

Turning pre-loved into re-loved so every child thrives.



# Annual report 2024



## **Our Vision** Share more. Waste less.

Every child thrives.

## **Our Purpose**

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

## **Our Goals**

- Support every Victorian child up to the age of six that needs us.
- Reduce waste through the reuse of the things kids need.
- Share our service beyond Victoria.

# **Introducing Our Village**

Our Village is an exciting new chapter in the story of three of Victoria's most loved charities: St Kilda Mums, Geelong Mums and Eureka Mums.

Together as Our Village, we will increase our impact for vulnerable babies, children and the environment.

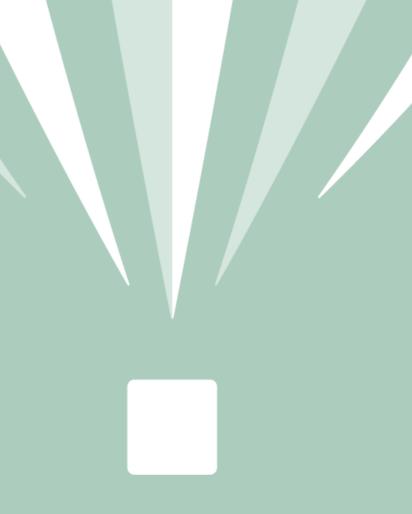
Our Village helps more than 20,000 babies and children every year across Victoria.

We believe in the potential of children to grow healthy and strong if they have the care they need. We believe in the potential of used goods to have a purposeful second life. Most of all, we believe in the potential of our community when we come together to help.

It takes a village to raise a child and save the planet. This is the power of Our Village.

### This year's reporting approach

Our Village has changed its financial year end from 30 June to 31 December to better align with the fundraising cycle. In making this change, this Annual Report will cover a one-off 18-month period from 1 July 2023–31 December 2024.



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#### Acknowledgement of Country

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

Cover Image: PeopleImages/iStock



"I feel so incredibly grateful. When I place an order and arrive at the warehouse, I can see how much work has gone into each item.

There are people who originally purchased the item and then donated it to Our Village, then volunteers sorted and cleaned the item and put it in such beautiful packaging for my client.

It's such a joyful thing to take that item and give it to someone who really needs it. The key message that I'm trying to deliver to my clients is that you can ask for help and people will support you. I get to deliver that message and that material support, every week. It feels like such an bonour and a privilege and I never want the essence and the spirit of it to not be recognised for the infinite value that it has."

> Ash Vella, Mother and Baby Outreach Worker, Western Health

-standing volunteer Sally puts a book pack together r a child, beautifully bundled in a home-crafted bag. Image: John Hewat/Our Village.

# **CEO's message**

# Chair's message

I am proud to present the Annual Report for Our Village 2024.

This Annual Report covers an 18-month period while we transition from a financial year end in June to a financial year end in December. Even with this extra long reporting window, the enormity of what we have achieved - thanks to our community's generous donations of pre-loved goods, time and money – is incredible.

Powered by more than 60,000 hours of volunteer work, we have supported 33,384 babies and children. In doing so, a massive 398,177kgs of valuable, high quality pre-loved goods have been diverted from landfill. That's truly amazing! Thank you to everyone who made this possible.

These achievements have been delivered in a challenging context. More than 800,000 Victorians live in poverty, including 216,000 children (VCOSS, August 2023). That's more than one in eight people, and they are in every town and every suburb of Victoria. You may not realise it, because people hide it well, but within every neighbourhood there will be people struggling to make ends meet. Shockingly, the age group with the highest rate of poverty in Victoria is children. Never has our service been more vital than it is today. THIS is why Our Village exists.

Like many Australian charities, however, the cost-of-living crisis is impacting our fundraising revenue. And so, as we continue to ask you for financial donations that are critical to our future. we have also tightened our own belt. One of the ways we did this was by rebranding.

We had been living and breathing the sentiment "it takes a village to raise a child" for years, and in May 2024, we officially rebranded as Our Village, bringing St Kilda Mums, Geelong Mums and Eureka Mums together. By removing the need to produce everything three times, under three different names, we have reduced costs, which in turn enables us to put more resources on the frontline and increase our impact. My sincere thanks to our partner, L'Oréal Groupe for funding most of this project and, along with the DECJUBA Foundation, becoming Our Village's Founding Corporate Partners - we're so grateful for your support.

