

Moms**Bloom**



2021 impact report 

Celebrating growth



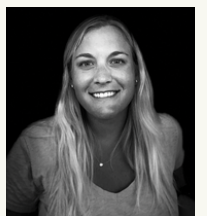
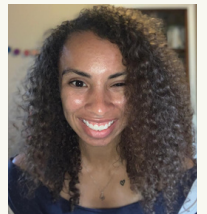
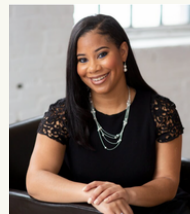
About us

Our mission is to connect families with newborns to passionate community members who provide quality, hands-on postpartum support.

Board of Directors

Danielle Boog
Kiara Baskin
Zachary Meston
Kyria' Phenix
Courtney Hilbert
Krista Jackson
Daniel Spisak
Jacqueline Bos

See board bios at
mombloom.org/boardmembers



Why do families need MomsBloom?

With extended family members geographically dispersed or away at work, parents often do not get the help they need. MomsBloom knows how exhausted and overwhelmed parents can feel after the birth of a baby. Our organization brings families and volunteers together to provide hands-on and emotional support. We are funded by the generosity of individual and corporate donors along with Kent County taxpayers and the voter-approved Ready by Five Early Childhood Millage. MomsBloom's services are proven to decrease parental stress, increase their confidence in their parenting role, develop a sustainable support system, and help prevent perinatal mood disorder symptoms. In 2021, MomsBloom served 301 families and trained 255 volunteers.

