Moms Adopting Moms

Exploratory Research

Abby Glennon | Katy Hodges |
Karina Mendoza | Alexis Ehrman

Our Client

What Is Moms Adopting Moms?

- A nonprofit aimed at supporting and unifying biological parents, foster parents and their children
- Their future plans involve a fully functioning app to ease clients through the process and a transitional house to support families through the unification process

How Are They Doing It?

- Pair biological mothers, and occassionally fathers with mentors: people who were once in the same situation, ie suffereing from substance addiction and had their children taken from them by the Department of Family and Child Services
- Facilitate a relationship between foster families and biological “bio” parents to keep the children, bio parents, and foster familes all connected and unified.

Our Client

Who Are They?



Mary is the founder of MAM. As a former Microsoft employee and technology and hospitality professional, Mary cares deeply about the functionality and of MAM's platforms for both clients and board members. She is passionate about creating united fuitures for parents and children alike.

Christina is a co-founder of MAM. As a certified addiction recovery empowerment specialist she also serves as the Director of Bio Mom Peer Mentioring for MAM. Christina finds joy in her own progress and helping other people in similar situations achieve that same success.



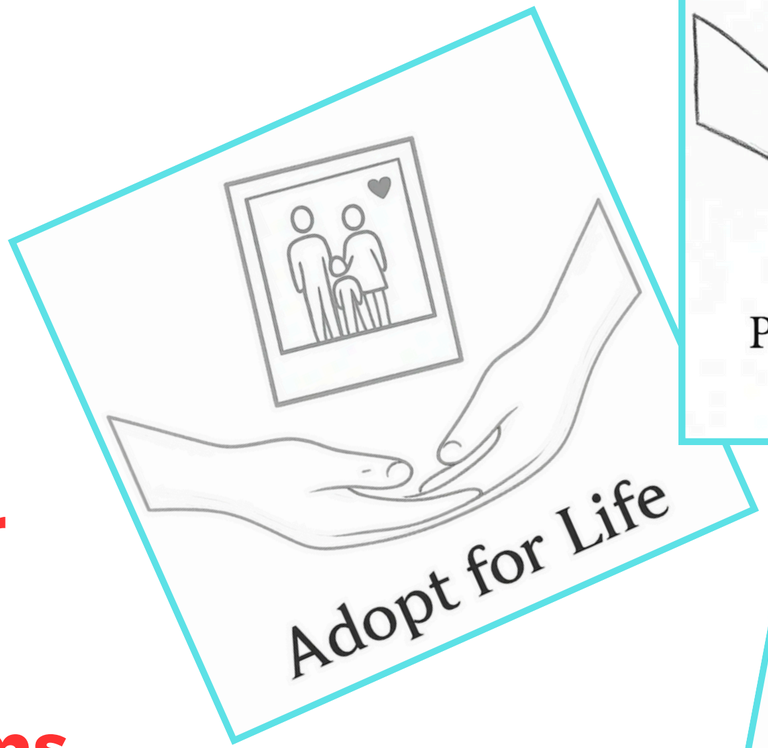
Client Intro

The Website

- Built on GoDaddy
- Donation options through Venmo, credit card, etc.
- On-site forms for potential volunteers

The Logo

- The unifying aspect of their logo is the “holding hands image”
- They have multiple programs with unique logos







The Industry

What's The Need?

- 4,000-5,000 children are taken by DFCS every year in Georgia and placed into foster care for a variety of reasons
  - Substance abuse is a listed factor in about 40% of child removal cases
- About 1.3 million adults in Georgia suffer from substance abuse

The Industry

What Similar Groups Are Doing

Acceptance Recovery Center

- Similarly sized
- Based in Athens, GA
- Focused on substance abuse recovery
- Functionality requirements of website is similar to that of MAM
  - Accepts donations, volunteer sign up, etc.
- Also must reach two different audiences:
  - 1. potential volunteers and board members
  - 2. potential clients

Athens Area Homeless Shelter

- Serves similar audiences
  - Both volunteers and clients
- Has multiple programs with individual initiatives that must be unified under a single vision

ARC
Acceptance Recovery Center

ATHENS AREA
HOMELESS SHELTER

The Problem

What The Client Needs

- Outdated branded materials (brochure, newsletters, etc.)
- Vague brand identity
- Outdated website and logo
- Unaligned platforms

Our Solutions

- Using the current website platform (GoDaddy) to modernize and revamp the MAM website while maintaining the current level of detail and information
- Adjusting the logo so that it remains recognizable, but is versatile and fresh
- Update all public facing MAM platforms with the new look and tone so that they are cohesive with a single identifiable mission
- Connect all of the MAM platforms to the website as a base and ensure that they all have the same look and feel to build a strong brand identity

Sources

- https://www.legis.ga.gov/api/document/docs/default-source/house-budget-and-research-office-document-library/newsandhighlights/2022/2022_policy_brief_foster_care_trends.pdf?sfvrsn=74b69703_2#:~:text=According%20to%20the%20Georgia%20Division,Youth
- https://northatlantabh.com/georgia-substance-abuse-statistics/
- https://www.helpathenshomeless.org
- https://arc-ga.org
- https://business.athensga.com/list/category/nonprofit-organizations-236850