

Pacific Post Partum Support Society

April 2013– March 2014 Annual Report

September 18, 2014



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Pacific Post Partum Support Society

2013-14 Annual Report

A Message from Malina Kordic, Board Chair

Every year has its ups and downs, and this year at PPPSS had, perhaps, more than most. On the 'up' side, there is a lot to be excited about. We have new training and outreach materials (funded by the IPCC grant, a project skillfully headed by Jody Perkins); we have new fundraising initiatives including a unique event, a historical maternity fashion show, coming up soon. And, most importantly, we continue to serve mothers in the community through our support groups, telephone support, Mom and Baby talks and community training.

But we've had our share of 'down' this past year, too. Loss of funding resulted in groups closing and staff hours being reduced – clearly, a stressful time for all. It was profoundly heartening to see how our organization and our community pulled together to get us through. Our funding issues led us to explore options and initiatives we may not otherwise have thought of, let alone ventured. The admirable efforts of the fundraising committee, Erin Arnold and Catherine Chow, and our amazing Angel Donors, made all the difference for us this year!

No less importantly, the events of the past year have left us with an even stronger impression of our capacity and resilience as an organization. This is largely the result of the relationships that we have built within our community. I was strongly aware of this as I watched Sheila navigate the difficult process of temporarily cutting back programs with compassion and caring for all those affected, and always with the cooperation and understanding of the community. It was, in fact, like watching someone skillfully steer a ship through treacherous rocks and toward calm, safe seas – where, thankfully, we now are.

We wouldn't be here without the connections we have made both within our small society and in the larger community.

I have said this lots of times by now, but I always feel it's worth repeating: in my opinion, the true function of the board is to support the staff to support women and their families. Thank you, everyone, for helping us do that. Especially, I want to thank the board for their cooperation, resourcefulness and grace. Sheila and all the other staff are the heart of the organization. I am still constantly learning from them and inspired by how they work together. Finally, to our broader community, particularly our many supporters, a heartfelt thank you. I look forward to our working together and continuing to forge deep connections.

Special Thanks

Linda Foster spearheaded our 2012 Eat Shop Love for Moms fundraiser and was a compassionate and driven advocate for families affected by postpartum depression/anxiety. She served on our Board 2012-2014.

Jane Beausoleil served as our Personnel Committee Chair and was instrumental in leading our staff as we restructured our management team. She served on our Board 2012-2014.

Bhupinder Bains served as our Treasurer 2012-2014 and oversaw all of our financials.

Heather Campbell who served on the Board as secretary is taking a temporary leave of absence and staying on as a corresponding member.

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A Message from Sheila Duffy, Director

We have had another busy year at Pacific Post Partum, full of challenges, change and achievement. Our success is largely due to the unbelievable dedication of our staff and volunteers, who joined together to go above and beyond. Thanks to them, we weathered the storm and came out shining!

Our main focus this year has been to build a strong fundraising strategic plan. We have experienced tremendous growth over the last few years. The demand for our services continues to increase as education and awareness of postpartum issues grows. The fact that more people are reaching out for support earlier means that we will have a greater impact on the health of families and communities far into the future.

Our challenge has been to be able to meet this increased demand for our services at a time when we also have experienced significant funding challenges. We are happy to say that we were able to continue most of our programs during this time, through measures such as temporarily closing two groups and calling on less staff to do more! Thankfully, we now have reopened these groups as a result of amazing support from our donors, volunteers and staff.

Our strategic plan is to build a stronger fiscal and structural foundation. We are happy to report that two new positions helped to improve the overall management of our organization. I have been in the position of Director since September 2013 and I am working closely with Stace Dayment, our Manager of Administration. (Special thanks to Stace, who works tirelessly "behind the scenes." We couldn't do without her!) We have also developed a bigger role for our volunteer coordinator, Georgie Hutchinson, who has built our strong base of volunteers. We now have a strong volunteer social media team: thank you to Karen Bannister, editor of our blog and social media coordinator, and Linda Tobias, our Twitter manager.

Erin Arnold, fundraising chair and vice chair of the Board, and our fundraising committee worked tirelessly to raise funds. I cannot say enough about Erin's contribution this year. We worked many a long day together, and her efforts have made all the difference in our work supporting struggling new families.

