

2016-17 annual report



St Kilda Mums



Geelong Mums



Eureka Mums



Annual Report production team

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Jessica Macpherson
and Kate Kent

Photography:
Bec Walton and
Naki Khan

Design:
Studio Cahoots



mission

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

vision

Our Vision is a future where we:

- Waste less
- Share more, and
- Care for every child

values

Respect

For each other. For the earth. For ourselves.

Community

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

Integrity

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

guiding principles

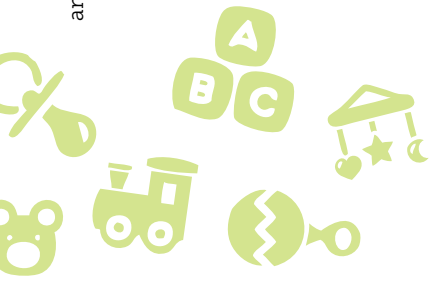
- We will work with and support existing social services and Maternal and Child Health nurses
- We will not duplicate the work of existing social services but endeavour to add value to their services
- We will not profit from the delivery of this service
- We will ensure that the criteria for recipient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





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Ayse and Bob's story

When Ayse and Bob found out that they were expecting triplets, Ayse was told to rest in bed, as her pregnancy was considered high risk, and the babies could be born very early.

Then Bob found out that he had cancer. He had to turn down a new job to start chemo.

Ayse sat with Bob through every chemo session, determined they would beat cancer together. She went to her own hospital appointments, then to Bob's.

Neither Ayse nor Bob could work. They had no money, and there was no way they could get to the shops to buy everything they needed.

Thanks to our generous donors St Kilda Mums provided a triple pram, three cots, car seats, baby change tables, bath tubs, nappies, clothes ranging from preemie sizes up to one year of age, pamper packs, cot sheets, blankets, vouchers to get the car seats fitted, and a custom-made bar to be installed in Ayse and Bob's van so that three anchor points for their car seats could be fitted safely.

Ayse gave birth to her three healthy babies who came home after only a month in special care. Best of all – Bob is now cancer-free.









chair and ceo's report

The past 12 months has been a period of unprecedented growth, with 46% increase in turnover of stock.

This has been made possible by a number of factors, including:

- **Our people**
- **Space to work** – critical, not just for the ability to receive and store donations, but for the ability to accommodate more volunteers.
- **Diversification of our service offering** – including our Safe Start program for maternity hospitals and our regional project broadening the scope of our service to address unmet need.
- **Partnerships** – with suppliers, donors, philanthropists, businesses and community groups which have provided the lifeline we need to expand and reach more families.

With rapid expansion comes both opportunities and risk. Our new strategic plan addresses these, and sets out a very clear direction for all our stakeholders.

Our Vision is a future where we waste less, share more and care for every child. We thank you for sharing this vision and for being part of our Village.



Linda Grace
Chair



Jessica Macpherson
CEO



our service

We recycle nursery equipment such as cots, prams, and car seats, as well as clothes and other baby essentials.

We receive requests from Maternal and Child Health nurses and local social service agencies on behalf of families in need. We then try to meet or exceed each request with quality pre-loved donations.

As you might guess, demand always exceeds supply. In fact, many items are rehomed within days of receipt.

We have three main services:

- order and collect from our warehouses in Melbourne, Geelong and Ballarat
- Safe Start service to support maternity hospitals; and
- regional service to support social workers outside the three cities we are located in.

fast fact:

You have helped
13,510
babies and children
in the past year.

thank you!



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.



safe start

The Safe Start project meets the need of families who have received no prenatal support before the birth of their baby. We provide emergency material aid to maternity hospital social workers.

This project currently supports social workers at Sandringham Hospital, The Northern Hospital, The Royal Children's Hospital, The Royal Women's Hospital, Werribee Mercy Hospital and Sunshine Hospital.

Safe Start allows us to supply emergency nursery essentials in time of crisis. These include portable cots, prams, clothing, linen, labour bags, and other critical items to these hospitals.

This project has been made possible with the generous support of Hire for Baby, The Dyson Bequest, The Sentinel Foundation, The Shulu Foundation, The Bruce McMullin Foundation, the 5Point Foundation and the Naphtali Family Foundation.

every baby every town

As part of our vision for a future where we waste less, share more and care for every baby and child, we are committed to supporting families across Victoria.

This project allows us to help families living in remote areas. We believe geographical location should not be a barrier to a child having a safe place to sleep, or a car restraint, or pram to travel safely.

We believe that coordinating the expertise and resources that already exist within our three locations is more effective than opening and operating another warehouse in a fourth town.

