

# ANNUAL REPORT

## 2014:2015



**OUR GROWTH  
OUR IMPACT**



St Kilda Mums



Geelong Mums



Eureka Mums



## OUR MISSION

St Kilda Mums, Geelong Mums and Eureka Mums aim to share the joy of motherhood and save the earth's precious resources by joining with support agencies throughout Victoria to meet the material needs of families with young children. We collect, sort and redistribute essential nursery equipment, clothing, books and toys to families in need.



Everything we do at St Kilda Mums, Geelong Mums and Eureka Mums – every pram we repair, every clothing package we bundle, every family we help – is made possible because of the incredible support of our community. In a year when we experienced extraordinary growth, we are so thankful to everyone for their support and their belief in our mission.

Here, a message received last year, from one of the thousands of mums we have supported, reflects our gratitude and the difference a community can make:

'Well its finally happening!

It's been three and a half years since I left a violent relationship with my eight month old boy and now I am sitting here in my empty house with my suitcases ready to join my family back home. I just wanted to say again a huge thank you to all of you. While I was cleaning out the house I found my St Kilda Mums empty bag that I have kept and that has moved house with us three times since and it reminded me of the love and joy that was bundled inside it. It was a pleasure to meet you all and see the HQ of love.

Thank you for all your help in the toughest few years of my life. Words can never express how grateful I am but thank you all from the bottom of my heart. Here's to a new beginning and hopefully a happy and healthy life for us... thank you.'





**St Kilda Mums**

**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 #A0054484X.

**St Kilda Mums is located at 5 Vale Street, St Kilda, VIC 3182**

Postal address: St Kilda Mums,  
PO Box 356, Balaclava VIC 3183  
[www.stkildamums.org](http://www.stkildamums.org)  
email: [mums@stkildamums.org](mailto:mums@stkildamums.org)



**Geelong Mums**

**Geelong Mums is located at 2/110 Balliang Street, South Geelong, VIC 3220**

Postal address: Geelong Mums,  
PO Box 8203, Newtown VIC 3220  
[www.geelongmums.org](http://www.geelongmums.org)  
email: [mums@geelongmums.org](mailto:mums@geelongmums.org)



**Eureka Mums**

Postal address: Eureka Mums,  
PO Box 5535, Redan VIC 3350  
[www.eurekamums.org](http://www.eurekamums.org)  
email: [mums@eurekamums.org](mailto:mums@eurekamums.org)

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## REFLECTIONS FROM OUR CHAIR



My son was three months old when I met the other St Kilda Mums for our first official meeting. I don't think any of us could have predicted what was beginning to take form that night.

By the time my son was walking we were running collections from our front yards and using a double garage in Elwood for storage. It was crammed so full of prams and high chairs you had to be careful as you opened the door.

By the time my son started school we had three fully operational warehouses in St Kilda, Geelong and Ballarat.

So after six years, I come to the end of my tenure as Chair of St Kilda Mums. Every part of this role has taught me something valuable.

I've learnt about the seemingly endless generosity of a community of women and men I did not know existed. I've learnt how universal and binding a mother's, and father's, love can be. I've learnt when you have your own children, you can't begin to imagine a child not having a safe place to sleep.

I've also learnt that the whole is greater than the sum of the parts, even when all those individual parts are remarkable. Every staff member, every volunteer, every donor, whether in-kind or financial, every supporter and every case worker, make a generous contribution to St Kilda Mums. And even though each contribution is significant, there is even greater value in what we do collectively. Together, we have a profound, tangible and lasting impact on families in our community.

We've achieved so much this year, but we've only just begun. We're six years young and there are hundreds of thousands more families we need to help. The need only continues to grow and I know St Kilda, Geelong and Eureka Mums will continue to grow to meet that need.

Before I sign off, I would like to thank Michaela McIntosh who served on our Committee of Management as Treasurer since we began in 2009. Michaela was responsible for many aspects of our early growth and has provided wonderful guidance for over five years. Also a warm welcome to our new Treasurer, Jesse Vincent, who joins us after many years as a valued volunteer. We are thrilled to have her skills, passion and commitment on our Committee.

On a personal note, I can't say goodbye without a special thanks to my Thursday afternoon shift team. I'd also like to thank all the sub-committees and most of all the St Kilda Mums Committee of Management. I can't think of a better, funnier, smarter bunch of women to keep the flame burning bright.

A special acknowledgment goes to Jessica Macpherson, who has been a constant source of inspiration and a passionate advocate for families in need. Thank you for turning a great idea into an even greater reality.

Last but not least, thank you to everyone involved in St Kilda, Geelong and Eureka Mums for the privilege of sharing this experience with you.