Even though fundraising has become harder, and even though we know it's getting tough for people to give, we will continue to ask - because we know Victoria's kids need our help. And every \$1 donated in the last 18 months enabled us to provide \$2.76 of essential items for babies and children - so we can guarantee that your dollars work hard for kids across Victoria when you donate to Our Village.

Feedback we get from parents and carers tells us that the gift of a cot, a car seat, a pram, some clothes, toys or books from Our Village not only provides the practical support their child needs, it also supports the child's carer. They feel that they matter, that their life has value, too. It gives them that boost of self-esteem to tackle life's challenges head on. To know that others in the community care enough to provide these essentials for their children makes an intangible world of difference. This is what will start to lift Victoria out of our current economic and social challenges.

A massive thank you to all our supporters, donors and volunteers for being a critical part of Our Village. We simply couldn't achieve so much without every single one of you, and I'm excited about what we can continue to achieve together.

#### **Ruth Holdaway MBE Chief Executive Officer, Our Village**



Thank you for taking the time to read the Our Village Annual Report for 2024.

After seven years of incredible service to the charity, Deidre MacKechnie stood down as Chair in October 2024.

Under Deidre's guidance, the charity transformed from three small, local operations to one statewide charity. We moved to our Clayton warehouse and expanded our service right across regional Victoria. Special thanks must also go to the Anthony Costa Foundation for their significant funding of this work over this reporting period. Deidre also steered our organisation through the immense challenges of the COVID-19 pandemic and oversaw the transition of our governance and leadership from being founder-led to the recruitment of our first independent CEO. We simply can't thank Deidre enough for the time and care she has given to our cause, staff and volunteers.

We know Our Village is increasingly part of the fabric of Victoria's support system for families right across the state. The cost-of-living and housing crises are hurting hundreds of thousands of Victorian families. But at the same time, there is incredible wealth and waste within our community.

Our ambition to share more and waste less so every child thrives tackles both of these issues head on. By turning pre-loved items into reloved care packages, we divert used goods from landfill and help vulnerable children. Our goal is to expand our operation to support every Victorian child that needs us. Please let us know if you can help us move towards this huge ambition.

It takes a village to raise a child. And for those people who don't have a village around them, we are ready to step in. I am proud of the energy and positivity with which Our Village is providing essentials for Victoria's most vulnerable children at a time when more and more of us are facing the challenges of economic downturn. To everyone who has continued to donate to us, thank you.

I have been delighted to see new partners like Baby Bunting, the DTMF Group and Cadillac join us this year, as well as a number of foundations who stepped up to help, like the Bibury Trust, the Helen and David Hains Foundation and the Brian M Davies Foundation in particular. The City of Greater Geelong has also been an instrumental partner over this period – thank you all. A full list of supporters is available in this report and we're grateful to each and every one - as well as those who prefer to keep their donation anonymous.

We are excited to be writing a new chapter in the story of three of Victoria's most loved charities - St Kilda Mums, Geelong Mums, and Eureka Mums – who have brought their resources together to share more and waste less as Our Village. Together, we will increase our impact for vulnerable babies, children and the environment.

John McCluskey Chair, Our Village



# **Our impact**

# **Supporting babies and children**

Our lives are impacted by our experiences in early childhood. The attachment between a child and their primary carer in the first 2,000 days of life influences that child's health, development and resilience. If there is economic, psychological and/or physical distress, the ability to develop this bond is at risk.

We alleviate these pressures and create the opportunity for every child to feel secure, safe and to thrive.

We work with social workers, healthcare professionals and community workers who assess the needs of vulnerable babies and children, placing orders with Our Village for the essential items these children need and would otherwise go without.

#### From July 2023-December 2024, Our Village supported 33,384 children and babies across Victoria. We rehomed 114,009 pre-loved items, with a second-hand value of \$12.7 million.

Babies and children supported by Our Village received:

The leading causes of vulnerability leading to requests for support were:

- 21,421 clothing bundles
  1. Unemployment / underemployed
  Single parent
  Family violence
  Migrant / refugee / asylum seeker
  Homeless / risk of homelessness
  - 2,192 car restraints
  - 968 high chairs
  - 818 cots

"[Our Village] helped us in our darkest time, by providing support and needed items which allowed me to focus on my baby and getting us back on our feet. Not only so we could survive but actually thrive in our community."