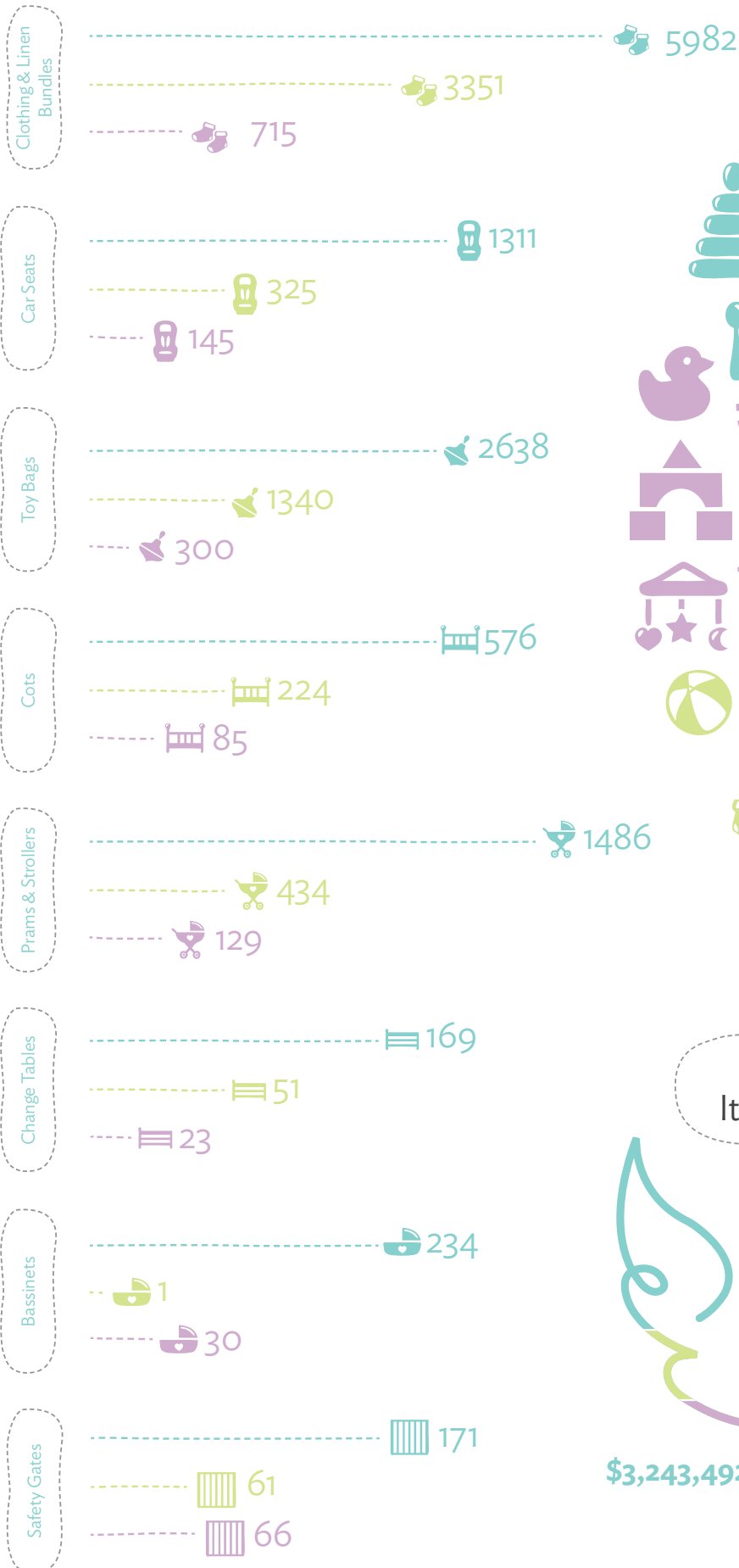
In early 2017 we employed two part time coordinators to develop partnerships with social services and transportation companies in the South East and South West.

This project has been made possible with the generous support of Victorian Freight Specialists, The Ian Potter Foundation, and The Gourlay Charitable Trust.





our impact, our numbers



Total Value of
Items Re-homed

\$5,207,543

\$3,243,492 **\$1,595,983** **\$368,068**

July 2016 – June 2017



13

annual report



Number of
Items Re-homed

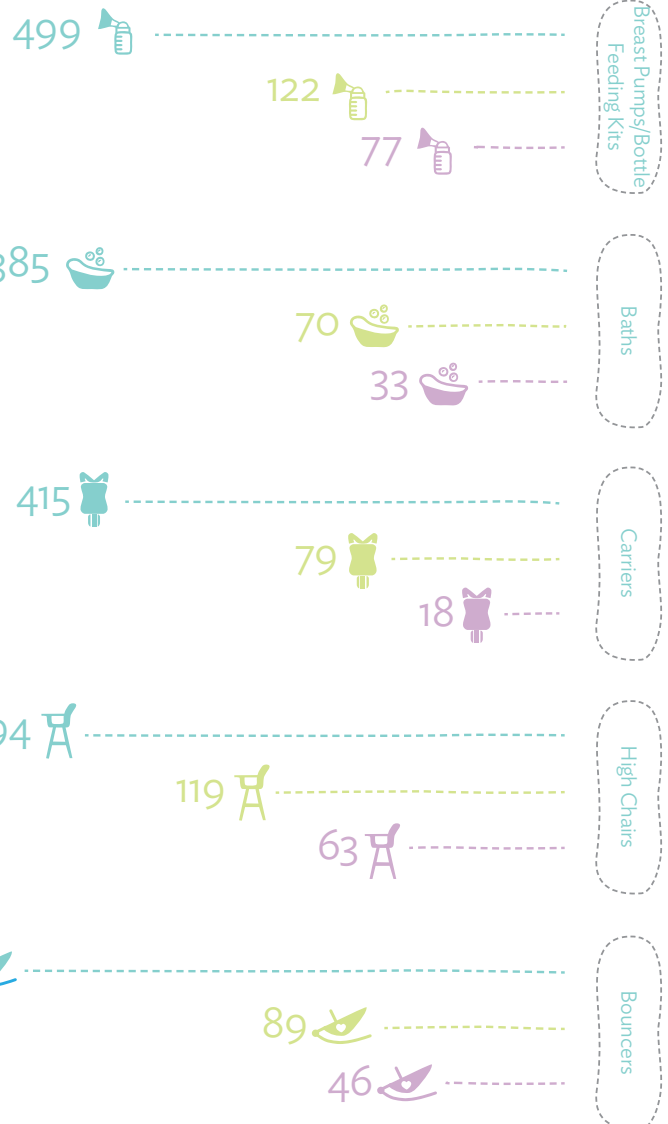
40,150



24,619

12,669

2,862



1,591



VOLUNTEERS

1,373



SOCIAL WORKERS

233



AGENCIES SUPPORTED

13,510



BABIES & CHILDREN

SUPPORTED 8,219 3,935 1,356

St Kilda
Mums

Geelong
Mums

Eureka
Mums



I like my gumboots, my feet don't get grubby in my gumboots and that makes mummy have a happy face not a grumpy face.