**Maya Donevska**  
Chair

## A MESSAGE FROM OUR CEO



As we consider both our achievements and our goals this past year, it is important to reflect on the amazing community of volunteers, donors, supporters and suppliers who have all contributed to our growth, and who continue to support us so generously. Every contribution is valued. Whilst we continue to grow, we never lose sight of the simple and often silent acts of charity that underpin our organisation.

I am personally thrilled when a family we have helped contacts us a year or two later to return the cot or pram they received from us. To know they are in a place where they can experience the joy of giving is wonderful.

On behalf of the Committee of Management I would like to thank everyone who contributed to our fundraising efforts. We now rent three warehouses – one in Geelong and another in Ballarat, as well as our original St Kilda home. This has contributed to the rapid growth of both Geelong Mums and Eureka Mums and increased our reach ever further into rural and regional Victoria, meaning support for more families in their local communities. I'd also like to acknowledge the pivotal role that Give Where You Live played in the rapid growth of Geelong Mums via their Innovation Grant.

Of all our campaigns this year, the inaugural One Mother to Another appeal in May demonstrated so powerfully what St Kilda Mums is all about – community. Our warehouse was inundated with gifts, and the campaign achieved an amazing result of 1,656 beautifully packed gift bags, with personal Mother's Day cards thoughtfully written for an unknown mum. The response from social workers and Maternal and Child Health nurses was one of delight and gratitude and many children were able to present their mother with a Mother's Day gift for the very first time.

As our reach and impact have grown, so too has our team. The past year has seen us continue to build our committed family of regular volunteers and expand our network of corporate volunteer teams. Critical to the coordination of all these volunteers has been the employment of an Operations Manager at our St Kilda warehouse. We now have seven paid employees across our three branches and we continue to grow.

Our growth has meant a greater local impact and our plans for the future adhere to this important principle. We will continue to build our partnerships and fundraising capabilities, to work with our social service partners and to improve our service delivery. And we will continue our commitment to ensure that every baby in Victoria has a safe start to life.

**Jessica Macpherson**  
Chief Executive Officer

# WHAT WE DO

## OUR MODEL AND HOW IT WORKS



1

### THE CALL OUT

WE NEED PRAMS!

# 1,602

IN THE TWELVE MONTHS  
PRECEDING JULY 2015  
ST KILDA MUMS, GEELONG MUMS  
AND EUREKA MUMS DISTRIBUTED  
1,602 PRAMS



Di from Eureka Mums and Kate from Geelong Mums with 11 prams donated by Britax Australia for #pushforprams. Thank you Britax!



This is Emily donating her beloved mountain buggy for our #pushforprams campaign.



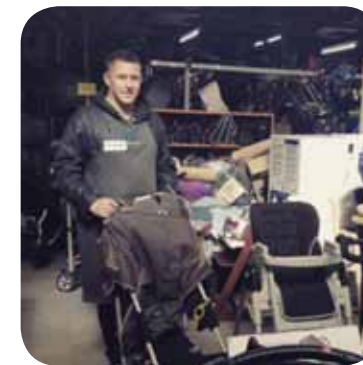
This is our pram triage queue... all waiting to be #pramsformed! Thank you for your generous donations.



2

### THE DONATION

PRE-LOVED PRAMS ARRIVE AT OUR WAREHOUSE FROM GENEROUS DONORS



Richard from NAB helping clean prams.



Big thanks to our super tinker fairies Kate and Barbara who cleaned, repaired and safety checked fifteen prams in one day!



4

### THE REQUEST

CASEWORKERS AND MATERNAL AND CHILD HEALTH NURSES REGISTER WITH OUR SERVICE TO MAKE A REQUEST FOR A FAMILY. WHEN A SUITABLE PRAM IS AVAILABLE IT IS ALLOCATED TO THE CASEWORKER FOR COLLECTION



Tom and Charles from ANZ cleaning prams.



3

### THE PRAMSFORMATION

ALL DONATED PRAMS UNDERGO A SAFETY ASSESSMENT BY OUR TRAINED VOLUNTEERS TO ENSURE THAT THEY MEET AUSTRALIAN SAFETY REGULATIONS. PRAMS NEEDING SOME EXTRA LOVE UNDERGO A 'PRAMSFORMATION' AND ARE RIGOROUSLY CLEANED AND REPAIRED SO THAT THEY ARE SPOTLESS AND SAFE FOR THEIR NEW OWNER AND THEIR PRECIOUS CARGO



Sarah from Anglicare picked up a pram for a three month old just released from detention. That tiny baby will be snug and safe!



