



2017-18

ANNUAL REPORT



mom2mom

when moms thrive,
children thrive



Letter from the Executive Director

This may be Mom2Mom's most exciting season since its inception.

Back in 2011, a group of dedicated women led by Joanne Roussy and Dr. Barbara Fitzgerald pioneered the unique Mom2Mom approach of improving outcomes for children in poverty by supporting their moms. Those first volunteers, determined to provide "a circle of mothers" for isolated, low-income moms, dove compassionately into their lives, providing one-on-one support to navigate the overwhelming challenges of their daily lives.

Participant Moms needed things, and Mom2Mom offered grocery support and a way to resource household items and emergency needs. However, it was the community model that set Mom2Mom apart. Women understood immediately that behind every struggling child is a struggling mom, and that no amount of 'things' could take the place of a support network for mothers without one.

Two years would go by before Mom2Mom would hire its first paid staff member, an executive director, and another year before hiring its second - a program coordinator.

Between 2014 and 2017 Mom2Mom grew from 17 Participant Moms to 70. Programs were created in response to the recurring needs of Mom2Mom families, and the organization moved forward on the conviction of its volunteers and the gratitude of its participants. Mom2Mom and its supporters, like you, knew it was making a difference in the lives of our Participant Moms and their children, but would we be able to capture the impact of something so intangible as a community of support?

Then in January of this year, Mom2Mom took a big step in its maturity as an organization. With the support of an anonymous donor, Mom2Mom completed a year-long, comprehensive evaluation to determine the impact of our programs and create foundational data to build on. The results show that we can capture the impact of supporting mom on her children. The evaluation data also shines a light on a sustainable and scalable way forward that upholds Mom2Mom's values of compassion, relationship-based support, and community.

As the new ED, my role is to move Mom2Mom steadily down this path. As I plan the journey ahead, I'm aware of the miles and miles behind us that were ventured successfully because of you. Mom2Mom has some of the most generous and dedicated donors, volunteers, and advocates of any organization I've seen. It is through your effort that Mom2Mom has come this far. With a clear vision of the future, there is no stopping what we can accomplish together for Vancouver's low-income families. Thank you so much for partnering with us!

Warmly,



Stephanie Connolly

2017-18 AT A GLANCE

April 2017-March 31, 2018

GROWTH

Mom2Mom expended our service to 12 new families and five new referral partners

70
Moms



133
Children



17
Referral
Partners



FOOD SECURITY

Food security continues to be one of the most important needs of Mom2Mom families. Despite using food banks, before joining Mom2Mom 72% of Participant Moms worried food would run out before they had money to buy more, even while restricting their own food to feed their children. Through your support, this number dropped to 12%!



369 Grocery Shops

With your support, Mom2Mom was able to provide:

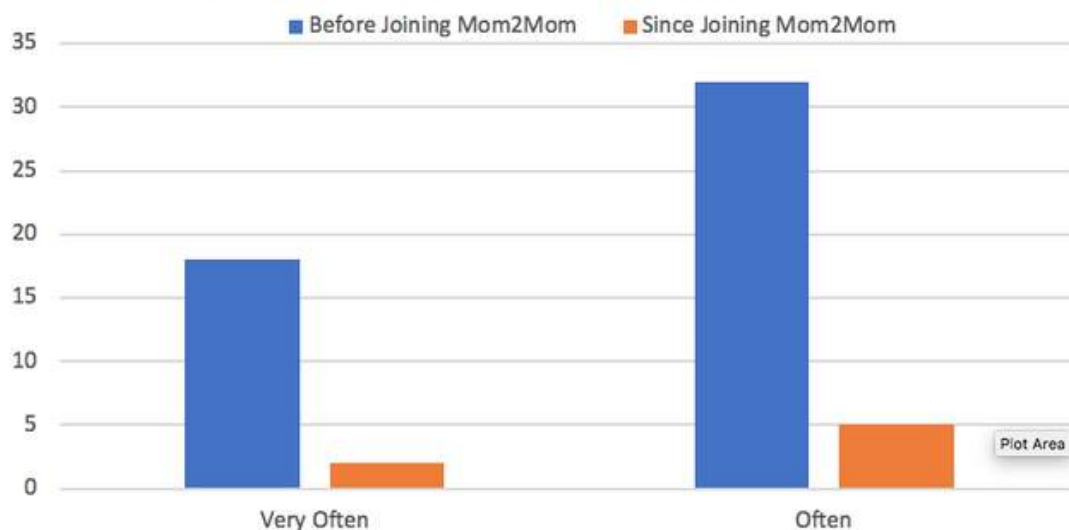
\$100/month to Moms with 1-2 children

\$150/month to moms with 3 children

\$200/month to moms with 4+ children

The help with groceries is major considering that it's almost \$2,000 dollars a year towards sustaining my family of five. That makes a huge difference for us as I am a solo parent on a fixed disability income. - Mom2Mom Participant

