



THE BABES PROJECT

Annual Report 2025



Fighting for a better future.



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The Babes Project acknowledges the Traditional Custodians of the lands on which we work and gather. We pay our respects to the Gadigal people of the Eora Nation, and to the Bunurong and Wurundjeri peoples of the Kulin Nation. We honour their Elders past and present.

We acknowledge that First Nations peoples have their own deep, strong, and enduring practices of motherhood, birthing, and family life. These practices are rich and meaningful, and form part of the oldest living culture in the world.



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Our Strategic Direction: Why we exist & where we're going

In 2025, The Babes Project launched a new 3–5 year Strategic Plan, anchoring our future in clarity and long-term sustainability.

Our vision is bold:

A world where every woman has the perinatal support she needs to build a confident and healthy future.

Our mission defines how we will get there:

Empowering communities to ensure all women have access to transformative perinatal support by delivering impactful services, equipping others to support vulnerable mothers, and driving sustainable change.

The Babes Project exists because too many women navigate pregnancy and early parenting without consistent, safe, and informed support. Vulnerable women often face isolation, trauma, financial stress, and complex life circumstances during one of the most formative seasons of their lives. Without intervention, these challenges can shape not only a mother's wellbeing but also her child's future. With the right support, however, outcomes shift. Confidence grows. Cycles can be interrupted. Futures can be strengthened.

Our STRATEGIC PRIORITIES focus on three key areas:

1. **Impact** – Strengthening and expanding our centres and service delivery so more women can access high-quality, relational, in-person perinatal support.
2. **Sustainability** – Leveraging our expertise through training, courses, and funded partnerships to diversify income streams and secure the long-term future of our work.
3. **Legacy** – Elevating the conversation around perinatal support through advocacy, research, forums, and thought leadership to influence systems and drive lasting change.

This strategy is deeply grounded in our VALUES.

- We **empower women** by creating safe, warm, and professional spaces where she feels valued, worthy, and equipped for her parenting journey.
- We **create community**, fostering belonging and connection among women, families, volunteers, and staff.
- We **lead with integrity and excellence**, ensuring our work is thoughtful, evidence-informed, and worthy of trust.
- We **serve with purpose and passion**, committed to breaking cycles of vulnerability with humility and conviction.
- We **care for our people**, recognising that a supported and united team is essential to meaningful impact.

This strategic direction positions The Babes Project not only to respond to rising need, but to shape the future of perinatal support in Australia. It reflects who we are, why we do what we do, and our commitment to ensuring that every woman has access to the support she needs at one of the most critical times in her life. When a woman is supported well in the perinatal period, the ripple effects extend across families, communities, and generations. **That is why we exist.**

Message from our Founder & CEO

The 2025 calendar year was a year of rebuilding and renewal.

After a season of significant change, we committed to strengthening the foundations of The Babes Project so our impact would be sustainable for the long term. We started 2025 with a clear new strategy that helped us clarify our priorities and recruit the right people guiding our future. This included welcoming additional staff and skilled contractors through new grant funding, increasing our capacity at a critical time. In my 17 years of leading Babes, it has been one of the most energising and hopeful years I can remember. Not because it was easy, but because it felt aligned.

Throughout the year, we embedded our strategic framework built around Impact, Sustainability, and Legacy. We strengthened governance and operational rhythms across our centres and invested in staff and volunteer capability. We examined our financial model and funding mix to support stability in an increasingly complex environment. We also paid close attention to culture, ensuring our Board were driving us in the right direction and that team felt supported, and equipped to do our work well. These were deliberate decisions designed to ensure that women receive consistent, high quality support in environments that are safe and professionally led.

A significant development in 2025 was a project led by students from the University of Melbourne exploring maternal confidence as an outcome measure within our programs. Their work reinforced what we have long observed in practice. Maternal confidence is not an abstract concept. It is a meaningful indicator of resilience, capability, and long term wellbeing. As we deepen our understanding of this measure, we are recognising that growth in maternal confidence may be one of the clearest markers of positive change for the women we serve. It gives us a stronger framework for evaluation and helps us articulate the long term value of sustained relational support.

Here at Babes, we see women pour everything they have into becoming the best mother they can be, often while navigating significant challenges. Financial stress, unstable housing, strained relationships, and poor mental health do not diminish their desire to parent well. What shifts the trajectory is the presence of steady support. When practical assistance, education, and relational care are wrapped around a woman, her capacity expands. She begins to make decisions from a place of strength rather than fear. It is a privilege to walk beside women as they grow in confidence, form secure bonds with their babies, and begin to shape homes that are safe and nurturing.

