



Funds For Change Micro Grant \$2500 - Marketing and Public Relations

Member Success Highlight: Moms Helping Moms Foundation

Moms Helping Moms (MHM) Foundation enhanced its visibility and community engagement through the support of Funds for Change.

MHM enlisted the expertise of a public relations consultant to raise their profile, focusing on major events such as Mother's Day, National Diaper Need Awareness Week, and their 1 millionth diaper distribution. In the six months that they worked with the consultant, MHM secured eight notable media spots, including features in outlets like the [New Jersey Star Ledger](#), [New Jersey Digest](#), [ABC7NY](#), [News12NJ](#), [WMBC News](#), [Morris Bernard Moms](#), [Echo Sentinel](#) and [PIX11](#). All of these were initiated by the consultant.

Measurable Impact: The impact of their media exposure was clear, resulting in significant growth across various metrics. Each media spot drew an influx of new social media followers, volunteers, financial donors, and community supporters. Notably, their high-profile press during National Diaper Need Awareness Week alone garnered 37 new email subscribers, 40 Instagram followers, 15 Facebook followers, 10 new financial contributors (including two recurring donors), and over \$2,000 in donations.

Building Sustainable Partnerships: These media opportunities not only bolstered MHM's visibility but also began lasting relationships with media outlets, opening doors for future collaborations. Already, they've been invited back to News12NJ, and their enhanced media portfolio positions them for even greater opportunities ahead.

Learning and Growth: Reactions to the media spots showed that much more public education about diaper need and period poverty is necessary. Many readers/viewers/listeners were learning about these problems for the first time. Continued media outreach will raise awareness and build more community support for MHM. .

"We are forever grateful for the FFC Grant. Funding for opportunities like this are extremely hard to find, but are invaluable to us. I hope you will always fund the dream projects that help increase the impact of small diaper banks."

- Judi Meighan, Moms Helping Moms Foundation



New Coverage: [New Jersey Star Ledger](#), [New Jersey Digest](#), [ABC7NY](#), [News12NJ](#), [WMBC News](#), [Morris Bernard Moms](#), [PIX11](#), [Echo Sentinel](#)