



Geelong Mums



St Kilda Mums



Eureka Mums

Annual Report 2020/21



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Annual Report Production Team

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



We collect, sort and redistribute essential nursery equipment, clothing, books and toys for babies and school age children.

Our Mission

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

Our Vision

Share more, Waste less, Care for every child

Our Values

Respect

For each other. For the earth. For ourselves.

Inclusivity

We thrive when we share and support each other.

Integrity

We are transparent in our work.

Innovation

We strive for excellence to maximise impact.

Our Goal

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

History of St Kilda Mums, Geelong Mums and Eureka Mums

In 2009, a group of five mums were attending the St Kilda Maternal and Child Health Centre on Chapel Street when they noticed baby goods stacked high in the photocopying room that had been donated by local parents. One of the mums, who was our CEO until March 2021, Jessica Macpherson, volunteered to sort, launder and package the preloved goods for rehoming to families who might need them.

Once the goods were ready, Sarah Pitney, the Enhanced Care Nurse distributed the items to families in need around St Kilda. After mentioning the story of how they had rehomed the goods to other social workers from local welfare agencies, demand began to grow. St Kilda Mums, which had started as a small seed of community good will, was born.

The concept was so simple and the outcome so immediate. Often near-

new items, instead of being discarded, could now provide many more families with years of use. Jessica and Peta, two of that first group of mums, started receiving donations at their homes through word of mouth referrals. Local mums loved the idea of passing on their baby's items for others to use.

As the organisation grew, it became obvious St Kilda Mums needed a bigger storage space than Jessica and Peta's front verandas and after a call for help in the local paper in 2010, a generous Elwood family donated their double garage to store the donated goods. By 2013, St Kilda Mums had increased its volunteer base and the number of families it supported and raised enough money to secure a bigger space in Vale Street, St Kilda. In that same year, Geelong Mums was established by a group of five local mums. For the first 12 months, they operated entirely as a volunteer group

from a small shed and their own homes. More than 300 families were helped that year. With the impact growing, in 2014 Geelong Mums moved into a large premises in South Geelong, significantly expanding their operation.

In 2017, with the tremendous support of the community, they rented the neighbouring building. In February 2014, Eureka Mums was born in a similar way to St Kilda Mums and Geelong Mums and moved into a 200 square metre HQ in Sebastopol the following year.

As of 30 June 2021, 140,124 babies and children have been supported since 2009. This would not have been possible without our generous volunteers and financial supporters. Thank you to everyone for your support.



A Message from Our Outgoing CEO

Twelve years ago, I noticed some baby goods stacked high in the photocopying room at the St Kilda Maternal and Child Health Centre on Chapel Street. They had been kindly donated by local parents in the area. I saw a need and volunteered to sort, launder and package the preloved goods for rehoming to families who might need them.

Three things struck me at that time – waste, need and opportunity. From that day onwards, the thousands of babies and children supported and the vision of a kinder fairer future has always driven me.

As many of you know, I have a very strong passion for technology – Salesforce in particular. So I am leaving to follow another seed of an idea – similar to that day twelve years ago – helping people get well paid, meaningful and flexible jobs in technology. It is the use of technology that powered our rapid growth, and I plan to help other organisations with their digital transformations.

It has been such a pleasure to meet and speak with so many of you over the years.

We have a wonderful board, staff team and new CEO who will all contribute to reshaping the next phase of our incredible organisation. There are always families needing help and I know they will continue supporting them with you by their side for many years to come.

Warm regards,
Jessica Macpherson OAM
Founder



A Message from Our Chair and Interim CEO

Last year I wrote my section of the annual report during lockdown, having no idea that a year down the track we would still be facing challenges from this pandemic. But as I reflect on the past 12 months I can see that this experience has shown us the true meanings of resilience and adaptability. I feel blessed to have such an amazing team to work with and an amazing community to support us.

The repeated lockdowns over the past 12 months have meant we often had to ask our amazing volunteers to stay safe at home and our wonderful material goods donors could not readily bring in their preloved items. But our fabulous community stepped up to help us by helping from home, posting their goods in and donating much needed funds that have enabled us to continue to provide our service to the ever increasing numbers of families in need. I invite you to read this report to see all that has been achieved.

This past financial year was also the

time when our much loved and admired founder, Jessica Macpherson OAM, made the decision to move onto her next challenge. We will forever be indebted to Jessie for her legacy and we know that without her vision and drive, St Kilda Mums would not exist.

Jessie's departure created a gap in the leadership of the organisation whilst we recruited our new CEO. During that intervening three months

I stepped aside from my role as Board Chair and into the role of Interim CEO. This very rare privilege to immerse myself in the everyday working of the organisation across all three sites was incredible and enabled me to really get to know the people and the place that is St Kilda Mums Inc. I have taken this invaluable experience back to my role as Board Chair.



As we now enter a new financial year, we also enter a new chapter for the organisation as we embark on our second decade of operation. To join us in this new and exciting time of growth for St Kilda Mums we have welcomed Ruth Holdaway MBE as our new CEO. We are delighted to have Ruth on board and excited about what can be achieved in striving for a world where we share more, waste less and care for every child.

Warm regards,
Deidre Mackechnie
**Chair and Interim
CEO**

A Message from Our New CEO

Hello! I'm delighted to join you as the new CEO of St Kilda Mums, Geelong Mums and Eureka Mums. The work highlighted in this report is all to the credit of Jessie, Deidre and the amazing team of staff, volunteers and funders that support this fantastic organisation.

I am joining at a challenging moment - our founder moving on, the global pandemic still causing disruption and uncertainty for us all, a climate crisis which requires urgent attention and increasing numbers of children needing our service with 58% of people

asking for our help citing COVID as a reason for reaching out this year. Lucky that I thrive on a challenge!

I can't wait to get stuck into the work to ensure we stabilise the service through the pandemic, that we make sure everyone that needs support knows about us and can access us, and to continue to grow the impact this impressive charity has on people's lives every day.

What I love most about this charity is that we support people in a moment of need or crisis by providing essentials that babies and children

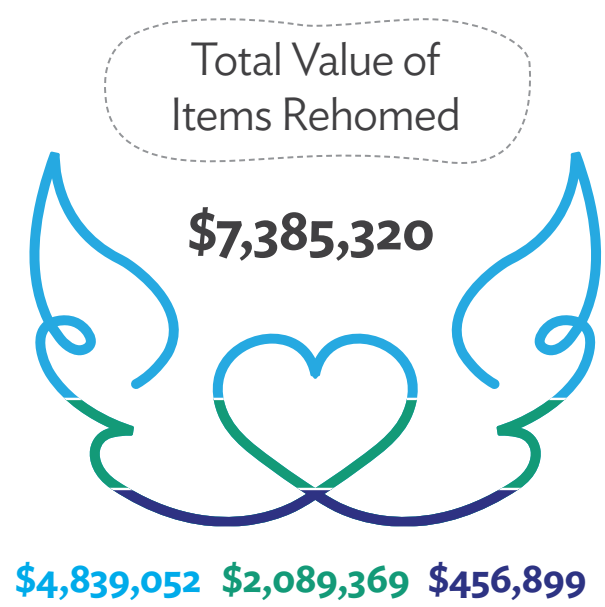
require - and we do it in a way that creates a long term sustainable future for us all through the reuse of these items. Jessie and the founding Mums have created more than a solid foundation - they have created a mission. I will honour this in the years to come and build on their success.

If you'd like to help and join me please don't hesitate to get in touch. I look forward to meeting you all.

Ruth Holdaway MBE
CEO



Photo credit: Ginger + Mint

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“A year of lockdowns” July 2020 – June 2021



Number of
Items Rehomed

63,425

40,959

18,312

4,154

466

98

38

Bottle Packs

291

43

17

Breast Pumps

480

80

40

Baths

393

89

33

Carriers

449

95

58

High Chairs

483

87

39

Bouncers

188



NEW VOLUNTEERS INDUCTED

93 74 21

1,721



SOCIAL WORKERS

1,091 469 179

290



AGENCIES

225 67 41

19,140

BABIES & CHILDREN SUPPORTED

11,409 6,022 1,709

5,392



BABIES 0-1 YEAR

3,618 1,376 398

13,748



CHILDREN 1-12 YEARS

7,791 4,646 1,311



St Kilda Mums



Geelong Mums



Eureka Mums

Our Strategic Intent

In early 2020 we reviewed our vision statement, mission and values, invigorated by our past successes and hopeful of a future where our impact could be greater, through diversification, partnerships, innovation and harnessing the power and potential of technology and our people.

We identified 4 key pillars to guide our goals and objectives over the next three years. Then COVID-19 struck. Never before have we been so challenged and never before has the need been greater. Consequently, we developed the Strategic Intent, to guide our organisation through that 12 month period of significant community uncertainty and change.

We are now in the process of reviewing this and putting together a longer term strategy to ensure that we continue responding to the needs in our community.

These are currently our four strategic pillars:

1. People

A safe and engaged workforce is the only way to go.

Our people are indeed our greatest asset. We will value, support, develop and engage each and every person in our organisation, striving for excellence in safety and wellbeing.

2. Impact

We will deliver significant, positive change to address two of society's greatest challenges: poverty and disadvantage.