We are proud of our accomplishments thus far and we are excited about growing our success as we move forward.

Angel Donors Fundraising Dinner

With the instrumental help of volunteer organizer Catherine Chow, we had an amazing inaugural fundraising dinner. Fifty-one guests contributed a total of **\$43,000** in one night! Catherine Chow and BG and Mike Burdick served as co-hosts and a number of our staff and volunteers participated. Our host donors are very excited about repeating the event next year and many donors became members and want to continue to be involved.

I also want to express my gratitude to our staff, who worked tirelessly to maintain services and ensure that our funding challenges minimally disrupted our clients. This year we fielded over 4,000 calls. We served 130 moms in our eight support groups and reached out to over 1,400 parents at mom and baby talks in the lower mainland. We also provided two couples' sessions facilitated by Dr. Michal Regev with 24 participants. We held fifteen health care provider workshops/trainings in the Fraser Health and Vancouver Coastal Health regions. We travelled to St. John's, Newfoundland to deliver a two-day perinatal support training for Conception Bay Family Resource Program. We held three multicultural support trainings this year. We also offered eight-week Cognitive Behavioural self-help sessions on the phone to over thirty clients from all over the province, reaching many who are isolated and have limited support. Our program welcomed four new telephone support volunteers who regularly worked alongside our staff. Their passion and commitment to supporting women greatly helped to mitigate the effects of our reduced staff hours. We cannot thank them enough for their gift to our Society! We also want to thank 2012 practicum student Kelly Kuerbig, who has continued to volunteer in one of our Vancouver groups. Thanks also to our 2013 practicum students, Nicola Harte and Rosemary Rukavina.

We have five active multilingual phone volunteers who speak Cantonese, Mandarin, Japanese and Spanish. Six volunteers helped with childcare during couple's sessions and group sessions. Thanks to the many volunteers who shared their personal stories on video, this is not only a great addition to the website but a new way to reach out to those suffering who may be unable to phone and reach out.

As I say every year, I am incredibly grateful to work at Pacific Post Partum. After eighteen years of working here, I continue to be amazed at the dedication of our staff. I am privileged to witness their gift of supporting others.

Thank you especially to the women we are privileged to support. Every day they share the pain and joy of their journey through the profound life change that happens as we adjust to motherhood. We know firsthand that the ups and downs on this journey are eased when we have someone who listens and understands. These mothers demonstrate how much strength and courage it takes to reach out.

Even in an environment that continues to stigmatize mental health difficulties, especially for new parents, our clients tell us over and over that when they receive the appropriate support they are able to emerge stronger than ever from their experience of anxiety and depression. Their stories of recovery show the world that it does indeed take a village to raise a child. **When we can come together to nurture and support mothers we nurture the whole family.**

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About our Support Programs

Telephone Support:

Our team of experienced perinatal/postpartum counsellors offer telephone support, information and referrals to women and their families 5 days a week. Women may self-refer but many referrals come from physicians and public health nurses.

Weekly Support Groups:

Our support groups are held weekly at numerous locations across the Lower Mainland. They provide a safe place for women suffering from postpartum depression to connect with other women and receive valuable support and information.

2013-14 locations included North Vancouver, East Vancouver, Downtown Vancouver, Westside Vancouver, Richmond, Cloverdale, Port Coquitlam, and Burnaby.

Cognitive Behavioural Self-Help Skills & Techniques:

This eight-week series features one-to-one telephone coaching with cognitive behavioural self-help skills. This option is particularly helpful to women who may not have access to our support groups in the Lower Mainland.

Information Packages:

Our Information Packages are available to individuals and professionals at no cost and in multiple languages (English, Punjabi, and Chinese). **A self help guide entitled “[Postpartum Depression and Anxiety: A Self-Help Guide for Mothers](#)”** is published by the Society and is also available for purchase as are the Society’s professional publications, [“A Reference Manual for Group Facilitators”](#) and [“A Reference Manual for Telephone Support Volunteers.”](#)

Partner and Couples Information Sessions:

Designed as a safe forum for the partners of women suffering from PPD/A, or couples interested in reinforcing their partnership during this transition, these sessions are offered 2-4 times a year and have been well received by those who have attended.

