

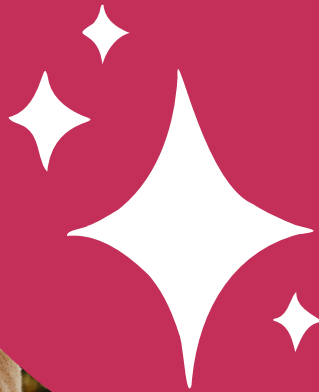


**Mothers  
Matter  
Canada**

**When Mothers Thrive,  
Children Flourish and  
Communities Prosper**

# Bright Beginnings ✨

A Campaign to Support mothers and children to rebuild their lives after abuse.



# A Letter from the CEO



Dear Friend,

Every child deserves a bright beginning to their life.

Each year, too many women and their children in Canada face the devastating impacts of Intimate Partner Violence (IPV). The journey to recovery can be overwhelming, especially in the months following separation from an abuser. Our Safe Space for Early Learning Foundations (SELF) program offers essential support, providing a safe and nurturing environment where families can heal and grow.

SELF is designed for mothers and children in second-stage shelters, offering trauma-informed care and early learning activities that foster resilience and confidence. The cost to support one mother and child through this program is \$15,000 annually, with over 90% of your donations going directly to hands-on support. This program has a remarkable 90% success rate in helping mothers leave abusive relationships permanently.

As we approach the end of our pilot funding, your support is crucial to secure the future of SELF and expand its impact across Canada. Our vision is to transform this program into a national initiative, ensuring consistent, life-changing support for families in need.

I invite you to join us in this vision and donation to our Bright Beginnings campaign. Your contribution can create a foundation of hope and opportunity for those who have endured so much. Together, we can ensure that every mother feels empowered and every child grows up in a safe, nurturing environment.

Thank you for being a vital part of the Mothers Matter community and for considering this opportunity to make a lasting impact. I would be delighted to discuss this further and explore how we can work together to support these families.

In kindness and with gratitude,



**Amy Robichaud**  
CEO, Mothers Matter Canada





## Building a Brighter Future for Children Affected by Violence

Across Canada, children who live in second-stage shelters with their mothers have often experienced or witnessed unimaginable trauma. These young lives, in their most formative years, are shaped by instability, fear, and a fractured sense of safety. The Safe Space for Early Learning Foundations (SELF) Program addresses these challenges head-on, providing trauma-informed, play-based learning that allows children to heal, grow, and prepare for a brighter future.

As SELF nears the end of its pilot funding, we are seeking your support to ensure this program's vital impact on children can continue and expand. With your help, we can offer this life-changing program in second-stage shelters across Canada, giving more children a safe space to rebuild trust and experience the joy of being a kid.

### The Impact of Trauma on Young Lives

Children are deeply affected by the trauma of intimate partner violence (IPV). For many, witnessing abuse can lead to developmental setbacks, impaired communication skills, and challenges with socialization and trust. These children carry the weight of fear and instability that colors their earliest memories. Without intervention, the trauma of IPV can echo through generations, shaping how they perceive relationships, navigate social interactions, and approach their futures.

The SELF program is a direct response to this crisis, designed to offer these children the consistent, loving support they need to thrive. SELF helps break the cycle of abuse, empowering children with the emotional and social tools that enable them to build positive relationships, succeed in school, and grow into resilient, confident individuals.



# SELF: A Safe, Healing Space

SELF is an adaptation of the HIPPI program, uniquely tailored to meet the needs of children and mothers in second-stage shelters. Through play-based learning, SELF provides children with the tools to express themselves, build confidence, and prepare for school within the safety and familiarity of their current environment. Mothers lead these early learning activities, strengthening their bond with their children while reinforcing each child's sense of security and trust.

By situating SELF within second-stage shelters, we ensure that these children—who, in many cases, cannot safely attend community programs—still have access to high-quality early childhood education. In a safe, accessible setting, SELF offers bi-weekly playgroups, storytime, crafts, and other activities that foster social skills, creativity, and self-confidence. These children can, often for the first time, feel truly safe and experience the joys of childhood.



## The Transformative Power of Early Learning

Early childhood experiences shape a child's sense of self, emotional resilience, and their capacity to form healthy relationships. Through SELF, children in second-stage shelters gain access to consistent early learning that otherwise would not be available to them. This program's curriculum is designed to nurture communication skills, support emotional regulation, and create positive learning experiences that children carry with them into school and beyond.

In addition to cognitive and social benefits, SELF's consistent, trauma-informed programming fosters a deep sense of safety and trust between children and their mothers. For many of these families, SELF marks the first time they experience stability, routine, and joy as a family unit. These positive early experiences create a healthy, secure attachment that will carry them through future challenges and set a new course for their lives.



# The Impact of the SELF Program



## Kate's Story

At the heart of SELF are the home visitors who connect with and support the mothers in second-stage shelters. These meetings are filled with laughter, tears, and hope. Kate is a dedicated home visitor, a mother of two and an early childhood educator. She embodies the spirit of connection and support that defines the SELF Program.

