



## Thankyou donates competitor nappies to local charity St Kilda Mums

**Melbourne, Australia. Friday 13 July.** Off the back of Thankyou's disruptive 'We'll get you through the night, even if we have to send you a box of Huggies' campaign to drive awareness of its own brand of life-changing nappies, the social enterprise has an unexpected 280 boxes of unclaimed Huggies nappies leftover. Thankyou are hitting the road to donate the nappies to families in need through local charity St Kilda Mums and their sister sites Eureka Mums and Geelong Mums.

Thankyou's bold promise that its new and improved nappies would get Aussie parents through the night and if not, Thankyou would send a box of Huggies to their door, saw only 0.08% of customers redeeming a box of the competitor product in the six-week campaign period.

St Kilda Mums, Eureka Mums and Geelong Mums will sort and distribute the remaining Huggies nappies, along with other essential baby items, to local support services to reach hundreds of families in need.

Thankyou co-founder and MD Daniel Flynn says while its unusual move for a brand to donate competitor products, Thankyou are proud to share the success of their campaign with St Kilda Mums.

"We launched a bold campaign to really back the quality of our nappies. Our research told us that Aussie parents would recommend Thankyou among the leading brands so we were confident with our offer but to see the campaign unfold with only 0.08% of customers redeeming a box of Huggies was a humbling win for the team. It did leave us with one problem – heaps of Huggies stock left over. So we're stoked we can partner with St Kilda Mums to donate these to families in need.

"As a parent, we spend so much on baby items and equipment that they quickly grow out of - it's estimated that parents spend \$3,000 on nappies and wipes alone. So to be able to pass these onto families who really need them is something we're proud to be a part of," said Daniel.

St Kilda Mums CEO Jessica Macpherson says they are excited to partner with another local organisation supporting families in need.

"We love what Thankyou do. They make great nappies, we know this, and the fact that they commit 100% of the profit from their Thankyou baby range to fund safe births and healthcare in developing countries makes our hearts sing."

To date, the Thankyou has committed over \$5.8 million to help end global poverty. Within this, the baby range has funded safe births and healthcare for over 94,477 mums and bubs in Nepal and Zimbabwe.

Images available via Dropbox [here](#).

For more information or to interview Daniel Flynn from Thankyou or St.Kilda Mums CEO, Jessica Macpherson, please contact Genevieve Kerin on 0400 620 169 or [genevieve.k@thankyou.co](mailto:genevieve.k@thankyou.co).

For more information on how to make a donation to St.Kilda Mums, head to their website [www.stkildamums.org](http://www.stkildamums.org).



### **About Thankyou**

Thankyou is a social enterprise that sells consumers products and commits 100% of the profit to help end global poverty. Their ranges include water and personal care that fund safe water and toilets and a baby range that funds safe births and healthcare. In nine years, they've given over \$5.8 million to people in need in 20 countries through their impact partners on the ground.

Thankyou was founded in 2008 by Daniel Flynn, Justine Flynn and Jarryd Burns in response to the World Water Crisis. At the time, 900 million people globally didn't have access to safe water, while the Australian bottled water industry was worth \$600 million annually. By pairing these two extremes together, the idea for Thankyou was born – a consumer goods company that makes great products and exists to tackle global poverty with the profits. Thankyou has no external shareholders or investors, which allows the social enterprise to retain all profits for impact.

### **About St Kilda Mums**

St Kilda Mums recycle nursery equipment including cots, prams and car seats, as well as clothes and other baby essentials. Alongside their sister sites, Geelong Mums and Eureka Mums, they redistribute these essential items to support services, reaching local families in need.

St Kilda Mums Inc is a volunteer-powered organisation that believes every baby deserves the same safe start to life. They collect, sort, safety check, clean and redistribute essential nursery equipment such as cots, prams, car seats, clothing, books and toys to families in need throughout Victoria through their partnerships with Maternal and Child Health Nurses and social service agencies.

With 3 branches St Kilda Mums, Geelong Mums and Eureka Mums (Ballarat) they have more than 1,600 volunteers. Last financial year alone they provided free essential nursery items for more than 17,000 babies and children throughout Victoria.