Community Education Talks:

We are often invited to give presentations at Mom & Baby groups in partnership with the Public Health units and community based organizations like neighbourhood places and family places. These talks allow new mothers to share their feelings about the postpartum period honestly and openly with other mothers, and are a proven tool in promoting prevention, early recognition, and treatment of postpartum symptoms.

Service Provider Educational Workshops:

Trainings are offered in group facilitation and telephone counselling as well as basic support skills for postpartum support. Over the past few years, we have developed an innovative **Multicultural Training Program**, whereby we provide support skills to multicultural support workers who can then reach out and support women in their own communities and languages.

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Program Statistics

Vancouver Coastal Health Authority

Vancouver	1,199
Richmond	218
North Vancouver	137
West Vancouver	10
Whistler	10
Squamish	35
Sunshine Coast	35
Other VCH areas	13
VCH Total	1,657

Interior Health Authority

Kelowna	29
Nelson	39
Revelstoke	24
Creston	22
Penticton	2
Vernon	3
Invermere	27
Fernie	10
Rossland	3
Masset	4
Other IHA areas	2
Total	165

Other Canada

Alberta	41
Quebec	22
Saskatchewan	11
Ontario	16
Total	92

Total support calls

2013-14:
4,262

Total contacts
including e-mail:
7,991

Expected births in
British Columbia
2013-14:
44,000

An estimated **1 out of every 6** women experiences troubling depression or anxiety after the birth or adoption of a child.

Over 7,000 mothers and their families in British Columbia need our help *annually*.

Fraser Health Authority

Burnaby	419
PoCo/Coquitlam	287
New Westminster	152
Surrey	590
Delta/Ladner	126
White Rock	40
Maple Ridge	44
Pitt Meadows	11
Langley	176
White Rock	85
Cloverdale	16
Fraser Valley	163
FHA Total	2,069

Northern/Interior/Vancouver Island

Cowichan Bay	3
Nanaimo	15
Duncan	22
Port Alberni	6
Comox	2
Victoria	87
Saanich	11
Kamloops	7
Cranbrook	17
Kitimat	8
Campbell River	3
Powell River	7
Ladysmith	2
Kimberly	8
Prince George	34
Other	18
Total	250

USA

California	4
Oregon	3
Hawaii	2
New York	8
USA Total	17

Unknown/Anonymous 12

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Program Statistics

Weekly Support Groups 2013-14

North Vancouver	15
Vancouver Westside	13
Port Coquitlam	7
Richmond	13
Vancouver Eastside	31
Vancouver YMCA	21
Cloverdale	17
Burnaby (closed October 2013)	13

Total women enrolled in support groups: 130

Total children attended while women received support in groups: **120**

Mom & Baby Talks 2013-14

Total Mom & Baby Talks	95	
VCH Talks	60	63%
VCH Attendees	923	
FHA Talks	35	37%
FHA Attendees	512	
Total Attendees	1,435	

Two 8-hour workshops for multicultural community support workers: 28 attendees

Two 8-hour Educational Workshops for community agencies: 30 attendees (Newfoundland), 28 attendees (Burnaby)

Two Level One Education Sessions: 10 attendees (Port Moody), 15 attendees (North Shore)

Various Perinatal Depression and steering committees attended throughout the Lower Mainland

Website Statistics April 2013 – March 2014

Visits: 15,209

Unique visitors	10,237
Mobile visitors	4,799
Page views	42,000
New Visits	67.3%

Top Referrers:

Facebook
Public Health Agency of Canada
Winnipeg Health Region
CPA.ca: Canadian Psychological Association
Vancouver Coastal Health
HereToHelp.ca

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Integrated Primary and Community Care (IPCC)

Jody Perkins, Project Manager

In December 2012, PPPSS received a grant from the Integrated Primary and Community Care (IPCC) Community Partnership Fund of Vancouver Coastal Health (VCH) for a project to utilize innovative ways to share personal stories of perinatal depression and anxiety to:

- Make client resources more engaging, culturally appropriate and accessible
- Make training materials for community health professionals more relevant, culturally appropriate and accessible
- Reduce stigma associated with perinatal depression and anxiety.

