



Mother's Day
CONNECT
One hour, every mother.
2018

To Whom It May Concern

Re: Official letter to birth facilities - request to visit your post-natal wards on Mother's Day, 13 May 2018.

You are receiving this letter because your facility has been selected to join Mother's Day Connect 2018.

Mother's Day Connect was started by Embrace, a project incubated in the well-known NPO and PBO, The Douglas Murray Trust. Launched in 2016 in Cape Town, Mother's Day Connect is a movement to reclaim Mother's Day as a day of honouring and celebrating ALL mothers. We acknowledge that the complexities of life mean that many mothers are not celebrated or even acknowledged on Mother's Day. We believe that this day has the potential to highlight the different experiences of Motherhood and call for ordinary women to champion the celebration of fellow mothers.

We know that childbirth is a beautiful and vulnerable time. It is a time when women require support and kindness. We are encouraging women to share one hour of their Mother's Day by visiting post-natal and KMC units with treats and some time spent celebrating the new moms. We have also asked our volunteers to remember that many of the hospital staff are mothers too, and to include them in the Mother's Day festivities, where possible.

Last year, over 400 women volunteers split into teams to visit 27 government hospital post-natal wards and MoUs, and about 1,530 new mothers and their babies. These visits extended from Cape Town to Johannesburg to Durban. Mother's Day 2017 was a resounding success and this year, we would love to see the movement grow to include more birth facilities across the country.

Please would you grant access for this visit to a small group of women, who will be co-ordinated by the person sharing this letter with you?

All participants agree to respect and abide by the rules and regulations of your facility, as they apply to visitors. We encourage you to share these rules with the team leader ahead of the visit. You and the team leader determine the time of the visit (1 hour). It does not have to coincide with visiting hours.

Should have any further questions, please do not hesitate to contact us.

We look forward to including you in our movement to reclaim Mother's Day for all mothers.

Kind regards,
Julie Mentor
Movement Leader