gill Hunt

Verity Archer

Trinsa Lewis

## FAST FACT

The value of items we rehomed to families  
in the past year is \$6,486,517.

# FINANCIAL STATEMENTS

## Statement of Income and Expenditure

Income	2018	2017
Fundraising revenue	266,117	227,457
Donations	1,298,036	893,099
Grants received	631,581	431,004
Other revenue	90,379	42,390
Interest	4,474	5,131
<b>TOTAL INCOME</b>	<b>2,290,587</b>	<b>1,599,081</b>
<b>Expenditure</b>		
Cost of goods purchased for clients	248,701	244,234
Spare parts, repair, packaging and freight	48,480	51,891
Fundraising costs	148,124	108,584
Office costs	279,962	194,899
Employee expenses	1,200,103	709,318
Training and education	14,904	7,999
Occupancy costs	255,818	170,648
Depreciation	14,701	6,381
Repairs and minor capital	15,778	23,169
<b>TOTAL EXPENDITURE</b>	<b>2,226,571</b>	<b>1,517,118</b>
<b>SURPLUS (DEFICIT) FOR YEAR</b>	<b>64,016</b>	<b>81,963</b>

### Mortgages and Securities

The association has no mortgages, charges or securities over any of its assets.

Date: 28/11/18



Jessica Macpherson  
Secretary and CEO

An audit of the financial statements of the Association for the year ended 30 June, 2018 was completed in accordance with Associations Incorporation Reform Act 2012 and Australian Auditing Standards by Brian Jones of Ahead for Business Pty Ltd.



Brian Jones  
Director, Ahead for Business Pty Ltd

## Statement of Assets and Liabilities

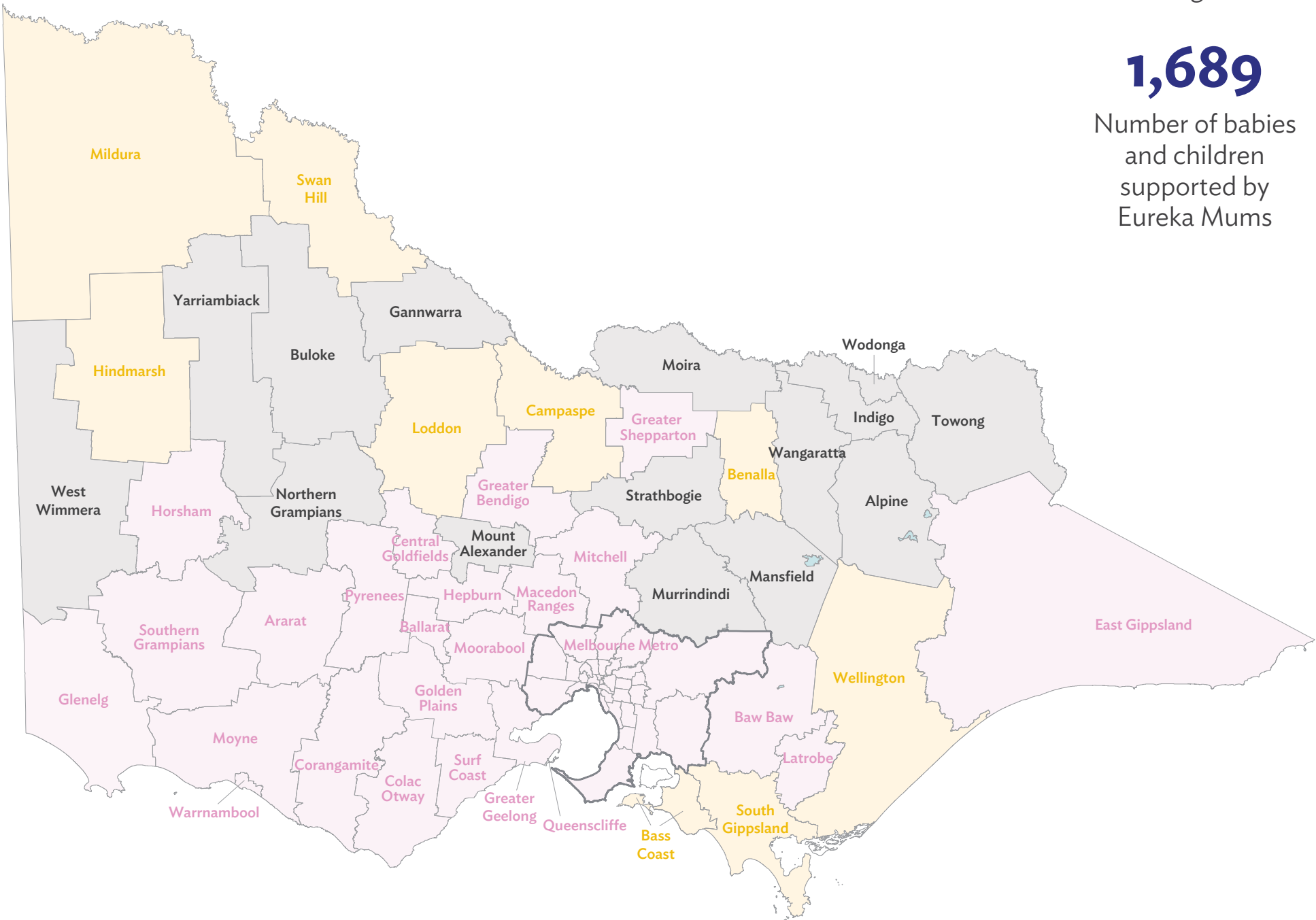
Income	2018	2017
Cash and cash equivalents	746,575	697,844
Trade and other receivables	49,591	32,417
Other current assets	77,932	31,771
<b>TOTAL CURRENT ASSETS</b>	<b>874,098</b>	<b>762,032</b>
<b>NON CURRENT ASSETS</b>		
Property, plant and equipment	86,910	18,291
Other non-current assets	63,944	38,024
<b>TOTAL NON-CURRENT ASSETS</b>	<b>150,854</b>	<b>56,315</b>
<b>TOTAL ASSETS</b>	<b>1,024,952</b>	<b>818,347</b>
<b>Liabilities</b>		
<b>CURRENT LIABILITIES</b>		
Trade and other payables	171,996	118,317
Other liabilities	357,453	268,543
<b>TOTAL LIABILITIES</b>	<b>529,449</b>	<b>386,860</b>
<b>NET ASSETS</b>	<b>495,503</b>	<b>431,487</b>
<b>Equity</b>		
Retained surplus	495,503	431,487
<b>TOTAL EQUITY</b>	<b>495,503</b>	<b>431,487</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Operating grants, fundraising and donations received	2,383,715	1,490,879
Payments to suppliers and employees	-2,256,138	-1,461,420
Interest received	4,474	5,131
Interest paid	-	-
<b>NET CASH GENERATED FROM OPERATING ACTIVITIES</b>	<b>132,051</b>	<b>34,590</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of property, plant and equipment	-83,320	-17,775
<b>NET CASH USED IN INVESTING ACTIVITIES</b>	<b>-83,320</b>	<b>-17,775</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Receipt / (payments) from financing activities	-	-
Net cash used in financing activities	-	-
Net increase/(decrease) in cash held	<b>48,731</b>	<b>16,815</b>
Cash at beginning of financial year	<b>697,844</b>	<b>681,029</b>
Cash at end of financial year	<b>746,575</b>	<b>697,844</b>



