



# MamaBloom Motherhood Program

## PROGRAM DESCRIPTION

The MamaBloom Motherhood Program provides nurturing support to expecting and new mothers facing financial hardship, emotional struggle, or limited support. This program offers baby essentials, pregnancy education, postpartum support, and community sisterhood so that no mother has to navigate motherhood alone.

## PROGRAM PURPOSE

To support mothers emotionally, physically, and mentally by offering essential baby supplies, educational classes, safe community spaces, and postpartum healing resources.

## SERVICES PROVIDED

- Baby Essentials Closet (diapers, wipes, clothes, formula)
- Pregnancy education workshops
- Birth preparation classes
- Postpartum emotional support
- New mother support circles
- Resource navigation (housing, WIC, mental health)
- Emergency support kits

## WHO WE SERVE

Mothers who are:

- Pregnant or postpartum
- Teen mothers
- Single mothers
- Experiencing homelessness or poverty
- Escaping domestic violence
- Lacking family or emotional support



## **PROGRAM GOALS**

- Reduce maternal stress and financial strain
- Improve pregnancy knowledge and safety
- Promote mental & emotional wellness
- Provide postpartum care and community presence
- Strengthen mother–baby connection
- Ensure no mother struggles alone

## **PROGRAM STRUCTURE**

- Weekly or monthly Baby Closet pickups
- Monthly or bi-weekly workshops
- Monthly support circles for moms
- All services FREE for qualifying families
- Open enrollment year-round

## **TAGLINE OPTIONS**

- “Supporting mothers so families can bloom.”
- “Helping mamas grow with love, guidance, and community.”
- “A safe place for mothers to blossom into their strongest selves.”