

# NEW MOMS

**STRONG FAMILIES. BRIGHT FUTURES.**

## **Associate Board Overview**

### **About New Moms:**

*We envision a future where every family thrives.*

We work to fulfill this vision through our mission to strengthen families by partnering with young moms as they progress toward housing stability, economic mobility, and family well-being. New Moms believes in the strength, skills, and potential of young moms. Our comprehensive approach provides housing, job training, academic coaching, and family support to give moms and their children a path to lasting success.

Combining behavioral research, proven methodology, and 40 years of real-world experience, New Moms has established an equity-driven model for generational change, challenging the barriers caused by systemic poverty and racism.

**Bright Endeavors** is where New Moms' mission truly shines. Behind the company's popular collection of artisanal scented candles are motivated moms in our paid job training program, learning comprehensive skills, gaining confidence, and forging their career paths.

100% of Bright Endeavors proceeds go to New Moms nonprofit programs providing housing, job training, academic coaching, and family support for young moms facing barriers caused by systemic poverty.

### **Associate Board Member Roles & Responsibilities:**

The Associate Board is composed of a group of emerging leaders who dedicate their own time, talents, networks and resources to raise awareness and support the mission of New Moms. As an ambassador for the organization, each Associate Board member must express and demonstrate a commitment to the mission and vision of New Moms.

The specific responsibilities that all members are asked to accept are included below:

#### **Expectations**

- Spread awareness of New Moms and its mission
- Give or Get \$500 annually\*
- Attend and invite people from your network to our events
- Provide leadership and engagement in New Moms signature campaigns including Together We Thrive, Galas, Holiday Campaigns, Operation Santa, and more
- Setup a personalized fundraising page

#### **Time Commitment**

- Serve a term of 2 years (eligible for re-appointment for two additional terms). A term begins on July 1 of the current year to align with our fiscal year.
- Attend or call into at least 75% of Associate Board meetings each year, held quarterly (4 total each year), varying number of task force meetings as needed, and special events

#### **Staff Support**

- Associate Board members will receive regular, timely, and accurate information from New Moms staff
- New Moms Associate Board members will receive staff support in fulfilling their responsibilities, particularly as members access their networks to secure support and meet give/get requirements

**Benefits**

- Become a part of the New Moms team, joining in our vision to see a future where every young family thrives
- Opportunities for professional development, including: working on a team of passionate professionals from various industries, networking with the New Moms Governing Board Members, and recognition on New Moms website and related marketing materials
- Special programmatic opportunities

*\*The “give-or-get” requirement is a “best practice” in the fundraising space and means that each associate board member is expected to donate a certain amount of money per year from their personal resources (“give”) or help raise money from others (“get”)*