# OUR REACH

Melbourne, Geelong and Ballarat comprise 82% of the population of Victoria according to Australian Bureau of Statistics data from 2017. In the past year we have delivered our service in nine new local government areas.

It is our goal to deliver our service in all Victorian local government areas by 30 June 2019.



10,673

Number of babies and children supported by St Kilda Mums

6,173

Number of babies and children supported by Geelong Mums

1,689

Number of babies and children supported by Eureka Mums

## Babies and Children

Local Govt. Area	St Kilda Mums	Geelong Mums	Eureka Mums	Total
Bass Coast Shire	17			17
Borough of Queenscliffe		4		4
City of Ballarat			1,369	1,369
City of Banyule	66			66
City of Bayside	147			147
City of Boroondara	52			52
City of Brimbank	1,452	2		1,454
City of Casey	482			482
City of Darebin	324			324
City of Frankston	42			42
City of Glen Eira	67			67
City of Greater Bendigo	6		41	47
City of Greater Dandenong	618			618
City of Greater Geelong	21	4,270		4,291
City of Greater Shepparton	47			47
City of Hobsons Bay	165	3		168
City of Hume	1,295			1,295
City of Kingston	125			125
City of Knox	108			108
City of Latrobe	213			213
City of Manningham	59			59
City of Maribyrnong	438			438
City of Maroondah	275			275
City of Melbourne	287			287
City of Melton	292	50	8	350
City of Monash	137			137
City of Moonee Valley	135	2		137
City of Moreland	260	1		261
City of Port Phillip	805			805
City of Stonnington	189			189
City of Warrnambool	27	366		393
City of Whitehorse	124			124
City of Whittlesea	359			359
City of Wyndham	632	777		1,409
City of Yarra	444			444
Colac Otway Shire		370		370
Corangamite Shire	4	87		91
Golden Plains Shire		67	8	75
Pyrenees Shire			35	35
Rural City of Ararat			43	43
Rural City of Benalla	8			8
Rural City of Horsham		1	1	2
Rural City of Mildura	23			23
Rural City of Swan Hill	13		2	15
Shire of Baw Baw	14			14
Shire of Campaspe	1			1
Shire of Cardinia	106			106
Shire of Central Goldfields			77	77
Shire of East Gippsland	34			34
Shire of Glenelg		41		41
Shire of Hepburn			26	26
Shire of Hindmarsh		7		7
Shire of Loddon			1	1
Shire of Macedon Ranges	9			9
Shire of Mitchell	207			207
Shire of Moorabool	3		77	80
Shire of Mornington Peninsula	4			4
Shire of Moyne		4		4
Shire of Nillumbik	9			9
Shire of Southern Grampians	2	36	1	39
Shire of Wellington	63			63
Shire of Yarra Ranges	150			150
South Gippsland Shire	61			61
Surf Coast Shire		85		85
Not Known	252			252
Total	10,673	6,173	1,689	18,535

Supported Prior Local Government Areas where support began over the past year Local Government Areas not yet reached

# CASE STUDY

**We would like to tell you about a mum we helped. She was pregnant with twins, when she was suddenly evicted from her home. She and her young son had to move into a motel while they looked for somewhere to live.**

**Fortunately, the mum received help from our agency that supports vulnerable people with housing. We asked St Kilda Mums to provide the nursery equipment and clothing the family would need for their new babies. After the difficult birth of her twins, the mum arrived back at the motel from the hospital and was overwhelmed. Here is what she said:**

Story courtesy of Rose Pa'apa'a, Launch Housing



**After the birth of my twin girls, which did not go so well, I was so surprised to see that our small motel room was completely full of everything we needed. Not having my own mother around to help, it was clearly evident that someone really kind had put together everything I needed in the same way my own mum would have. That meant so much to me as it made me feel like my mum was watching over us. St Kilda Mums has done so much for my family. Without St Kilda Mum's help things would have been very bleak for us.**

Mother of twin girls









St Kilda Mums

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St Kilda Mums established 2009



Geelong Mums

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Geelong Mums established 2013



Eureka Mums

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Eureka Mums established 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