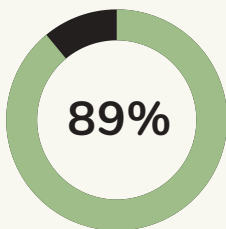


301
Families

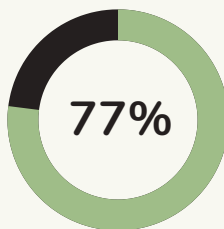
255
Volunteers



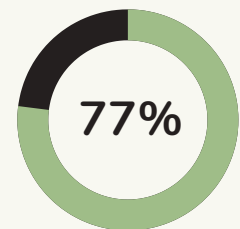
Support provided



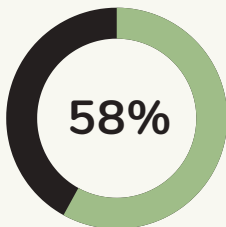
Self care



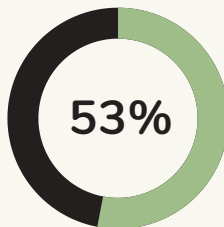
Help with baby



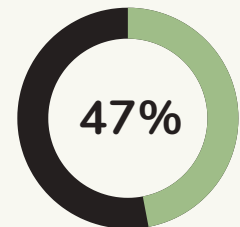
Light housework



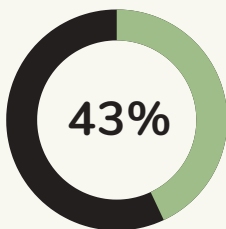
Companionship



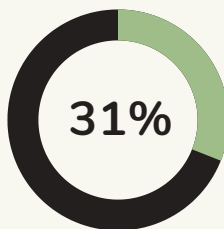
Help with siblings



Meal prep



Connect with other parents



Community resources

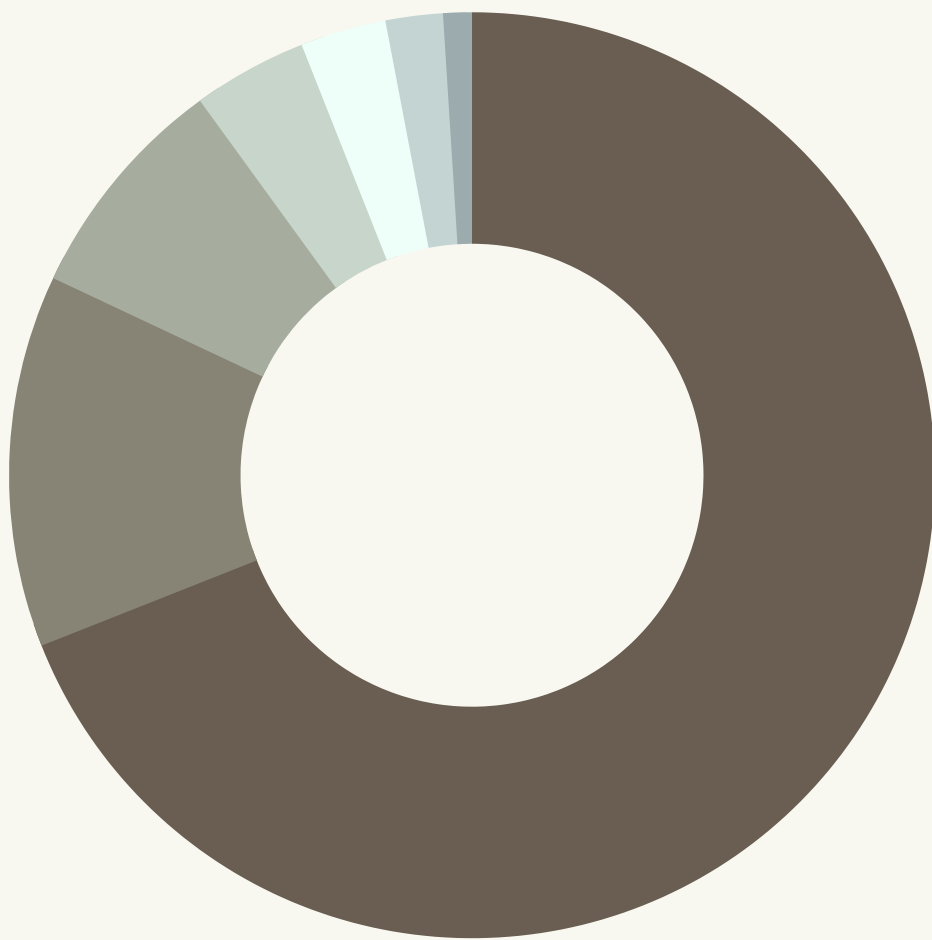
Volunteer spotlight

Isabela Braga



Isabela is what we call a "full circle mom" - which means she started as a MomsBloom client, and then returned to the organization to give back as a volunteer! Isabela says that visits from her volunteer were a "breath of fresh air" in an otherwise isolating time when her daughter was a newborn. Isabela credits the support of several community resources, including MomsBloom, for helping her to escape an abusive situation years ago. She now draws from her own experience to fuel a passion for helping postpartum mothers, who she serves with weekly postpartum support visits through MomsBloom.

