



SOUTH AFRICA
Headquarters

Five Minutes with Emma France, Our New Global Development and Strategic Engagement Director



Q1: What made you decide to join m2m?

I joined mothers2mothers because I liked the simplicity of the idea that one mother sitting with another mother can and does change and save lives ...and can create a change that spans generations.

Q2: What inspires you most about the work we do?

Serving our Mentor Mothers inspires me every day. I'm sure all of us who work for m2m have particular Mentor Mothers (or site coordinators, or Community Mentor Mothers) in mind as we go about our daily tasks. There are so many who are top of mind for me every day. They make me want to serve m2m and drive me to find more and more resources for the work that they need to do.

Q3: What has been your proudest achievement to date at m2m?

I guess I have two proudest achievements at m2m. The first is building the teams that we have managed to create in Europe. Many of the old guard that started with me six years ago have now moved on - some to head office, some to different roles - but I couldn't have accomplished anything we've accomplished without these incredibly dedicated and passionate people who have wanted to serve Mentor Mothers as much as I do.

I think my other achievement is continuing to build a European presence for m2m. We now raise £2 million a year for our work in sub-Saharan Africa. As well as financial resources, we have raised awareness and put a subject that nobody was focusing on any more back on the map.



Emma with Martha, a Malawian Mentor Mother she names as one of her greatest inspirations, in August 2017

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Q4: What is your greatest hope for your new role?

My greatest hope for my new role is that we are able to build on the success we have had in Europe. I want to globalise that strategy and really take advantage of all the local implementation that is already happening – both in terms of our awareness raising and our resource mobilisation. If we can achieve this, we will make the sum bigger than the parts. That is what globalising is all about and that is what we hope to be able to do.

Q5: Tell us about Emma outside of work?



Emma with m2m colleagues in Malawi,
August 2017

Emma outside work is all about being “mummy loves three” – my Instagram handle. Not that my life outside of work is all about Instagram (!) but my life outside of work is a 9 year old, a 7 year old and a 3 year old. Three crazy little boys that challenge me, that make me want to be a better person and make me want to create a different world for them. I love the fact that they love what I do. They have been out to South Africa, they understand what mummy does. My middle son thinks I just take money out of cash machines and put it on planes to South Africa. My eldest understands that it’s a little bit more nuanced...but they are my life outside work.

Q6: What made you laugh today?

What made me laugh today was realising that there are simply not enough days in the week. The other thing that made me laugh today was that in the middle of a very important meeting my middle son rang to ask me how to make pizza sauce. I told him to ask daddy!