We will work hard to create greater equality, by supporting people living in poverty and helping them overcome disadvantage. With the economic impact of COVID-19 this is more important than ever.

3. Capability

We develop the capability to respond to rapid change.

We will work diligently with a focus on partnerships, technology and innovation.

4. Sustainable growth

Meeting the challenges of today.

Growth needs to be sustainable to ensure that our organisation can deliver our programs effectively in the current context of the COVID-19 pandemic and beyond.



Our Life Changing Projects

This year we asked for funding for many different projects, including these listed below which can be found in our case for support.

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

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

- **Recycle and rehome.** 98% of the 63,425 items we rehomed were donated
- **Pay for a roof over our heads.** The support for every baby and child we help starts from one of our warehouses in Clayton, Geelong and Ballarat
- **Cover the salaries of our small team of staff** who manage and train our volunteers, respond to the requests of Social Workers and Maternal Child Health Nurses, engage with the community, and ensure that every item we give a baby or child is safe
- **Turn on the lights,** switch on the washing machine, buy cleaning products and pay for recycling services
- **Pay for technology** that enabled us to quickly respond to requests, meticulously safety – check and track the items we give families, and provide live, meaningful reporting to the people who support us
- **Buy the equipment,** packaging and spare parts we needed to rehome donated material aid, and purchase the new nursery equipment to supplement stock when demand was overwhelming
- **Support more than 1,700 Social Workers and Maternal Child Health Nurses across Victoria.** We know they are best placed to assess a family's needs and situation
- **Prevent** safe, quality nursery equipment and clothing from going to waste

Every donation towards these special projects enabled us to support more than 19,000 babies and children last year. **Thank you to everyone who helped.**

Please refer to our Impact Tree on pages 6-7 for more information on items distributed for each project.

“I can’t emphasise enough the meaning of your gifts to me and my boys during this hard time. Thank you very much from the bottom of my heart. I wish you all health and happiness and that you can continue helping more people who are in need”

– Anonymous beneficiary

Our War on Waste

One of our main objectives in our vision statement is to waste less. We know we live in a world where:

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

Due to COVID-19, we were forced to close for goods donations again for several months.

We are thrilled to say 98% of the 63,425 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.

"I have always felt strongly about recycling goods, so when I heard about St Kilda Mums, it met two goals - reusing baby products to save unnecessary, wasteful landfill, and helping women and children in need. I was so impressed with the organisation, I became a monthly donor. My respect for the group took an unexpected spike when a friend of mine - unbeknownst to me - found herself and her child in a position of urgent need and, as non-Australian citizens, St Kilda Mums stepped in where our government does not. To think that their reach extends throughout Melbourne and beyond, and to be touched by their thoughtful generosity and care makes me respect the organisation even more. Thank you for your daily work, and for caring for my friend in her time of need. I am proud to support you, and will continue to do so."

- Belle, Supporter

The Challenges

Childhood Poverty



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



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



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



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



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



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

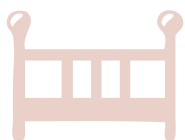
Injury Prevention

More children die of injury than of cancer and asthma combined.⁵ Two of the most common causes of injury are falls from things such as nursery goods (like cots, prams, high chairs, change tables) and motor vehicle accidents.⁶ The risk of harm can be greatly reduced by the supply of safe nursery equipment, and correctly fitted car restraints.



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

Safe sleeping



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

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

² <https://www.acoss.org.au/poverty>.

³ <https://www.vcoos.org.au>.

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

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

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

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

⁸ Red Nose Annual Review 2018.



Our Theory of Change

St Kilda Mums, Geelong Mums and Eureka Mums exist to make sure children and families are happy, healthy and safe. This is possible when families can provide their children with the best possible foundation in life. To achieve this, families need to be able to meet the material needs of their children.

We can help alleviate the burden on families when this is not possible. Families often look to their support networks for assistance in providing their children with the best possible start. Many are supported by their relatives and social networks, but for others, they may be more reliant

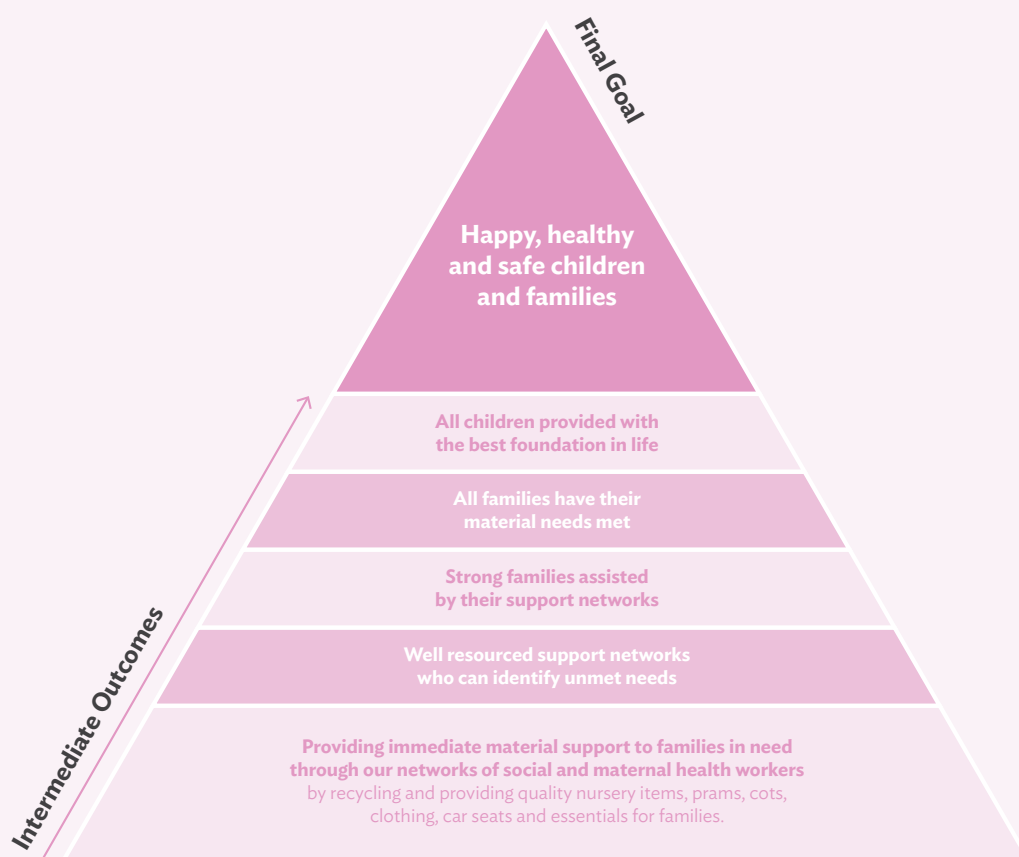
on government and welfare support. Support networks that are well resourced and able to identify the unmet needs of families are best placed to assist families to raise happy, healthy children.

This is where we can make a difference across Victoria. Through St Kilda Mums, Geelong Mums and Eureka Mums' relationships with Social Workers and Maternal Child Health Nurses, we are able to identify those who need extra support in the form of material aid, and we provide it to families when they need it most. This also has the benefit of building better relationships

between support workers and the families they help, enabling their assistance and care to have a deeper impact.

Donations from families who no longer need their baby goods are transformed by our incredible volunteers, enabling us to recycle and rehome quality nursery items such as prams, cots, car seats, clothing and all the essentials a family needs for their young child.

We are committed to making sure families who need support are treated with respect and dignity, no matter their circumstances.



St Kilda Mums Impact

St Kilda Mums rehomed a total of **40,959** items valued at **\$4,839,052**

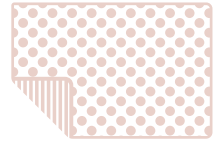
Some of these items included:



7,435
Clothing Bundles



5,414
Toys and Book Bags



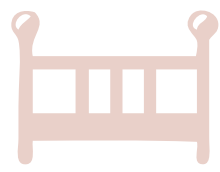
2,710
Linen Bundles



1,416
Car Seats



1,445
Prams and Strollers



656
Cots

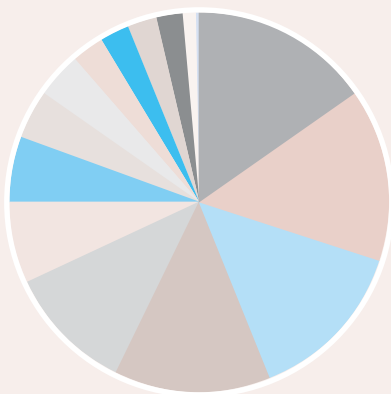
“I have no words to express my sincere gratitude for all the items I’ve received. Today is the best day I ever had in my life in Australia. Thank you so so much for your great help. Now I can peacefully get ready for my delivery. I was in a very stressful condition and now all of this has gone because of you, St Kilda Mums.”

