



Baby Give Back
every baby deserves an equal start

2018/19

**END OF
YEAR
REPORT**

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ABOUT US

At Baby Give Back we help families in crisis because we believe every baby deserves an equal start. We provide donations of essential baby items via social service agencies and social workers who are qualified to assess a family's needs.

Our items range from nappies and wipes, through to prams, cots and car seats, and everything in between. Everything that leaves our warehouse is thoroughly cleaned, safety checked, in good condition and beautifully packaged for their new family.

We help children in poverty no matter how their family ended up there. We are here to provide non-judgmental support in the form of baby essentials.

We are changing the lives of children, changing the trajectory for

disadvantaged families. We are the village when they need it most.

OUR MISSION

To support families experiencing hardship with kindness and dignity by collecting and recycling baby essentials and providing this material aid to them, in partnership with support agencies.

OUR VISION

A future where families feel cared for by their community at times when they are most in need and have access to safe nursery furniture and essentials for their children.

“*Thanks so much for all you do! The women we assist could not manage without you.*

- Caroline Fitzpatrick, Access





OUR VALUES

We want to help families in crisis live with dignity so we take care that our donations are prepared with kindness and compassion. Safety is our highest priority. Near enough is not good enough when it comes to providing a safe start for babies in our community.

OUR BOARD

Carly Fradgley
Carly Ashwood
Nicole Berndt
Stephen Holmes

We also wish to acknowledge the significant and valued contributions of our former Board members Ainsley McLaren, Julie-Anne McBride and Kylie Gregson.

OUR PEOPLE

Carly Fradgley	CEO
Mindy Mann	Operations Manager
Lauren Freame	Social Services Coordinator
Juliana Nieuwenhoven	Team Leader
Lisa Dyt	Finance
Elisa Richards	Grants Manager
Pam Fritz	Donation Coordinator
Nicole Thoroughgood	Safety Coordinator
Carly Lovell	Brisbane Coordinator

OUR SISTER ORGANISATIONS

We are incredibly proud to be associated and collaborate with 15 sister organisations across Australia who share our vision of providing for babies and children in vulnerable families.





FROM THE CEO

I am often asked why I decided to start Baby Give Back. The story starts 3 years ago when I was feeding my son Noah in his high chair.

I looked at the bouncer in the corner of the room that he had outgrown and I started thinking about the incredible amount of stuff we had accumulated for just two children. I realised how lucky we are to be able to provide our children with everything that they want and need.

I thought, "If my children can have everything they need, why can't all babies? Can I do something about it?"

I decided that I wanted to donate the items we no longer needed but I could only find an organisation in Melbourne recycling baby items, St Kilda Mums. There was nothing similar in Queensland.

And so Baby Give Back was born.

With a group of friends, we started with Facebook and Instagram pages and put the word out that we were collecting baby items to pass on to families in need.

It turns out that I am far from alone in wanting to do good with my no longer needed baby items - there are lots of families who feel like I did. It only took a month for our garages and spare bedrooms to fill up.

What I didn't realise in the beginning was the level of need, right here in our backyard. I will never forget the first time I met Violet from Pregnancy and Family Support Gold Coast.

She told me about the families affected by violence, drug addiction and sickness; about babies without a safe place to sleep, mothers having to choose between buying nappies or formula for their baby, and parents going without food so that they could feed their children.



I couldn't believe that this was the reality for so many here on the Gold Coast.

The statistics across Australia are that 1 in 6 children are living in poverty. They do not have access to all of the basic essentials they deserve. As sad as this is, it means that 5 in 6 children are not in poverty and we have the power to make a difference for those in need.

Donating your no-longer needed pram, or volunteering in the warehouse for a few hours may seem like a small action to you, but they are important pieces of the big impact we are making. Every family deserves dignity and kindness and by supporting Baby Give Back, you are part of the village we are creating for them.

Baby Give Back is a community, a family. Every member of our team, every volunteer, every donor and every

supporter together makes up our village. Most days I wish I could just hug you all!

The demand on our service is growing every day. The challenges we face to sustain and grow our service often seem huge and sometimes insurmountable, yet our village always comes together. There's a quote from Nelson Mandela that I think really sums up the spirit of Baby Give Back, "It always seems impossible until it's done".

We always do whatever it takes.

Carly Fradgley
CEO



“Your service and support to our community is helping families that you will never know, but are truly grateful. Thank you.

- Penny Dearlove, Marsden Community Hub

”



HIGHLIGHTS

SETTLING INTO THE WAREHOUSE

In April 2017 we moved into a warehouse in Burleigh Heads. Within 6 months, our output increased by nearly 700%. We went from giving out about 10 orders per month, with 15 caseworkers, to now helping over 150 babies each month, working with over 200 caseworkers.