Ashleigh received baby clothes, a pram and other essential items for her newborn when she was living in emergency accommodation.



From July 2023-December 2024, Our Village supported 33,384 children and babies across Victoria.

Image: John Hewat/Our Village

# **Our impact**

# **Reducing waste**

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

We rehome pre-loved items to support children in need today, while also creating a better environment for them to enjoy in the future.

### From July 2023-December 2024, Our Village:

Received 384,329 kg of donations\*



Delivered 325,086 kg of preloved items to new homes

Δ.	Recycled 73,091 kg of items
	that were not suitable for
	rehoming

Which means that an enormous 398,177 kg was diverted from landfill.\*

\*Geelong began capturing weight data in September 2023, so this figure does not include items donated through the Geelong warehouse in July and August 2023.

### Fighting waste with Melbourne Cleaning Cloths

Our Village prides itself on delivering pre-loved items to babies, children, parents and carers that are in excellent condition. But sometimes, the items that are generously donated by our supporters aren't able to be rehomed - they may be damaged, stained or in poor condition. The absolute last resort is sending items to landfill, so we work with a network of partners to reuse and recycle as much as possible.

For more than 10 years, Melbourne Cleaning Cloths has supported Our Village by collecting clothing that we can't rehome. These items are turned into bundles of rags that are sold here in Australia.

Tom Ward is the Managing Director of Melbourne Cleaning Cloths, and is proud to work with Our Village.

"We're happy to help out, to take the stuff that [Our Village] can't use."

Melbourne Cleaning Cloths also donated industrial scales to help Our Village weigh our goods, and has loaned a 20-foot shipping container for extra storage.

We are grateful to work in partnership with organisations like Melbourne Cleaning Cloths, who are committed to finding a use for material items and keeping them out of landfill.



Our Village Annual Report 2024

Volunteer Cynthia checks donated clothing to make sure it is in excellent condition before we re-home it to vulnerable babies and children nage: John Hewat/Our Village

# **Our impact**

# **Volunteer experiences**

Our Village was started by volunteers – small groups of mums in St Kilda, Geelong and Ballarat – who collected pre-loved items in their own homes. Today, we are a community that is more than just mums and we support families right across Victoria. But we are still driven by the hard work and care of people who donate their time and skills to us – thousands of volunteers now operate across our two warehouses.

The way we provide our service, with the help of incredible volunteers, provides opportunities for people to give back, be part of a community of care and impact, develop skills, build friendships and use their talents for good.



From July 2023-December 2024, Our Village was supported by 61,544 volunteer hours.

147 companies brought teams to volunteer over 292 days.

### Meet Denise, Melbourne Warehouse



#### Making toys, blankets and clothing bundles since 2019

"I make lions, teddies and unicorns, I crochet them. When I see that something I've made has actually gone out that day in a bundle, it's like a full circle moment. They're being used straight away. That's a really satisfying moment.

It can be quite emotional when you're walking through the warehouse ... you see all the bundles and the school bags and the book packs and you stop and think, these book packs or school bags could be going to a kid that's got nothing.

I'm just grateful for the position at my age that I'm in. I'm grateful that in a small way I can give back. I may not be able to give, money-wise, a great deal, but I can give my time and energy.

It's good soul food, volunteering."



### GMHBA, Geelong Warehouse

Corporate volunteer teams living their values

"There are so many benefits for us in volunteering with Our Village – we truly feel like we are making a difference by cleaning prams, cots and shoes, sorting clothes, and helping out wherever it is most needed on the day.

Our volunteers are sometimes from the same team, and sometimes join with others from across the business. These sessions help strengthen connections across the business, and with our local community. And we always come away with a better understanding of the ongoing need faced by so many across our region, and why it's so important to play our part."

Molly Waugh, Community Partnerships Coordinator, GMHBA

# Our impact across Victoria



### Gippsland



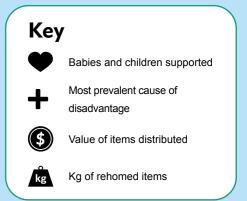
1,599

\$ \$6

\$671,651

Unemployed/under employed

18,604



# **Fundraising and events**

### Geelong Mums Business Breakfast

In October 2023, we invited Geelong's business community to come together and learn about our work at the Geelong Mums Business Breakfast.

