

Consider designating your United Way donation to Mothercraft and support the **Birth and Parent Companion Program and Playground Renewal**

Did you know that you may designate the charity and program to which your United Way donation goes each year? It's simple, and the impact of these designations is enormous for the work we do. This year, your donations support these Mothercraft priorities:

The Birth and Parent Companion Program (BPCP) is a United Way funded program, but there is always a short-fall which must be met to ensure that the program continues to provide and enhance its unique services to families in need. Since 1991, the Birth and Parent Companion Program has been training **Volunteer Companions to provide one-on-one and group support, information, companionship and mentoring to low-income mothers who are young, single, or isolated new Canadians, or who have histories of addiction and abuse or mental illness and any others who may be at risk in parenting.** These mothers may be at greater risk of depression, malnourishment, inadequate prenatal care, pre-term labour and low birth weight infants; have lower breastfeeding success rates; and their children are at greater risk of neglect, abuse and sub-optimal growth and development. **These outreach activities aim to improve the health and safety of our community through better prenatal health and birth outcomes, increased breastfeeding and maternal and infant bonding, increased self-esteem and healthy relationships, increased education and access to community support and by building positive attachment and parenting skills.** Our Volunteer Companions are making a difference in so many mothers' and children's lives, one family at a time.

It's more than just a playground! The playground at Mothercraft Ottawa will become a natural outdoor educational environment for the children and provide a safe, beautiful and accessible canvas for creative play. The new play yard will include improved drainage, more space for the toddlers, new interactive play spaces to challenge the children, a water play area, pathways, trees and other natural elements like rocks and logs for the children to climb on, and interactive learning areas like court games, a stage, a vegetable garden, and an art area. The best part of these plans is that they are highly maintainable at low cost, are not subject to changing safety regulations and allow all children access to all elements of the yard. **It's more than just a playground: together we can ensure that Mothercraft's children will enjoy experiences that build a lifetime of creativity, learning and love of nature!**

It's simple: at the bottom right of your United Way donor form, beneath the "Thank You" is the "Other Options" section. Simply fill in Canadian Mothercraft of Ottawa-Carleton, 10686 4325 RR0001, the priority which appeals to you (if applicable), and your donation amount to provide your support directly to our projects.

Help us help.

Donation options:

1. Indicate our Charitable Number 10686 4325 RR0001 on your United Way donation form.
2. Mail your donation to Mothercraft Ottawa, 475 Evered Avenue, Ottawa, ON K1Z 5K9.
3. Use your credit card by phone at 613-728-1839 or on the web at www.Canadahelps.org.

Questions? Ideas? Please contact Rachel Horsley, rachel@mothercraft.com.



Helping Ottawa families grow and thrive · Pour des familles heureuses et épanouies à Ottawa

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