Our warehouse has become a community hub bustling with amazing volunteers and full of incredible donations - we say that it only takes one day at the warehouse to see that our community is strong, caring and generous.

CHRISTMAS 2018

In November last year we took on the crazy task of bringing Christmas joy to the families we support. After a hectic month of collecting, sorting and wrapping presents so generously

donated by our supporters, we were able to give gifts to 304 children in disadvantaged families who would otherwise have received nothing or very little.

HIGH TEA

Our main fundraising event is hosting a high tea around Mother's Day annually. In 2019 we booked the Crowne Plaza here on the Gold Coast and hoped to have 300 people. Tickets sold out within two hours and so we added a second event on the same day - ultimately hosting 530 people and raising over \$60,000.

Our High Tea event was well supported by the community with local celebrity MC's Giaan Rooney and Emily Jade O'Keeffe hosting the events, and a number of influencers providing their assistance in the lead up and on the day.

The event was run at almost no-cost with all prizes, MC's, and styling being sourced free of charge. A number of



sponsors (in particular Esmi Skincare, which took our naming rights package) further helped to cover costs and ensure fundraising was maximised. The success of this event was unprecedented for us and planning is well on the way to host 500+ people at the next high tea in May 2020. We will likely also host a Brisbane event.

BUILDING TO BRISBANE

Our growth into Brisbane has been an exciting time. Since the inception of the Brisbane email address in October 2018, there have been over 350 enquiries from people offering their gently used baby items for donation. With a network of over 10 volunteers from the Northern Suburbs to South Brisbane, we can link people and their donations to an easy drop off location.

We have made good connections with a range of childcare centres and kindergartens for our Brisbane collection days, as well as a local men's shed for working bees. Our collection days in July and October have been hugely successful, with many people commenting that they are so happy to be able to donate their baby items to such a wonderful charity and know that their items will be put to good use. The support from the community has been

overwhelming and we have over 20 people interested in volunteering on a more regular basis.

We have a storage space at Storage Choice in Sumner Park that has been donated to us. This shed houses shelving in a similar setup to our Burleigh warehouse and is organised in a way that donations can be easily sorted, cleaned and safety checked before heading out to their new families.



2018/19 STATS

1,449

babies and children helped with essential items

plus 304 children at Christmas



15,000+

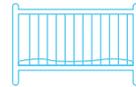
over 15,000 items donated, including:



233



223



186



73,600+ nappies

Distributed via:



over 150 caseworkers

from



over 50 different agencies

TESTIMONIALS

“ I cannot believe I am going to have a baby any day, when at the beginning I felt no choice but to terminate because I couldn't afford to bring a baby into this world all alone. ”

“ I appreciate all the help I can get from such good people still out there in this world. I don't know what I would have done if it wasn't for Baby Give Back. I truly do believe I have hit rock bottom after losing my life time partner and Daddy to my baby. ”

“ I recently delivered a parcel of BGB goods to a client of mine today. She was overcome with joy and cried to us saying that she never likes to ask for material assistance for her children. She could not be more thankful. ”
- Rebecca, Act for Kids

“ For a family who has nothing, this makes a big difference, it takes a lot of stress away from locating key items and it helps to provide safe sleeping arrangements. ”
- Department of Child Safety, Youth and Women

“ I cannot believe that there are so many people out there willing to help someone like me. Every single thing that came our way means so much. I love the cot and the pram and the bed linen and I love the maternity bag – you have thought of EVERYTHING! I was so excited setting up the baby's clothes and nappies and everything I could possible have wished for... I have never had someone show they care like this and I am excited to have this baby and to show her a world where people do really care and a world where she can grow up to be caring too. Thank you! ”



VOLUNTEERS

300+
VOLUNTEERS

We are very appreciative of all of our volunteers who dedicate their valuable time to our cause.

“ I love knowing in a small way, I am helping those who are most vulnerable in our community. I also really enjoy the new friendships made, a few laughs along the way and the feeling of contentment that volunteering brings. ”

“ I love what Baby Give Back is teaching my children. ”

“ I love that there are babies and children who have cots, blankets, clothes, transport and toys not to mention nappies and toiletries because I've been a part of a community who cares. ”

“ I love seeing people giving their goods or time for others and the always happy vibe in the warehouse. ”

“ I love the community I've become a part of and the good I see happening everytime we fill a case workers car with essentials, or fill a shelf with packed donations ready to go out. ”

“ I love tucking a little 'extra' in an order for Mum or Dad so that they also feel loved and supported by the community around them. ”

“ I love that it has made me a better person, given me an understanding of just how rough life can be for other, often through events they have no control over. ”

“ I love doing something good in a world where selfishness is often the norm. ”



ACKNOWLEDGEMENTS

OUR SUPPORTERS

Without whom we could not help the thousands of babies we do - thank you!

