



Goal #1

## Supporting women and their babies

Clients accessing one-to-one doula support (birth, labour and postnatal)



Target for period: 62  
Achieved: **72**

Clients reporting increased satisfaction, knowledge & preparedness for pregnancy, birth and parenting



Target for period: >80%  
Achieved: **82%**

Active volunteer doulas



Target for period: >45  
Achieved: **62**

Hours volunteered by doulas



Target for period: 1752  
Achieved: **1002**

Bicultural doulas inducted into our doula support program



Target for period: 10  
Achieved: **2**

### Summary

Overall in Q1-2 we exceeded our targets for the period, in spite of the challenges posed by COVID-19 and hospital restrictions.

72 women received pregnancy, birth and postnatal support through our doula support program, against our target of 62 women. We are on track to achieving our goal of supporting 120 clients a year.

82% of our clients reported increased confidence and preparedness for birth after participating in our doula program, against our target of 80%.

62 doulas were actively volunteering during the period, against our target of 45. However, the number of hours volunteered (1002) was fewer by approximately 750 hours than last year's benchmark. This target was significantly impacted by COVID-19 hospital restrictions limiting our doulas' ability to provide face-to-face support.

We did not meet our target of ten bicultural doulas inducted into our volunteer program. Five bicultural doulas completed our foundational doula training course, however in the period only two bicultural doulas were inducted into our volunteer doula program. Unfortunately we had to move to online training from face-to-face as a result of COVID-19 restrictions, which made it difficult for some trainees to participate and engage. The remaining graduates

“Erika [my doula] was absolutely amazing, her support was incredible and I wouldn't have been able to birth my son the way I did without her there.”

Birth for Humankind client, November 2020



Goal #2

## Encourage and model respectful maternity care in the Australian maternal health system

Increase in media, social and digital engagement



Target for period: 5%  
Achieved: **6%**

Number of media reports



Target for period: 4  
Achieved: **4**

Number of training programs provided for maternal health workers



Target for period: 2  
Achieved: **2**  
**335** webinar participants

### Summary

In Q1-2 we increased our social and digital engagement by 6%, against our target of 5%.

We achieved four media articles, against a target of four, with Birth for Humankind featured on SBS Radio, ABC Radio National, 2SM Radio and Pro Bono Australia.

We were unable to provide any in-person training programs for the maternal health sector due to COVID-19 restrictions. We ran two webinars, with a total of 335 participants: *Pregnancy and homelessness* and *A conversation with Rhea Dempsey: Vulnerability and the psychological aspects of pregnancy and birth*.



Goal #3

## Ensure organisational sustainability, accountability and impact

Staff satisfaction and engagement rates



Target for period: **75%**  
Achieved: **78%**

Volunteer satisfaction and engagement rates

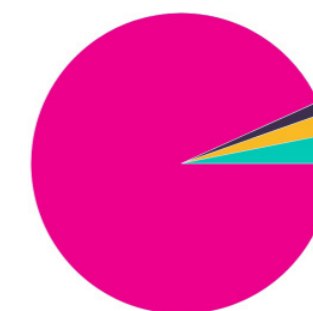


Target for period: **75%**  
Achieved: **92%**

Income generation by source



- Grants and pledges
- Community fundraising
- Major donors and regular givers
- Corporate partnerships



### Summary

In Q1-2 all staff completed the pulse check survey, with 78% reporting satisfaction and engagement, against our target of 75%.

Whilst only eight volunteers responded to our volunteer pulse check survey, 92% of those reported satisfaction and engagement, against our target of 75%. We will work towards increasing survey participation rates of our volunteers by increasing frequency of communication and supporting them to provide feedback through other avenues.

We committed to ongoing evaluation and impact reporting, to improve transparency and strengthen sectoral relationships. Our target was quarterly reporting; however, six-monthly reports are most effective in communicating our progress.