MOMS SKIPPED A MEAL SO THEIR CHILDREN COULD EAT



2017-18 AT A GLANCE

April 2017-March 31, 2018

COMMUNITY

"The relationships we build are priceless." - Mom2Mom Participant

We all understand the value of a caring, connected community. Since 2011, Mom2Mom has supported women and children living in Vancouver's inner city to move from isolation to inclusion by creating trusting relationships and a community of support.

In February 2017, Mom2Mom launched our Super Mama's Program that brings our Participant Moms together to build relationships through learning and shared experience. Super Mamas events are every six weeks, and provide a meal, transportation support to get families to and from the event, and childcare. These provisions remove the barriers for low-income moms to attend and allow them to be present and enjoy the content and the time for themselves. Mom2Mom staff have been thrilled to see friendships blossom among our Participant Moms and their children through the events of the past two years.



2017-18 Mom2Mom delivered 8 Super Mamas Events, including: Two 'Fill-your-freezer' Cooking Events, a Spa Night provided by the non-profit Beauty Night Society, a Swap Meet, an Outdoor Adventure Day at Grouse Mountain, a screening of the movie Wonder Woman at the Rio Theatre, a Yoga event with Stretch Vancouver, and hosted a Poverty Reduction roundtable.



There's no organization like this. I've been with single moms groups, or programs at the YWCA. They're great but they don't do what Mom2Mom does. The friendships are key. The community is key. Nowhere else can you get perspective from people who have climbed up out from where you are. It really lifts you up, rather than keeping you down. - Mom2Mom Participant



I've been in support group settings, which help as well, but for me this is more effective. I like that I got to know other moms and... some of them are from my area. The most useful was getting to know people like me and moms in the community and I used to put up walls with social workers and here [at Mom2Mom] it's not like that." - Mom2Mom Participant



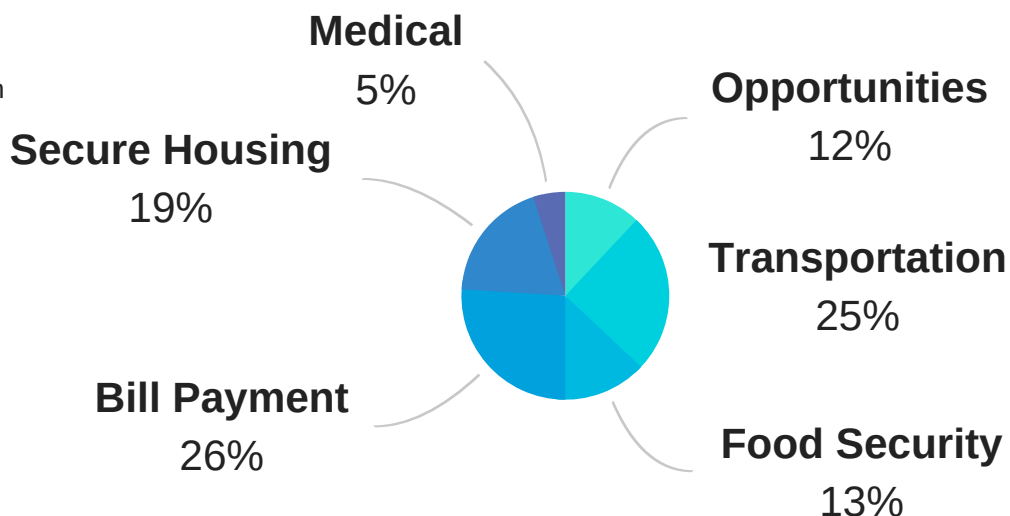
2017-18 AT A GLANCE

April 2017-March 31, 2018

FROM SURVIVING TO THRIVING

Compassion Fund

Mom2Mom regularly receives requests for financial support from Volunteers, on behalf of our Participant Moms, for urgent needs. While household items like furniture or baby supplies can often be resourced through Mom2Mom's network of Relationship Volunteers, emergency costs related to health, transportation, and shelter are covered by Mom2Mom's Compassion Fund. Additionally, the fund provides some support for developmental activities for Children. In most cases, these requests are for support that will provide immense impact for relatively low investment.