This report outlines the outcomes achieved across 2025. It reflects the strength of our team, the stewardship of our Board, and the commitment of our supporters. It also reflects careful rebuilding behind the scenes, from systems and policies to partnerships and program design. Most of all, it reflects the women who chose to step into support and build new foundations for themselves and their children.

Because of the work done this year, we move forward with clarity about who we are, how we measure impact, and where we are heading next. Thank you for being part of this rebuilding season and for strengthening the future of this work.

Helen Parker OAM
Founder + CEO of The Babes Project



After decades of walking alongside women through pregnancy and early parenting, I never tire of witnessing their remarkable resilience and the hope that rises when they find a safe, encouraging environment. It is not good enough that society so often leaves women to cope alone until they cannot. Sometimes all it takes is someone to say, 'I am here to help.' That's what I am most proud of at The Babes Project - we step into a defining season of a woman's life and help make it better.



Highlights from our Centres

Across Croydon and Frankston, 2025 was a year of strengthening foundations, improving our services, and responding to the evolving needs of women and families.

Strengthened leadership and structure

The introduction of a shared Centre Services Manager significantly enhanced operational oversight, continuity, and alignment across both centres. Alongside this, the Daily Point-Person model provided improved communication and reinforcing a unified approach to care.

Consistent, trauma-informed support

Both centres remained positive environments where women were welcomed with dignity and professionalism. Regardless of seasonal fluctuations, the focus remained on trauma-informed, individualised support that helps to build maternal confidence and stability.

Strong Referral Pathways and Responsive Capacity

Established relationships with hospitals and community organisations continued to anchor both centres. When referral numbers eased at times, the team proactively reconnected with key health and community services to communicate capacity and maintain strong referral pathways. This ensured women experiencing complex circumstances were connected to timely support. Frankston operated at or near full capacity for much of the year, responding to highly complex needs with flexibility and compassion. By the end of 2025, Croydon's referrals had stabilised and both centres were seeing steady appointment demand, reflecting strong community trust, program relevance, and the ability to respond effectively to vulnerability in our region

Investment in Team Capability

Targeted onsite training enhanced practice across duty of care, trauma-informed support and mental health awareness, reinforcing consistency and professionalism across both centres. Some team members also attended external courses and professional development opportunities to deepen expertise in supporting women facing complex vulnerability. These opportunities strengthened individual confidence and elevated the overall quality of care delivered. As a result, staff and volunteers were increasingly equipped to respond calmly, competently, and compassionately to emerging needs, ensuring women received informed and consistent support throughout their journey.

Program Innovation and Growth

Frankston successfully piloted the Resilient Mamas Course, with participants reporting significant growth in confidence, emotional regulation, and coping skills. The course was rated highly and demonstrated strong potential for broader impact.

Future-Focused Infrastructure Planning

At Croydon, operating within a shared community facility highlighted the benefits of a dedicated, purpose-designed perinatal space. Exploration of a future standalone site will support greater consistency, privacy, and relational engagement moving forward.

Together, these highlights reflect centres that are responsive, aligned, and deeply committed to strengthening maternal confidence. In 2025, both Croydon and Frankston demonstrated that steady presence, skilled leadership, and intentional community-building create environments where women and families can learn and thrive.



This year I started the new role of Centre Services Manager which encompasses overseeing the running of both our Croydon and Frankston centres. This role has given us the ability to streamline some of our processes, and communication, across both centres which has allowed for the centres to run more smoothly and efficiently. We have also had team members step into more management roles over multiple days which gives greater support to the teams at each centre. I have really enjoyed this role, and working with the teams at both centres, to ensure we provide a Perinatal Support Program that is individually tailored to the support needs of our women.





Building Maternal Confidence. Reducing Disadvantage.

Here at The Babes Project we do not see maternal confidence as a generic outcome. We believe it to be a significant protective factor that strengthens attachment, builds stable homes, and shapes healthier futures for both mother and child.

Research consistently shows that when a mother feels confident, informed, and emotionally supported, her capacity to make healthy decisions, build secure attachments, and respond to stress improves significantly. In contrast, when confidence is eroded by trauma, isolation, poverty, or instability, disadvantage deepens. Parenting becomes survival. Opportunities narrow and stress compounds.