- Ishara, Beneficiary



St Kilda Mums Key Information

Causes of disadvantage



| | | |
|--|--|--------------------------------------|
| Unemployment 39% | Homeless or at risk of Homelessness 15% | Life Controlling Addiction 5% |
| Migrant, Refugee or Asylum Seeker 37% | Young Parents 13% | Other Causes 4% |
| Single Parent 32% | Medical 11% | Kinship Care 3% |
| Family Violence 31% | Disability 10% | Foster Care 2% |
| Mental Health 30% | Family Reunification 7% | Natural Disaster 0.3% |

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

We also know that 58% of people turning to us this year had been negatively impacted by COVID-19

Top 20 agencies sorted by number of babies and children

| Agency | Babies and Children |
|----------------------------|---------------------|
| IPC Health | 773 |
| Uniting | 688 |
| Hume City Council | 492 |
| Casey City Council | 322 |
| Salvation Army | 320 |
| Monash Health | 316 |
| Maroondah City Council | 289 |
| South East Community Links | 277 |

| Agency | Babies and Children |
|---|---------------------|
| Spectrum Victoria | 268 |
| Launch Housing | 229 |
| Department of Families, Fairness and Housing (DFFH) | 191 |
| DPV Health | 188 |
| The Royal Women's Hospital | 184 |
| Australian Muslim Women's Centre for Human Rights | 181 |

| Agency | Babies and Children |
|---------------------------|---------------------|
| Yarra City Council | 180 |
| AMES | 176 |
| Mitchell Shire Council | 166 |
| Hobson Bay City Council | 165 |
| MacKillop Family Services | 162 |
| Anglicare Victoria | 147 |

“When I was called the first time to say that my order was ready to be collected, I was amazed with the amount of items I could pass on to my client. That was one of my happiest days in the work I am doing. I saw the smile on the faces of everyone in the family, especially the young kids when they received their clothes and so many pairs of shoes. I value the great job of St Kilda Mums and highly value all the donors who give their donations to St Kilda Mums. I am a witness of the good service provided to the community. Great Job. Thanks so much.”

– Arif, Social Worker

Geelong Mums Impact

Geelong Mums rehomed a total of **18,312** items valued at **\$2,089,369**

Some of these items included:



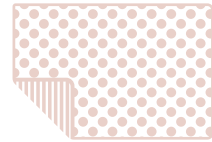
3,861

Clothing Bundles



1,984

Toys and Book Bags



1,038

Linen Bundles



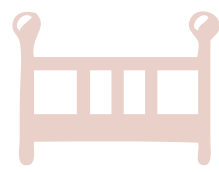
285

Car Seats



260

Prams and Strollers



102

Cots

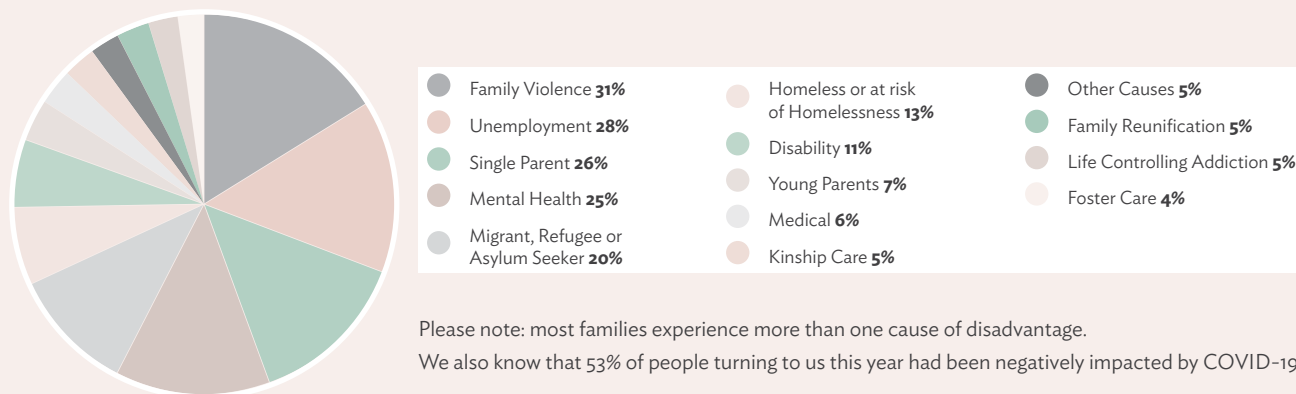
"Geelong Mums... nothing is ever too much bother. Packages are prepared with love and items are of impeccable quality and always very clean. I cannot imagine life without Geelong Mums. We are so reliant on donated goods for our families. Many mums are in the habit of giving back to Geelong Mums now. Bundling up items their children no longer need. Thank you for everything."

– Sue Parr, Bethany Community Support



Geelong Mums Key Information

Causes of disadvantage



Top 20 agencies sorted by number of babies and children

| Agency | Babies and Children | Agency | Babies and Children | Agency | Babies and Children |
|------------------------------------|---------------------|---|---------------------|---------------------------|---------------------|
| Bethany Community Support | 1136 | Department of Families, Fairness and Housing (DFFH) | 210 | Diversitat | 92 |
| City of Greater Geelong | 863 | Barwon Health | 194 | Anglicare Victoria | 90 |
| Wyndham City Council | 527 | Colac Area Health | 177 | Colac Otway Shire Council | 85 |
| Salvation Army | 493 | Melton City Council | 163 | Safe Futures Foundation | 82 |
| Barwon Child, Youth & Family | 352 | Victorian Aboriginal Child Care Agency | 145 | The Orange Door | 72 |
| Uniting | 297 | MacKillop Family Services | 101 | CatholicCare Victoria | 67 |
| Wathaurong Aboriginal Co-operative | 213 | | | Northern Bay College | 65 |
| | | | | Access Your Supports | 65 |

"I chose to donate to Geelong Mums after surviving an abusive relationship. They were there for me and my children. Now even though I'm still struggling, I'm able to help another mum clothe her children and give back some of what has been given to me."

– Anonymous Beneficiary

Eureka Mums Impact

Eureka Mums rehomed a total of **4,154** items valued at **\$456,899**

Some of these items included:



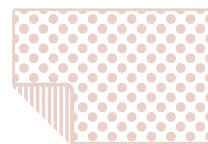
640

Clothing Bundles



428

Toys and Book Bags



332

Linen Bundles



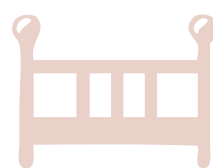
161

Car Seats



112

Prams and Strollers



88

Cots

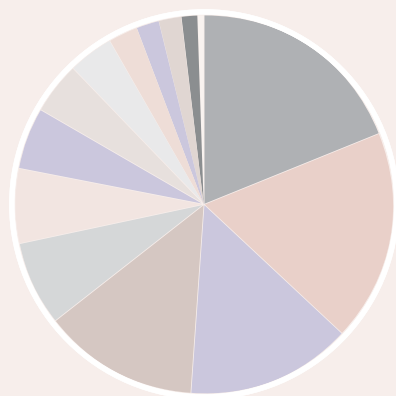
"I just wanted to let you know that my client was incredibly overwhelmed with your generosity and the trouble you went to, tailoring the packages for them. It has been incredibly difficult living in a small motel room with no transport, a 3 year old and an autistic 12 year old so having the activities, toiletries and other goodies makes a huge difference."

– Social Worker,
Eureka Mums



Eureka Mums Key Information

Causes of disadvantage



| | | |
|--|---|------------------------------|
| Single Parent 39% | Young Parents 13% | Foster Care 4% |
| Family Violence 37% | Disability 11% | Other Causes 4% |
| Unemployment 29% | Family Reunification 9% | Kinship Care 3% |
| Mental Health 27% | Life Controlling Addiction 8% | Natural Disaster 0.6% |
| Homeless or at risk of Homelessness 15% | Migrant, Refugee or Asylum Seeker 5% | |

Please note: most families experience more than one cause of disadvantage.
We also know that 78% of people turning to us this year had been negatively impacted by COVID-19.

Top 20 agencies sorted by number of babies and children

| Agency | Babies and Children |
|---|---------------------|
| Uniting | 249 |
| Child and Family Services Ballarat | 249 |
| CatholicCare Victoria | 185 |
| BADAC – Ballarat and District Aboriginal Co-operative | 116 |
| Ballarat Health Service | 89 |
| Berry Street | 78 |
| Ballarat Community Health | 76 |

| Agency | Babies and Children |
|---|---------------------|
| Ballarat City Council | 74 |
| WRISC Family Violence Support | 66 |
| Melton City Council | 63 |
| Salvation Army | 61 |
| Department of Families, Fairness and Housing (DFFH) | 58 |
| Ararat Rural City Council | 48 |
| Pyrenees Shire Council | 46 |

| Agency | Babies and Children |
|------------------------------------|---------------------|
| Moorabool Shire Council | 39 |
| Anglicare Victoria | 39 |
| Grampians Community Health | 37 |
| The Orange Door | 21 |
| Phoenix Kindergarten | 20 |
| Clear Thinking Mental Health Group | 14 |

“The father was overcome with emotions when we delivered the items! He wanted me to pass on a big thank you to you all. Being able to provide him and his family with these essential items is extremely beneficial. Thank you!”

