



mom2mom

YOUTH PHILANTHROPY INITIATIVE
HANDBOOK

MOM2MOM CHILD POVERTY INITIATIVE SOCIETY

500-610 Main St., Vancouver, BC V6Y 2V3



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Introduction + who we are

Thank you so much for choosing to feature Mom2Mom in your project! Your support helps to improve the lives of mothers and their children - we couldn't do this important work without you.

This manual provides helpful tools and guidelines for your project. Please email Samantha at info@m2mcharity.ca if you have any additional questions.

Mom2Mom Overview

Name: Mom2Mom Child Poverty Initiative Society

Abbreviation: Mom2Mom, M2M

Charitable Registration No. 82888 1904 RR0001

Tagline: *When moms thrive, children thrive.*

Vision: Our vision is an equitable society where moms and children are not limited by poverty.

Mission: Our mission is to connect moms and children living in poverty with the community, resources, and support they need to thrive.

Keywords: Moms | Community | Relationship | Compassion | Support | Thrive

Descriptor

At Mom2Mom, we improve the lives of children in poverty by supporting their moms. We do this by providing moms facing the dual challenges of poverty and solo parenting with access to additional resources that make a big impact on family life. From groceries and basic household items to extra-curricular activities for children and help during unforeseen emergencies, Mom2Mom gives moms access to a supportive community all year long. Through our network of community resources and caring volunteers, moms can build strong, meaningful relationships that reduce isolation and increase stability. We know that children who have healthy, determined, well-supported moms can grow and thrive despite poverty-related stress. When moms thrive, children thrive.



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How do we tangibly achieve what's outlined above?

1. **Relationship Model** - We believe that the best way to support a mom facing the dual challenges of poverty and solo-parenting is to connect her to another caring and compassionate mom in her community. Relationship Volunteers are women from different backgrounds and are often raising families themselves. They are stable, non-judgmental allies who offer active listening, and emotional and practical support. This is a mutually beneficial relationship as participant moms and volunteers forge friendships and learn from one another. Motherhood is isolating for everyone, and Mom2Mom is a place women can turn to to help reduce that isolation.
2. **Grocery Support** - Food insecurity is one of the most significant barriers to a family's ability to thrive. In fact, one in three Canadian single moms is food insecure. That's why we provide a monthly grocery gift card to participant moms based on the number of children in the household. Grocery gift cards range from \$150.00 to \$250.00 per month.
3. **Compassion Fund** - The Compassion Fund provides financial support directly to moms to relieve short-term stress, invest in long-term wellbeing, and remove barriers. This support includes extra grocery support, professional development related fees, educational and vocational costs, appliance repair, medical expenses not covered by MSP, activities for moms and children and more.
4. **Happy Healthy Children** - At Mom2Mom, we strongly believe that every child should have access to extracurricular activities, regardless of their family's financial situation. By providing financial support for children's extracurricular activities, we ease the pressure on moms and increase the mental, physical, and overall well-being of children. Examples include fees related to sports, art classes, dance lessons, and more.
5. **Community Resources**- When participant moms or their children require support that is beyond our mission and mandate, we connect them to community members that offer the support they need. Examples include counselling, clothing, furniture and household items, advocacy, legal support, and career development.



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6. **Circle of Moms** – Mom2Mom hosts community events for our participant moms and their volunteers to connect with one another and potentially develop skills. For instance, in the past we hosted cooking workshops where participant moms had the opportunity to learn new recipes and take the food they prepared home to their families. Other events we have hosted include an annual summer picnic and holiday luncheon. Circle of Moms events include childcare, help with transportation if needed, and a meal during the event. In addition to internal events hosted by Mom2Mom, we have also partnered with local community members to offer art workshops, equestrian assisted learning, and more. Circle of Moms events are an excellent, low-barrier way to give struggling families a warm, welcoming place to come and be nourished, both physically and socially.

Mom2Mom Social Media accounts (Facebook, Instagram, Twitter): @m2mcharity

Mom2Mom Website: www.m2mcharity.ca

Frequently Asked Questions

1. How are participant moms connected to Mom2Mom?

- a. Moms in need join our program through M2M referral partners in Vancouver. This includes school support workers, family doctors, social workers, and other community partners. To be eligible, participant moms and their children must currently live in Vancouver proper and be considered low-income. Participation is completely voluntary—we want to be sure that moms genuinely want to be part of the program.

2. What is the impact of your programs for families?

- a. Mom2Mom focuses on Mom2Mom's programming has had a tremendous impact on local families. Here's just some of the data from annual participant evaluation survey:
 - 100% of participant moms said that the monthly grocery card is the most crucial of all Mom2Mom programs in supporting their family life.
 - 89% of participant moms said they feel more confident in solving problems and dealing with unforeseen events because of M2M's support and resources.