For many of the women who walk through the doors of The Babes Project, pregnancy and early parenting do not arrive in stable circumstances. Instead, this season often magnifies existing vulnerability. Financial stress, unstable relationships, housing insecurity, family violence, mental health challenges, and limited support networks can all converge at once. What should be a time of anticipation can become a time of fear and overwhelm.

We understand that building maternal confidence is one of the most effective ways to interrupt these cycles. Confidence grows when a woman feels safe. It grows when she is welcomed without judgement, equipped with practical skills, and supported to make informed decisions. It grows when she gains knowledge about her pregnancy, birth, her baby's development, budgeting, nutrition, and parenting. It grows when she experiences consistent encouragement and sees that she is capable.

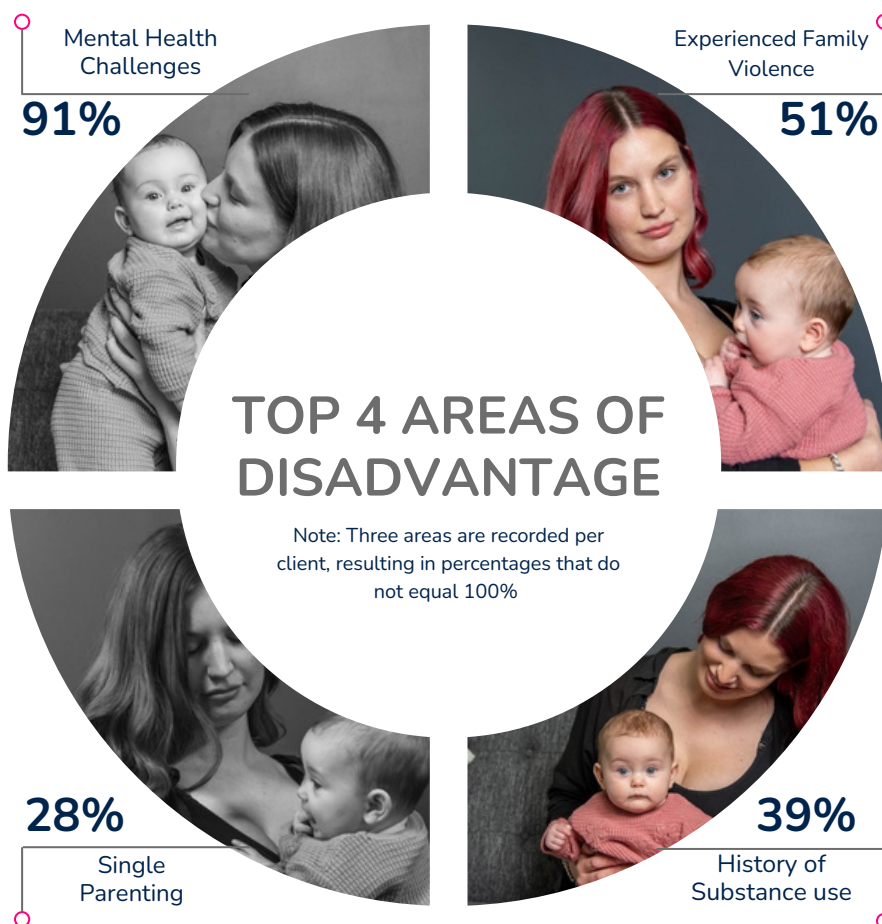
Through our programs and initiatives, we intentionally strengthen both resilience and capability. We provide education that builds practical competence. We create spaces where women form supportive relationships. We offer consistent relational support that reinforces self-worth. Over time, this combination reduces isolation, increases stability, and improves outcomes for both mother and child. As a mother's confidence strengthens, so does her ability to navigate systems, seek help early, manage finances, maintain housing, and create a nurturing home environment. Her child benefits from more secure attachment, improved developmental support, and a calmer relational foundation. The ripple effects extend beyond the immediate crisis and into long-term wellbeing. This is how disadvantage is reduced. Not through one-off interventions, but through sustained investment in a woman's resilience, skills, and belief in her own capacity.

At The Babes Project, we walk alongside women as they move from uncertainty to stability, from isolation to connection, and from self-doubt to confidence. When a woman begins to see herself differently, her future shifts. And so does her child's. The following pages outline the key areas of disadvantage faced by the women we support and the measurable impact our programs are having in addressing them.