5

### THE COLLECTION

THE CASEWORKER VISITS OUR WAREHOUSE TO COLLECT THE PRAM



6

### THE DELIVERY

THE CASEWORKER DELIVERS THE PRAM TO AN APPRECIATIVE FAMILY



'Just wanted to thank you again for your lovely donations for my little bloke who is now two weeks old. Here's a picture of him in his donated pram - I couldn't have managed without you guys.'

OUR IMPACT, OUR NUMBERS

JULY 2014 – JUNE 2015



6,323

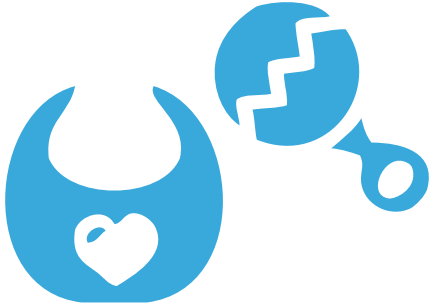
TOTAL NUMBER OF CLOTHING BAGS

ST KILDA MUMS 5,065  
GEELONG MUMS 1,006  
EUREKA MUMS 252

23,104

TOTAL NUMBER OF ITEMS DISTRIBUTED

ST KILDA MUMS 18,929  
GEELONG MUMS 3,134  
EUREKA MUMS 1,041



1,096

TOTAL NUMBER OF CAR SEATS

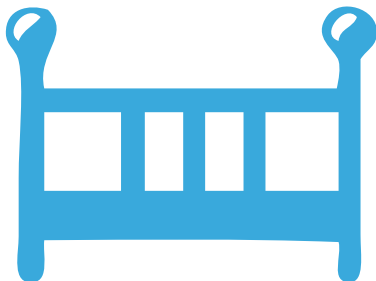
ST KILDA MUMS 921  
GEELONG MUMS 131  
EUREKA MUMS 44



