



Mother's Day

CONNECT

One hour, every mother.

2018

Dear Sponsor

RE: Requesting support for Mother's Day Connect 2018

Thank you for considering supporting new moms as a part of the Mother's Day Connect movement.

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.

Teams of women will be sharing one hour of their Mother's Day with new mothers at maternity wards in hospitals around the country. The visit is meant to be encouraging, supportive and a celebration of what it means to be a mother. Last year, teams visited over 1500 new mothers in 6 cities around the country. This year, we'd love to grow those numbers to include more mothers.

Each team is tasked with deciding how to make their visit special. Many teams wish to bring gifts for the mothers that will help them and their babies. We have also encouraged the teams to include the nursing staff in their planning, as many of them are mothers too.

Please would you consider supporting this team with appropriate items that will make the mothers and nurses feel appreciated and celebrated this Mother's Day.

Should you require a Section 18 A receipt to claim a tax deduction for your donation, please contact us and we will happily issue you one.

If you have any questions, you are welcome to contact me directly.

Kind regards,

Julie Mentor

Movement Leader, Embrace