I'm not allowed to wear my gumboots to bed.

Ollie

3 years old

I got my granddaughter on short notice, the next day my worker had brought me over a cot. Without Geelong Mums I'm unsure as to what I would have done.

Thankyou from the bottom of my heart.

Nanna

55 years old





governance

Our Board

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

Linda Grace - Chair

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

Jessica Macpherson - Act Secretary and CEO

Jessica is a founding committee member of St Kilda Mums. For the first four years Jessica hosted weekly collections at her own home. In August 2013 she was appointed to the position of CEO. She is widely recognised as the face of the organisation. In 2017 she was inducted into the Victorian Honour Roll of Women in recognition of her significant contribution to the Victorian community.

Jesse Vincent - Treasurer

Jesse joined our committee in 2014, having volunteered for a long time in many different ways, most notably in the preparation of reports. Jesse is a registered CPA and has many years of experience in financial management in a number of different industries. She currently works for Ambulance Victoria.

Stacey Barrass - Vice Chair

Stacey hosts our drop off point or 'staging post' in Rowville. She is the Managing Director of Domestic Goddess Home Services and she brings to us knowledge from a varied corporate career spanning Human Resources, Administration and Credit Management. Stacey joined the committee of management in November 2015.

Lorelle Lake - Notes Secretary

Lorelle Lake is a senior Fundraiser at Wesley Mission, now Uniting Victoria. She began her career as a graphic designer, and has significant experience in marketing and fundraising. A founding member of the Fundraising sub committee, she has supported and coached our CEO in all fundraising activities since 2012. Lorelle joined the committee of management in November 2015.

Geelong Mums Committee of Management

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

St Kilda Mums
Established 2009

Geelong Mums
Established 2013

Eureka Mums
Established 2014

We do not receive funding from state or federal governments. We rely on donations from the community to cover our running costs and to pay the rent on our warehouses. We distributed \$5.2 million dollars of material aid last year, all thanks to donations from the community and many hours of volunteer labour. Thank you for your support, we cannot do it without you.

Vicki's story

"A few months ago I had a young mother (aged 22) enter our program with two children, aged two and three. This mother had her own car, but the car seats she had for her children were second hand and very worn.

Through the support of Geelong Mums she was provided with two new age-appropriate car seats which I helped the client fit properly into her car. She was very grateful.

Recently this client had a very bad car accident while the children were in the car with her. The car hit a tree on a country road and rolled over landing on its roof.

The client sustained some nasty fractures but will recover fully. Fortunately the children sustained only minor bruising.

When speaking to the client after the accident the client couldn't praise Geelong Mums enough for providing the car seats for her children.

Both the client and the emergency services stated that it was the updated car seats that had prevented the children from further injury, or even worse outcomes.

I wanted to write this to show you how valuable your support to the community is and in incidents like these, you are potentially saving children from injury, harm or worse.

Thank you for your invaluable support in providing our clients with the resources they need."

Vicki Ingles,

Young Parent Outreach Program,
SalvoConnect Barwon (Geelong)



There are so many different areas in which you can work - some you may like more than others, but find your niche and enjoy the camaraderie and feel good about what you are doing. You certainly know that the things we all do greatly benefit others, it's good to know that you are doing something positive.

Suzie Bosman
Volunteer



understanding the need

We asked social workers and Maternal and Child Health nurses to share with us the causes of disadvantage for the families they support. In some instances, there are multiple causes of disadvantage affecting one family.

Overall, migrant, refugee or asylum seeker families are the largest group, representing roughly a quarter of the families supported by Geelong Mums (23%) and St Kilda Mums (27%). This figure is much lower for Eureka Mums (5%).

Homelessness affects a higher proportion of families supported by St Kilda Mums (17%) than the other branches.

Family violence is the largest cause of disadvantage for Eureka Mums (20%), second for Geelong Mums (19%), and the third cause of disadvantage for St Kilda Mums (15%).

Aboriginal and Torres Strait Islander families represented 7% of the families we support overall.

Other causes of disadvantage not listed here include pregnancy as the result of a sexual assault, women recently released from corrective services, and victims of crime.