– Social Worker, Eureka Mums

Our Impact Across Victoria

KEY

- ♥ Babies and children we supported
- 💰 Value of goods distributed
- ✋ % of children living in poverty who we helped
- ✚ Most prevalent cause of disadvantage

Grampians

- ♥ 1,841
- 💰 \$526,939
- ✋ 17%
- ✚ Single Parent 40%

Loddon Mallee

- ♥ 192
- 💰 \$112,104
- ✋ 1%
- ✚ Unemployment 52%

Barwon South West

- ♥ 4,981
- 💰 \$1,600,329
- ✋ 29%
- ✚ Family Violence 33%

1 Metropolitan Melbourne

- ♥ 2,151
- 💰 \$842,216
- ✋ 4%
- ✚ Family Violence 43%

2 Inner Melbourne

- ♥ 1,071
- 💰 \$416,190
- ✋ 13%
- ✚ Migrant or Refugee or Asylum Seeker 56%

Hume

♥ 435

💰 \$180,642

👤 3%

+ Unemployment 47%

Gippsland

♥ 759

💰 \$266,291

👤 7%

+ Family Violence 39%

3

Outer Melbourne

♥ 7,652

💰 \$3,421,716

👤 9%

+ Migrant, Refugee or
Asylum Seeker 44%

KEY

♥ Babies and children we supported

💰 Value of goods distributed

👤 % of children living in poverty who we helped

+ Most prevalent cause of disadvantage

Stories of Impact

I wish to thank you again for assisting one of my students in need recently. She was almost speechless when I delivered the generous donations. She has asked me to pass this on to your team.

“Geelong Mums have been a tremendous help to my family in this difficult time. During this turmoil of homelessness that we are currently going through the support from Geelong Mums means the world. All the items received were of such great quality and in wonderful condition. It truly brought a spark to my children’s eyes unpacking all their goodies. I could not be more appreciative of all they do!”

Thank you for all that you do!

– Anna, Nursing Trainer & Assessor at VFA Learning



“I just wanted to thank you so much for the amazing donation. I finally got to deliver it last week (lockdown delayed me a bit) and had the joy of watching a beautiful 4-year old girl pull EVERYTHING out of the bags one by one as her carer watched on in amazement. I could not believe how much beautiful stuff people had donated.

This was the first time I have provided a donation for one of our carers – and I just want to thank you again for the beautiful, life-changing work you do.”

– Juliette, The Mirabel Foundation

Stories of Impact



"I'm a mother in need who has a toddler and is due to have another baby next week. I have just received my order from you guys and I'm so overwhelmed by the number of things I received. I'm forever grateful for the generosity of your organisation and the general public. Without your help I'd be really struggling to get the basic needs for my child so thank you so much. I'll be sure to give back to your organisation in the future once my children have outgrown the items that I received. Please pass on a huge thanks to all your team and to all the people who have donated to your charity"

– Anonymous Beneficiary

"We just received a whole bunch of clothes, baby gates and all sorts of amazing material aid. I was a bit overwhelmed by how much we received but we are so grateful for it all. It's a huge help for us in our time of need and I really appreciate all that you're doing to help us!"

– Anonymous Beneficiary

"A mother had her 6th baby and needed a cot, linen, clothing and nappies in a hurry as she wanted to get home to her older children and assist her partner. Due to some issues, they had not been able to get any of these items before their baby was born.

Eureka Mums was able to help the family in less than an hour, and provided them with all that they needed to take their baby home safely. These items were provided during lockdown and given the restrictions and pressures on services like Eureka Mums, this was a fantastic support to the family.

Without this help, the family would have not been able to provide a safe sleeping space for their new baby. They were overwhelmed by the generosity of Eureka Mums and their supporters. The work that Eureka Mums does in our community is amazing, and even more amazing that they were able to do this during lockdown, when we know service support has also been greatly affected."

– Rebecca, Social Worker





Volunteering

Volunteers are an incredibly important part of our organisation. It's the only way we can achieve the level of service we reach every year.

Over the years, more than 11,000 amazing people, from all different age groups and backgrounds, chose to donate their precious time and volunteer with St Kilda Mums, Geelong Mums and Eureka Mums. From sorting clothes, repairing prams, IT support, fundraising activity and even accepting donations at their

home – our incredible team of volunteers dedicated over 125,000 hours this financial year to ensure the items we provided families were safe, clean, fit for use and packed with love. With safety our main priority, we again had to close to volunteers for a period of time during the pandemic. Despite not being

able to attend the warehouse in person, our volunteer community continued their incredible support by sorting and bundling clothing at home, making blankets, clothing and other items and staying in touch with our staff to keep spirits high.

Volunteer Testimonials

“I became involved with St Kilda Mums in its first year of operation. At the time I was a neighbour of our founder and volunteering at an op shop so I knew a bit about community needs. It’s been incredible watching the organisation grow over the years... the first double garage for storage, then fundraising for our first Vale St warehouse. Wow!

I feel it’s been a privilege to volunteer in my small way but I know that I can truly contribute to reusing, recycling and helping families. It’s been wonderful to meet so many like-minded people over the years, often very busy women who are happy to spend what spare time they have giving back to the community”

– Michelle, St Kilda Mums Volunteer



“We’ve been volunteering at St Kilda Mums for 4 or 5 years. We enjoy our mornings in the warehouse doing something that makes a difference. Lawrie enjoys the challenge of repairing prams (and sometimes just getting them unfolded) and Vicki has mostly bundled and sorted clothes but now loves being involved in the book nook (a retired teachers paradise!).

We love the flexibility of volunteering for St Kilda Mums and knowing that what we do matters.”

– Lawrie and Vicki, St Kilda Mums Volunteers

"I became a volunteer because I wanted to help people and I was impressed by Geelong Mums and what they stand for. My favourite part of being a volunteer with Geelong Mums is knowing all the happiness that people who are struggling especially mums, babies and children experience when our bundles arrive on their doorstep. What makes the experience so enjoyable is that everyone is so caring, friendly and relaxed and it is a fun place to be."

– Janet, Geelong Mums Volunteer



"I was a follower (of St Kilda Mums) for a while and then discovered that there was a smaller sister operation in Ballarat. So one day Eureka Mums put a call out for baby boy clothing because their shelves were empty. I put all the baby clothes and stuff I had into my car and drove up the highway to "The Shed" in Sebastapol and donated the three large containers of clothing. Two days later there was a post on the Eureka Mums Facebook page, it was a photo of Trinsa with a baby boy bundle, the post acknowledged how Eureka Mums had been able to help them with the baby items they needed. I knew that my donation had been quickly turned around into a gift that was needed for another parent and their child. I was touched, and it was still a little further down the track that I was actually able to commit to volunteering on a regular basis, but I am so glad that I did."

– Leanne, Eureka Mums Volunteer

Volunteer Partners

We are so grateful for the continued support from our volunteer partners across Victoria. Whether it be coming into the warehouse and participating in volunteering activities, knitting blankets and warm accessories to give to families, or becoming a staging post for donation drop offs – we are so grateful for the continued support from our partners.

- Interchange Outer East
- Knit One Give One (KOGO)
- Bayley House
- Holmesglen VCAL
- Marriott Industries
- Geelong Disabled People's Industries
- Geelong Lutheran College
- The Outpost Geelong
- Vinnies Geelong South