"I am super grateful for all the support Mom2Mom has given me over the past 18 months. I am a completely different person. 18 months ago I was in an abusive relationship, homeless, depressed, addicted and had social workers in my life.

Today I am clean and sober, single, have a safe home, my file is closed with the ministry, and I'm in school to become a health care assistant. Most of all I'm able to be there for my kids, I'm able to give them all my love, support and attention.

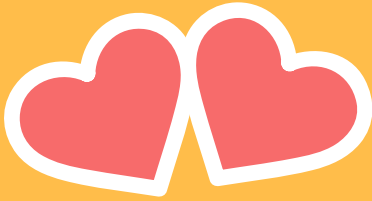
Your organization helped connect me with the most amazing [Relationship Volunteer] that has shown me such kindness and compassion during the most difficult time in my life. You guys also helped me pay for my storage when I almost lost everything. You've given me tickets to do activities with my girl. You have also made my Christmas the past 2 years. I honestly don't know where I would be if I wasn't connected to M2M. Thank you! Thank you! Thank you!" - Mom2Mom Participant

My child lost our keys earlier in 2017 and Mom2Mom seriously helped out by contributing toward a change of locks for my home and that relieved a large amount of anxiety for me and I'm grateful to my mentor for securing that support for me! - Mom2Mom Participant



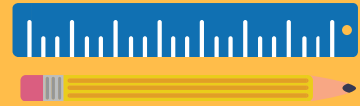
EVALUATION HIGHLIGHTS

Funded through an anonymous donor, the 2017 evaluation provided Mom2Mom's first quantitative evidence of the success of our programs.



86%

of Participant Moms report an increase in positive behaviours from their children since joining Mom2Mom



75%

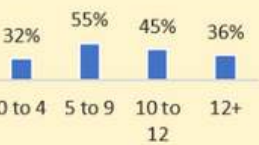
of Participant Moms report an improvement in their child's outcomes in school since joining Mom2Mom

The Moms

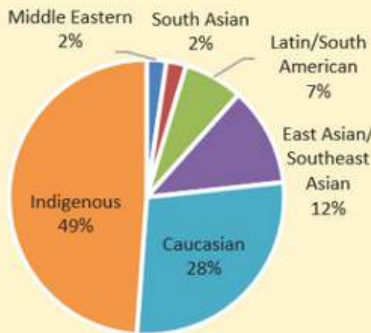
83% of respondents are between the ages of 30 and 49.

91% consider themselves to be a single mom.

Age of Children*



Participant Moms' Self-Identified Ethnicity[^]



We learned that most of our participants self-identify as Indigenous, and we are making Indigenous culture part of our Volunteer training in the coming year.

"How often do you worry about getting where you need to go?"*



Transportation is a huge challenge for the families we serve. Mom2Mom is looking into sustainable solutions to support families to get to school, appointments, and programs.

Many of our Participant Moms have not completed high school. Exposure to life skills for those with this little education is also very low, especially in the absence of role models at home. Mom2Mom is placing more emphasis on life skills education in the coming year.

Education

Highest completed level of education[^]



Currently attending any education/training programs?*



LOOKING FORWARD

My Volunteer makes me aspire to more. - Mom2Mom Participant

The evaluation confirmed that Mom2Mom's relationship model works to improve outcomes for children by supporting their moms. It also reiterated the place of extreme scarcity that many families in our city live in, including Mom2Mom families. While Mom2Mom seeks to address these needs, our sustainability depends on thoughtful discernment around what Mom2Mom can and cannot directly fund for the families we serve.

Mom2Mom is committed to providing lasting benefit to the moms and children we serve through the smartest investment of your generously donated dollars. As we look forward, we return to our foundational model of relationship-based support and community to guide programming that builds confidence and capacity. In addition to reducing stress by providing supportive relationships and meeting basic needs, Mom2Mom is focused on offering education and tools that help reduce stress and increase confidence and capacity.

With your continued support, together we can equip isolated, low-income moms in our community with the support and tools to set their children up to achieve their dreams.