Cause of Disadvantage

24% Migrant, refugee or asylum seeker

16% Family violence

16% Homeless or at risk of homelessness

10% Mental health

10% Young parents

7% Single parent

5% Disability

3% Medical

2% Life controlling addiction

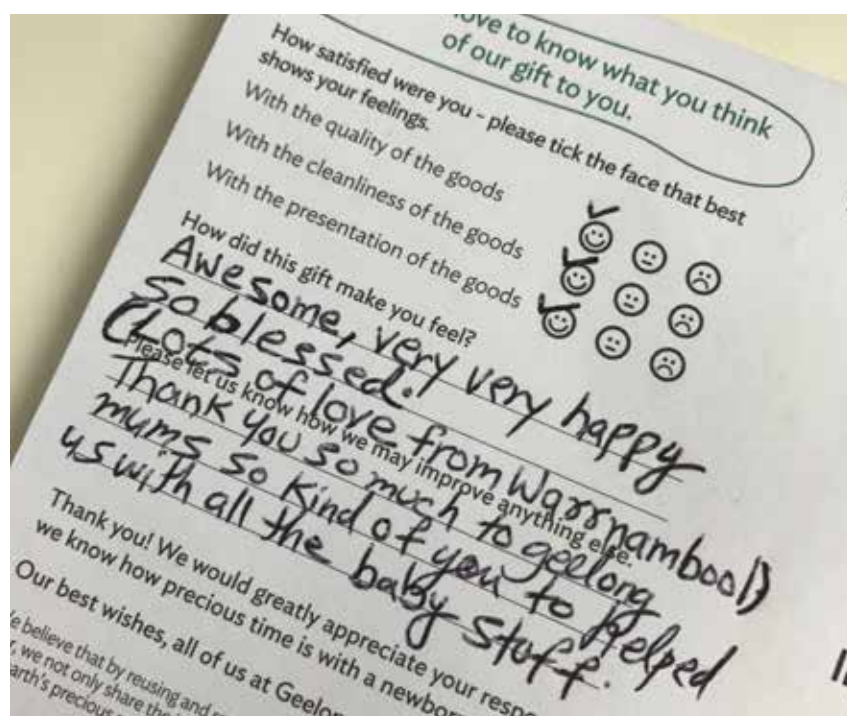
2% Unemployment

2% Kinship care

2% Family reunification

1% Foster care

This table shows need across all three branches.



Left:
Feedback from a family in Warrnambool



Thankyou for my clothes Geelong Mums, now I look cool and have colourful socks and white socks. My teacher likes my white socks and I like my raincoat it keeps me warm on the bus and at athletics.

Kayla

12 years old



agency impact

We supported 233 different agencies last year. The top 20 agency partners accounted for more than 50% of orders by value and volume.

Top 20 Agencies	Babies and Children	Replacement Value
Salvation Army	909	\$364,625
IPC Health	581	\$303,876
Uniting	770	\$303,465
Bethany Community Support	844	\$274,005
Launch Housing	514	\$186,454
City of Greater Geelong	456	\$183,698
Melbourne City Mission	337	\$135,581
New Hope Foundation	235	\$121,897
Wathaurong Aboriginal Co-operative	290	\$119,505
Barwon Child, Youth & Family	262	\$119,499
Dianella Community Health	273	\$119,393
Anglicare Victoria	294	\$112,067
Barwon Health	184	\$104,356
Life Without Barriers	244	\$103,986
AMES	280	\$100,056
Diversitat	177	\$91,490
Red Cross	256	\$85,180
Asylum Seeker Resource Centre	212	\$80,864
Victorian Aboriginal Child Care Agency	178	\$74,757
Department of Health and Human Services	167	\$69,983

55%
of Total

59%
of Total







impact by local government area

In the last year, we supported families in 55 of 79 municipalities in Victoria. The top 10 municipalities account for 73% of families we supported in the past 12 months.

Name of Local Government Area	% of children
City of Melbourne	29%
City of Greater Geelong	10%
City of Ballarat	9%
City of Port Phillip	9%
City of Brimbank	5%
City of Maribyrnong	5%
City of Hume	4%
City of Greater Dandenong	2%
City of Wyndham	2%
City of Casey	1%

% expressed as the number of children we supported as fraction of the number of children under 10 living in that LGA based on 2016 Census QuickStats (abs.gov.au)

**** City of Melbourne is overrepresented as the family reported by social worker to live in City of Melbourne, may have lived in another nearby suburb.*



The most enjoyable part of my volunteering day is catching up with new friends I have made and thanking proud donors for their generous gift. My secret tip is to be in the moment whilst at St Kilda Mums and think about how other vulnerable people will benefit. St Kilda Mums is an embracing organisation open to all. Whatever time you have is greatly appreciated with options to collect goods from home or volunteer “after hours”.