1,602

TOTAL NUMBER OF PRAMS

ST KILDA MUMS 1,372  
GEELONG MUMS 173  
EUREKA MUMS 57



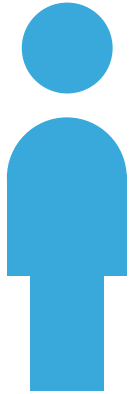
780

TOTAL NUMBER OF COTS

ST KILDA MUMS 621  
GEELONG MUMS 126  
EUREKA MUMS 33

297

TOTAL NUMBER OF  
SOCIAL SERVICE AGENCIES  
WE WORK WITH



899

TOTAL NUMBER OF  
VOLUNTEERS ENGAGED

ST KILDA MUMS 538  
GEELONG MUMS 288  
EUREKA MUMS 73

6,243

TOTAL NUMBER OF FAMILIES SUPPORTED

ST KILDA MUMS 4,970  
GEELONG MUMS 941  
EUREKA MUMS 332



\$1,724,260

TOTAL VALUE OF ITEMS DISTRIBUTED

ST KILDA MUMS \$1,418,725  
GEELONG MUMS \$234,470  
EUREKA MUMS \$71,065



OUR REACH ACROSS  
VICTORIA IN 2014/15

4,970

FAMILIES SUPPORTED  
BY ST KILDA MUMS

941

FAMILIES SUPPORTED  
BY GEELONG MUMS

332

FAMILIES SUPPORTED  
BY EUREKA MUMS

6,243

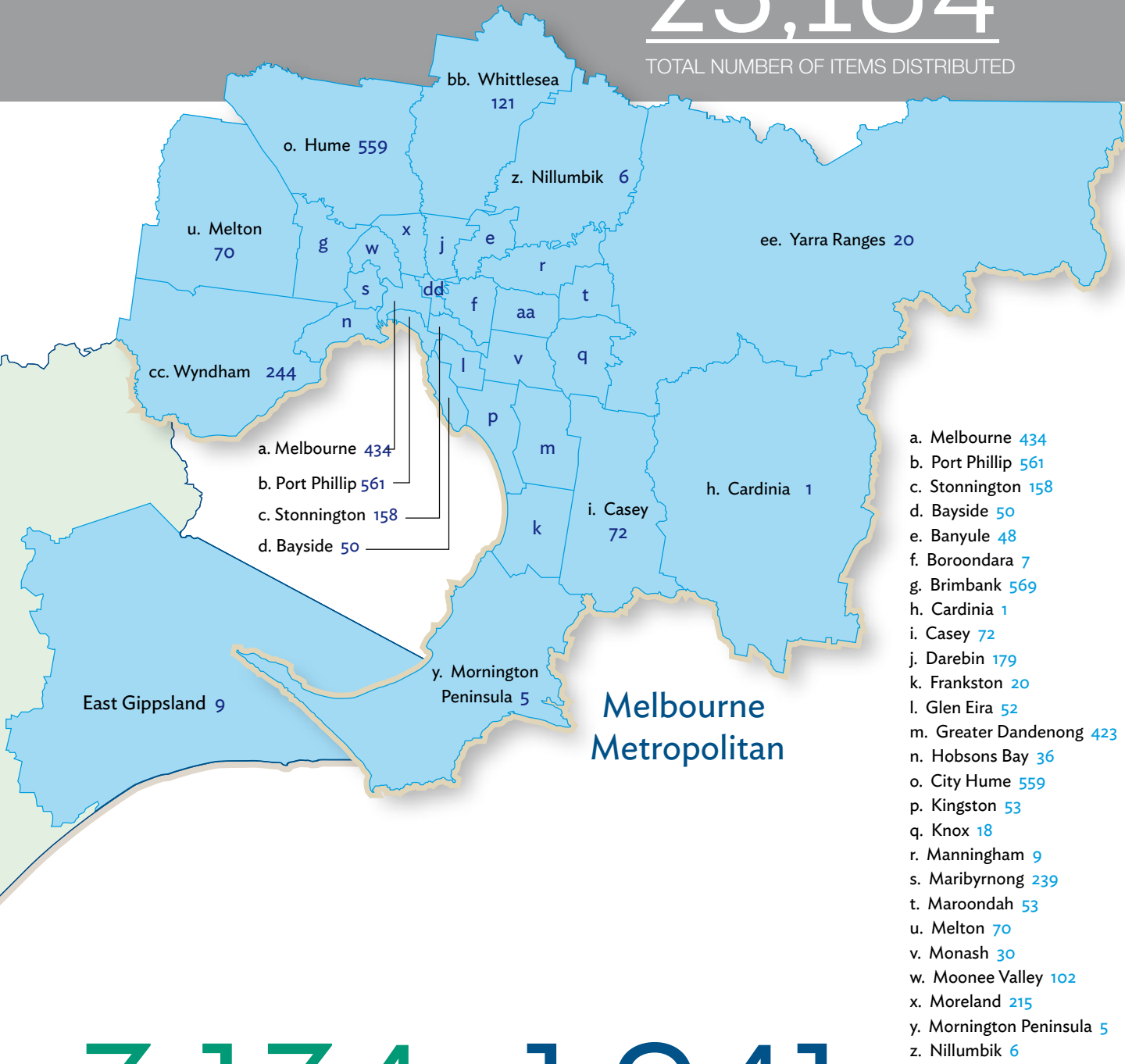
TOTAL NUMBER OF FAMILIES SUPPORTED

23,104

TOTAL NUMBER OF ITEMS DISTRIBUTED

Map by Rachel Bullard of Deep Blue Design Studio

Families supported by  
local government area  
Regional Victoria



18,929

NUMBER OF ITEMS ST KILDA MUMS  
DISTRIBUTED

3,134

NUMBER OF ITEMS GEELONG  
MUMS DISTRIBUTED

1,041

NUMBER OF ITEMS EUREKA  
MUMS DISTRIBUTED

**COATS FOR KIDS**  
July 2014

238 coats were collected in the Eureka Mums inaugural winter campaign

**PUSH FOR PRAMS**  
August 2014

St Kilda Mums collected and raised funds for 500 prams

**RISE AND SHINE BABY!**  
November 2014

90 cots, mattresses and linen packs were distributed to local families by Geelong Mums

**TOOLS FOR SCHOOL**  
January 2015

Eureka Mums organised a collection of stationery and school supplies to support kids going back to school

**RENT APPEAL**  
February 2015

\$12,000 was raised which enabled Eureka Mums to move into a warehouse so they can support more local families

**SHARING THE JOY ART EXHIBITION**  
March 2015

Our inaugural art exhibition with local artists from Melbourne, Geelong, Ballarat and Bendigo raised \$6,000 to support our work

**INSTA LOVE**  
April 2015

Local Geelong businesses used the social media platform instagram to fundraise \$2,810 for Geelong Mums

**COTS FOR TOTS**  
April/May 2015

518 cots were collected and purchased by St Kilda Mums with the money raised from this annual campaign

**JUMP IN PUDDLES!**  
May 2015

150 winter clothing packs were distributed by Geelong Mums including all the gear needed to jump in the muddiest of puddles!

**ONE MOTHER TO ANOTHER**  
May 2015

1,656 toiletry gift packs were collected by St Kilda Mums for mums in need for Mother's Day

**COATS FOR KIDS**  
June 2015

St Kilda Mums annual collection of hundreds of coats to keep kids warm over winter



'Just wanted to let you know that the stroller I collected for one of my clients recently was the only positive thing that has happened to her in the last few months. So to you all, on behalf of the people who need that little something extra...thanks. Again!!'

