



**MUMMY
BUDDY™**

**Partnership
Opportunities**



“We get it. Motherhood is an incredible journey but it's often challenging, knacker and pretty lonely.

We know that a whopping **73%** of first-time parents admit they **struggled with anxiety and mental health issues.**

So we've created cocoons of support dedicated to holding relaxed, friendly, real life get togethers to empower and reassure.

Established as a grass roots venture, we are now in an exciting period of national growth. If your corporate values compliment ours then we would love to hear from you”.

Janey Carey
Founder of Mummy Buddy

New Mum Stats

We know that loneliness and PND are real issues, particularly so in the early stages of motherhood.

1 in 5

experience Post Natal Depression (PND) or feelings of anxiety.

90%

of mums felt lonely after having children.

55%

felt 'friendless' after giving birth.

What do we offer?

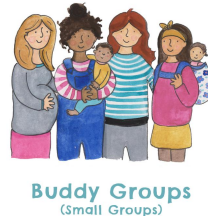
Our Buddy Hubs are dedicated to holding relaxed, friendly, real life get togethers.

“No fusty community halls.
No know-it-alls or patronising tones.
No name badges or awkward ice breakers.
Promise.”

We offer a variety of ways to get stuck in ranging from:



The Mummy Buddy Programme - Our award winning peer-to-peer support initiative. Members in our Hub areas can sign up on-line for free and find their Buddy.



Small Groups - our Buddy Groups (mums at a similar stage) meeting weekly to chat through key topics.



Bigger Groups - Our Knees Ups (get togethers) are relaxed, informal, usually with a glass of wine! Our Parent Power Hours are Topic-based expert-led sessions aimed to empower and reassure.

Our Reach

Mummy Buddy was established in 2017, and since then we have attracted a strong following...



5K

Mummy Buddy Members

predominantly Mums-to-be and
New-ish Mums (under 2 years)



10K

Instagram Followers

92% women
85% aged 25-44



15

Hub Areas

each with an area Ambassador
(volunteer) and their own
WhatsApp Group



40%

Click through rate

on our recent
Members Magazine
'Winging It'



Sponsorship Opportunities

Customer Closeness



Targeted surveys: can be sent to our Buddies and Buddy Groups in line with weekly topic to chat through and feedback



Detailed surveys: can be sent to our Members during a sponsored week and shared via social media channels



Focus Groups: Join our weekly Buddy Groups to chat through product testing or research



Attendance at Events: attend our members get-togethers for more informal conversations

Sponsorship Opportunities

Brand Promotion



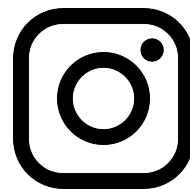
Magazine: Main article in our weekly Members Magazine 'Winging It'



Events: Chat to new mums, hand out samples, freebies and promotional materials at our regular get togethers



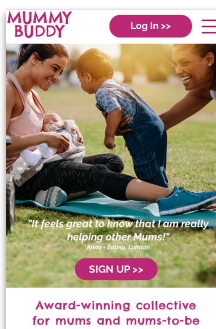
Experts: Share your Expert's Top Tips with our Members, or let us organise a 'Parent Power Hour' for you



Social Media coverage: posts, stories, engagement (10k instagram followers)



Incentives: Giveaways and discounts for members/followers



Presence: on our Website with Direct links to your website

An Example:

Little Freddie recently commissioned us to help with the following...

Customer Closeness

Attended 2 (small group) Buddy Groups to chat and gain qualitative insight - similar format to a typical **Focus Group**.

We sent their **quantitative survey** to our Mummy Buddy members - with a 20% response rate.

Promoted the recruitment of Mums to their Little Freddie **Consumer Panel**.



Brand Promotion

They joined us to handout freebies and new products at our (big group) knees ups.

They sponsored a Weekly Topic - their nutritionists top tips formed the main article in our Members Magazine.

We offered a **competition Prize** for 5 survey entrants.

Coverage on our social media channels including a link to the survey on instagram stories.

Who we've worked with...

We feel privileged to have worked with the following brands...





About MUMMY BUDDY

We are:

**National
Award Winning**

Grass Roots

Independent

Cost Effective

**A Social
Enterprise**

Qualified

**Community
focused**

Experienced

Our Achievements...

We've been busy since we got the ball rolling in October 2017...



Over 2,500 mums and mums-to-be matched as Buddies.



We created over 15 Buddy Hubs across the UK, all led by local Ambassadors (Volunteers).



We received a Points of Light Award from the Prime Minister.



We've attracted a strong position on our social media platforms, reaching 10,000 followers on Instagram.



We've grown Internationally with Hubs being established in the Middle East, Ireland and Spain.



We've secured Community funding from the Tesco's Bags of Help initiative.



We've trained and supported 4 volunteer interns from our West London base.



Interested?

If you're happy to work with us, support us or promote what we do,
please get in touch with

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www.mummybuddy.org.uk

Thanks!

We are a volunteer led Social Enterprise, proud to be supporting local communities.