Supporting Mamas is the only 501c3 nonprofit in the South Bay Area that is dedicated to providing free information, resources and peer support groups to moms and families coping with perinatal mood and anxiety disorders, such as postpartum depression/anxiety, and working in partnership with the providers who serve them.

No judgment, just support
At Supporting Mamas, we have a challenging mission: to be a credible and accessible source of free information and peer support to all moms and their families in Santa Clara County, and to raise awareness and decrease stigma of maternal mental health issues among our community and the professionals who work within. We are positioning ourselves to be a trusted “one-stop shop” for families and providers to find up-to-date resources, as well as training and volunteer opportunities.

In the past 12 months, we have raised a total of $16,334 from individual donors, fundraising and grants, which has allowed us to continue to offer our support group free of charge and launch our newly re-designed website, which has received a total of 9,700 visitors since January this year.

We are still in our infancy and this year has been about discovering where our services are most needed and deciding which programs will have the greatest impact. We are learning every day.

I am so grateful to our board members Charisse Feldman and Jane Honikman, and Allyson Schaeffer, our director of communications and marketing, and Victoria Carlisle, our director of development, all our donors, and everyone who has supported or helped us in some way.

Thank you,

Cheryl Hart
Founder
& Executive Director

No judgment, just support

www.supportingmamas.org
Fundraising

**MAY**
Supporting Mamas hosted a booth at the Jenny’s Light Run, giving out flyers and selling our t-shirts to participants. Our team, comprised of 13 moms and their families, took part in the charity run and raised $5,641 for Supporting Mamas and increased our visibility in the community. We predict the Jenny’s Light run will be our largest annual fundraising event, and we’re excited to be partnering with Jenny’s Light as event organizers in 2017.

**JUNE**
We were awarded $2,032 by Postpartum Progress’ Climb Out Of The Darkness grant. Supporting Mamas was one of only eight nonprofits around the country chosen by Postpartum Progress in recognition of the work we do for underserved families in Santa Clara County.

**AUGUST**
We raised $1,275 by hosting a fun Moms’ Night Out at Testarossa Winery, with 15% of the day’s sales going to Supporting Mamas.

**NOVEMBER**
We raised $150 by participating in our first #GivingTuesday online event.

**DECEMBER**
We were awarded $5,300 from Whole Foods’ 5% Community Giving day on December 7. Whole Foods invited us to host a table for the day at the Blossom Hill store to chat with shoppers about the work we do.

“Supporting Mamas has been a lifeline for many of my new mother friends and me. Navigating postpartum anxiety and depression feels more manageable knowing that I have this source of support.”
Anonymous reviewer at GreatNonProfits greatnonprofits.org/org/supporting-mamas

Supporting Mamas’ team at Jenny’s Light charity run in May raised more than $5000
Programs

**SUPPORT**
At the beginning of the year, we made a commitment to increase the number of women attending our free weekly support group. In the past 12 months, we’ve had 265 attendees, a mix of regulars and new moms, and 77 have joined our private Facebook group, where they receive ongoing peer support in a safe, friendly, non-judgmental space. In 2017, we plan to add a Spanish-speaking group and an evening group for working moms.

In 12 months, we responded to calls and emails from 72 moms, dads and family members, an average of one a week, who recognized they or a loved one needed help. We dedicated time and energy to ensuring each mom was supported and directed to the appropriate resources.

**AWARENESS**
We have also been working hard to increase our online presence. With 636 likes on Facebook and 500 followers on Twitter, we are engaging our audience with almost-daily posts, articles, calls-to-action and updates. Our aim is to help normalize anxiety/depression and lessen the stigma, so moms feel able to talk about it and seek treatment as soon as possible.

**GIVING BACK**
This year, we organized two donation drives to help women and families in need at the YWCA, Heritage House and the Lake County fire victims.

“When you have PPD or anxiety, you think you are alone and the only one going through it, which makes you feel like a bad mother. This group gave me the support I needed to understand that I am not alone and gave me a community and tools to help me through it.”

Aubrey, San Jose

Our first of two annual donation drives benefited YWCA and Heritage House
Achievements

COLLABORATING
Supporting Mamas had a significant role to play in the formation of the Maternal Mental Health Collaborative for Santa Clara County, presenting ourselves as a committed and hardworking partner to organizations and agencies in the field of maternal mental health across our county. We participated in the Blue Dot Project on social media to help raise awareness of the importance of maternal mental health.

EDUCATING
We were invited to speak on a panel at Postpartum Progress’ Warrior Mom Conference 2016 in Atlanta, GA as a leader in peer support to offer our insight on the aspects of running sustainable peer support groups.

IN THE PRESS
In 2016, Supporting Mamas was mentioned in the Lake County Record Bee and the Mercury News, as well as appearing in NBC’s Bay Area Proud news segment with Garvin Thomas.

“Because of this group, I have become stronger, formed friendships with other moms, and become a better mom to my son. While I'm not a perfect mom, I'm a "good enough" mom and I know that's okay.”
Kathy, Campbell

Supporting Mamas played a key role in helping form the Maternal Mental Health Collaborative for Santa Clara County and the Blue Dot Project 2016

No judgment, just support

www.supportingmamas.org
Financials

Expenditure - Total $5,842.64

- Conference fees: $281
- Stationery, Printing & Shipping: $315
- Promotional: $465
- Subscriptions: $554
- Insurance: $1,120
- Other G&A: $1,216
- Training: $1,770

Revenue - Total $16,334

- Donations: $2,033
- Grants: $14,301

The complete financial statements for Supporting Mamas can be obtained by emailing cheryl@supportingmamas.org or sending a request to 21300 Almaden Rd, #107, San Jose CA 95120 or by calling (408) 475 4408.

No judgment, just support

www.supportingmamas.org
Thank YOU to our 2016 donors

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Get involved

**VOLUNTEER**
Whether you’re a mom who has recovered from a difficult experience of pregnancy or postpartum related mental health and would like to help your peers or you’re a local provider looking to make a difference in your community, we have volunteer opportunities to suit you. Training and ongoing support will be provided. To find out more information about any of the roles we offer, email cheryl@supportingmamas.org or call (408) 475 4408.

**DONATE**
Supporting Mamas is a registered 501c3 non profit organization in the state of California. We rely heavily on individual donations to allow us to keep providing our services to moms at no cost. Please consider making a donation today by credit card or PayPal on our website:

http://supportingmamas.org/

We also accept checks mailed to:

21300 Almaden Rd, #107, San Jose CA, 95120

**FOR PROFESSIONALS**
If you’re a provider who works with pregnant or new moms, complete the questionnaire on our website and we will list you for free as a resource for families searching for help.

Forward the questionnaire on to colleagues who may also wish to be listed.

Join the Santa Clara County Maternal Mental Health Collaborative by emailing Charisse Feldman at the Public Health Department at charisse.feldman@phd.sccgov.org. Meetings are held quarterly with providers from agencies and organizations across the county who work in maternal mental health.

Complete our Contact Us form if you would like your client to receive a call from us.

Refer your clients to our support group now, even before they tell you they are struggling. Moms may not disclose all their symptoms. But referring ALL moms to a maternal support group means that a mom who is suffering can get the help she needs to start recovering.

**Our free support group runs every Thursday from 1.30-3pm at Family Tree Wellness, 114 Royce St, Suite E, Los Gatos, CA.**