Informed by focus groups and individual interviews, and created in collaboration with community partners, we:

- Produced approximately 230 video segments from interviews with parents who have experienced PPD/A as well as ten training videos on support group facilitation
- Created culturally appropriate brochures in Chinese (simplified and traditional), Farsi, Punjabi and Spanish
- Redesigned and updated our website, including:
 - New sections for fathers with PPD/A and for supporters
 - Integrated video content throughout site
 - Culturally appropriate Chinese, Farsi, Punjabi and Spanish pages
- Created infrastructure to distribute our print publications digitally
- Redesigned our workshop training materials.

Many hands were needed to complete this project. Those involved often went above and beyond what was required and brought personal passion to their work: Chad Galloway, our talented videographer, who donated many hours to finish the project; Kyle McIntosh of Popgun Media, who created a website that is beautiful, sustainable, and supports future innovation; Christina Lauer, who donated her professional expertise to create our inspiring new logo and visual guidelines; Michelle Lee (designer) and Sandy Bau (publisher) who created a beautiful new imprint of the Purple Book; Emma Lee, who was

instrumental in conducting the focus groups and video interviews and wrote the new Chinese content; Emilie Irelan, who took the lead in creating the video segments that form the core of the project; and Linda Tobias, who wrote the fantastic new website and brochure content. Finally, every PPPSS staff member played a role in this extensive project, but Stace, Sheila, Hollie, Shealagh, Rita, and Georgie were especially involved throughout.

We also received help from many community collaborators, including: Fariba Ghodousi (various North Shore agencies), who helped write the Farsi content and arrange the Farsi focus group; Kim Shetler and Nazila Safari (North Shore Multicultural Society); who helped arrange the Farsi focus group; Jane Leung (Touchstone), who reviewed the Chinese language materials; Sharon Babu (South Vancouver Family Place), who arranged the multicultural focus group; Cynthia Mejia (Kiwassa Neighborhood house), who served as a co-facilitator for the Spanish focus group; Humaira (South Vancouver Neighborhood House), who helped arrange the Punjabi focus group; Juliana Han (VCH), who arranged our Chinese-language focus group; and many Healthiest Babies facilitators, who helped get the word out to multicultural moms.

This project was designed to record the experiences of new parents, and then use those recordings to create a host of new materials. **We never would have made it past the first day without the dozens of moms and dads, both PPPSS alumni and not, who shared their deeply personal postpartum experiences in the focus groups.**

I especially want to thank the generous and courageous video interview participants: Allen, Brianna and Keegan, Linda, Robin, Mariko and Kasimir, Maria and Pablo, and one other who cannot be publically named at this point, **as well as the moms who participated in a mock support group in order to create group support training videos:** Emma, Maria, Clare, Anna, and Rebecca. Together we have created something beautiful and powerful that will help new parents far into the future.

We have received IPCC funding for phase two. Work has already begun and will wrap up during summer 2015.

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Thank You for Your Support!

We acknowledge the financial support of:

the Province of British Columbia
Vancouver Coastal Health
Vancouver Coastal Health – Richmond
Fraser Health Authority
City of Vancouver
City of Surrey
City of North Vancouver
District of North Vancouver
City of Richmond
The Leon & Thea Koerner Foundation
Soroptimist International of the Tri-Cities
West Vancouver Community Foundation
Cloverdale Public Health Unit
10th Avenue Alliance Church
John Braithwaite Community Centre
Garratt Wellness Centre
Westside Family Place
Tri-Cities East Neighbourhood Centre
Robert Lee YMCA, Vancouver
Burnaby Family Life
Burnaby Cuddle Program
Green Shield Canada
Canada Post Foundation for Mental Health
Vancouver Foundation
Surrey Cares Foundation
WorkSafe BC Helping Hands
Chimp Foundation
Shoppers Life Foundation
Doula Services Association
Associated Telephone Industries, Richmond
Burkes Pub, Port Coquitlam
The Haldane Family

Our Volunteers

The following volunteers contributed to PPPSS in 2013–14:

