

HOPEFUL MAMA FOUNDATION

Partners in Hope giving guide



www.hopefulmamafoundation.org



Hello
there!

The Hopeful Mama Foundation was established to leave a personal legacy for my daughters, by demonstrating the importance of helping women in similar circumstances who may be searching for answers and embodying Hopeful Mama's core values of advocacy, education, and support.

My desire is to empower women by offering assistance with financial resources, emotional support, and education on fertility options that can help fulfill their hopeful mama dreams, just as I was able to fulfill my dream.

Emily

Founder



Why Choose Us

The Hopeful Mama Foundation is a 501(c)(3) nonprofit organization, founded in Iowa, committed to supporting women through their infertility journey. Hopeful Mama will assist women who need fertility treatments because of unexplained infertility, secondary infertility, and other medical diagnoses, through financial support, educational resources, and support groups.

Hopeful Mama will provide financial support to women with an infertility diagnosis through donor grants and services. Financial support is available to women who reside within the United States and cannot afford the high cost of fertility treatment. Financial support may be used for medication, IUI and IVF procedures, as well as the need for donor eggs.

Hopeful Mama will provide education on women's health and infertility to increase the understanding of infertility as a condition, as well as offer support for self-advocacy through in-person and virtual workshops. Education and support groups will be offered to all women.





Hope Hero \$25,000+

Hope Heros have the option of selecting how their donation is used during the quarter of their donation. The donation can go towards a full IVF grant or divided to cover smaller grants. Naming rights to that quarter's grant, if IVF.

WHAT IS INCLUDED:

- ✓ Name/Logo on all social media posts related to grant, including grant page/application
- ✓ Name/Logo on "Hope Hero" donor list
 - List displayed on "Partners in Hope" page of HMF website
- ✓ Two social media posts detailing grant partnership (one at beginning and one at end of grant quarter) which may include:
 - Name/Logo
 - Contact Information
 - About
 - Donation Level
- ✓ Two gratitude social media posts during calendar year of donation (donor can select month for post) which may include:
 - Name
 - Contact Information
 - Donation Level
- ✓ "Hope Hero" access to event of choice with:
 - Up to 15 event tickets
 - Vendor table + Inclusion in swag bag
 - Verbal mention during speech
 - Up to 10 minute presentation
 - Logo included on step and repeat
- ✓ Up to 15 HMF t-shirts and die cut stickers



Hope Warrior

Hope Warriors have the option of selecting what grant their donation supports from the Grant Opportunities, pages 8-9. If not specified, donation will support the greatest need.

WHAT IS INCLUDED:

- ✓ Name/Logo on “Hope Warrior” donor list
 - List displayed on “Partners in Hope” page of HMF website
- ✓ Two gratitude social media posts during calendar year of donation (donor can select month for post) which may include:
 - Name
 - Contact Information
 - Donation Level
- ✓ “Hope Warrior” access to event of choice to include:
 - Up to 5 tickets
 - Verbal mention during speech
 - Logo included on step and repeat
- ✓ Up to 5 HMF t-shirts and die cut stickers

***Donor can choose to be anonymous or opt out of any of the above

DONATIONS OF

\$15,000+



Hope Builder

Hope Builders have the option of selecting what grant their donation supports from the Grant Opportunities, pages 8-9. If not specified, donation will support the greatest need.

WHAT IS INCLUDED:

- ✓ Name/Logo on “Hope Builder” donor list
 - List displayed on “Partners in Hope” page of HMF website
- ✓ Two gratitude social media posts during calendar year of donation (donor can select month for post) which may include:
 - Name
 - Donation Level
- ✓ “Hope Builder” access to event of choice to include:
 - Up to 2 tickets
 - Verbal mention during speech
- ✓ Up to 2 HMF t-shirts and die cut stickers

***Donor can choose to be anonymous or opt out of any of the above

DONATIONS OF

\$5,000+

Hope Giver

Hope Givers have the option of selecting what grant their donation supports from the Grant Opportunities, pages 8-9. If not specified, donation will support the greatest need.

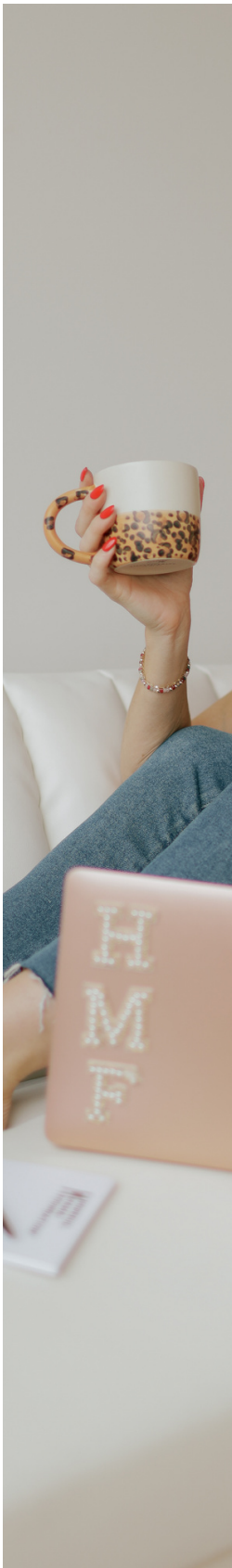
WHAT IS INCLUDED:

- ✓ Name/Logo on “Hope Giver” donor list
 - List displayed on “Partners in Hope” page of HMF website
- ✓ One gratitude social media post during calendar year of donation (donor can select month for post) which may include:
 - Name
 - Donation Level
- ✓ 1 HMF t-shirt and die cut sticker

***Donor can choose to be anonymous or opt out of any of the above

DONATIONS OF

\$500+



Grant Opportunities

1 **IVF Medication Grant**

Annual Need: \$20,000
Quarterly Donation: \$5,000
1 recipient/quarter
4 recipients/year

2 **IVF Grant**

Annual Need: \$100,000
Quarterly Donation: \$25,000
1 recipient/quarter
4 recipients/year

3 **IVF Cycle**

Annual Need: One IVF Cycle
IVF Cycle donated by clinic.
Recipient required to use donating clinic for cycle.





4

IUI Grant

Annual Need: \$20,000
Quarterly Donation: \$5,000
\$1,000/IUI Grant
5 recipients/quarter
20 recipients/year

5

Egg Donor Grant

Annual Need: \$50,000
\$25,000/Egg Donor Grant
2 recipients/year



6

Educational Partnership

Annual Need: \$5,000
Educational Workshops

- Held quarterly, 15-20 enrolling
- \$500/guest speaker (\$2,000/year)

Educational Materials

- \$3,000 - workshop materials

7

Operations Partnership

One time Need: \$5,000
Contribute to startup costs:

- IT Related Items
 - Website Development
 - Zoom for virtual support groups
- Marketing/Advertising Goods
- Support Group Supplies

Donor Testimonials



Julie Anciaux
SWEET JULIE MARIE

"I never thought as a small business I would get an opportunity to contribute to such a meaningful organization."

"Hopeful Mama Foundation is filled with passionate and creative members. The experience I was given to raise money, bring awareness, and engage others simply through my illustrations, inspired me as an artist to keep getting involved. I gained long lasting memories and friendships through their fundraising event."

Keely Waring
K.BEADEDESIGNS

"The foundation truly loves on and cares for those struggling with infertility. You can sense it, feel it, and know they are giving their all to those they are serving."



Sarah Thompson
BEAUTIFUL LIFE ATELIER

One of the best parts of being a small business is getting to be involved in organizations and causes like Hopeful Mama Foundation.

"The Sip + Shop event was an amazing way to experience the support in real time while raising money and developing relationships with women in our area. I am so thankful for the opportunity to be able to use my business for good and be involved in a cause that is near and dear to so many."

Testimonials



Ashley Bass

"The Sip and Shop for Hope event was such an incredible event full of hope, love, and happiness! Made my heart so happy."

Robin Hinrichs

"What an amazing morning—[I'm] feeling supported, feeling connected, and left feeling hopeful!"



Laura James

"As a person who struggled with infertility I wish this foundation was around when I was struggling. The support and community is something that so many women are now getting that I wish I had!"



HOPEFUL MAMA

Partnerships + Features

RITUAL[®]
MED BOUTIQUE

FLORAL THOUGHTS
Photography

CAUSETEAM

REVIVE &
CHARITABLE JEWELRY

EST. 2014
STORIED FOLK
AND CO.
INSPIRATIONAL GOODS | MADE WITH PURPOSE

OOVA

lonely little light
SPREADING JOY & JOSS WITH PRETTY LETTERS AND HANDMADE GOODS

OBSESSED FOR
ESSENTIALS

Her Creations
HANDMADE JEWELRY

STILLWATER
COFFEE CO.
EST. 2018

NEWS TALK
1540
KXEL

LAMAR

kokz

INSPIRE
Mentality

GreenState
CREDIT UNION

MWR
COUNSELING

BASS
FAMILY FARM

BARE BONES

SWEET
JULIE
MARIE

Foundation 2
Crisis Services

UNIVERSITY OF IOWA
HOSPITALS & CLINICS
University of Iowa Health Care

MARION
Public Library

The Gazette
140th ANNIVERSARY

LIFE 101.9

ROCK-108

the
Skimm[®]

ROSY
LANA

SOUTH TROY FARMS
EST. 1880

taylered^{2U}

RAYGUN

INCIRCLE
FERTILITY

MODE

SIEBKE
HOYT
JEWELERS

EST. 1998
SCOOTER'S
COFFEE

MONAWAR STUDIOS

“

We were never meant
to walk
this road alone.

”

