



ncjwaVIC



caring mums
POWERED BY NCJWA VIC

IMPACT REPORT

Caring Mums Program

A photograph of a woman with long blonde hair smiling and holding a baby. The image is overlaid with a semi-transparent teal filter. The year '2024' is written vertically in large white font on the right side of the image.

2024

“No woman should feel alone as she travels
on her journey through motherhood”

ABOUT US

Caring Mums is a free, non-denominational one-on-one program for mothers during pregnancy and following the birth of their babies. As an in-home service provided by trained volunteers for up to twelve months, the program focuses on women who feel isolated, overwhelmed, have mental health issues or no family close-by.



AWARD WINNING PROGRAM



Our award-winning Caring Mums program has just proudly celebrated its 10 year Anniversary. This significant milestone serves as a testament to the unwavering commitment, dedication, and passion of everyone involved in the program, from its inception to the remarkable team we have today.

Over the past 10 years, our program has had a remarkable impact on over 700 mums, not to mention the positive impact it also has on our incredible volunteers. The program has been in the media many times and won the following awards:

2022 Finalist – HESTA Impact Awards for Innovative Team

2020 Victoria Early Years Award, Supporting Parents to Build Their Capacity and Confidence

2018 Finalist - Volunteering Victoria State Award for Excellence

2016 Runner up - Lord Mayor's Charitable Foundation, Impact 100 Melbourne Award

2015 Volunteering Victoria - Inaugural Impact Award

2014 Victorian Multicultural Commission's - Victoria Multicultural Award for Excellence

HOW DO MUMS FIND US?

The Caring Mums program operates in six local government areas in Melbourne, and is recommended by mothers' groups, maternal child health centres, mother-baby units, Anglicare Parent Resource Services, PANDA (Post Ante Natal Depression Association), general practitioners, paediatricians and psychologists. New mums can also self-refer via the Caring Mums website.

HOW THE PROGRAM WORKS

After mums have been referred to the program and our volunteers have completed their initial training, our Caring Mums team will carefully and thoughtfully pair each mum with a volunteer.

Based on 'attachment theory' that maintains quality relationships as the foundation of good mental health, the program assists new mums in strengthening the bond with their baby and helps them to feel confident and positive about their parenting experience. It concentrates on empowering the mother, providing her with consistent ongoing emotional support, from a trained non-judgmental, understanding, and encouraging volunteer who meets with her weekly.

During the weekly visits the Caring Mum volunteer will focus on:

- > Being a companion and sounding board
- > Offering emotional support, riding the ups and downs of motherhood together
- > Helping their participant tap into local resources
- > Strengthening the bond between mum and baby

INTENDED OUTCOMES

Through this connection we have found that mothers often:

- > Build confidence in their parenting
- > Form a stronger bond with their baby
- > Feel more connected to the wider community
- > Enjoy the experience and thrive as a mother
- > Feel empowered in their parenting journey



TESTIMONIALS

Meet Tessa*

"Thank you for this program and for all that you offer. Jessie, my Caring Mum, has been a beautiful addition to our lives and we have so thoroughly enjoyed spending time with her. She has changed our lives. That is a big statement but it is true. Caring Mums helped me through a very difficult time.

Jessie was someone I could open up to and honestly say exactly how I was feeling. Her support showed me I could work through a difficult situation and move forward. She reminded me I was capable and able to get through these times. Being where I am now and seeing how helpful this program was for me, I hope to one day give back the support I received and help another woman who is going through the challenge of being a new mum. I am so grateful to Jessie and to Caring Mums." Tessa



Caring Mums helped me through a very difficult time. My Caring Mum was someone I could open up to and honestly say exactly how I was feeling "



Meet Anna*

"My entire family live overseas and I have just moved to a new area so don't know many people around me. I was extremely nervous to have my first baby away from family and friends. Thankfully, my maternal child health nurse referred me to the Caring Mums program where I met Yvonne*.

Yvonne has 3 adult children of her own and provided me with emotional support and companionship during those first few months after birth. I honestly don't know what I would have done without her. I am so grateful for the Caring Mums program and for Yvonne's friendship when everything seemed overwhelming. Yvonne was like a lifeline to me".



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*Names have been changed for privacy

IMPACT BY NUMBERS (FY 22-23)

1,499

HOURS OF
EMOTIONAL SUPPORT
TO NEW MUMS

134

EXTERNAL REFERRALS
TO OUR CARING
MUMS PROGRAM

90

MUMS MATCHED
WITH A CARING MUMS
VOLUNTEER

CARING MUMS HAVE
SPENT A TOTAL OF

3456

HOURS VOLUNTEERING

210*

VOLUNTEERS HAVE BEEN TRAINED
FOR THE CARING MUMS PROGRAM

748*

NUMBER OF MUMS CARING
MUMS HAVE HELPED

*Over 10 years



Caring Mums staff and volunteers , past and present

Caring Mums is committed to constantly updating, improving, and expanding the program. We are looking forward to expanding our services in the new year to reach more women who need and want our services and truly make a difference.

To find out more
ncjwavic.org.au/caringmums
Email CEO lisa.ezekiel@ncjwavic.org.au



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