Caroline, an instructor at Bayley House reflects on their volunteering -

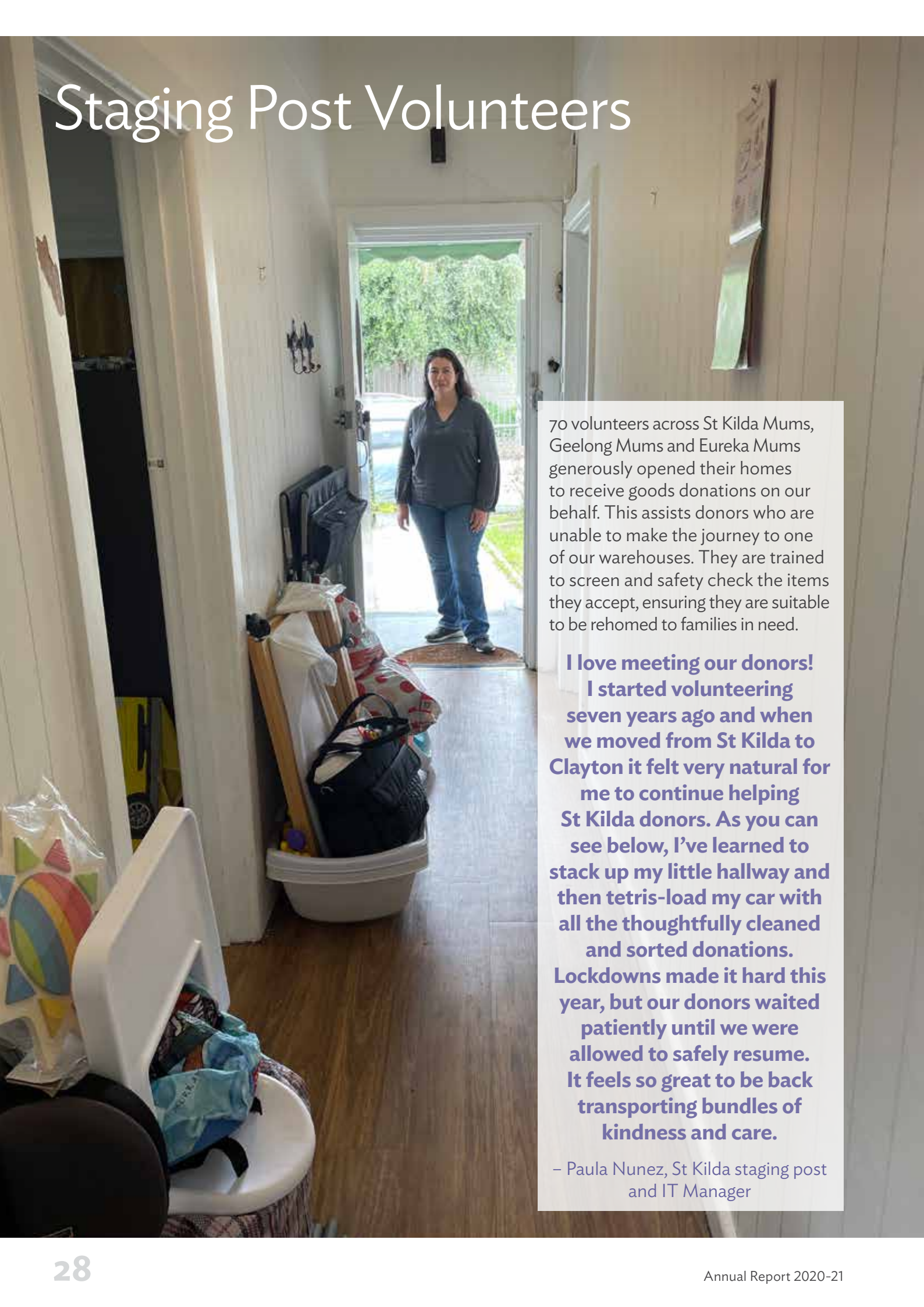
The Futures 5 group proudly front up on Monday mornings at the St Kilda Mums warehouse. They all log in, pop on name tags, aprons and are welcomed by Dina and the many volunteers. The group speak about their sense of 'belonging to a team and working towards helping babies, children and families'.

The group love the community spirit and positive vibes at the warehouse and at times can be seen having a dance or a sing along to

the music while working- what a great working combo! They have also made friends with some of the other volunteers and enjoy sharing a laugh with them. The group all talk about the varied tasks that they are given from washing baby baths, sorting/ sizing clothes & shoes, folding towels, bundling bottles etc. In a recent group discussion they reflected on these tasks and how they all provided them with life skills, work experience and problem solving, all important in the fundamentals of becoming independent individuals. In closing, the group all miss not coming into the warehouse during lockdowns. They value the opportunities that the charity provides whilst helping others and look forward to getting back there soon.



Staging Post Volunteers

A photograph of a woman standing in the doorway of a home. The hallway in the foreground is cluttered with various donations, including bags, boxes, and a large white tub. The woman is standing in the doorway, looking towards the camera. The background shows a green lawn and trees outside.

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

**I love meeting our donors!
I started volunteering
seven years ago and when
we moved from St Kilda to
Clayton it felt very natural for
me to continue helping
St Kilda donors. As you can
see below, I've learned to
stack up my little hallway and
then tetris-load my car with
all the thoughtfully cleaned
and sorted donations.
Lockdowns made it hard this
year, but our donors waited
patiently until we were
allowed to safely resume.
It feels so great to be back
transporting bundles of
kindness and care.**

– Paula Nunez, St Kilda staging post
and IT Manager

The Power of Fundraising

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

Annual Giving Day

On 16 June 2021, our incredible community donated just over \$380,000 which was then quadrupled by other generous donors.

Give to Grow – Regular Giving Program

Our Give to Grow program saw 379 donors contribute \$135,784 this year. These regular monthly gifts provide us with a source of stable income, allowing us to plan for the future and provide a foundation for growth and sustainability.

Community Fundraising

Just over 300 people and community groups held fundraising events and donated the proceeds to St Kilda Mums, Geelong Mums and Eureka Mums, raising an incredible \$176,765.

These funds were raised through a combination of morning teas, lunches, fitness challenges, children's markets & festivals, op-shops, Rotary and Lions Clubs, gifts in lieu of celebrations, and school or workplace fundraising. We are so grateful to our community for the many and varied ways they raise money for us! We love hearing about the efforts

of our community fundraisers, and have truly enjoyed sending some of our team and volunteers as guest speakers to some events across Victoria.

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

In 2021 we encouraged our community to fundraise for us around Mother's Day and as a result \$34,573 was raised from events like these ones:

- hygge:liv Ladies Lunch - Supporting Geelong mums
- Mother's Day Fundraiser - Blondie Hair & Cosmetics
- Ladies Luncheon in the Bungalow
- Artful Mother's Day by artist Antoinette Ferwerda
- Fit N Focused Mother's Day Bootcamp Fundraiser for Geelong Mums

Support from schools included:

- Wesley College, Glen Waverley Campus - International Women's Day breakfast
- Caulfield Grammar School Malvern casual clothes day
- Kardinia International College

Other community group support included:

- Rotary Club Of Ballarat East
- Sebastopol and District Lions Club
- Rotary Club of Kardinia
- Lions Club of Sandringham
- Belmont Community Youth Group

Grants

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

Thank you
to every
person who
contributed
to our
fundraising
activities
throughout
the year.
Every dollar
goes such
a long way.

A huge thanks to all of our community event hosts



Partnerships and Corporate Engagement

St Kilda Mums

After another highly disrupted year due to Covid related lockdowns and restrictions, our corporate partners were instrumental in ensuring we could keep our doors open. Our major partners were willing to be flexible when needed and we appreciated the unwavering support from Zendesk, AIA Australia, L'Oreal Australia, Decjuba, Rudie Nudie Waterproof Playmats and Grants of Australia.

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

Product donations were a lifeline, particularly when restrictions meant we could not accept drop offs from our community. We acknowledge generous goods donations from a large number of companies, most notably The Amazing Baby Company, Walnut Melbourne, Outlook Australia and Newell Brands, as well as significant ongoing pro-bono support from 1-800-GOT-JUNK and Victorian Freight Specialists.

Our workplace volunteering program was heavily impacted by Covid restrictions but when able to, NAB, EnergyAustralia, Metricon, Cisco and Grants of Australia were ready and willing to lend a helping hand.

Geelong Mums

Our corporate partners provided continued support that ensured our doors remained open and items were distributed to thousands of families throughout a year of disruptions. We are grateful for the support of The Skincare Company, Epworth, Elements Childcare and Coulter Roache for making this possible.

In May we were able to #makeamothersday with many community groups organising their own fundraising events for the Mother's Day Appeal, while a large group of supporters and influencers joined us at Geelong Mums HQ to encourage the community to pack a toiletry bag for a mum in need.

For those times when restrictions meant we could not accept drop offs from our community, product donations were greatly appreciated. We gratefully acknowledge generous goods donations from a large number of organisations, including Cotton On, Milky Kids Clothing, Stuck on You, The HUT Group and Natures Organics.

Our workplace volunteering program continued throughout the year, in between restrictions. The Skincare Company, EnergyAustralia, Metricon, Geelong Cats, City of Greater Geelong, Elements Childcare and GMHBA were able to lend valuable support in the warehouse and foster a real sense of community.

"What began as 2 workplace volunteering days at St Kilda Mums in December 2016 has turned into an ongoing sponsorship and relationship. Partnering and volunteering with this incredible organisation has become such a meaningful and special part of our Social Impact program at Zendesk.

Our employees truly love spending the day onsite at the warehouse lending their skills for the day. After a day on-site they feel valued and they understand the impact of their involvement. They get real self-satisfaction from giving back and helping families in need while spending the day bonding with their teammates. They also realise that they get something in return.

They get to meet and learn from the wonderful St Kilda Mums staff and other volunteers on site and form wonderful relationships. At Zendesk we have always been committed to serving the communities where we exist, like St Kilda Mums.

We look forward to strengthening and growing our relationship with St Kilda Mums well into the future."

– Megan Wilkin from Zendesk



Megan from Zendesk with our CEO Ruth

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

In December 2020, we said thank you and farewell to Stacey Barrass who served on our board for five years. In the time that Stacey has been a board director she has overseen the expansion in Vale Street and the move to Clayton, and the number of babies and children we help each year has grown from 3,000 to over 20,000 a year.



Finance Risk and Audit Sub-Committee (FRAC)

Meeting every six weeks, the volunteer FRAC supports the CEO, Finance Manager and the Treasurer.