For more than 15 years, I've seen women walk into The Babes Project under pressure, often exhausted, uncertain, and wondering if they're enough for their baby. Alongside complex challenges, they're overwhelmed by constant advice about what's "best," which often deepens their self-doubt. The Babes Project cuts through that noise. We create space for women to navigate tough circumstances, rebuild confidence, grow as mothers, and learn to trust themselves. What develops is more than parenting capacity, it's resilience and self-belief that benefits their whole family and stays with them long after they leave.

The challenges facing the women we support



71%

of women

left TBP with significantly reduced risk and increased stability and support.

46%

of women

were referred to The Babes Project for Labour/Birth Education

100%

of women

who completed the Resilient Mamas course felt more confident handling the ups and downs of motherhood.

Our data reveals the depth of challenge many women face when they enter The Babes Project. The most common areas of disadvantage in 2025 were single parenting, history of substance abuse, family violence and mental health challenges. Women were often referred due to limited support networks, housing instability, financial pressure and heightened psychosocial risk during pregnancy and early parenting. Against this backdrop, measurable reductions in client ratings over time are significant. When vulnerability decreases, it reflects improved safety, stability, emotional wellbeing and connection to support. Reduced ratings are not incidental. They are a clear indicator that sustained, relational support leads to meaningful change for women and their babies.

How our programs help

At The Babes Project, our first strategic priority is clear: Impact. Everything we do is for the benefit of the women and babies we exist to support. Developing and delivering high-quality, responsive programs should always remain a priority; as the needs of young families evolve we must ensure our programs respond to both existing and emerging needs. Throughout 2025, we remained focused on running excellent services that are safe, consistent, and with a relational approach. Our centres in Frankston and Croydon continued to provide the space so many vulnerable women need and find helpful when navigating pregnancy and early parenting.

By holding high standards of care while remaining responsive, we have continued to build services that not only meet immediate needs, but contribute to long-term maternal confidence, wellbeing, and stability. Impact, for us, is measured not only in numbers served, but in women who leave feeling stronger, more connected, and better equipped to create safe and nurturing homes for their babies.



Perinatal & Early Parenting Support

The Babes Project walks alongside vulnerable women through pregnancy and the first year of parenting, offering practical support and education at each stage of pregnancy, birth and early motherhood. Every woman receives personalised support shaped around her individual needs. This may include birth education, advocacy and referrals to services such as housing and mental health supports, life skills workshops, parenting guidance and social groups. Through evidence based programs and hands on learning, women grow in confidence and skill as parents, learning how to nurture their baby while also caring for themselves.

As a result, women consistently report feeling supported and empowered, with reduced stress and increased confidence as they navigate early parenthood.



Resilient Mamas Course

A structured five to six week course teaching emotional resilience, coping strategies and practical life skills for women facing vulnerability during pregnancy and early parenting.

Women who completed the course reported stronger confidence, improved wellbeing and a greater sense of control in their lives.



Incentive Program

A rewards based initiative that encourages engagement in programs, consistent attendance and progress toward parenting, education and personal goals, using high value baby goods as meaningful incentives.

Through this approach, women achieved milestones and remained actively engaged with The Babes Project, supporting long term stability for themselves and their babies.



Material Aid & Practical Care

From essential baby items to everyday practical support, we respond quickly to practical pressures that can otherwise overwhelm a new mother, ensuring she has what she needs to care safely and confidently for her baby.

As a result, women experience reduced stress, increased stability and greater confidence as they navigate early parenting.

The Nanas & New Mamas Lunch Group

Safe and welcoming intergenerational lunches create space for women to connect, build friendships and feel part of a supportive community. Older women, known as Babes Nanas, attend to encourage, support and share their wisdom and lived experience. **As a result, new mothers experience belonging and practical support, while Nanas feel deeply fulfilled through giving back and building renewed purpose and connection in a quieter season of life.**



Ongoing Support & Graduation

Women are supported at The Babes Project until their baby turns one. As graduation approaches, we meet individually with each woman to reflect on her growth, identify ongoing needs and ensure she is connected into her local community, health services and informal support networks. We also ensure she understands how to access support again if circumstances change.