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- 87% of participant moms said that Mom2Mom resources gave them more confidence in their parenting roles.
- 69% of the participant moms said they stopped going to or are going at a lesser frequency to the food bank thanks to the monthly grocery gift card provided by Mom2Mom.

3. How does M2M receive its funding?

- a. Through individual giving, corporate gifts, foundation grants, and fundraising campaigns.

4. What percentage of the funds raised by M2M go to programming?

- a. Approximately 82.44%. For a more detailed report on our financials, please check out this link: <https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyQckVw?q.stts=0007&selectedFilingPeriodIndex=1&selectedCharityBn=828881904RR0001&isSingleResult=false>

Useful website links

- **Latest annual report:** <https://www.m2mcharity.ca/annual-report-20212022>
- **Impact stories:** <https://www.m2mcharity.ca/impact-stories>
- **The M2M blog:**
 - [“Moms, Hand in Hand”](#) – Describes impact of social isolation and how programs like Circle of Moms help reduce this
 - [“How Poverty Affects Lone Mother Families”](#) – Describes the stress and challenges of being a single mother
 - [“The Impact of Poverty on Children and Families”](#) – Describes the detrimental and long-term impacts of poverty on children
 - [“How Extracurricular Activities Benefit Children”](#) – Describes the benefits of extracurricular activities for children in childhood and beyond
 - [“COVID-19 is Taking a Toll on Moms in Our Community”](#) – Describes the impact of COVID-19 specifically for women and moms



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Quotes from Participant Moms

"I am super grateful for all the support Mom2Mom has given me. 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."

"The support I receive from Mom2Mom has mitigated the level of stress I have been under since the beginning of the onset of COVID-19 here in BC. [My stress is] nowhere near what it would be at if it were not for the monthly grocery stipend."

"M2M helps me a lot in so many ways, especially for my son's wellbeing. During this time the gift cards [go] a long way for us."

"Sometimes I get so busy and wrapped up in stress about food, but at the end of the month, I get the gift card in my email and feel relief."

"I have not gone to the food bank in several years. The grocery gift card is INCREDIBLY helpful."

"Knowing you are not alone with your children for all aspects of life is very reassuring. The journey is doable with support, kindness & without judgement."



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The History of Mom2Mom

Founded in March 2012, Mom2Mom began as an ambitious idea when Dr. Barb Fitzgerald, after working as a developmental pediatrician in Vancouver East side elementary schools, saw the negative impact of isolation and poverty on the moms and children she served. She knew that what children really needed to succeed was a stable parent with a well-connected support system. Dr. Joanne Roussey was moved by Dr. Fitzgerald's description of the work and the two women decided to pool their networks to launch M2M.

Initially, M2M was an entirely volunteer run organization—a core group of women leaning on their connections. Everyone was involved in everything from buying diapers to planning volunteer training sessions to trying to secure housing for moms. The early days were very intense and exciting as the founding members looked for ways to translate the idea - that practical and emotional support for moms living in poverty would ease their stress, allowing them to focus on providing a nourishing environment for their kids - into reality.

The basic idea was simple and spoke to people who were moved to offer their time, skills, and financial resources to the cause. The execution of the idea, however, was challenging as the organization was faced with the realities of systemic oppression, generational trauma, and personal limits. It became clear that the organization could not survive as strictly volunteer run and thus the first executive director role was created.

“When I look back to the beginning, I am amazed at what we managed to do. We had a team of women that sourced and delivered any household furnishings moms needed; ran monthly trainings for our volunteers, educating them on trauma and strength-based allyship; organized a camp weekend for moms and their kids; and offered housing, legal, and financial support to the moms in need...**Really, we were mirroring the kind of support we had been fortunate enough to have in our own families and communities of privilege.**” – Nicola, M2M Board Member



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Those initial days have had a lasting impact. In fact, some of the volunteers who helped shape M2M in the beginning have enduring friendships with participant moms.

As the years progressed, additional staff members and strategic planning led to a robust organization with a clear objective of promoting wellness and stability at all levels. We now look to a future where M2M can continue serving moms and children living in poverty while also becoming advocates of systemic change.

“It is the passion of the people connected with M2M as well as the strength and resilience of the moms and families that have kept me hooked to the organization for all this time,” Nicola explains with a smile.

As we move forward, **M2M continues to uphold that initial idea: that alleviating the stress of poverty by connecting moms in need with community, resources, and support benefits the entire family.** And when moms and children are supported, all of society benefits.