Clementine Thompson
Treasurer



Karla Harman
Member



Morelle Bull
Member



Francie Doolan
Member



Kathryn Brown
Member



Tamara Price
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

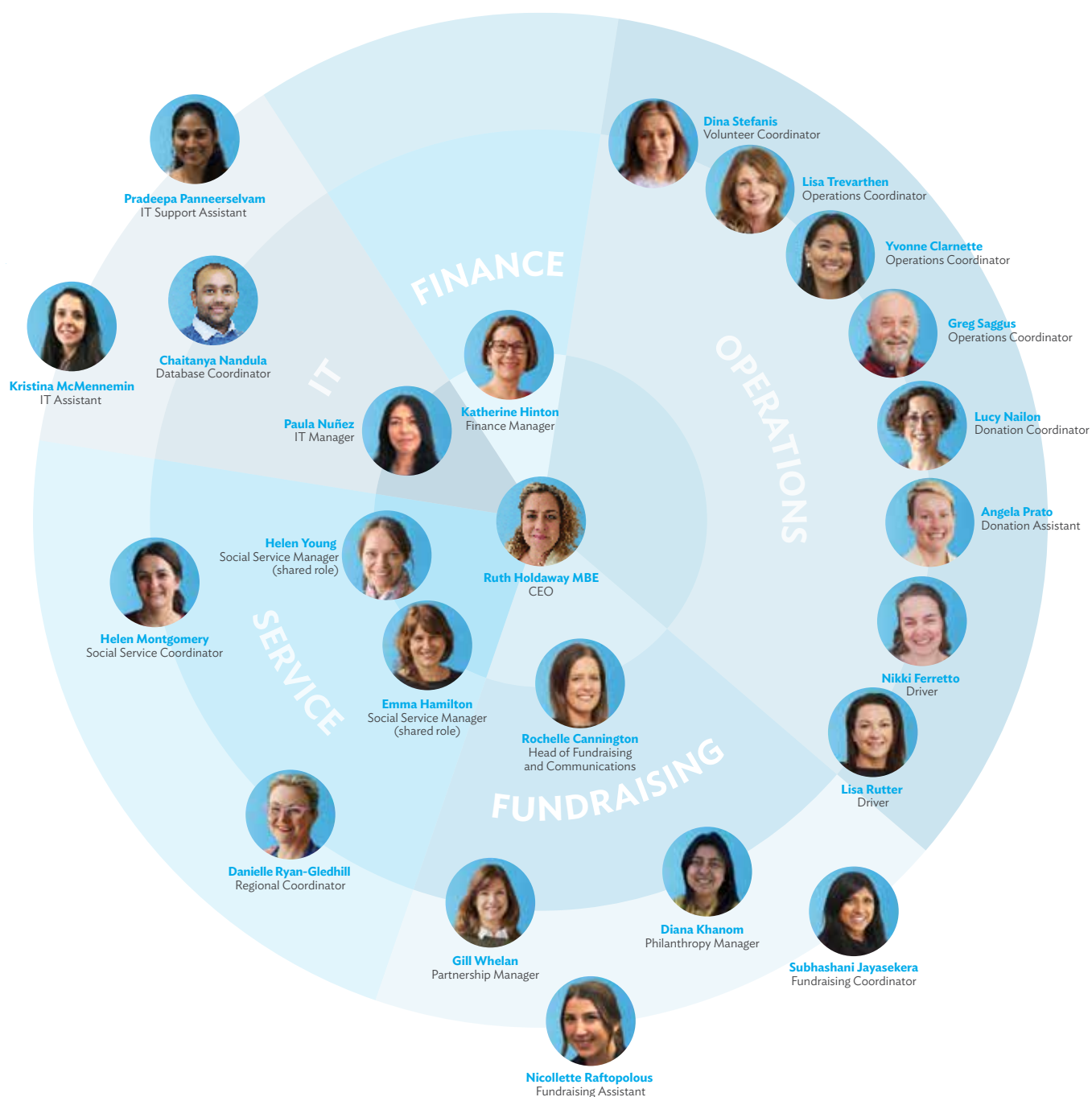


Sarah Albon
Member

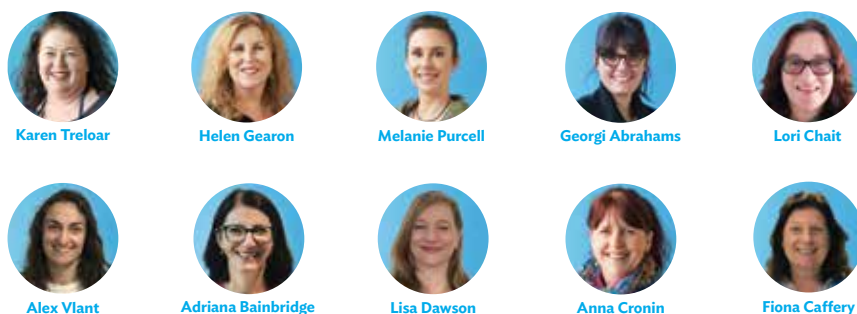
Our People

St Kilda Mums Team

St Kilda Mums team includes Finance, IT and Fundraising Support for the whole organisation.



Teamwork Assistants



In the Spotlight

Kristina McMennemin

ICT Assistant
St Kilda Mums

Having worked for Geelong Mums for almost four years as Social Services Coordinator, Kristina had the opportunity to return to the organisation as ICT Assistant for St Kilda Mums in February 2021. Kristina's role predominately includes data cleaning and looking after some of our very important external communication channels. So you'll most likely speak with Kristina if you make a phone call to us!

"I enjoy improving processes that benefit all users and the organisation, stakeholder engagement and delivering a high level of customer focus and service."

Looking back on the last 6 months, Kristina reflects on her role at St Kilda Mums.

"I am so grateful that I was able to work from home whilst being a staging post, but I do enjoy visiting Clayton every Wednesday when we're out of lockdown – for me the physical connection to the 'place' and the 'people' is so important," she said.



Diana Khanom

Philanthropy Manager
St Kilda Mums

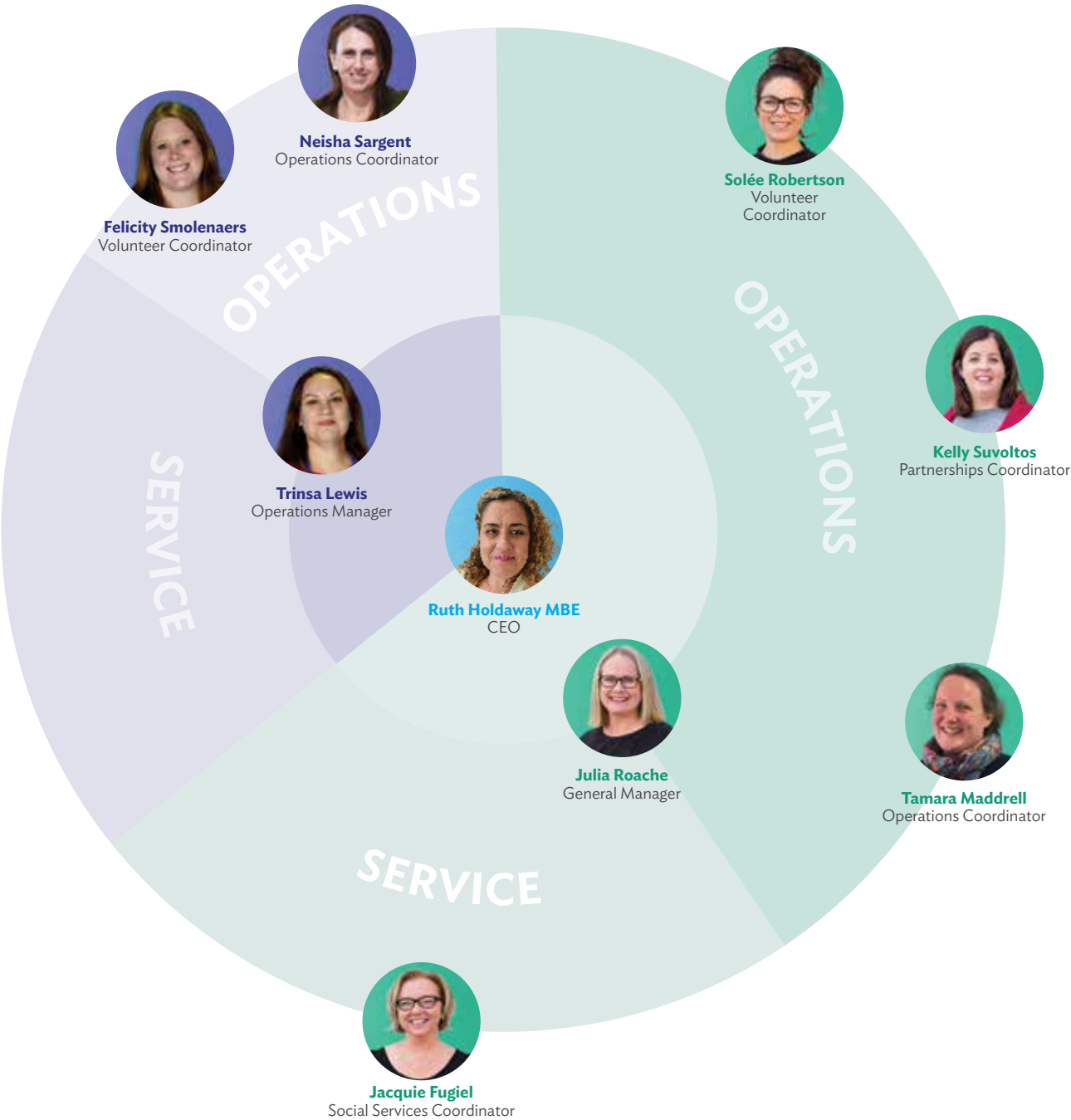
Diana began her role as Philanthropy Manager during the COVID-19 pandemic in September 2020 and quickly adjusted to working in her new job through a virtual lens. As part of the fundraising team, Diana is responsible for researching funding opportunities, complying with detailed grant guidelines, reaching out to grant makers to discuss opportunities, writing and project managing the submission of applications and reporting on the impact of funding already received.