Graduation is marked with a celebration that honours her resilience and the safe, nurturing environment she has created as her sweet family flies the nest. **As a result, women leave The Babes Project with stronger confidence, established support networks and greater stability as they move into the next season of motherhood.**





Impact over time: Always a part of the Babes family

One of the most meaningful indicators of our long term impact is not only what happens while women are formally enrolled in our programs, but what unfolds in the years that follow. Graduation is never the end of the story at The Babes Project. For many women, it marks the beginning of a lifelong connection.

We see this in the way women choose to stay in touch. They return to speak at events, sharing their stories with honesty and courage so others can understand what compassionate perinatal support makes possible. They attend fundraisers, step in front of the camera for photoshoots, or quietly pop in to say hello with a toddler in tow. They send photos of first birthdays, first steps, and first days of school (and even high school!). Women are often excited to share with us their own achievements - starting a course, graduating, finding employment - and we're always ready to offer our congratulations. Sometimes they reach out for guidance during a tough season, confident that they will be met with care and practical support.

When women remain connected long after graduation, it tells us something profound. It tells us that what was built here at Babes was not transactional or short term. It was relational. It was safe. It was empowering. And it continues to shape families well beyond the first year of parenting, strengthening mothers and children for years to come.

Hayley, whose daughter is now three, continues to stay connected in beautiful ways. She has shared her story publicly and participated in Babes events, helping others understand that transformation is possible. The confidence she carries as a mother today is worlds apart from where she began. Her willingness to give back reflects the depth of relationship built during her time with us.

Tamara is still connected to Babes even though her son is now four years old. When she first connected with Babes, she was navigating uncertainty and vulnerability. Today she stands as a confident mother who speaks openly about the difference consistent support made in her life. Watching her son grow into a happy, secure little boy is a powerful reminder that early intervention has lasting ripple effects.

Esther graduated recently after we met her in early pregnancy and walked closely alongside her through the her pregnancy, welcoming her daughter into the world and the first months of motherhood. She engaged in education, built meaningful connections, and welcomed support with courage. Over time, we saw her confidence strengthen and today, Esther is a calm and attentive mother, responding to her baby with warmth and assurance. Her growth has been both practical and profound.



**tamara
+ hudson**

**hayley
+ emma**



**esther
+ armonie**



When baby brings hope: Sadé's story

For most of her teenage years and early adulthood, Sadé's life was defined by uncertainty. Home was not a safe place. Family relationships were fractured and housing was unstable. Sadé moved between couches, not knowing how long she would be able to stay in one place. Alongside this, her mental health suffered deeply under the weight of trauma and isolation.

By the time Sadé discovered she was pregnant, she was overwhelmed with fear. She didn't feel ready or capable, and she certainly didn't feel supported. "I was scared for most of the pregnancy," Sadé shared. "I just didn't know how to admit that to anyone." That fear is what first brought Sadé and her partner Tyson to The Babes Project.

Through Babes, they were welcomed into a community of support and education designed specifically for vulnerable women (and their families) navigating pregnancy and early parenting. Instead of trying to manage everything alone, they were able to access consistent perinatal education, practical support, and emotional guidance from the Babes team.

As Sadé began attending her Babes appointments and the social lunch group she learned about pregnancy, birth, and parenting in an environment that felt safe, respectful, and empowering. Her partner, Tyson, was walking his own difficult road at the same time. Carrying his own history of trauma and instability, becoming a father was both motivating and overwhelming. Through Babes, Tyson was encouraged to be actively involved - attending appointments, learning about pregnancy and birth, and beginning to imagine himself as the kind of parent he had never experienced growing up.

When their daughter Zara was born, everything shifted. For both Sadé and Tyson, the moment marked the beginning of a new life.

"All the fear just went away," Sadé said. "You just go into mother mode. I didn't even know I had that in me."

Today, Sadé - and Tyson alongside her - speak differently about themselves. They talk about the routines they've built with their baby, about the stability they've established, and about the pride they feel when they look at their daughter and realise how far they have come.



When support brings healing: Taneisha's story

Taneisha grew up in the Eastern suburbs of Melbourne with her family. Her teenage years were marked by mental health struggles, eating disorders, and being easily influenced by peers. School was especially difficult because of dyslexia, and she faced challenges that left her feeling isolated and unsure of herself. By the time she discovered she was pregnant at 18, Taneisha was already navigating anxiety and self-doubt plus a complicated relationship with her partner.