*Kim Billington, Women's Health West Inc.*

1,656

TOILETRY BAGS DISTRIBUTED TO CELEBRATE MOTHER'S DAY

ONE MOTHER TO ANOTHER

Our inaugural One Mother to Another campaign was launched for Mother's Day in May 2015 to show our support to all the amazing mums doing it tough. While giving is central to the work of St Kilda Mums, Geelong Mums and Eureka Mums, the giving is mostly in the form of material aid – nursery equipment and clothing for babies and children. For this campaign we wanted to celebrate all mums and rather than asking our supporters for pre-loved baby gear or donations to buy nursery equipment, we asked our network to buy a gift of personal toiletries for the mothers we support, something that was just for them and would make them feel special on Mother's Day. The response was immediate and overwhelming. Our supporters filled our warehouse with beautifully packaged toiletry bags, accompanied by thoughtful messages of support from one mother to another.

We asked our network to post photos of their gifts on instagram with the hashtag #onemothertoanother and the campaign went viral with coverage in local, interstate and international media. The One Mother to Another campaign really demonstrated the power and generosity of our amazing network.



'Happy Mother's Day to you all. Thank you so much for arranging the beautiful Mother's Day packs. I have been distributing them to the mothers with whom I work and they are most grateful. Many of them are very isolated with their young children so will not have had breaky in bed or been pampered during the day. Your ongoing support to families is invaluable.'

*Sarah Pitney, Enhanced Care, Maternal and Child Health nurse for the City of Port Phillip and the very first nurse we helped over 6 years ago.*

SAFE START INITIATIVE

In August 2014, the Safe Start initiative was launched. Working with the Social Work Department at the Royal Women's Hospital in Melbourne, Safe Start provides emergency material aid to their most vulnerable patients, ensuring that their newborn babies would have a safe place to sleep. 226 Safe Start kits were delivered in this first year. The Safe Start initiative was made possible through funding from The Dyson Bequest, The Fouress Foundation, The Gourlay Charitable Trust and The Sentinel Foundation, with support from Hire for Baby.

226

SAFE START KITS DELIVERED



## GROWTH CHART

## OUR FUTURE FOCUS



We have grown! St Kilda Mums, Geelong Mums and Eureka Mums distribute 23,104 items in FY15 at an estimated value of over \$1,700,000.	JUNE 2015
Appointment of Geelong Mums' Operations Coordinator.	MAY 2015
Eureka Mums secures a warehouse in Ballarat with the help of a fundraising appeal.	MAY 2015
St Kilda Mums appoints a Warehouse Operations Manager.	FEBRUARY 2015
Geelong Mums follows in her big sister's footsteps and moves from storage shed to operational warehouse.	SEPTEMBER 2014
Geelong Mums appoints General Manager, Kate Kent.	AUGUST 2014
St Kilda Mums appoints a Social Services Liaison.	AUGUST 2014
Geelong Mums secures 'Give Where You Live' Innovation Grant to fund their own warehouse and first paid employee.	JULY 2014
St Kilda Mums celebrates one year in their warehouse by distributing 13,151 items – as many items as were distributed in the four previous years combined!	JUNE 2014
The family grows! Eureka Mums is established by local mums to support the Ballarat community and surrounding areas.	FEBRUARY 2014
St Kilda Mums appoints their first CEO, Founder, Jessica Macpherson.	AUGUST 2013
A room of our own! Having outgrown a double garage storage space in Elwood, St Kilda Mums signs a lease for their first warehouse in Vale St, St Kilda.	MAY 2013
A sibling arrives! Geelong Mums is established with a committee formed by a team of local mums.	APRIL 2013
Growth spurt! In our third year, St Kilda Mums distributes 3,204 items, a 700 percent increase from year one of operation.	JUNE 2012
St Kilda Mums distributes 439 items to families in need by working with Maternal and Child Health nurses and social service agencies across Melbourne.	JUNE 2010
St Kilda Mums moves from storing donations at volunteers' homes to a double garage in Elwood, donated by a local family.	MAY 2010
First steps – St Kilda Mums is awarded a 'Small Poppy' seed funding grant from City of Port Phillip.	JULY 2009
St Kilda Mums is born! The original Committee of Management meets around Founder Jessica Macpherson's kitchen table.	FEBRUARY 2009

## GROWTH FOR THE LONG TERM

Secure future growth through strategic fundraising to meet the increasing demand for our services throughout Victoria.

