



MomsBloom

Platform Page

What we do:

MomsBloom was born to bring volunteers and families together to provide physical and emotional support to any family with a newborn - free of charge. MomsBloom is the extended family for the twenty-first century.

Why it matters:

MomsBloom knows how exhausted and overwhelmed parents can feel after the birth of a baby. Today, with extended family members geographically dispersed or away at work new mothers (and fathers) often do not get the help they need.

Who we serve:

A new mother may feel isolated, suffer from sleep deprivation, and be generally overwhelmed by all the responsibilities of caring for her newborn and family. Since any new mother may experience conflicting emotions and stress that can have detrimental effects for her children, MomsBloom believes that any new baby and its siblings are potentially at risk and, therefore, any Kent County mother with a newborn is eligible for service – regardless of socio-economic status.

Distinctive qualities:

MomsBloom is unique in the community in that its sole purpose is to provide nurturing care to a mother so that she can nurture her newborn. MomsBloom does not come in with a preset agenda of care, but asks, “What would help you today?” We honor that a mother knows best what she needs. We attract families who may not seek the help they need from other agencies whose purpose is to “fix” a problem. Rather, our volunteers offer a peer-to-peer, woman-to-woman connection.

Programs:

- *Flourishing Families* (including adoptive and grieving families, coming soon)
- *Parenting Classes*
- *Connecting Families*

Future:

MomsBloom has a vision for all new mothers to have access to the communal support that was once readily available, but is lacking for many women in today’s society. To help moms (and dads) understand that it is ok (and a sign of strength) to ask for help. As the organization grows and the volunteer base strengthens, MomsBloom expects expansion to other Michigan communities. MomsBloom wants to continue to meet the needs of the community by providing high quality, personalized support by listening to our families and add resources, classes and programs if appropriate to the mission of MomsBloom.

Although a brick and mortar location was once in the plans, MomsBloom, for now, has decided to stay financially lean and family-friendly by providing an opportunity for staff and volunteers to work from their homes. The future may include a place for families to go to find additional resources and support, parenting library and toy swap service.

Elevator pitch:

MomsBloom knows the challenges and major transitions families face after the birth or adoption of a baby, or the immense grief that comes after a loss of a child. MomsBloom was born to bring trained volunteers and families together to provide physical and emotional support during these major transitions. MomsBloom is the extended family for the twenty-first century.