Though initially scared about asking for help, Taneisha connected with The Babes Project Croydon after her healthcare providers recommended extra support for her mental health during pregnancy. "I didn't think I needed much," she says, "but they were really supportive. It was really good and I really enjoyed it." Through one-on-one appointments, lunches, phone calls, and consistent guidance, she began to build the tools and confidence she needed to embrace motherhood.

**“Don't be scared of asking for help.
I was terrified, but the girls here at Babes are
lovely. If I can do it, anyone can.”
– Taneisha, Babes Croydon**

Today, Taneisha describes the joy of watching her baby grow: "My favourite bit is waking up in the morning and he's looking at you like, 'Mum!'... imagining him growing up and saying, 'I love my mum' - that's the best bit." Though she still grapples with mental health challenges, Taneisha has learned to recognise the value of her efforts and the power of community reassurance. She is thriving in her new job, building a nurturing home environment for her son, and embracing her role as a mother with courage and pride.

This journey wasn't walked alone. Taneisha credits the steady care and encouragement from The Babes Project for helping her realise she could parent confidently and that asking for help isn't a weakness.

Taneisha's confidence didn't come instantly - It was built through consistency, care, and a community that showed up for her.



Our Team

At The Babes Project, our impact is carried by our people. In 2025, our team consisted of one contractor, six staff and twenty four volunteers serving across our Frankston and Croydon centres. Each person brought different skills and life experience, yet all united by a shared commitment to walking alongside vulnerable women during pregnancy and early parenting.

Our staff team provides leadership and professional oversight ensuring the organisation is robust, on mission and our programs are delivered with excellence, consistency and care. They hold the framework of our work, respond to complex situations and provide steady guidance to volunteers.

Our volunteers are the heartbeat of The Babes Project. From perinatal support roles to administration and fundraising support, they create the warmth and stability women experience when they walk through our doors. Volunteers assist with education sessions, prepare practical resources, welcome new mothers and contribute to the daily rhythms that make our spaces feel calm and safe. Importantly, our volunteers are not casual contributors. Most commit to a minimum of six hours each week, every week, often balancing work, study and family responsibilities alongside their role at Babes. This level of consistency matters. It allows women to see familiar faces, build trust over time and experience the stability essential for meaningful change. Volunteers participate in training, supervision and debriefs, and carry real responsibility within our centres. Their steady presence ensures our support is sustained, relational and dependable.

In 2025, we were excited to recruit new Babes Nanas across both sites. These generous older women stepped into our lunch program offering encouragement, experience and a helping hand for women and their babies. At the same time, many Nanas speak of renewed purpose and connection in this season of their own lives.

Training and supervision remain central to how we safeguard women and strengthen our team. Every new volunteer and staff member participates in structured induction covering our history, philosophy, child safety standards and trauma aware practice. Role specific training follows, ensuring clarity around boundaries, referral pathways and duty of care. Throughout the year, we invest in targeted professional development especially focusing on trauma and specific risk factors our women face. We are also intentional about caring for those who care for others. Regular debriefs and communication reduce the impact of vicarious trauma and strengthen team wellbeing.

What makes the Babes team remarkable is their passion and conviction. Each staff member and volunteer holds a deep belief in the potential of every woman who walks through our doors. In a season of life that can feel overwhelming and isolating, our team offers safety, hope and genuine encouragement.

Our Board of Directors

The Babes Project is governed by a dedicated Board of Directors who provide strategic oversight and safeguard the organisation's long term sustainability. Our Board is made up of experienced individuals who are deeply committed to advancing our mission and strengthening our impact for vulnerable women and their families.

Throughout 2025, we continued a Board renewal process designed to enhance governance capability, broaden expertise, and position the organisation for its next stage of growth. We were excited to welcome new skills and perspectives while maintaining strong, values aligned leadership that understands the heart of our work. With a clear focus on Impact, Sustainability, and Legacy, our Board is ready to guide The Babes Project into its next chapter, expanding our reach and continuing to empower women through pregnancy and early parenting across Australia.



For over 16 years, Helen Parker, our founder and CEO, has been at the heart of The Babes Project. Her unwavering vision, faith, and dedication have shaped an organisation that thrives on resilience, learning, and providing life changing care to those who need it most.

As Directors, we are playing a pivotal role in guiding the organisation through the next phase of growth. Together, we are focused on three core priorities: Impact, Sustainability, and Legacy. We share a deep commitment to Helen's vision and to expanding our reach, strengthening our services, and creating a lasting legacy for the women and families we serve.