## ENHANCE OUR PROFILE

Grow our network of supporters, volunteers and partners by establishing St Kilda Mums, Geelong Mums and Eureka Mums as the leading material aid providers in the communities we operate in and beyond.

## STRENGTHEN OUR PARTNERSHIPS

Work in close collaboration with corporate partners to achieve mutually beneficial outcomes.

## SERVICE EXCELLENCE

Ensure responsive, client-centred services developed in close consultation with our network of Maternal and Child Health nurses and social service caseworkers.

## STRONG GOVERNANCE AND RISK MANAGEMENT

Uphold best practice governance framework and mitigate identified risks.

## SUPPORT REGIONAL MUMS

Expand our reach and impact in regional areas through the establishment and continued support of our satellite organisations, Geelong Mums and Eureka Mums.

## A MESSAGE FROM GEELONG MUMS

In 2014, we discovered that dreams do come true as Geelong Mums launched into an era of great growth.

Within a few months of moving into our warehouse in September 2014, we were distributing record numbers of donations to families in need.

The results speak for themselves, we almost tripled our impact; supporting 941 families in FY15 compared to 341 the previous year and distributing 3,140 items compared to just over 1,000 in FY14. The value of this material aid rose to \$250,000 compared to \$81,000 the year before.

Geelong Mums thanks Give Where You Live for its two-year grant for the Every Baby Project, which enabled the move to the warehouse and the employment of our first paid employee, General Manager Kate Kent. And with a space of our own we were able to more than quadruple our volunteer team and launch our Corporate Volunteer Program. We thank all of our sponsors who made the move into the warehouse possible.

Other philanthropic support included a Geelong Community Foundation grant, which contributed towards Geelong Mums employing Solée Robertson as our Operations Coordinator, whose major role is to support volunteers.

Geelong Mums volunteers are the driving force behind our operations, with compassion and care matching the desire to provide the safest and highest quality items to families in need. Our volunteers are invaluable and underpin all facets of our organisation. Thank you to each and every one of you.

Our year saw many other firsts, such as the launch of the Rise & Shine Project, which raised much needed funds to purchase 90 new cots and mattresses. We also launched our Jump in Puddles Campaign and InstaLove, which both secured vital material aid and money to support local families.

This year we were delighted to have many individuals in our community that became ongoing financial supporters, giving each month to Geelong Mums. We thank them for their continued support.

Of course we could not do all we do without the hundreds of caseworkers, social workers and Maternal and Child Health nurses who we work in partnership with. Our lens is always, as theirs is, firmly focussed on the needs of the child – we share a dream of every baby and child having a safe start to life.

To all of the mums, dads, grandparents and friends of Geelong Mums who continue to give their beautiful nursery equipment, clothing and linen and financial donations, we are humbled by the generosity of your gifts for families in need... it does take “a village to raise a child” and Geelong Mums understands that to truly achieve better outcomes for families in need we must work in partnership with our community.

Tomorrow, it is our privilege to be able to continue to support the most vulnerable children and their families through the provision of material aid...like a pram to get to appointments, clothes to wear and a cot and mattress providing a safe place to sleep.

Thank you!

**Kate Betts, Bianca Clair, Clare Dowling, Kate Kent and Christine Whelan**  
Geelong Mums Committee of Management



‘It has been a pleasure working with Geelong Mums and we look forward to continuing this partnership to provide better outcomes for the women and children we support here at The Geelong Hospital’  
*Meg Hardiman, Social Worker, The Geelong Hospital, Barwon Health*

## A MESSAGE FROM EUREKA MUMS

Recently, Eureka Mums helped a mum and her four children who were fleeing their home due to family violence. Together with social service agency Berry Street, we provided the family with urgent material aid, along with comforting extras. Four bundles of clothing were graciously accepted, generously donated by our network of supporters and packed by our dedicated volunteers. We also provided the family with linen bags containing blankets and quilts along with new toys for the children. In this single interaction, almost 10 individuals came together to support a family in crisis. This is truly where Eureka Mums shines.

It is important to acknowledge that, from the outset, Eureka Mums has been supported by an outstanding and energetic volunteer Committee of Management. Together we have worked tirelessly to build an innovative, community-focussed organisation based on the St Kilda Mums model.

Today, Eureka Mums works in partnership with more than 20 social service agencies, healthcare providers and community organisations. We now provide support to more than 60 caseworkers across the Grampians region. In the past year, we have offered a hand up to a 332 local families and we have distributed more than 1,000 items to families in need.

