



St Kilda Mums



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## **ST KILDA MUMS AIMS TO RAISE \$1 MILLION FOR MUMS AND BUBS IN THEIR ANNUAL GIVE SHARE CARE APPEAL**

St Kilda Mums, a charity that rehomes pre-loved nursery goods to babies and children in need, is calling on Victorians to dig deep today and help them raise \$1 million in their annual #GiveShareCare appeal.

St Kilda Mums, founded in 2009, was started by a group of five mums who noticed baby goods stacked high in the photocopying room at the St Kilda Maternal and Child Health Centre on Chapel Street. These were things that had been kindly donated by local parents in the area. The five Mums decided to help the nurses, who didn't have time to sort and distribute the donations.

Fast forward to 2022, over \$7 million of essential items have been rehomed to babies and children in need right across Victoria. Inevitably though, the demand for help has surged over the last 2 years of the COVID-19 pandemic.

St Kilda Mums is calling on the Victorian community to dig deep and help them achieve their \$1 million campaign today to continue providing support through the much needed kids essentials they are able to rehome to those doing it tough.

Ruth Holdaway MBE, CEO of St Kilda Mums, said "Imagine waking up this morning and not being able to wrap up your baby in warm clothes and linen, not having a pram to get out for a walk or not having a car seat to be able go and do the weekly shop. This is the reality for more and more Victorian families - and we need everyone's help today to change this situation right now."

"Every donation made today is worth three times as much - thanks to our incredible matching donors every dollar donated to our #GiveShareCare appeal will be tripled. This means that donations made today will have three times the impact for the kids that need our help. We are so grateful for every donation - and it's really needed after the challenges of the pandemic."

To give please go to [mycau.se/givesharecare](https://mycau.se/givesharecare).

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