

Our Purpose

To support mums of children under 13, whilst they are receiving treatment for cancer.

Our Vision

Provide tailored, practical support for every mum who is diagnosed with cancer in Australia each year and has children under 13.

Our Values

KINDNESS

We work with care, compassion and courage; demonstrating empathy in every interaction.

INTEGRITY

We build trusted relationships through respect, fairness and taking responsibility.

SOLIDARITY

We work as a united, cohesive team; sharing knowledge and towards a shared purpose.

TENACITY

We are adaptable, resilient and persistent in our approach to delivering support to our mums.



A mum with cancer is still a mum.

Key Strategic Objectives



Mums Programs

Ensure the practical support we provide meets the needs of the mums that courageously share their cancer journey with us. Adapt and innovate to expand support services that improve mum's wellbeing during cancer treatment.



Growth

Build a nationally sustainable organisation that keeps the mums we support at the core of our everyday activities, grows our tailored programs and is able to support the 5000 mums every year, with children under 13, that are diagnosed with cancer.



Partnership

Build on our existing and grow our corporate and government networks value aligned partners, to develop mutually beneficial relationships that will facilitate the increase in practical support to mums with cancer.



Connection

Position Mummy's Wish as an integral part of mum's cancer journey and ensure that all mums, healthcare providers and community members are aware of the Mummy's Wish Community and are provided with the opportunity to engage.



Quality

Ensure our mums are at the centre of our values driven culture and practical support delivery through continuous improvement to ensure efficiency, accountability and transparency of operations.