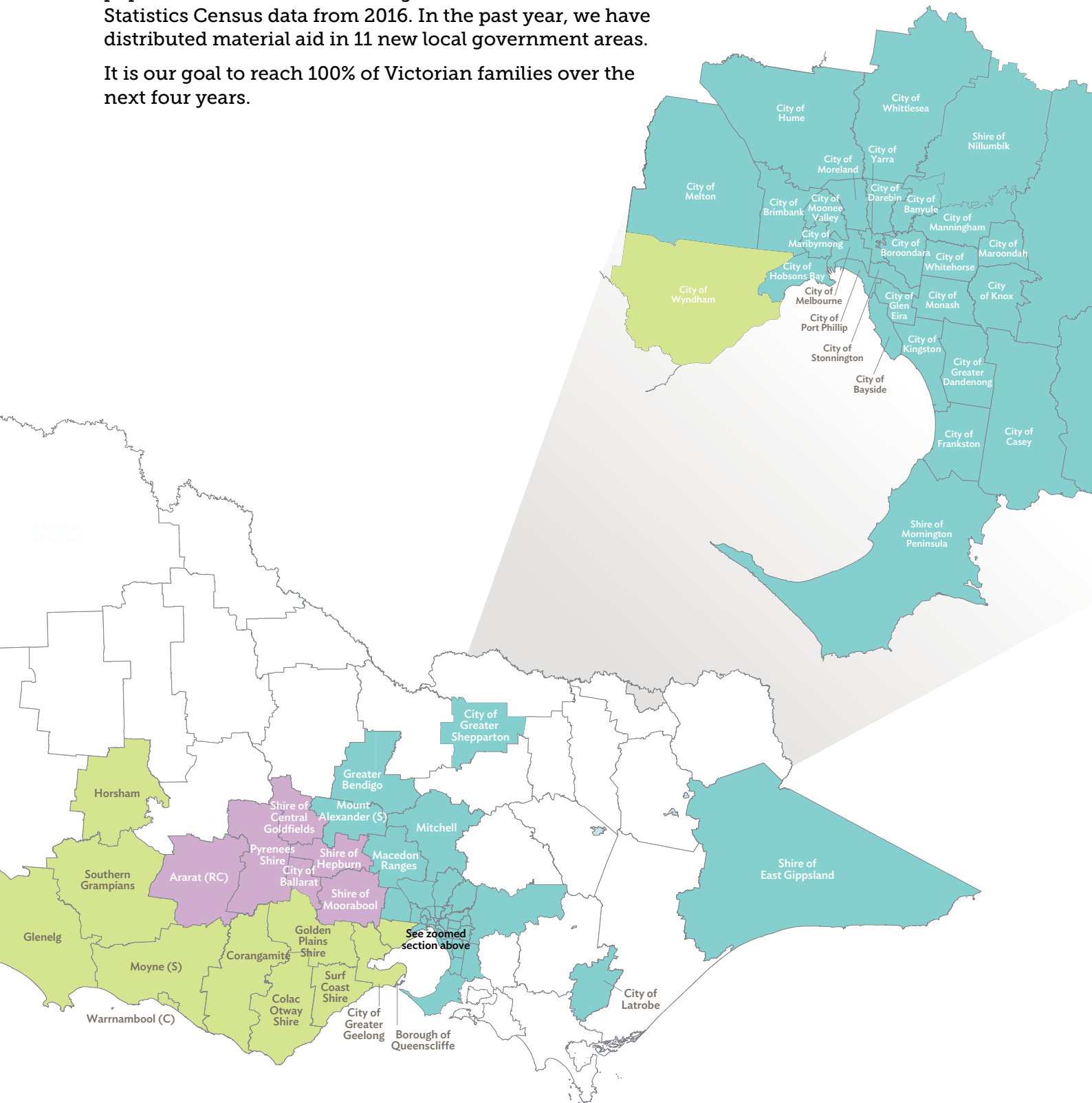
Georgi Abrahams
Volunteer

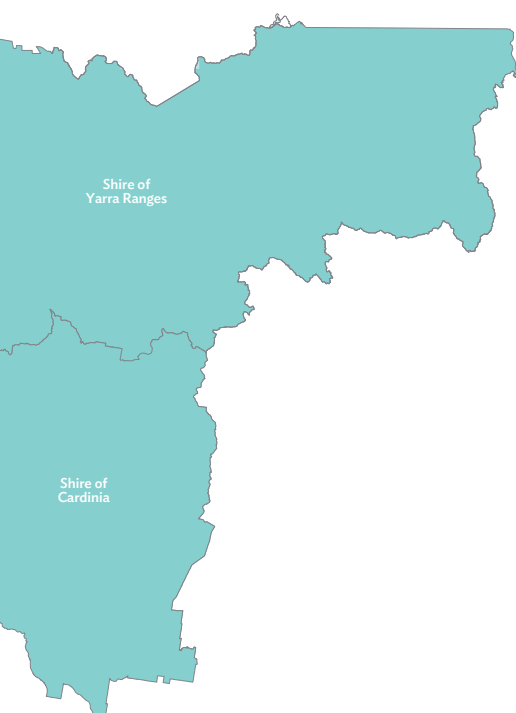


our reach

Melbourne, Geelong and Ballarat comprise 83% of the population of Victoria according to Australian Bureau of Statistics Census data from 2016. In the past year, we have distributed material aid in 11 new local government areas.

It is our goal to reach 100% of Victorian families over the next four years.





8,219

Number of babies and children
supported by St Kilda Mums

3,935

Number of babies and children
supported by Geelong Mums

1,356

Number of babies and children
supported by Eureka Mums

St Kilda
Mums

Geelong
Mums

Eureka
Mums

Local Government Area	Number of babies and children			Grand Total
	St Kilda Mums	Geelong Mums	Eureka Mums	
Borough of Queenscliffe		1		1
City of Ballarat			1220	1220
City of Banyule	60			60
City of Bayside	92			92
City of Boroondara	45			45
City of Brimbank	1129	2		1131
City of Casey	363			363
City of Darebin	246			246
City of Frankston	9			9
City of Glen Eira	77			77
City of Greater Bendigo	3			3
City of Greater Dandenong	393			393
City of Greater Geelong		2865		2865
City of Greater Shepparton	2			2
City of Hobsons Bay	143	32		175
City of Hume	1178			1178
City of Kingston	105			105
City of Knox	70			70
City of Latrobe	7			7
City of Manningham	20			20
City of Maribyrnong	535	7		542
City of Maroondah	160			160
City of Melbourne	433			433
City of Melton	216	35		251
City of Monash	73			73
City of Moonee Valley	74			74
City of Moreland	184			184
City of Port Phillip	788			788
City of Stonnington	237			237
City of Warrnambool		12		12
City of Whitehorse	94			94
City of Whittlesea	217			217
City of Wyndham	411	546		957
City of Yarra	315			315
Colac Otway Shire		300		300
Corangamite Shire		24		24
Golden Plains Shire		43	9	52
Macedon Ranges Shire	4			4
Pyrenees Shire			23	23
Rural City of Ararat	2		3	5
Rural City of Horsham		1	1	2
Shire of Cardinia	59			59
Shire of Central Goldfields			51	51
Shire of East Gippsland	2			2
Shire of Glenelg		7		7
Shire of Hepburn			8	8
Shire of Mitchell	8			8
Shire of Moorabool	2		41	43
Shire of Mornington Peninsula	6			6
Shire of Mount Alexander	1			1
Shire of Moyne		14		14
Shire of Nillumbik	22			22
Shire of Southern Grampians		15		15
Shire of Yarra Ranges	80			80
Surf Coast Shire		30		30
Not Known	354	1		355
Grand Total	8219	3935	1356	13510

218 families not known = 3%



partnerships

Partnerships with businesses and organisations that share our values are an important source of fundraising revenue, donations of goods-in-kind and volunteers.