In July 2014, Eureka Mums launched our inaugural Coats for Kids campaign and 238 coats were received. We began collecting coats for this year's campaign at the start of June and by the end of the month had already received almost 500 – double the total from the year before. During January 2015 we held the first Tools for School campaign. We collected school bags for students beginning the new school year, and filled them with stationery, lunch boxes, drink bottles, notebooks, art smocks and library bags. We were able to hand out more than 50 of these school packs thanks to our generous donors.

We would like to thank every individual, business and organisation that has helped us pursue our mission to ensure every baby and child is safe, secure and valued. Without your support we would not have the impact we do today.

Thankyou.

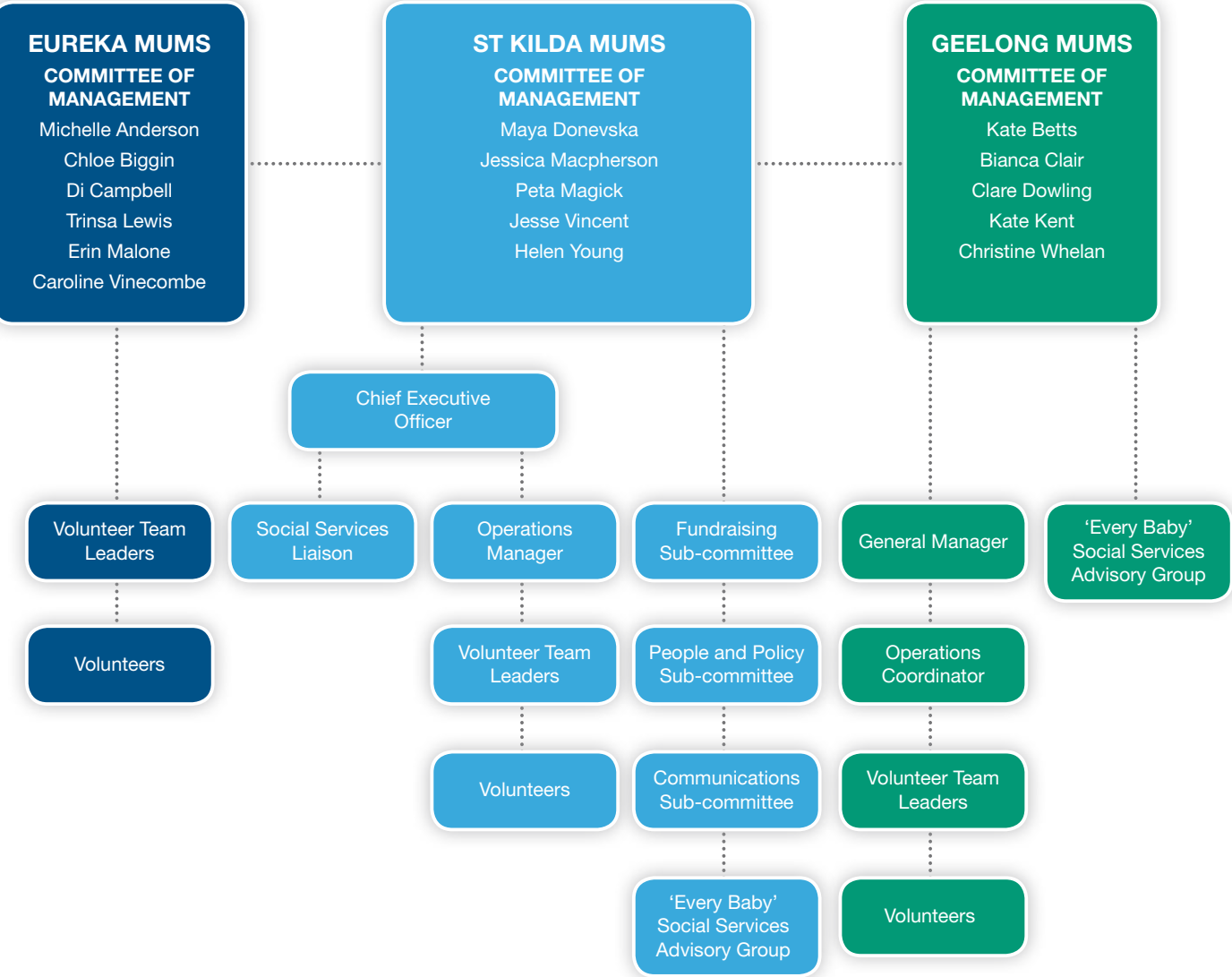
**Michelle Anderson, Chloe Biggin, Di Campbell, Trinsa Lewis, Erin Malone and Caroline Vinecombe**  
Eureka Mums Committee of Management



‘The client was overwhelmed with the warm clothes and toys for the kids. She was very appreciative of everything. Thanks to Eureka Mums!’  
*Akua Ed Nignpense, Refugee Health Nurse, Ballarat Community Health*



# ORGANISATIONAL GOVERNANCE AND STRUCTURE



'What you do really makes a difference to the lives of others. The vulnerable clients I work with are so grateful for the assistance provided and it is amazing to see the excitement, happiness and relief on their faces when forwarding the goods needed to care for their babies and toddlers.'