This is an incredibly exciting time for The Babes Project. As the only provider of these services in Australia, we have a unique opportunity to grow our reach and support more women nationwide with the critical help they require during the perinatal period. Together with the Management Team, we have the opportunity to contribute our energy and insights to fuel this growth and enable The Babes Project to continue making a meaningful impact on the lives of women and children across Australia.

I found my experience at TBP in 2025 one of growth, challenge, and joy. I was privileged to meet and work with some amazing women with many leaving a lasting impression on my heart. I was challenged to find new ways to present information to meet the needs of our mums and feel that I have grown so much in the process. I have laughed a lot, shared the joy of my mums in their motherhood journey, and felt so proud watching my mums grow in their confidence. I celebrated every success and loved being their cheerleader!

MONI
Perinatal Support - Croydon



I have been with the Babes project for a few months, so I am still very much in the learning/training phase. But I am so blown away by the kindness of the team in helping me with training & spending quality time to explain everything to me. I love that I am part of this organisation. I feel honoured to be able to support young women in their pregnancy journey and help prepare them & empower them for motherhood. I'm really looking forward to growing in my knowledge and help support with these young mums with confidence.

NATALIE
Perinatal Support - Croydon



OUR TEAM ARE THE HEARTBEAT OF BABES



Throughout 2025, I enjoyed contributing to the growth and financial stability of Babes through my admin role. It's especially wonderful to be able to see that work directly reflected in the delivery of the perinatal program in my volunteer role as perinatal support worker. Being able to view Babes through both lenses has given me an acute understanding of the work it takes to bring it all together! I'm so proud to be a part of this team!

SARAH
Fundraising & Donor Coordinator
Perinatal Support - Frankston



This year TBP has seen an exciting shift in momentum, which has been great to be a part of. It's been a pleasure to be working with the team to not only continue supporting the women in our program, but being strategic in ensuring we are sustainable for years to come. As we have planned successful events, launched birth classes and look ahead to putting our programs and expertise into an online course, I am looking forward to what we have established this year, making way for more in the year to come.

ATHALIA
Corporate Partnerships & Commercial
Revenue Support



Volunteering at TBP is the most personal enriching experience. I've seen women engage with the challenges in their lives and become loving attached mothers. To see the warmth in a woman's eyes and the bond of affection to her baby is so beautiful and special. It gives hope for a better future for her and her baby. I've seen firsthand TBP transforming lives, empowering women and new families begin to flourish.

MARION
Perinatal Support - Croydon





Powered by Generosity

Behind every program, every story, and every strengthened mother stands a community that gives with purpose. This year, our supporters showed up with amazing generosity through events, campaigns, and practical giving, fuelling the impact of The Babes Project and helping more women approach motherhood with confidence.

Mother's Day High Tea at Coombe Yarra Valley

Our Mother's Day High Tea at Coombe Yarra Valley was a beautiful and powerful way to gather our community around the heart of our mission. Set among the gardens and historic surrounds, the event brought together women and who care deeply about ensuring vulnerable women have the perinatal support they need to build confident and healthy futures.

With 30 guests attending, the afternoon was both celebratory and purposeful. We shared real stories from women impacted by The Babes Project, reminding our guests that behind every statistic is a mother navigating enormous change and challenge. Financially, the event was a success as we build relationships with new and existing donors - New supporters were introduced to our work, long time donors felt reconnected to the impact of their giving, and many left asking how they could stay involved.

End of Financial Year Appeal

Our End of Financial Year appeal (Help us help them campaign) was one of our strongest to date. With clear messaging, strong storytelling, and a focused strategy, we invited our community to invest in practical, life changing support for women navigating pregnancy and early parenting.

The response was extraordinary. We not only reached our target but surpassed it, demonstrating the trust and belief our supporters have in the work of The Babes Project. Donors responded to the urgency of the need and the clarity of our vision.

Babes Giving Day

Giving Day in October was a beautiful day with three events anchoring the campaign as we shared stories across digital platforms, and invited our wider network to champion Babes within their own communities. The energy was tangible. Supporters rallied others, businesses partnered with us, and donors gave generously. The 2025 Babes Giving Day had an atmosphere of shared purpose, where everyone feels part of something larger than themselves. It was one of our most effective and energising campaigns, both financially and relationally.