"Easily the most rewarding aspect has been the experience of working in a female-led organisation as part of a team who are passionate, resourceful and innovative."

While looking back on the last 12 months, Diana's favourite moment was seeing supporters across Melbourne, Geelong and Ballarat come together to help raise over \$1 million on Giving Day in June.



Geelong Mums Team and Eureka Mums Team



Eureka Mums Teamwork Assistants



Leanne Fawcett



Rebecca Moss



Carlee Kerr

Geelong Mums Teamwork Assistants



Emma Hayward



Kate Holien



Christie Reid



Merrin McKeegan

In the Spotlight

Kelly Suvoltos

Partnerships Coordinator
Geelong Mums

Kelly joined Geelong Mums as the Partnerships Coordinator in 2017 after fundraising and volunteering for Geelong Mums. Her role means she is responsible for delivering events and sponsorships, coordinating community fundraising and managing bookings for our very important corporate volunteers. Delivering the Mother's Day Lunch is another part of Kelly's position and one she really enjoys.

"I love working at Geelong Mums because of the people. Building relationships is a key part of what I do and the spirit and joy that is fostered within the walls of Geelong Mums makes it a very nice place to hang out!"

When contemplating the year Kelly feels her favourite moment was witnessing the generosity of the Geelong community on Giving Day. "It was so good to be part of such an amazing community that has helped keep our doors open through many lockdowns and giving to families facing unthinkable situations. I love the quote from Anne Frank who said 'no one has ever become poor by giving' and I think this sums up so much of what we do at Geelong Mums."



Christie Reid

Teamwork Assistant
Geelong Mums

Christie started as a volunteer at Geelong Mums in 2015. Then, she had two busy boys at home, so the option to home bundle was the easiest way to lend support. She had never volunteered before and instantly loved that she could give back to the community and felt empowered by doing so. As the months turned to years and her boys started school, she started coming into the warehouse weekly, learning all aspects of sorting, bundling, tinkering and gift giving. In 2019, Christie joined the team as Teamwork Assistant. Her role involves supporting the staff team and volunteers in many different ways. Whether it's receiving donations, sorting or packing, every little job works towards supporting those less fortunate. To work alongside like-minded individuals is teamwork at its best.

"Geelong Mums brings such joy into my life. There is never one day that is the same so I always make sure that I soak up whoever I meet and greet or whoever I am volunteering or working alongside with."

While looking back on the year that 2020 was, with so many COVID-19 challenges, Christie reflects that we are still living through a significant moment in time. "It was just astonishing to see the community adapt by posting their purchased goods directly into the warehouse. The community love and support did not stop, meaning that our service could continue to reach families in need without compromise."



In the Spotlight

Trinsa Lewis Operations Manager Eureka Mums

Trinsa started with Eureka Mums in 2014 and began by dropping off donations and then offering to tinker and help with collections and giving.

“I had lost my job two months before I started while on maternity leave so I was looking for something to do while looking for work. What started as one day a week soon became two or three” she said.

When Eureka Mums moved to Gray Street in 2016, funding was granted to employ an Operations Manager to which Trinsa applied and got the role.

As Operations Manager, Trinsa’s role involves overseeing the daily running of the organisation, meeting with volunteers, social workers and members of the public to help spread the word about Eureka Mums. She said “no two days are the same.”

“I love my job as I get to meet so many different people from our generous donors, talented volunteers and hardworking social workers. Together we are making a difference in the lives of so many children.”

While looking back on the year, Trinsa’s favourite memory was opening the expanded warehouse. “Seeing all the amazing supporters smiling back at me as I welcomed them to our opening. Knowing that we would be able to continue to support the children of Ballarat together in our dream home was a very special moment.”



Rebecca Moss Teamwork Assistant Eureka Mums

Beck started as a volunteer with Eureka Mums in 2018. In 2020 she joined the team as a Team Work Assistant in Ballarat. As a Teamwork Assistant, Beck oversees and works with amazing volunteers to sort, clean and bundle donations and assists social workers to pack their cars full with orders to deliver to families.

“I began volunteering as a way to give back. I would have been a client in 2017 when my daughter was born if I hadn’t been lucky enough to have parents in a position to step in when I needed it, and help me out. As a way to pay it forward, and connect with other adults as a stay at home single parent, I began volunteering when Leijla was 7 months old. One day a week soon became two days, and eventually became whenever we could. Leijla has since become such a part of the furniture around the Ballarat warehouse that she often asks to come to mummy’s work!”

Over the last year, Beck reflected on what she was most proud of.

Getting through lockdowns in 2020 and being able to still provide for so many children and families across Ballarat was an extremely fulfilling part of the last 18 months, and is an achievement we can all be proud of. A special memory in the last 12 months was dropping in briefly to donate items with Leijla in tow on a day off, and she knew exactly where we were and who we were with, despite it being 12 months since her last visit. Our Eureka Mums family is incredibly special to us.



Technology and Innovation

In this year of lockdowns, technology helped us adapt, pivot and continue to operate whilst complying with safety restrictions.

We stayed open throughout all lockdowns, so when the social workers faced challenges picking up the goods from us, we implemented a delivery system to enable the families to receive the much-needed items.

Lockdowns severely restricted our volunteer workforce, but our Baby Safe App, which promotes the safe use of second-hand equipment, along with our safety check apps allowed us to quickly train and provide information to employees covering those roles.

We revamped our warehouse sign-in system with Covid-19 requirements and incorporated QR codes. Our IT systems enabled us to track the training and updates the employees and volunteers went through to operate in this new normal.

It was a year of big changes and many virtual meetings. As the rules kept changing, we communicated quickly with donors and volunteers. Thousands of donors used our booking system to safely drop off their goods to us, but unfortunately, some were cancelled as we were plunged again into lockdown.

Our generous donors sent their goods to us via post, courier and even bought them online and dispatched them to us, so

we upgraded our processes so we would be able to thank and acknowledge them.

This year we were able again to use our integrated phone system to make outgoing calls on Giving Day as well as receive phone enquiries from our supporters.

We developed a new Gift in Lieu donation system so our donors can make a contribution in the recipient name in lieu of a gift and send them a certificate by email or print it themselves.

We innovated, backing up our people with the right digital tools, so we could keep helping thousands of babies and children in Victoria.



Photo credit: My Little Tribe

Our Supporters: St Kilda Mums

These are some of our amazing supporters. Some people have chosen to remain anonymous. We thank you all.

People

Anna Clark and Ben Jenson
Avril & Richard Lowry
David and Sarah Ridley
Diana Morgan AM
Jane Strachan
Paul & Eliza Grant

Organisations

1800Got-Junk
AIA Australia
Amazon
b.box
Beige Technologies
Bellamy's Organic
Brown-Forman Australia
Childsmart Pty Ltd
Cisco Australia & New Zealand
Cooper Investors
Decjuba
Energy Australia
Epworth Healthcare
Gearon Civil Pty Ltd
GIVIT Listed
GOCanvas
Grants of Australia
Koala Kids Foundation
KOGO – Knit One Give One
L'Oreal Australia
Luna Gallery
Martin Currie Australia
Medela Australia
Minihaha and Hiawatha Pty Ltd
Newell Brands Pty Ltd
Oricom
Outlook Australia
Rudie Nudie Waterproof Playmats
Russell Kennedy Lawyers
The Amazing Baby Company
The Riversdale Golf Club
TIC Group Pty Ltd
Valiant Enterprises
Victorian Freight Specialist
Village Belle Hotel
Walnut Melbourne PTY LTD
Watches of Switzerland
Zendesk

Trusts & Foundations

Antaeus Charitable Fund
Bank of Melbourne Foundation
Barr Family Foundation
Besen Family Foundation
Bruce McMullin Foundation
Commonwealth Bank Foundation
Danks Trust
Dawson Charitable Trust
Erdi Foundation
Gandel Philanthropy
Gourlay Charitable Trust
John Laing Charitable Trust
K & MV Topliss Charitable Foundation
King Family Foundation
Kingston Charitable Fund
McPhee Charitable Trust
Naphtali Family Foundation
Portland House Foundation
Scanlon Foundation
Sunraysia Foundation
The Duggan Foundation
The Jack Brockhoff Foundation
The Ross Trust
The Sentinel Foundation
The Shulu Foundation
The Wolf Foundation
Timbeck Charitable Trust
Transurban

Our Supporters: Geelong Mums

People

Kate and Peter Betts
Kate Spargo
Michelle Dean
Tim and Edwina Shakespeare
Tony and Stacey Moorfoot

