

A woman in a pink tank top and black leggings sits on a green mat on a grassy lawn, holding a baby wrapped in a white blanket. Another woman in a white tank top and blue sneakers leans in from the right, holding a toddler in blue overalls. A brown stroller is partially visible on the left. The scene is bright and sunny.

**MUMMY
BUDDY**

Ambassador Pack



“We want mums to feel supported, reassured and well connected.

We know that face-to-face interaction, problem sharing and a bit of fun can have an overwhelmingly positive affect on a mother's mental state.

No-one needs to do ‘this’ alone.”

Janey
Founder of Mummy Buddy

Mummy Buddy Community

We get it...

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

The rollercoaster of heart warming loveliness juxtaposed with utter confusion, clueless-ness, and, well, it's just a bit boring sometimes.

We are social beings. It's easy to fall into the trap of hiding behind our screens but we know that face-to-face connections and friendships help to keep us sane(-ish) and boost our happy hormones.

New Mum Stats

We know that loneliness and PND are a real issue, 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?

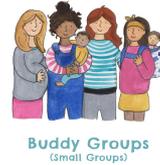
Our Buddy Hubs are dedicated to holding relaxed, friendly, real life get togethers.

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:



Peer-to-Peer - Our award winning 'Mummy Buddy Programme' offers peer-to-peer support. 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 broken down by age of baby ie, 0-6 m, 6-12m, 12-24m) meeting weekly to chat through key topics.

Sessions are self-facilitated and each group is provided with a weekly topic and discussion cards. There is a small charge for these groups (starting from £10 per month)



Bigger Groups - Our Knees Ups (get togethers) are free, relaxed, informal, usually with a glass of wine! Ambassadors can set the frequency of these.



Parent Power Hours - Our topic-based expert-led sessions aimed to empower and reassure. Ambassadors can set the fee for these sessions.



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Ambassadors

Our Ambassadors are wonderful!

They are genuinely driven to help and support mums and mums-to-be, and the outcome of their work is very powerful.

Ambassadors have told us that they enjoy their role because they:

- Meet some wonderful women.
- Make a positive impact.
- Offer reassurance and support.
- Find their input very rewarding.
- Develop their own confidence and local networks.

As an Ambassador you will...

Promote Mummy Buddy in your area

You will be the 'face' of Mummy Buddy in your area. You'll reach out to your local community, connect with local baby services, hand out flyers, post on local facebook groups etc.

Manage and coordinate Buddy Groups (Essential)

You will set up the Buddy Group WhatsApp Groups, book a suitable weekly venue (pub etc) and send weekly topics to all (we will provide you with all materials needed). You do not need to attend the sessions as they are self-facilitated.

Hold local events and get togethers (Optional)

Feel free to organise local get togethers, knees Ups, Parent Power Hour or perhaps try a Swap Shop event? It's up to you! You set the fee and frequency.

Run an Instagram Account

We love instagram and our Ambassadors are doing a great job of creating local accounts. Again, you can do as much or as little as you are able to on this.

And we will...

Match all Buddies

We've created a Members Dashboard on our website whereby people can find and contact their Buddy.

Promote Mummy Buddy Nationally

We have 10,000 followers on Instagram now - will will promote your events to our followers.

Send 'Winging It'

our Members Magazine with key weekly topics to everyone along with reminders for knees ups, groups and newsletters.

Help to promote your events/get togethers

We will send you all of the Promotional Materials that you'll need, including posters, flyers and digital images.

Cut out the Booking 'crap'

We will add your events to our booking service, cutting out all of the admin for you.

Code of Conduct

We will provide you with a clear Code of Conduct which sets out what is expected of our Ambassadors.

Support you

We will be on hand to support you in any way that we can and we have an Ambassadors WhatsApp Group to share ideas.



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What will you earn?

Example One

One area.