Administrative work by Laurel Kampert, Laura Murphy, Michaela Veljacic, Devon Davis, JiSun Lee and Melody Hutchinson
Fundraising/grant writing by Linda Farnsworth and Deborah Fairbanks
Great Expectations Fashion Show event planning by Dawn Livera, Kristin Schneck, Patience Silbernagel, and Barbara Horner, as well as Board members Malina Kordic and Erin Arnold
Mother's Day Tea May 2013 was provided by Board member Heather Campbell and Heather Winters coordinated the youth group from Richmond Presbyterian Church who served the tea. A self-care exercise session was provided by Courtney Lando
Multicultural Training volunteers Zoe Hutchinson and Mariko Kish
Couple's Sessions April 2013 and October 2013 were facilitated by Dr. Michal Regev
Volunteer childminders: Zoe Hutchinson, Kyran Yeomans, Maya Kordic, Caitlin Quinn, Devon Davis, and Rachel Duffy
Conference Table managed by Mariko Kish and Nicola Harte
Special Thanks to Christina Lauer for designing our colour guide for all our web and printed material and Kristy Hill for designing our Great Expectations promotional work
Multicultural Telephone Support volunteers Valerie Lai, Jennifer Borins, Maria Cervino, Mariko Miyazaki, and Cass Lao
Office Telephone Support Volunteers: Claire Zeschky, Nicola Harte, Kelly Kuerbig, Anna Chambers, and Emma Lee
Practicum students from University of Victoria School of Nursing and Adler School of Psychology Doctoral program, respectively: Nicola Harte and Rosemary Rukavina
Social Media team: Jody Perkins, Linda Tobias, Karen Bannister

Thank you for Your Contributions

Erin Arnold & Dawn Livera – Donor and self-care grant contributors
Joy Hill – long-time staff Counsellor and Group Facilitator
Alex Tsang – Project Manager from PM Volunteers
Zoe Hutchinson and Clare Zeschky – Phone blitz volunteers
Nadine Flagel – grant writing and reporting
Yoga Outreach for staff training day
KC at Kansept Media and Kristy Hill at Twell Media – graphic design work
Heather Campbell – Board member and contributor to our self-care day in Whistler
Amy Jones – Independent Port Coquitlam Fundraiser
Tracy Schjelderup of Stella & Dot and Kristy Hill of Pampered Chef – Independent fundraising
Jane Shin, MLA Burnaby-Lougheed and CA Emma Lee – advocates for our Society and BC families
The Makaroff family – a lifetime of contributing and advocating for our Society

Pacific Post Partum Support Society

Special Thanks to our Angel Donors

In May 2014, a special dinner was held at Shaughnessy Golf Club hosted by Mike & BG Burdick, together with support from The Keg Steakhouse & Bar. During the evening, angel donors came together to learn about postpartum depression, and listened to counsellors and clients share their postpartum experiences and personal stories. We had an amazing celebration with 51 guests and a total of \$45,000 was raised in one night! We want to especially thank Catherine Chow for her efforts in piloting this fundraiser. We are so grateful for the generosity of the Angel Donors who gave from their hearts and helped us reach our fundraising goal. The event brought many new members and donors to our Society and we wish to thank the staff and volunteers who helped make it a success. We look forward to more humorous and frank stories at next year's event – plans are underway already – save the date for May 27, 2015!

Our Angel Donors

Mike & BG Burdick
David Aisenstat
Terry Beech
Cathy Morgan
Barbara Dukowski
John and Claire Nicola
Murray Neilson
Cynthia Massen
Kathleen Montgomery
Peggy Kerns
Karen Jones
Lorraine Abernathy
Michelle Steer
Nicole Gibrandson
Anita Sampson
Betty Marshall

Marilyn Wong
Ron Varley
Stephanie Naqvi
Donna White
Marlene Tanner
Buster Edwards
Doug Smith
Lorne Folick
Sarah Wariner
Sèmôn Whitford
Cissy & Andreas Hesse
Katerina Alvares
Kip Woodward
Sandy Bau
Jeff Wolf
Dan Gormley

George Killy
Kent Anderson
Sam Feldman
Scott Shanes
Pat & Connie Carlson
Dan Nachonechy
Greg Curry
Andrea Janzen
Mary Chiasson
Dawn Livera
Patience Silbernagel
Darcy Hibberd
Charlie Hunter
Catherine & Curtis Hughesman
Aimee Clare

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How You Can Help

DONATE

Our programs are funded by government contracts, community and foundation grants and individual donors. In the light of limited government/grant funding and an ever increasing demand for our services, your support is needed now more than ever.