We now welcome teams of corporate volunteers at our warehouses on a regular basis. Not only are these teams helping to clean, sort and safety check much needed baby gear, they are learning valuable recycling lessons.

Thirty-five businesses participated in our corporate volunteering program in the past year, in both our Geelong and St Kilda warehouses, providing priceless hands-on support, as well as over \$41,000 in donations.

Corporate volunteering has also been the springboard to some deeper partnerships, such as with Zendesk, who donated software, provided skilled volunteering and made a substantial financial donation.

Other generous businesses donated goods or services, sponsored or hosted events on our behalf and provided significant discounts on vital nursery equipment.

In the past year we received
\$539,142
worth of donated new
goods and services from
generous Victorian businesses
thank you!

Top companies that volunteered with us this year:

- Deloitte
- Dentsu Aegis Network
- Elements Child Care Belmont
- Energy Australia
- NAB
- REA Group (realestate.com.au)
- Salesforce.com Foundation
- Scentre Group
- Telstra
- Treasury Wine Estates
- Zendesk

Technology partners who provided free or discounted use of their platforms:

- Canvas
- Cirrus Insight
- Conga Composer
- Envoy
- Google
- Heustone IT
- Microsoft
- Salesforce
- Web Prophets
- Wisestamp
- Zapier
- Zendesk







our supporters

We would like to thank the following generous supporters without whom we would not exist!

St Kilda Mums

Trusts & Foundations

5Point Foundation
Bank of Melbourne
Neighbourhood Fund
Bruce McMullin Foundation
Equity Trustees
Giving Hope Foundation
Gourlay Charitable Trust
John & Betty Laidlaw Legacy
Johnstone Family Foundation
Lord Mayor's Charitable Foundation
Pethard Tarax Charitable Trust
Sisters of Charity Foundation
StreetSmart Australia
The Duggan Foundation
The Ian Potter Foundation
The Sentinel Foundation
The Shulu Foundation
The Honda Foundation

Community Groups

All Soul's Opportunity Shop
Bayside Food Truck Fiesta
Brighton Inter-Church Opportunity Shop
Caulfield Grammar School
Flat Out Mum
Haileybury Parents and Friends Castlefield
Lions Club of Port Phillip
Oakleigh South Primary School
Rotary Club of Bentleigh Moorabbin Central
Sorooptimist International of Brighton and Southern Districts Inc.
Tree House Early Learning
Twin Purpose

Businesses

Abracadabra Brighton Domestic Agencies Pty Ltd
Amazing Baby Company
Anarkid
Anstel Distributors
Aromababy
Baby Bunting
BHP Billiton
BNR
Body Corporate Strata Group
Bounce Patrol
Britax Australia
Bubba Blue
Canvas
Clean It Office
CNP Brands
Coles Myer
Colgate-Palmolive
Complete Plumbing
Connective
Coolkidz Australia Pty Ltd
Dandelion Vineyards
Dorel Australia
Ego Pharmaceuticals Pty Ltd
Freeman Agencies
Gearon Civil Pty Ltd
Goldman Sachs Australia & New Zealand
Hire for Baby - Metro East
Id.Collective
L'Oreal Australia Pty Ltd
Lamb & Walters, Strata Managers
Lateral Food Corporation
Liberty Events
Lvly
McGrath St Kilda
Medela Australia
Mustela
My Little Perfect
My Wall Pty Ltd
Mz Practicality
Nitro
Oh Boy Bowties
Pacific Brands
phil&teds
Raven's Nest Chinese Medicine
Richard Jay Pty Ltd
Romano Beck
Salesforce.com Foundation
Show and Tell
Simply Energy
Skye & Lach
Sova Social
Spoilt Gifts and Homewares
Stardreamer
Tait Home Timber and Hardware
The Fiddes Group
The little market bunch
TollFast Couriers
Urban Products
Valiant Enterprises
Village Belle
Visy
VMware
Zendesk



Helping parents who have nothing and also recycling baby goods are great values. I look forward to meeting the generous people donating their preloved goods. The stories of laughter and tears as they let go of the items. When I'm in the warehouse, I love catching up with the other regular volunteers.

