

MOMentum

CONNECTING MOMS. STRENGTHENING COMMUNITIES.



MOMentum

OUR MISSION

To reduce the feminization of poverty by eliminating barriers to employment for moms, while helping employers diversify their workforce.

THE FEMINIZATION OF POVERTY

The majority of people living in poverty are women and children.

- The percentage of families headed by single moms has nearly tripled since 1965.
- Among Nebraska single moms with children under 18 years old, 30% are in poverty which is consistent with national statistics. Comparatively, only 6% of two-parent households live in poverty.
- While poverty is certainly not an individual's problem (rather a social problem); the only real option for moms to escape poverty is by employment or entrepreneurship. MOMentum focuses on employment.

1:1 CAREER COACHING

MOMentum helps unemployed and underemployed moms find jobs that match their experience, interests, wage expectations, and schedules.

We help moms: write resumes, fill out job applications, prepare for interviews, negotiate job offers and develop five year career development plans to achieve financial freedom.

The majority of women we serve are single moms with lower levels of education.



STRENGTHENING SOCIAL CAPITAL

Social capital refers to the connections, networks, or relationships among people and the value that arises from them and can be accessed or mobilized to help individuals succeed in life. It produces information, emotional and financial support, and/or other resources." -Institute for Research on Poverty

MOMentum hosts activities for moms to network, have fun together, and share ideas and resources.



EMPLOYER PARTNERSHIPS

MOMentum hosts in-person and virtual hiring events to highlight available jobs in the Omaha area. We have helped over twenty employers in their recruiting efforts the last couple of years.

As more and more women in our network lack transportation, MOMentum is focusing on increasing partnerships with employers hiring for remote jobs.



STRENGTHS-BASED APPROACH

Helping women to recognize their strengths and valuable life/work experiences when applying for new jobs helps them approach interviews and new jobs with confidence.

Taylor and Conger (2017) highlights **two resilience factors** that have potential to promote the well-being of single mothers: **(a) perceived social support and (b) internal strengths**. "These factors are linked to positive coping strategies; specifically optimism, self-efficacy, and self-esteem". In addition to honoring the resiliency of women in our 1:1 sessions, MOMentum helps moms to identify and honor their current support systems while providing opportunities to build social capital through programming and activities.

SUCCESS STORY

At the time of intake, Mercedes was living in a homeless shelter with her children.

After little success in her job search (she had received an offer for an entry level job paying \$19/hr) MOMentum was able to help Mercedes secure a position in her field paying an annual salary of \$60k. Since starting in this role, she was able to move her family into a house and enroll her kids in extracurricular activities. She has already been promoted and is even doing contract blogging for MOMentum!



OUR NUMBERS

2 years
in operation

MOMentum was founded in November of 2020. We received tax-exempt status in March of 2021 and received our first grant in May of 2021.

125 participants
1:1 career coaching

To date, 130 women have participated in 1:1 career coaching. Of those that stay in touch, 71 have secured new jobs.

235k
raised

Since March of 2021, MOMentum has raised \$230k to support operations. The majority of funding has come from local foundations, but we are always trying to increase the number of individual donations.

10
hiring events

In partnership with local employers, MOMentum has hosted in-person and virtual hiring events to educate moms on current career opportunities in the Omaha area.

Follow us on social for up-to-date information:

<https://www.facebook.com/momswithmomentum>

<https://www.linkedin.com/company/momswithmomentum>