With the support of our Presenting Partner, Built, and Prime Partner, Coulter Legal, 284 guests joined us in the President's Room at Geelong's iconic GMHBA Stadium.

Footy legend Joel Selwood, shared his inspiring journey, sporting success, his community dedication and his heartwarming commitment to our cause.



Ruth Holdaway, Our Village CEO, in conversation with Joel Selwood at the Geelong Mums Business Breakfast. Image: Our Village.

### Celebrating mums and launching Our Village at our 2024 Mother's Day Lunch events

Once again, our flagship fundraising events — the Our Village Mother's Day Lunches — were a huge success in 2024. The lunches were also the perfect place to launch the Our Village brand, in a room full of supporters celebrating mums and fundraising to help babies, children, their mums and their carers, in our communities who need our support.

The Melbourne event proved to once again be one of the hottest tickets in town, selling out in just 30 minutes. With amazing support from our Presenting Partner DECJUBA, 500 guests helped us raise more than \$257,000 at Zinc in Federation Square.





At our Melbourne Mother's Day Lunch, 500 supporters came together to celebrate mums and fundraise for Our Village. Image: Sarah Glasson/Our Village.

babies, children, and families in need. Our Geelong event was supported by Mt Duneed Estate, Gold Sponsor Judo Bank, Silver Sponsor Access Your Supports, and Bronze Sponsor McGrath.

Hosted by Brihony Dawson with entertainment from Midnight Mix, these incredible events would not have been possible without the support of our partners, Liberty Events and The Eventurer, and our dedicated volunteers. Thank you to all who contributed to making a meaningful impact for the Our Village community.







Supporters celebrated at our Mothers Day Lunch events in Melbourne and Geelong. Images: Sarah Glasson and Jane Fitzgerald.

# **Our Village** of supporters

### Founding corporate partners

Our Village is incredibly grateful to our Founding Partners, L'Oréal Groupe and DECJUBA, for their significant support of our work. In this reporting period, L'Oréal Groupe supported the St Kilda, Geelong and Eureka Mums rebrand by funding the market research and brand development that led to the new name and brand, Our Village. The DECJUBA Foundation continued their support of our service to babies and children as a long-standing partner, and DECJUBA was the Presenting Partner of the Our Village Mother's Day Lunch in Melbourne.

### Grant partners, trusts and foundations

- Anthony Costa Foundation
- Australian Communities Foundation
- **Besen Family Foundation**
- **Bibury Trust**
- Brian M Davis Charitable Foundation
- Bruce McMullin Foundation
- City of Greater Dandenong
- City of Greater Geelong
- Dawn Wade Foundation
- Dorothy and Willoughby Bailey Trust
- **Ducas Paul Foundation**
- Flora and Frank Leith Charitable Trust
- Geelong Community Foundation
- Harris Family Foundation
- Helen and David Hains Foundation
- Ian Potter Foundation
- K & MV Topliss Charitable Foundation
- Magistrates' Court of Victoria Melbourne Women's Foundation Ltd. **Pizmony Family Foundation** Simpson Family Foundation State Government of Victoria Sunraysia Foundation The Anthony Ellul Family Trust The Argo Foundation The Frank Montagnese Foundation The Gaudry Foundation The Grant Family Fund The Hugh D.T. Williamson Foundation The Jack and Hedy Brent Foundation The Magistrates Court of Victoria The Marian and E.H. Flack Trust The McIver Charitable Trust The McPhee Charitable Trust The Percy Baxter Charitable Trust The Sentinel Foundation The Shulu Foundation Women of the University Fund

### Organisations 1800-GOT-JUNK All4Ella Aussiewide Financial Services **Baby Bunting** Brown-Forman Australia Cleanaway **Community Care Chemists** DECJUBA **DISC Profiles Australia Pty Ltd** Gearon Civil Pty Ltd Geelong Football Club Johnson Winter Slattery L'Oréal Groupe Martin Currie Australia Milky Clothing Morgans Financial Ltd Penny Scallan Design Rudie Nudie Designs Tempany The Amazing Baby Company Victorian Freight Specialists Zendesk



### Individuals

#### Avril Lowry Anna Clark and Ben Jensen David and Emma Mattiske Denis and Fairlie Nassau Jane Grant

- Jennie Donaldson
- Stephanie Deligiorgis DTMF Group

## Regular givers

The Our Village regular giving program saw 387 donors contribute an incredible \$238,099. 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.