Monique Wilcox
Volunteer

**In Kind Donors**

Amazing Baby Company
 Anarkid
 Anstel Distributors
 Aromababy
 Art Series Hotel Group
 Baby Bunting
 Baby Second Heaven
 BNR Logistics
 Body Corporate Strata Group
 Britax Australia
 Bubba Blue
 Bubba Organics
 Bunnings Mill Park
 Canvas
 Charlie's Cookies
 Clean It Office
 CNP Brands
 Coles Myer
 Colgate-Palmolive
 Coolkidz Australia Pty Ltd
 Crown Events and Conferences
 Dandelion Vineyards
 Dorel Australia
 EcoStore
 Ego Pharmaceuticals Pty Ltd
 Endota Spa St Kilda
 Fibreshack
 Fine Food Holdings
 Freeman Agencies
 Go Bubba Go
 Google Inc
 Health Guardian
 Heirloom Vineyards
 Hipkin
 Hire for Baby - Head Office
 Id.Collective
 Interflora
 KOGO - Knit One Give One
 L'Oreal Australia Pty Ltd
 Lateral Food Corporation
 Liberty Events
 Love My Pantry
 Man With A Van

Mustela
 My Little Perfect
 My Wall Pty Ltd
 Mz Practicality
 Nitro
 Oh Boy Bowties
 Pacific Brands
 PearlBar
 Peninsula Hot Springs
 Pernod Ricard
 phil&teds
 Playgro and Nuby
 Polite in Public
 Richard Jay Pty Ltd
 Salesforce.com Foundation
 ShredOnSite
 Smile Solutions
 Spoilt Gifts and Homewares
 Stardreamer
 Sweet As
 Tait Home Timber and Hardware
 Thank you Baby
 The Fiddes Group
 the little market bunch
 The Natural Flame
 The Royal Children's Hospital
 The Secret Door. Co
 The Spa Collective
 Toll Fast VIC
 Tom Organic
 Tonic Australia
 Twisted Taste
 Urban Products
 Valiant Enterprises
 Village Belle
 Village Cinemas Australia
 Visy
 Web Prophets
 Wovii
 Zendesk

People

Anna Ng
 Anthony Fink
 Cassandra Ballard
 Cate White
 Elizabeth King
 Toby Tan
 Imogen Parker
 Tanya Margetts
 Judith and Daniel Perlstein
 Louise Tandy
 Lyn & Graham Maloney
 Lynda McAlary-Smith
 Margaret Barbara
 Mary Paula Williamson
 Melanie Coops
 Michelle & Robert Hain
 Nikoli & Adrian Lovell
 Olivia Brown
 Tammie and David Slade
 The Minogue Family

Every Baby Advisory Group

Henny O'Shea - City of Hume
 Denise Bridges - Monash Health
 Vanessa Hulands - Launch
 Emma Davey - Melbourne City Mission
 Sophie Douglas, AMES
 Phuong Vo - IPC Health
 Marissa Reeve - IPC Health

St Kilda Mums provide such a valuable service to parents in need. It's great that they are always willing to help and there is no restrictions for workers accessing the service - such as clients or services needing to be from a particular area, or only being able to help a certain number of times a year etc."

Erin Black

Homeless Families Worker

Geelong Mums

Trusts & Foundations

Bibury Trust
Dawn Wade Foundation
Give Where You Live Foundation
Perpetual Trustee Company Limited
StreetSmart Australia

Businesses

BIG4 Wye River Holiday Park
Chapman Welsh Financial Services
Cucina One12
Elements Child Care
Geelong Financial Group
GMHBA
Godfrey Hirst Australia
Hocking Stuart Geelong
La Madre Bakery
Point Lonsdale Pharmacy
Ridley Agriculture
SC Tecnology
Target
West Carr & Harvey

Community

Belmont Lions Sports Club
CWA Geelong Central Nights
Geelong Childrens Centre
Geelong Connected Communities
Geelong Jukebox Rockers
Hermitage Old Girls Association
Highton Playgroup
Kardinia International College
Point Lonsdale Ladies Luncheon
Rotary Club of Bayside Geelong
Rotary Club of Grovedale
Rotary District 9780
Sacred Heart College Alumni
Seachange Quilters
St Joseph's Parish
The Geelong Obstetricians & Gynaecologists Association

In Kind

63 Degrees
Ailish Bourke
Blo Out Bar
Blondie
Boundary Bend Olive Oil
Bruce McCoy
Built By Wilson
Casey Bell Photography
Chantilly Avenue & Maked Up with Milla
Christian's Bus Company
Cotton On Group
Emu
Freckleberry
Freedom
GDP Industries
Geelong Gallery
Geelong Performing Arts Centre
Geelong Travel
Jane Hall

Kate Jones Design
Kiwanis Club of Geelong
Mary Thompson Photography
Mt Duneed Estate
Music Workshop
Narelle Niksic Photography
Oishi-m
Pamper
Prissy Cosmetics
Project Ten
Santospirito Flowers
Sassica + Salter
SC Technology
Scanlan Theodore
Shibumi Blow Bar
Stuck on You / Penny Scallan
Target
Thread Bleach Cloth Pty Ltd
Zuster Photo Booth & Events

People

Barbara Allen
Barry & Keith Fagg
Bernadette McCartney
Deb & Mat Fisher
Elise Perry
Elizabeth Calder
Georgina Hayden
Gray Foreman
Justin Craddock
Kate Spargo
Peter Woodruff
Prue Johnstone



Being a parent is a huge responsibility along with juggling bills and finances. When I got my stuff from Geelong Mums it turned one of the worst weeks of my life into a good one. It was nice to get help without having to be ashamed.