Buddy Groups:

Preg Parents with 10 members = £250

0-6m with 10 members = £150 x 2 groups = £300

6-12m with 10 members = £150 x 2 groups = £300

12m + with 7 members = £110

Sub Total = £960

Plus. 2 x Parent Power Hour (PPH) a month

@£5 x 12 = £120

£1,080, minus 20% management fee

Total= £864 per month

Example Two

Two areas (ie, Balham and Earlsfield)

Buddy Groups:

Preg Parents with 10 members x 2 = £500

0-6m with 10 members = £150 x 4 = £600

6-12m with 10 members = £150 x 4 = £600

12m + with 7 members x 2 = £220

Sub Total = £1,920

Plus. 4 x PPH a month @£5 x 12 = £240

£2,160, minus 20% management fee

Total= £1,728 per month

Example Three

One area

Buddy Groups:

0-6m with 10 members = £150 x 1 = £150

6-12m with 10 members = £150 x 1 = £150

Sub Total = £300 - 20% management fee

Total= £240 per month

How much time?

Example One

One area

Total= £864 per month

Buddy Groups

Promotion = 4hr per week

Group set up = 30 mins per week

Sending weekly topics = 30 mins per week

Parent Power Hours

Organising = 2 hrs per month

Events = 2 x 2hrs per month

Approx. 6.5hrs a week

Example Two

Two areas (ie, Balham and Earlsfield)

Total= £1,728 per month

Buddy Groups

Promotion = 5hr per week

Group set up = 60 mins per week

Sending weekly topics = 60 mins per week

Parent Power Hours

Organising = 4 hrs per month

Events = 4 x 2hrs per month

Approx. 10hrs a week

Example Three

Total= £240 per month

Buddy Groups

Promotion 1hr per week

Group set up = 30 mins per week

Sending weekly topics = 30 mins per week

Approx. 2hrs a week

Are there any upfront costs?

Low cost = great return!

Initial fee

Only £149 + VAT

(this is our New Year offer for those who sign up in January & February 2020, our normal fee is £495 + VAT)

This covers the cost of the Ambassador License, enabling you to use our Brand, Processes and Tools to run Mummy Buddy in your area.

This License fee also includes everything you need to get started such as: your Start-Up pack, training guides, promotional materials, your own Mummy Buddy Website, email address and social media platforms.

Additional costs

The only additional costs will be **public liability** and **indemnity insurance** which can be obtained easily online.

The cost will vary depending on the insurance company and geographical location, but usually around £12-18 per month combined.



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Why Join Us?

Being an Ambassador is rewarding and flexible. It's a great confidence booster and will help to keep your brain active.

There are no Targets

Work at your own pace. We know how hectic life can be.

We will provide you with all your materials

Flyers, signs, posters, the lot! We'll send it all over to you.

Honest & Authentic

We really believe in community and peer-to-peer support. Our Ambassadors receive great feedback and find their role really rewarding.

Have a laugh!

We certainly don't take ourselves too seriously here! Fun and laughter is at the core of how we operate.

Who's it for?

Anyone really! Our Ambassador role tends to appeal to the following...

Stay at Home Mums

Your regular contact with mums and service providers makes you a prime candidate!

Maternity Leavers

It's often a big mental shift going from corporate world to mum world and our Ambassador role will keep your brain active.

Relevant small Business Owners

Perhaps you have established your own baby-related business and you are keen to engage with local new mums.

Full & Part-time-ers

Keen to support local mums? Have a bit of time to spare? It's easy to fit this around current work commitments.



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About MUMMY BUDDY

We are:

Independent

Cost Effective

**A Social
Enterprise**

Qualified

**Community
focused**

Experienced

**National
Award Winning**

Our Achievements...

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



We matched over 1,500 mums and mums-to-be as Buddies.



We created over 12 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 over 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.

Still Interested?

If so, we'd love you to get in touch.

Simply email

janey@mummybuddy.org.uk

stating your name, postcode and tell us (briefly)

why you would like to be an Ambassador and what you feel you could bring to the role.

We will then schedule an informal call with our founder, Janey who can talk through next steps and answer any questions.

Thanks!



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