### In memory

We honour the memory of Jed Beaton, a 12-year-old boy whose family donated to Our Village in his memory. Jed's legacy lives on through the support that Our VIIIage has been able to offer babies and children in need.

### Businesses that collect pre-loved goods on our behalf

Bop Bop Karrong City of Yarra Recycling Centre Kurrambee Myaring **Community Centre** Lara Community Centre Storage World Keilor East **Torquay Community Centre** Woodend Neighbourhood House

### Community fundraisers

- Craft Group **AFL Players Association** Limited
- Anglesea Golf Club
- Village
- Nurses
- **Belmont Uniting Church**

Abervale Retirement Village

Armstrong Green Retirement

Australian College of Neonatal

#### CBRE

Country Women's Association - Horsham Evening Branch Country Women's Association - Essendon Branch CSIRO ACDP David McCormack East Geelong Football Club **Emphasis Hair Charity Tree** Esther Kelleher and Emma Scott - Mother's Day Fundraising Lunch Flawless Rejuvenation Forme Pilates Frankie & Co Clothing Geelong Pilates Studio Girl Guides Victoria - Lara Junior Guides **Global Federation of Chinese** Business Women (GFCBW) Grill'd Hampton Hannah Perry House Warming Joyful Pilates Junction Print Group Melbourne Shakespeare Company MH Car and Bike Club

### Community fundraisers (cont.)

#### Navona Salon

Nepean Smart Centre -Heatherton, Centrelink, Services Australia

Paul Sadler Swimland Narre Warren

Platinum Builders and Consultants

**Ritchies Stores Pty Ltd** 

Rotary Club of Kardinia

Rotary Club of Torquay

Steve Moretta

SL Insulation

St Albans-St Andrews Uniting Church of Geelong

St Andrews Uniting Church Portarlington and Drysdale

Star of the Sea Retirement Village

The Bellarine Knitting Group

The Jungle Body with K.Mac

The Lodge of Welcome

Their Care

**Torquay Angling Club** 

**Torquay Golf Club** 

**Tuppets Lights** 

Valhalla Brewing

Village Belle Hotel

Vim Coffee Bar

Waterford Valley Lakes Retirement Village

Yarra Bend Ladies Golf Club Inc

YiaYia Next Door

### Schools

Geelong College

Geelong Grammar School

Haileybury Brighton

Iona College

Kardinia International College **Killester College** 

King David School

Kingswood College

Grammar School

Mazenod College

School

Grovedale

Lara Secondary College

Mentone Girls' Grammar

Methodist Ladies' College

Nazareth Primary School -

Northern Bay College

Sacred Heart College

Shelford Girls Grammar

St Catherine's School

St Marys Malvern East

Wesley College, Glen

Waverley Campus

Xavier College

Scotch College

Beechworth

**Torquay College** 

Saint Ignatius College Geelong

South St Early Learning Centre

St Joseph's Primary School

St Michael's Grammar School

Lowther Hall Anglican

Knit 4 Charities

Knox Knitting Group

Knit One Give One

Knit Whits of Balwyn

Ingenia Lifestyle Lakeside Lara

Murrumbeena Knitting and Craft Circle

Village Lara

Sts Peter and Paul Arts and Craft Group

### Volunteer

#### agencies

Access Your Supports Bayley House

GForce

IDV (now The Bridge)

Interchange

Outer East

Leisure Networks

Water 2 All

We also partner with Workskil and Matchworks through Return to Work Programs.