Nadine
25 years old





Eureka Mums

Trusts & Foundation

The R E Ross Trust
Streetsmart Australia
Suttie Family Trust

Businesses

Dr Moloney Obstetrician and
Gynaecologist
Sovereign Radiology
Jack n' Jill Children's Market
Ballarat Grammar
GMHBA

Community Groups

Rotary club of Alfredton
Rotary Club Of Ballarat East
Ballan Lioness club

People

Judith Colville

In Kind Donors

Bakers Delight Sebastopol
Ballarat Tenpin Bowling
(Oz Tenpin)
Ballarat Wholefoods Café
Ballarat Wildlife Park
Canvas
Cherub Gifts
Crawford's Pharmacy Ballarat
David Bailey Photography
Enjo
Forty Winks
Golden Nugget Bakery
Gold Rush Mini Golf
Imagine.Create.Learn
Maggie and Kate
Mia and Talbot
Mitchell Harris Wines
Pet Stock Ballarat

Plants Plus - Formosa Gardens
Red Duck
Red Lion Ballarat
Scentsy
SJD Foundation
Sovereign Hill
The Ballarat Chocolate Shoppe
The Barons Barn
The Forge Pizzeria
The Healthy Mummy
The Little Cupcake
The Unicorn Ballarat
Victorian Goldfields Railway
Webster's Market and Café
Wilsons Fruit and Vegetables
Your Inspiration At Home
(YIAH)
Tag and Test





There is the personal feeling of achieving and finishing something. When I leave, I know I have finished products sitting on the shelf ready to go to a family in need. I love meeting new people, and everyone is generally very friendly and happy, and enjoying their time volunteering.

Helen Gearon
Volunteer



fast fact:

The total value of
rehomed items in 2017 is
\$5,207,543

thank you!





A story of new beginnings

In February 2017, we helped a family who had fled from a regional property around two hours from Ballarat. Mum and children had been exposed to extreme family violence over an eight year period.

When they arrived in Ballarat they had no clothing, toys, beds, bedding or furniture. They had to leave all of their beloved possessions behind.

Local agency WRISC Family Violence Support contacted Eureka Mums, and we were able to provide clothing bags for each of the eight children, toys, a cot, nappies, toiletries, a high chair, and pram. As mum did not have a car it was important that a pram was provided to get on and off the bus with ease.

Other services also assisted with furniture and beds for the family.

Thanks to your incredible donations, Eureka Mums could ensure that the children then had plenty of good quality clothing, and a large variety of toys, books and games. Thank you.

**Family violence is the largest cause of disadvantage for Eureka Mums at 1 in every 5 cases.*





financial statements

Statement of Income and Expenditure

Income	2017	2016
Fundraising revenue	227,457	81,034
Donations	893,099	793,598
Grants received	431,004	123,406
Other revenue	42,390	9,294
Interest	5,131	5,065
TOTAL INCOME	1,599,081	1,012,397
Expenditure		
Cost of goods purchased for clients	244,234	217,898
Spare parts, repair, packaging and freight	51,891	16,238
Fundraising costs	108,584	44,230
Office costs	194,899	147,034
Employee expenses	709,318	379,824
Training and education	7,999	3,240
Occupancy costs	170,648	116,738
Depreciation	6,381	3,300
Repairs and minor capital	23,169	18,820
TOTAL EXPENDITURE	1,517,118	947,322
SURPLUS (DEFICIT) FOR YEAR	81,963	65,075

Mortgages and Securities

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

Date: 29/11/17

Jessica Macpherson
Secretary and CEO

An audit of the financial statements of the Association for the year ended 30 June, 2017 was completed in accordance with Associations Incorporation Reform Act 2012 and Australian Auditing Standards by Brian Jones of Ahead for Business Pty Ltd.

Brian Jones
Director, Ahead for Business Pty Ltd

Statement of Assets and Liabilities

Assets	2017	2016
Cash and cash equivalents	697,844	681,029
Trade and other receivables	32,417	18,404
Other current assets	31,771	41,788
TOTAL CURRENT ASSETS	762,032	741,221
NON CURRENT ASSETS		
Property, plant and equipment	18,291	6,897
Other non-current assets	38,024	38,023
TOTAL NON-CURRENT ASSETS	56,315	44,920
TOTAL ASSETS	818,347	786,141
Liabilities		
CURRENT LIABILITIES		
Trade and other payables	118,317	74,183
Other liabilities	268,543	362,434
TOTAL LIABILITIES	386,860	436,617
NET ASSETS	431,487	349,524
Equity		2016
Retained surplus	431,487	349,524
TOTAL EQUITY	431,487	349,524
CASH FLOWS FROM OPERATING ACTIVITIES		
Operating grants, fundraising and donations received	1,490,879	1,121,344
Payments to suppliers and employees	-1,461,420	-936,685
Interest received	5,131	5,065
Interest paid	-	-
NET CASH GENERATED FROM OPERATING ACTIVITIES	34,590	189,724
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property, plant and equipment	-17,775	-5,266
NET CASH USED IN INVESTING ACTIVITIES	-17,775	-5,266
CASH FLOWS FROM FINANCING ACTIVITIES		
Receipt / (payments) from financing activities	-	-
Net cash used in financing activities	-	-
Net increase/(decrease) in cash held	16,815	184,458
Cash at beginning of financial year	681,029	496,571
Cash at end of financial year	697,844	681,029



Physical address:

5 Vale Street, St Kilda, VIC 3182

Postal address:

St Kilda Mums, PO Box 356, Balaclava, VIC 3183

www.stkildamums.org

mums@stkildamums.org



Physical address:

2/110 Balliang Street, South Geelong, VIC 3220

Postal address:

Geelong Mums, PO Box 8203, Newtown, VIC 3220

www.geelongmums.org

mums@geelongmums.org



Physical address:

15A Gray Street, Sebastopol, VIC 3350

Postal address:

Eureka Mums, PO Box 5535, Redan, VIC 3350

www.eurekamums.org

mums@eurekamums.org



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 #1192215