Kate's journey as a home visitor began when she discovered SELF's unique initiative to empower mothers and prepare young children for educational success. Drawn by the program's mission and the opportunity to make lasting changes in her community, Kate stepped into this transformative role. "I absolutely love what the program does," says Kate passionately.

One of the most beautiful aspects of her work is the bond she forges with the mothers. Each week, they gather to learn, connect, share, and support one another. "The group events feel like gatherings where everyone mingles and connects," Kate says with a smile. These gatherings aren't just about education; they are about building a community—a lifeline for mothers seeking companionship and understanding.

## A Life Transformed

Among the many stories Kate holds dear, one mother stands out. Sarah is a remarkable woman raising seven children, including a set of twins. When she first joined the program, she carried enormous guilt. Despite her experience with her older children, she felt she hadn't given enough attention to her younger ones during the upheaval she and her children experienced. The weekly home visits became a sacred time for Sarah and her little ones to focus on their growth and learning.

As Kate worked with Sarah, something shifted. The activities they undertook together engaged the children and reignited Sarah's confidence. "I remember her showing me old photos before she joined the program," Kate recalls. "She looked severely depressed in those pictures. Now, she's thriving, and it's amazing to see how much she and her children have grown." Through the program, Sarah transformed from feeling overwhelmed to becoming a vibrant, confident mother who actively participated in her children's education.





## Vision for a National Program: A Lifeline for Children Across Canada

The goal for SELF is clear: to move beyond the pilot phase and make this program available in second-stage shelters nationwide. To reach as many children as possible, we need stable, ongoing funding that allows SELF to operate in every province, creating a safe learning space for children who have endured the trauma of IPV.

Your support can make this vision a reality. With your help, SELF can expand its impact, creating a consistent, reliable foundation for children as they heal and grow. For \$15,000, you can fund an entire year of transformative programming for a child and their mother, giving them the critical support needed to recover, build a healthy parent-child bond, and experience childhood as it was meant to be.

## Give These Children the Chance They Deserve

Through the SELF program, we are not just supporting children today; we are investing in the adults they will become tomorrow. Every gift helps provide a stable foundation for these young lives, creating the possibility of a future defined by confidence, kindness, and resilience. Join us in expanding SELF, and together, we can give these children the best start in life.

**Help us make SELF a national program and ensure every child can experience the safety, joy, and learning they deserve. Your support will have an impact that lasts a lifetime.**

### Corporate Partnership Opportunities

Does our mission and values align with your corporate giving goals. We are seeking corporate partners who want to invest in this transformative programming and provide critical support to mothers and children.

Email [arobichaud@mothersmatter.ca](mailto:arobichaud@mothersmatter.ca) to start the conversation.

# Giving Matters.



With your help we can provide reliable foundation for children as they heal and grow. Your investment in SELF's transformative programming for a child and their mother, will give them the critical support needed to recover, build a healthy parent-child bond, and experience childhood as it was meant to be.

## Your gift has an impact.

\$100: Provides transport for four mothers and their children, living in second-stage shelters, to attend a playgroup in a safe space, allowing them to rebuild healthy parent-child relationships.

\$300: Provides one year's worth of high-quality educational toys for a toddler living in a second-stage shelter so they can start school just as ready as their peers.

\$600: Helps two mothers as they escape intimate partner violence by providing them with a secure tablet to stay connected to services, education and community.

\$1260: Prevent Gender-Based Violence by supporting 12 men to participate in Men Like Me, a community-based program that engages fathers in meaningful connection and parenting activities.

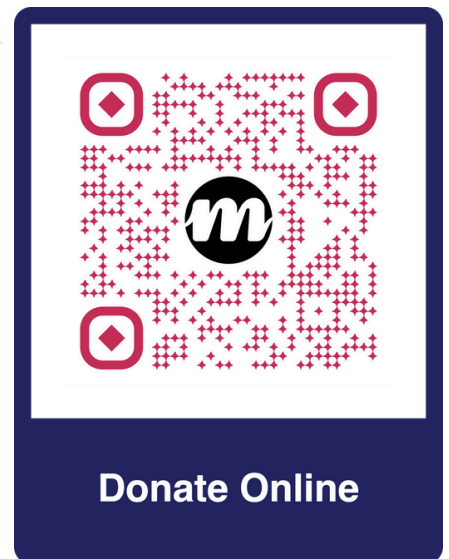
\$1500: Provides safe childcare for 20 children living in second-stage shelters so that their mothers can attend workshops that offer support to rebuild their confidence as parents and access to essential services after they have fled from intimate partner violence.

\$2,500: Provides one year of the SELF early childhood education curriculum for 10 preschool-age children living in second-stage shelters.

\$5,000: Provides one year of the SELF early childhood education curriculum for 20 pre-school age children living in second-stage shelters.

\$10,000: Two (2) months of salary for two peer-workers to support 20 mothers and children in the SELF program.

\$15,000: Fully funds one family through a year of the SELF Program, creating transformational change and breaking the cycle of violence.





# Thank You for Supporting Bright Beginnings.

**Your gift will help  
mothers and children  
to rebuild their lives  
after abuse.**