- All Saints Anglican School
- Allens Foundation
- Babes in Arms
- Baby Jogger Australia
- BeBebranded
- Bedhead Hats
- Bell Legal Group
- Boori
- Bunnings Burleigh Waters
- Burleigh Men's Shed
- Burleigh Wagon
- C3 Church Robina
- Carter Newell Lawyers
- CNP BRANDS
- Coastal Babysitters
- Condev Cares Foundation
- Cr Pauline Young
- Curash Australia
- Dirkwoods Computers
- Emily Jade O'Keeffe
- Energex
- Finch & Folk
- Frizelle Southport Mazda
- Giant Chemist Harbour Town
- Gold Coast Community Foundation
- Grill'd Pacific Fair
- Harbour Town Gold Coast
- Hire for Baby Gold Coast
- Homeworld Helensvale
- HT sponsors
- InfaSecure
- Inger Rice Foundation
- InkFX Canvas & Metal Printing
- Jam Berry Australia
- Jess Skarratt
- Jubilee Primary School P&F
- Karen Andrews MP
- Lacey West Burleigh Heads
- Lions Australia
- LOUIE LUXE
- Magic Millions
- MCH Properties
- Melbas Sportsman Lunch
- Merrimac State School
- Michael Crandon MP
- Michael Hart MP
- Minter Ellison Gold Coast
- Minuteman Press Burleigh Heads
- Munchkins Pram and Car Seat Cleaning
- Momentum Church
- PBC Leos Club
- PBC Lions and Lioness Clubs
- Petit Early Learning Burleigh
- Queensland Rail
- Revie Jane
- Revitalife
- Runaway Bay Shopping Centre
- Share The Dignity
- Southport Mazda



- Stocklands Burleigh
- Storage Choice Sumner Park
- StreetSmart Australia
- Sunsuper
- The Good Guys Robina
- The Mummy Trainer
- The Yes Project
- Tweed City Shopping Centre
- U by Kotex
- U Can Store It Self Storage
- Wallboard Tools
- Zero9 Constructions

OUR EVENT PARTNERS AND SPONSORS

- Acorn Printing
- Alpha-H Skincare
- AVVIA Cafe and Restaurant
- Backdrops Australia
- Balter Brewing Company
- Bam Bam Bakehouse
- BEAU HUDSON
- Burleigh Brewing Co
- CBD Robina
- Chique Entertainment
- Construct Innovations
- CorpSure Insurance Broking
- Crowne Plaza
- Dr Andrew Carey
- Drift Trading Co.
- Dusty Child
- ECO. Modern Essentials
- esmi Skin Minerals
- Events Fantastic
- Giaan Rooney
- Gold Coast Fresh Meat Centre
- Good Vibes Co
- Greenhouse The Bathhouse
- Hayley Williamson Photography
- Heidi Talic Photography
- Hunt+Gather Collective
- IGA Brunswick Heads
- In the Booth
- Isabella Paice-Whear Photography
- Kaisea Swimwear
- Little Renegade Company
- Little Toy Lane
- Love n Wishes
- Luna's Treasures
- Madison Jane Boutique
- Main Beach Travel
- Modular Backdrops Australia
- MOJOCO
- MooGoo Skin Care
- Moretons Urban Solutions
- Neumann Benevolent Foundation
- Oh Boy Crew
- Oliver Zahli Boutique
- Pickle & Co
- Plane Pal
- Pony Cosmetics
- RACV Royal Pines Resort
- Ricki Vale Photography
- Salt & Co. Dry Aged Meats
- Sanctuary Cove Golf
- SpanosIGA
- Sugared Style
- Surfing Australia
- The Beach People
- The Glades Golf Club
- The Mason Ryder Collective
- The Paddock Bakery
- Very Flamingo
- VMH Personalised
- Weave and Willow
- WMS Solutions
- Zenith + Dulce

LOOKING TO THE FUTURE



3,000

**Provide support to 3,000 babies
and children in 2020**



**Expand into Brisbane and
Northern New South Wales**

HOW YOU CAN HELP

DONATE TIME

www.babygiveback.org/donate-time

DONATE ITEMS

www.babygiveback.org/donate-items

DONATE MONEY

www.babygiveback.org/donate-money





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