Organisations

Access Your Supports
Belmont Community Youth Group
Blondie Hair & Cosmetics
Cotton On Group
Elements Child Care and Early Learning Centre
Future Generations, via Burke Britton Financial Partners
Geelong West Senior Citizens Club
hygge:liv Erin Hughes & Catherine Stocks
Miann and Co
Milky Clothing
Myer Geelong Social Club
Seamless SMSF
St Michael's Parish Bell Park
Stuck on You
The Skincare Company
The W.C.F. Thomas Charitable Trust
Transport and Accident Social Club

Trusts and Foundations

APCO Foundation
Ashbury Community Fund
Bibury Trust
Charities Aid Foundation America
City of Greater Geelong
Commonwealth Bank Foundation
Cotton On Foundation
Department of Industry, Science, Energy and Resources
Ducas Paul Foundation
EnergyAustralia
Geelong Community Foundation
Inger Rice Foundation
Lionel & Yvonne Spencer Trust
Percy Baxter Charitable Trust
Simpson Family Foundation
StreetSmart Australia

Our Supporters: Eureka Mums

People

Ann and David Fawell
Clare Moss and Lachie Brennan
Ewan and Lyndal Fletcher
Helen Kinnersly
Jenny and Paul Callahan
John Bennett
Robyn and Phillip Mann
Y.M. Smith

Organisations

Ballarat Chinese Community Association
Lions Club of Sebastopol and District
MOR Accountants
Play Childcare & Kindergarten

Trusts and Foundations

ACCIONA
City of Ballarat
Department of Industry, Science, Energy and Resources
Foundation for Rural and Regional Renewal
Freemasons Foundation Victoria
Hugh D. T. Williamson Foundation
Inger Rice Foundation
No 23 Masonic. Social Committee

Pethard Tarax Charitable Trust
Pierce Armstrong Foundation
Stockland
StreetSmart Australia
The Ballarat Foundation
The Glenyis McIver Charitable Trust

Financial Statement

Statement of Income and Expenditure

| Income | 2021 | 2020 |
|---|------------------|------------------|
| Fundraising revenue | 80,050 | 64,389 |
| Donations | 2,065,145 | 1,872,891 |
| Grants received | 794,137 | 1,065,189 |
| Other revenue - Government COVID-19 support | 681,950 | 260,000 |
| Other revenue | 81,303 | 130,726 |
| Interest | 889 | 1,659 |
| TOTAL INCOME | 3,703,474 | 3,394,854 |
| Expenditure | | |
| Cost of goods purchased for families | 244,483 | 168,168 |
| Spare parts, packaging and freight | 104,135 | 31,326 |
| Fundraising costs | 38,731 | 32,377 |
| Office and warehouse costs | 361,592 | 226,093 |
| Employees expenses | 2,322,550 | 1,884,849 |
| Training and education | 15,829 | 3,323 |
| Repairs and minor assets | 21,802 | 11,856 |
| Occupancy costs | 60,396 | 58,773 |
| Depreciation | 32,718 | 31,421 |
| Depreciation - right of use assets (leased buildings) | 226,315 | 214,021 |
| Interest expense (leased buildings) | 73,508 | 74,896 |
| TOTAL EXPENDITURE | 3,502,059 | 2,737,103 |
| SURPLUS FOR THE YEAR | 201,415 | 657,751 |

Statement of Assets and Liabilities

| Assets | 2021 | 2020 |
|--|------------------|------------------|
| CURRENT ASSETS | | |
| Cash and cash equivalents | 1,912,095 | 1,519,299 |
| Trade and other receivables | 66,377 | 272,539 |
| Other current assets | 79,138 | 110,738 |
| TOTAL CURRENT ASSETS | 2,057,610 | 1,902,576 |
| NON CURRENT ASSETS | | |
| Property, plant and equipment | 94,383 | 89,819 |
| Right of use assets (leased buildings) | 1,575,207 | 1,521,578 |
| Other non-current assets | 55,231 | 53,847 |
| TOTAL NON-CURRENT ASSETS | 1,724,821 | 1,665,244 |
| TOTAL ASSETS | 3,782,431 | 3,567,820 |
| Liabilities | | |
| CURRENT LIABILITIES | | |
| Trade and other payables | 132,029 | 127,076 |
| Other liabilities | 238,961 | 343,118 |
| Lease liabilities | 208,785 | 150,138 |
| TOTAL CURRENT LIABILITIES | 579,775 | 620,332 |
| NON CURRENT LIABILITIES | | |
| Other liabilities | 45,185 | 35,324 |
| Lease liabilities | 1,464,489 | 1,420,597 |
| TOTAL NON CURRENT LIABILITIES | 1,509,674 | 1,455,921 |
| TOTAL LIABILITIES | 2,089,449 | 2,076,253 |
| NET ASSETS | 1,692,982 | 1,491,567 |
| Equity | | |
| Retained surpluses | 1,592,982 | 1,491,567 |
| Operating reserve | 100,000 | - |
| TOTAL EQUITY | 1,692,982 | 1,491,567 |

An audit of the financial statements of the Association for the year ended 30 June 2021 was completed by BDO.



How You Can Continue Supporting Us

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

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

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

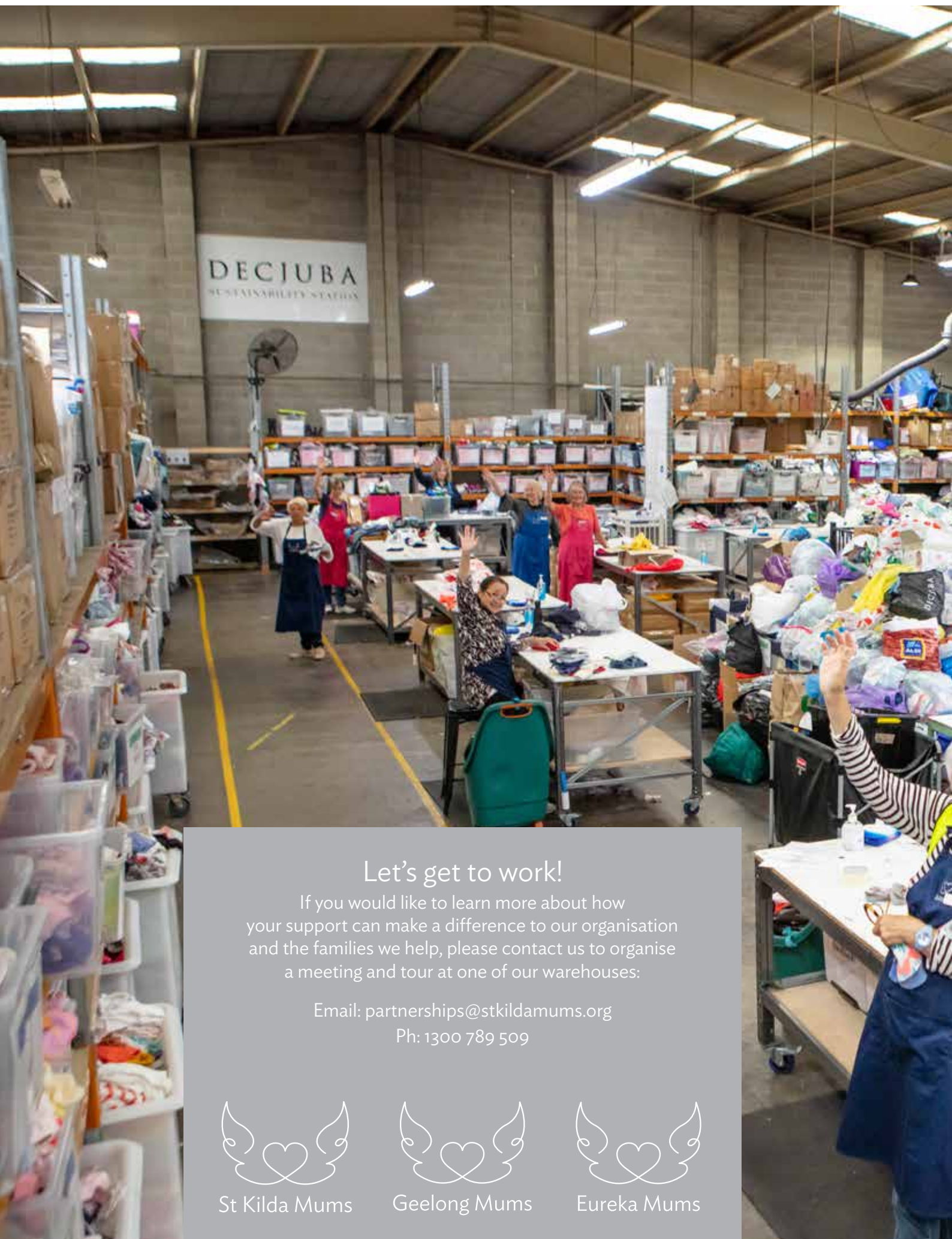
Please support us with our rent so we have the space to coordinate our statewide service, train and welcome our volunteers, house material aid for families and coordinate our transportation logistics.

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

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

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

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



Let's get to work!

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

Email: partnerships@stkildamums.org

Ph: 1300 789 509



St Kilda Mums



Geelong Mums



Eureka Mums





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

15 Gray Street
Sebastopol VIC 3356

Postal address:

Eureka Mums
PO Box 5535
Redan VIC 3350

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