Our families

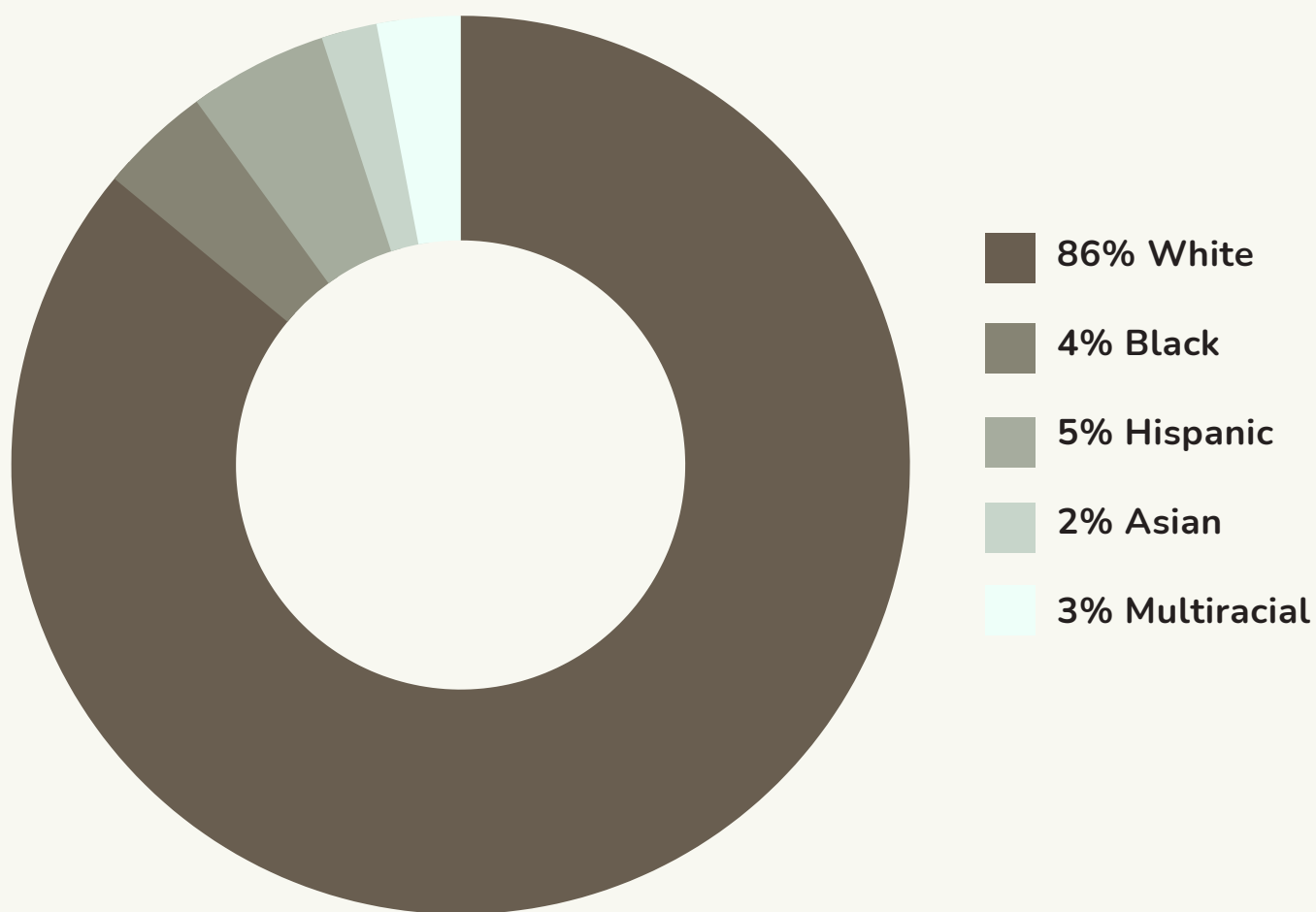


- 69% White
- 13% Black
- 8% Hispanic
- 4% Asian
- 3% Multiracial
- 2% No response
- 1% Native American