Ongoing Supporter Engagement

Beyond our major campaigns, our community continues to show up in practical and deeply meaningful ways. Through our Christmas Love Campaign, supporters donate and assemble gift boxes filled with thoughtful items for the women we support. These gifts communicate dignity, care, and the message that someone is thinking of them during what can be a vulnerable season.

Our Equip a Mum initiative also enables supporters to provide brand new items for hospital, birth, and new baby needs. From maternity essentials to baby basics, these contributions meet immediate needs while affirming each woman's worth.

Together, these events, campaigns and initiatives reflect a generous and engaged Babes community. Our supporters are active participants in ensuring women and babies are welcomed with care, compassion, and practical support.



GIVING DAY 2025







Sustainability in action: new revenue streams

In 2025, we made deliberate progress against our Sustainability strategic priority by developing additional revenue streams designed to strengthen The Babes Project for the long term. While fundraising and grants remain essential, we recognised the importance of building earned income opportunities that align with our expertise and extend our reach. This work required careful planning, testing and investment, significantly funded by The Payton Foundation, but it represents an important step toward a more resilient and diversified financial future.

Birth. By Babes. launched in September 2025 as our first fully realised new revenue initiative. Sponsored by Tooshies and designed as small group evening birth classes for people in the broader community, the program is facilitated by one of our experienced midwives and childbirth educators. The idea emerged after repeated conversations with local health professionals who shared that accessible, relationship based birth education was no longer consistently available within public settings. Birth. By Babes. fills that gap. Women and their support partners are welcomed into a warm, intimate learning environment where evidence based information is delivered with clarity and care. The program generates income while also introducing new families to our work and values, strengthening both sustainability and community presence.

Alongside this, we began laying the foundations for our **Consultancy** arm. Throughout 2025, we engaged in conversations, research and early scoping work to explore how our model and practice experience could support other groups with a desire to work in the perinatal space. Our team has developed a large amount of expertise in supporting women experiencing vulnerability, and there is clear interest from others seeking guidance on program design and community based service delivery. While still in development, consulting represents an exciting opportunity to leverage our intellectual property and experience to both strengthen the sector and generate sustainable income.

The third stream under development is our online **Education Hub**. Work began in 2025 to design a dedicated space on our website where individuals can access guides, courses and video content to support their own perinatal journey or to better support others. This platform will allow us to extend beyond geographical boundaries, making our knowledge accessible to families, volunteers, churches and professionals who may not be able to attend programs in person. Over time, the Education Hub will provide both free and paid resources, contributing to diversified revenue while expanding our impact.

Together, Birth. By Babes, consulting and the Education Hub form an integrated sustainability strategy. Each initiative is grounded in our core mission, builds on our expertise and creates pathways for earned income. Importantly, revenue generated through these streams strengthens our ability to continue delivering high quality, transformative support to vulnerable women and their babies.



In 2025, I had the privilege of supporting more women as they navigated the challenges and joys of early motherhood, offering practical support, encouragement, and a safe space to feel heard. It was inspiring to walk alongside women during such a vulnerable and transformative time in their lives. A highlight of the year was being part of the creation and implementation of our birth classes, which provided education and confidence for women and their support people. Seeing women feel more empowered and prepared for birth and motherhood was truly special and a reminder of why this work matters so deeply.

Amy O'Keeffe, Perinatal Support - Frankston & Birth. By Babes Facilitator



We extend huge thanks to Gadens, Tooshies and Miranda Mayle Photography for their ongoing partnership. Your long term commitment provides more than practical support. It reflects shared values and a belief in walking alongside women with dignity and care. Whether through professional expertise, essential baby goods or capturing stories with sensitivity and beauty, your partnership strengthens our impact year after year. We are truly grateful to stand alongside you.



We sincerely thank the organisations and foundations who have entrusted us with grant funding this year. Your investment strengthens our programs, builds our capacity and enables us to respond to the complex realities women face during pregnancy and early parenting. Grant funding provides stability and opportunity for growth for which we are truly grateful.



**Payton
Foundation**

We are deeply grateful to the businesses who have generously donated funds, goods and raffle items throughout the year. Your support adds something special to our events and campaigns, helping us raise vital income. From gift bags to auction prizes, your generosity strengthens our ability to support vulnerable women and their babies. Thank you for backing our work in practical and tangible ways.







THE BABES PROJECT

**Fighting for a future where every woman
is empowered in motherhood and
supported to confidently raise her children
in a safe and happy environment.**