# **Board and** sub-committees





Deidre MacKechnie

Chair of the Board and

Governance Committee

(Retired October 2024)

John McCluskey Chair of Board and Governance Committee





Karen Massier Secretary and Member of Governance Committee (Retired November 2023)





Tamara Price Director and Member of Finance, Risk and Audit Committee





Nicola McLean Director and Member of the Governance Committee (Retired July 2024)

Turning pre-loved into re-loved so every child thrives. 20

St Laurence Park Retirement

# Lexington Gardens

Craft groups

Barwon Urban Knitting

Homestyle Aged Care

Box Hill RSL Knitting Group

Knitters of the Round Table

**Community Project** 

**Bellarine Knitters** 

Banyule Charity Knitting Group

Altona View Club

**Rowville Knitwits** 

# Sandy Sew'n'Knit



Morelle Bull Vice-Chair and Member of the Finance, Risk and Audit Committee (Retired October 2024)



Clementine Thompson Treasurer and Chair of the Finance Risk and Audit Committee (Retired November 2023)



Sasha Torsi Director and Member of Governance Committee



Magdalena Blanch-de Wilt Secretary and Member of Governance Committee



Jayne Nelson Director and Member of Governance Committee



David Meade Director and Member of Finance, Risk and Audit Committee (Retired November 2023)



Greg Weickhardt Independent Member of Finance, Risk and Audit Committee

# **Financial statement**

# Be part of Our Village

### Statement of income and expenses

INCOME	31 December 2024 (18 Months)	30 June 2023 (12 Months)
Event & Sponsorship revenue	786,458	804,218
Donations	1,348,188	928,580
Trusts, Foundations & Grant funding	2,064,881	1,360,594
Other revenue	397,734	176,119
Interest	4,125	1,139
TOTAL INCOME	4,601,386	3,270,650
OPERATING EXPENSES		
Spare parts, new items, packaging and freight	76,992	117,578
Fundraising & event costs	301,854	295,610
Office and warehouse costs	465,356	389,859
Employees expenses	3,588,702	2,477,868
Training and eduction	14,500	18,308
Repairs and minor assets	5,875	1,696
Occupancy costs	68,751	58,160
Depreciation	66,499	43,411
Depreciation - right of use assets (leased buildings)	364,286	217,714
Interest expense (leased buildings)	80,489	56,998
Impairment of right of use asset	0	(20,446)
TOTAL OPERATING EXPENSES	5,033,304	3,656,756
OPERATING DEFICIT BEFORE ONE-OFF EXPENSES	(431,918)	(386,106)
ONE-OFF EXPENSES		
Rebrand costs	30,744	-
Salesforce database replatform	107,000	-
TOTAL ONE-OFF EXPENSES	137,744	-
TOTAL DEFICIT FOR THE 18 MONTH PERIOD	(569,662)	(386,106)

### Statement of assets and liabilities

ASSETS	31 December 2024	30 June 2023
CURRENT ASSETS		
Cash and cash equivalents	594,479	1,004,699
Trade and other receivables	161,865	281,592
Other current assets	90,228	32,912
TOTAL CURRENT ASSETS	846,572	1,319,203
NON CURRENT ASSETS		
Property, plant and equipment	74,793	107,668
Intangible assets	17,333	0
Right of use assets (leased buildings)	1,095,542	988,668
Other non-current assets	65,552	53,155
TOTAL NON-CURRENT ASSETS	1,253,220	1,149,491
TOTAL ASSETS	2,099,792	2,468,694
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	193,835	199,599
Other liabilities	240,689	149,437
Lease liabilities	264,874	212,857
TOTAL CURRENT LIABILITIES	699,398	561,893
NON CURRENT LIABILITIES		
Other liabilities	4,266	7,877
Lease liabilities	991,053	924,187
TOTAL NON CURRENT LIABILITIES	995,319	932,064
TOTAL LIABILITIES	1,694,717	1,493,957
NET ASSETS	405,075	974,737
EQUITY		
Retained surpluses	305,075	874,737
Operating reserve	100,000	100,000
TOTAL EQUITY	405,075	974,737

An audit of the financial statements of the Association for the 18 month period ending 31 December 2024 was completed by BDO. The organisation changed its financial year end from 30 June to 31 December to better align with the fundraising cycle. In making this change, the current financial period is a one-off 18 month period.

Our heartfelt thanks to all of the incredible volunteers, donors and supporters who help create a village of support for every child.

Your kindness and generosity was felt by the 33,384 babies, children and families we supported in this 18-month financial year.

Stay connected on social media

#### Get in touch via hello@ourvillage.org.au







### Address

#### Head Office & Melbourne Warehouse

14 Winterton Road, Clayton, VIC 3168

#### Geelong Warehouse

110 Balliang Street, South Geelong, VIC 3220



Our Village Network Inc 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 FR0011922.