*Vanessa Dhondee, Healthy Mothers Healthy Babies*

# OUR VOLUNTEERS

St Kilda Mums, Geelong Mums and Eureka Mums are supported by hundreds of passionate, energetic and dedicated volunteers who donate their time and talent to support us. We thank each and every one of them.



Team from ANZ



Teams from NAB and Bank of Melbourne



Dannielle and Anne with their beautiful bundles



Jack is back! For the second year running, teenager Jack and his friends from Whittlesea Secondary College travelled by public transport to our warehouse to deliver nursery equipment they had collected and to volunteer



Raji and Shrinika – Raji is our Salesforce wizard!



Our gorgeous group of Thursday girls!



Kylie and her clothing bundle



# FINANCIAL STATEMENT

FOR 1ST JULY 2014 – 30TH JUNE 2015

## STATEMENT OF INCOME AND EXPENDITURE

<i>Income</i>	2015	2014
Fundraising revenue	42,118	69,384
Donations	404,620	142,088
Grants received	201,791	90,640
Other revenue	–	97,545
Interest	5,908	4,743
<b>TOTAL INCOME</b>	<b>654,437</b>	<b>404,400</b>

### Expenditure

Cost of goods purchased for clients	223,862	71,170
Spare parts, repair, packaging and freight	25,995	17,675
Fundraising costs	9,878	23,196
Office costs	56,516	28,213
Employee expenses	194,758	83,232
Training and education	5,673	2,131
Occupancy costs	71,105	63,832
Depreciation	1,678	792
Repairs and minor capital	24,861	3,748
<b>TOTAL EXPENDITURE</b>	<b>614,326</b>	<b>293,989</b>

<b>SURPLUS (DEFICIT) FOR YEAR</b>	<b>40,111</b>	<b>110,411</b>
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## STATEMENT OF ASSETS AND LIABILITIES

<i>Assets</i>	2015	2014
Cash and cash equivalents	496,571	336,835
Trade and other receivables	18,653	8,898
Other current assets	42,031	4,918
<b>TOTAL CURRENT ASSETS</b>	<b>557,255</b>	<b>350,651</b>

### NON CURRENT ASSETS

Property, plant and equipment	4,932	4,933
Other non-current assets	20,970	17,640
<b>TOTAL NON-CURRENT ASSETS</b>	<b>25,902</b>	<b>22,573</b>

<b>TOTAL ASSETS</b>	<b>583,157</b>	<b>373,224</b>
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### Liabilities:

CURRENT LIABILITIES	–	–
Trade and other payables	50,634	13,428
Other liabilities	248,074	115,458
<b>TOTAL LIABILITIES</b>	<b>298,708</b>	<b>128,886</b>
<b>NET ASSETS</b>	<b>284,449</b>	<b>244,338</b>

EQUITY	2015	2014
Retained surplus	284,449	244,338
<b>TOTAL EQUITY</b>	<b>284,449</b>	<b>244,338</b>

### CASH FLOWS FROM OPERATING ACTIVITIES

Operating grants fundraising and donations received	771,390	433,898
Payments to suppliers and employees	-615,885	-288,867
Interest received	5,908	4,742
Interest paid	–	–
Net cash generated from operating activities	161,413	149,773

### CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of property, plant and equipment	-1,676	-5,725
Net cash used in investing activities	-1,676	-5,725

### CASH FLOWS FROM FINANCING ACTIVITIES

Receipt / (payments) from financing activities	–	–
Net cash used in financing activities	–	–

Net increase/(decrease) in cash held	<b>159,736</b>	<b>144,048</b>
Cash at beginning of financial year	<b>336,835</b>	<b>192,787</b>
Cash at end of financial year	<b>496,571</b>	<b>336,835</b>

## MORTGAGES AND SECURITIES

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

Date: 19/11/15



**Jessica Macpherson**

Secretary and CEO

An audit of the financial statements of the Association for the year ended 30 June, 2015 was completed in accordance with Associations Incorporation Reform Act 2012 and Australian Auditing Standards by Brian Jones of Ahead for Business Pty Ltd.

# OUR SUPPORTERS

St Kilda Mums, Geelong Mums and Eureka Mums would like to thank our valued donors and supporters.

## TRUSTS AND FOUNDATIONS

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Nana Huchy  
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