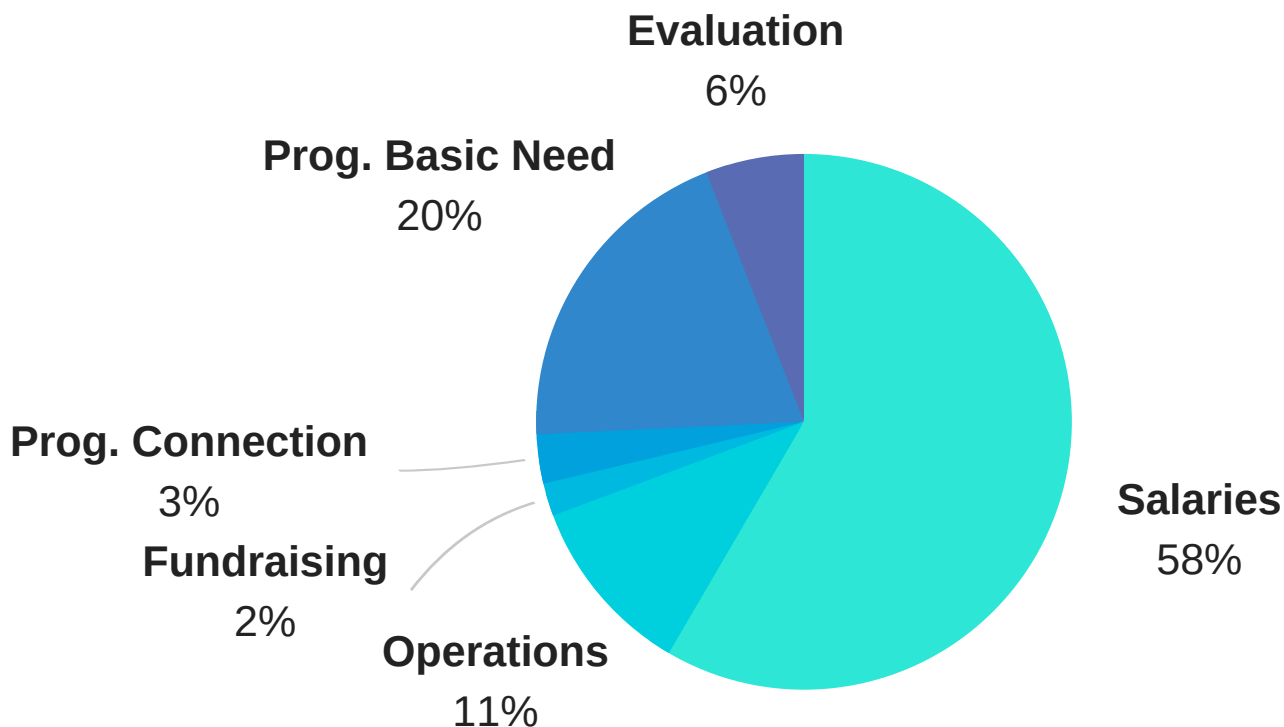
FINANCIAL HIGHLIGHTS

Mom2Mom's impact with the families we serve is made possible through the generosity of the dedicated donors

Balance Sheet as of March 31st, 2018	
ASSETS	
Cash	\$132,981.00
Other Assets	\$ 741.00
Total	\$133,722.00
CURRENT LIABILITIES AND NET ASSETS	
Accounts payable	\$ 250.00
Fund balance	
Unrestricted funds	\$ 90,001.00
Externally restricted	\$ 43,470.00
Total	\$133,472.00

REVENUE	
Individuals	\$ 46,308.00
Charitable organizations	\$ 161,993.00
Corporate Donors	\$ 11,459.00
Government	\$ 7,533.00
TOTAL	\$ 227,293.00
EXPENDITURE	
Operations	\$ 106,264.00
Fundraising	\$ 37,309.00
Program	\$ 169,320.00
BUDGET TOTAL	\$ 312,894.00

Expenses by Category



MOM2MOM DIRECTORS:

- Jackie Dagg (Chair)
- Doug Morison (Treasurer)
- Nicola Ingram
- Lisa Nelly
- Sarah Guston
- Brittany Bingham

THANK YOU

YOU MADE IT ALL POSSIBLE

Anonymous Donor
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Social Venture Partners
Vancouver Sun Fund
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Financial Group
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BhuraNova Fund
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THANK YOU

YOU MADE IT ALL POSSIBLE

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