



Associate Board Overview

About New Moms:

We envision a future where every family thrives.

We work to fulfill this vision through our mission to strengthen families by partnering with young moms as they progress toward housing stability, economic mobility, and family well-being. Our 2-Generation approach puts families experiencing poverty in control of their goals and unleashes their potential. We partner with families to construct the foundation of well-being by strengthening core life skills, incorporating early childhood development supports, building pathways to and preparation for education and employment, and expanding positive social networks and access to community resources.

Bright Endeavors is New Moms' social enterprise candle company and is a critical component of our Job Training program. Bright Endeavors exists to provide transitional job training and professional skill development for young moms who are working to build strong families.

Associate Board Member Roles & Responsibilities:

The Associate Board is composed of a group of emerging leaders who dedicate their own time, talents, networks and resources to raise awareness and support the mission of New Moms. As an ambassador for the organization, each Associate Board member must express and demonstrate a commitment to the mission and vision of New Moms.

The specific responsibilities that all members are asked to accept are included below:

Expectations

- Spread awareness of New Moms and its mission
- Give or Get \$500 annually*
- Attend and invite people from your network to our events
- Provide leadership and engagement in New Moms signature campaigns including Together We Thrive, Galas, Holiday Campaigns, Operation Santa, and more
- Join the New Moms Associate Board Slack Channel
- Setup a personalized fundraising page

Time Commitment

- Serve a term of 2 years (eligible for re-appointment for two additional terms)
- Attend or call into at least 75% of Associate Board meetings each year, held quarterly (4 total each year), varying number of task force meetings as needed, and special events

Staff Support

- Associate Board members will receive regular, timely, and accurate information from New Moms staff
- New Moms Associate Board members will receive staff support in fulfilling their responsibilities, particularly as members access their networks to secure support and meet give/get requirements

Benefits

- Become a part of the New Moms team, joining in our vision to see a future where every young family thrives

- Opportunities for professional development, including: working on a team of passionate professionals from various industries, networking with the New Moms Governing Board Members, and recognition on New Moms website and related marketing materials
- Special programmatic opportunities

**The “give-or-get” requirement is a “best practice” in the fundraising space and means that each associate board member is expected to donate a certain amount of money per year from their personal resources (“give”) or help raise money from others (“get”)*