How to make a donation:

- **Phone Our Business Line** at 604-255-7955 to discuss your donation
- **Mail your donation to:**
Pacific Post Partum Support Society
200 - 7342 Winston Street Burnaby V5A 2H1
- **Make an online donation** through [CanadaHelps](#) or [Chimp.net](#)

VOLUNTEER

Without our volunteers we couldn't do the fine work we do at the Pacific Post Partum Support Society.

We are always looking for volunteer support in various capacities including fundraising, research, office support and more. If you could offer your time to our Society, we would be happy to connect with you. Please contact our Volunteer Coordinator at volunteer@postpartum.org

PROVIDE LETTERS OF SUPPORT

One of the greatest gifts you can give our Society is your story. If you feel that we've made a difference in your pregnancy or postpartum experience, we welcome your words! Please consider writing a letter of Support for our Society to use with our applications for funding through grants and government contracts. Your name will not be used unless you indicate to us otherwise.

We would welcome a call from you. Please contact us by phone (604-255-7955) or via email at admin@postpartum.org if you would like to support us.

BECOME A MEMBER

We invite you to become a Member of our Society. We strive to be the leader in the delivery of postpartum support across British Columbia. Your membership can help us reach our goal.

Membership benefits include:

- Networking opportunities with other women, mothers and members
- Opportunity to connect with our amazing Staff and Board Members
- Updates on the developments at the Society
- Participation in our Committees
- Invitation to attend and vote at our Annual General Meeting

JOIN OUR BOARD OF DIRECTORS

Pacific Post Partum Support Society currently has a volunteer Board of Directors that meets on a monthly basis and actively participates in the governance of the organization. Our Board Members are people who have a keen interest in the issues of postpartum adjustment, motherhood and family. Some of the Board Members are women who have experienced postpartum challenges themselves. We draw great strength and inspiration from our Board and work closely with them to achieve our mission.

Interested in our Board? Please contact admin@postpartum.org.

BE ACTIVE ON OUR FUNDRAISING COMMITTEE

Our Fundraising Committee has been established to make sure we work as a team to raise funds for our programs. Members include Board Members, Volunteers and Staff. The FR Committee meets monthly to discuss fundraising possibilities, set targets and review them. By becoming a part of our Fundraising Committee, you would be contributing to our fundraising skills and capability and would help us further our mission to support mothers and families experiencing postpartum depression and anxiety.

If you are interested in being a part of our Fundraising Committee, please email at admin@postpartum.org.

Pacific Post Partum Support Society

200 – 7342 Winston St.
Burnaby, BC V5A 2H1
Canada

(604) 255-7999 support line
(855) 255-7999 toll-free support line

(604) 255-7955 administrative line
(604) 255-7588 fax line

www.postpartum.org

Facebook: Pacific Post Partum Support Society
Twitter: PostPartumBC

BN Charity # 10781 0632 RR0001

2013–14 Board of Directors

Malina Kordic	<i>Board Chair, Past Secretary</i>
Erin Arnold	<i>Vice-Chair</i>
Heather Campbell	<i>Board Secretary</i>
Bhupinder Bains	<i>Board Treasurer</i>
Ruth Makaroff	<i>Director, Past Treasurer</i>
Linda Foster	<i>Director</i>
Jane Beausoleil	<i>Director</i>
Mary Chaisson	<i>Director</i>

Staff

Sheila Duffy
Linda King
Georgie Hutchinson
Kerry O'Donohue
Hollie Hall
Shealagh Davis
Rita Shergill
Joy Hill
Emma Lee
Nancy Safari
Stace Dayment

Director
Counsellor & Program Coordinator
Counsellor, Group Facilitator & Volunteer Coordinator
Counsellor, Group Facilitator & Program Coordinator
Counsellor & Group Facilitator
Farsi speaking Counsellor
Manager of Administration

Childminders

Kalala Butcher	Amy Hammoud
Hope Crawley	Melody Hutchinson
Fatma Elkaliny	Rukhsana Malik
Samireh Fathi	Sofia Pais
Sofia Pais	Deborah Scanlon
Nesreen Esmail	Avissa Izadi

Robert Lee YMCA Staff & Volunteer childminders

Our mission is to end the isolation and distress experienced by many women and their families with the profound life change that accompanies the birth or adoption of a child.