39% of families are living in poverty

58% of families have multiple children

Our volunteers



235 new
volunteers trained

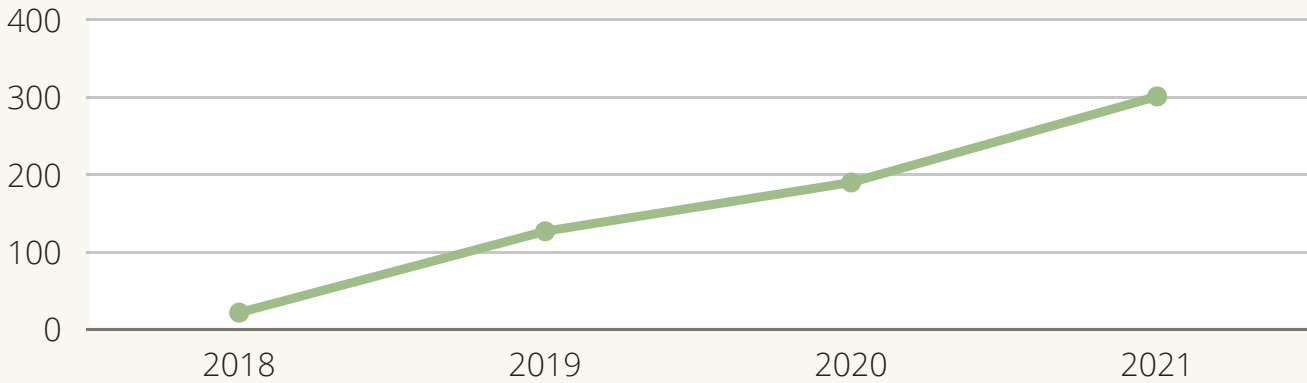
11,384 hours
of support

\$341,520
value

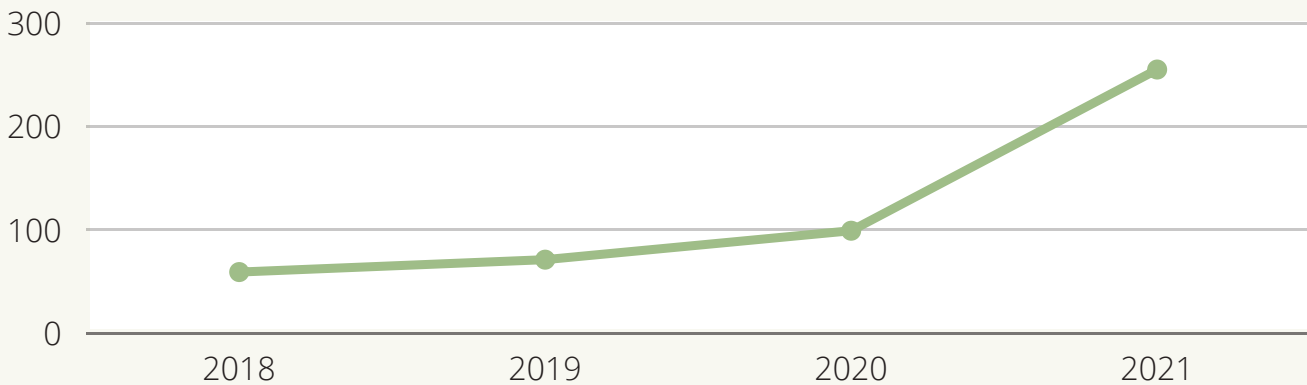
Our growth



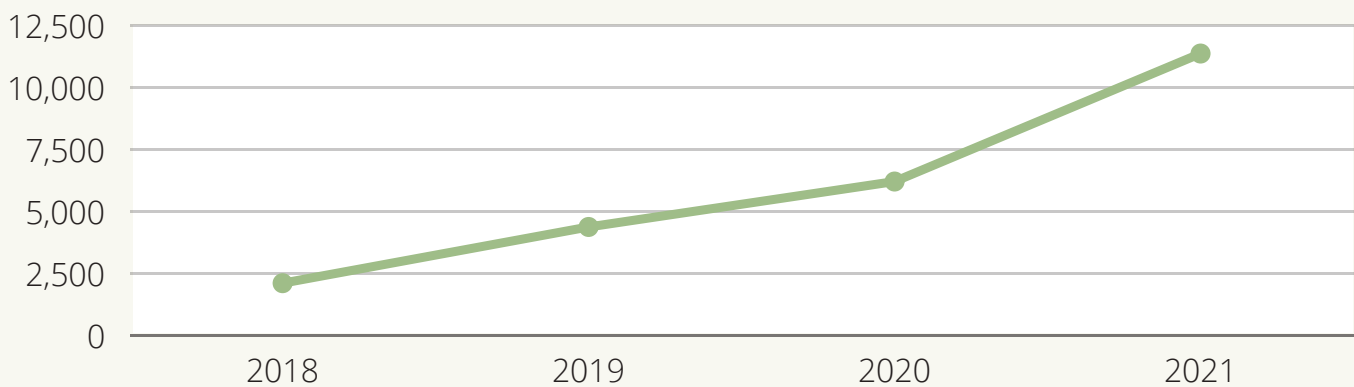
Families served



Volunteers matched



Hours of support



Match Story

Karolina Ramirez was a new mother hailing from Columbia, feeling isolated in a new country. All while navigating pregnancy, childbirth, and new motherhood in a pandemic, Karolina maintained her status as a graduate student. She credits her MomsBloom volunteer, Vickie, with helping her to feel more connected and supported in her challenging postpartum time, from which she emerged dedicated to pursuing a social service career. Karolina said, "Vickie listened to me and empowered me. She was such an empathetic person and she loved my daughter. We love her."



Vickie St. John

A mother to four grown children, Vickie said, "I understand how isolating and exhausting motherhood can be." Now that her sons are grown, Vickie signed up to become a MomsBloom volunteer after seeing a story about the program on the local news.

Karolina Ramirez

Karolina was nominated for Mother of the Year at the 2021 BloomAwards and is shown here celebrating with her family at the luncheon.



DEI initiatives



Current Efforts

- Re-evaluated our CPS referral policy with BIPOC-led community partners.
- Offered trainings through partnerships to improve cultural competence.
- Supported families that are experiencing poverty through Arbor Circle.
- Supported families with a refugee background through Bethany Christian Services.
- Held training on Adverse Childhood Experiences and trauma-informed support through Ottawa County CMH.
- Held training on Postpartum Experiences within the Hispanic and Latinx community through the Hispanic Center of West Michigan.

Upcoming Efforts

- Additional trainings to support LGBTQ+, Indigenous, Black, and Brown families in need of postpartum help.
- Implicit Bias training required for all staff.
- Goal to increase the number of mentor relationships for BIPOC postpartum people (being supported by a BIPOC volunteer).
- Increase diversity among our staff, board, and committee - with a strong focus on giving them space to share their voice and make decisions.