

MINUTES

for Mentor Mothers

mothers2mothers' Fundraising Pack

10—30 September 2021

#MinutesMatter



What is the Minutes for Mentor Mothers Challenge?

We all wish we could buy time—what if we told you that you could?

Minutes for Mentor Mothers is mothers2mothers' (m2m) brand new, unique time-based challenge event with a purpose.

m2m Mentor Mothers—the incredibly inspiring women living with HIV employed by m2m as frontline health workers across ten African countries—spend countless minutes working to transform the health, wellbeing, and lives of their peers to deliver health, hope, and an HIV-free future.

Your minutes can change lives too.

Take on the Minutes for Mentor Mothers challenge by donating your time and fundraising for m2m Mentor Mothers. Wherever you are. Whatever you love doing. Whenever you exercise.

Get your friends, family, and colleagues together and make your time truly count for the women, children, and families who need precious minutes with Mentor Mothers the most.

So what are you waiting for? Start fundraising today by standing shoulder-to-shoulder with m2m Mentor Mothers, while doing the things you love.



WHEN?

September 2021

| | | | | | | | | | | | | |
|-----|-----|-----|-----|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | | | | FRI | SAT | SUN | MON |
| | | | | | | | | | 10 | 11 | 12 | 13 |
| TUE | WED | THU | FRI | SAT | SUN | MON | TUE | WED | THU | FRI | SAT | SUN |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| MON | TUE | WED | THU | 10—30 September 2021 | | | | | | | | |
| 27 | 28 | 29 | 30 | | | | | | | | | |

HOW?

Donate a set amount of minutes and fundraise for m2m. You can choose from three time commitments to take on as an individual, or as part of a workplace or family team. Choose how you will participate, whether it's cycling, running, rowing, or even meditating! You can spread your challenge over the full 20 days by dedicating 15, 30, or 60 minutes each day, or you can take it on all in one go and complete your 300, 600, or 1,200 minutes all at once.



WHERE?

Anywhere and everywhere! Take on your challenge from the comfort of your own home, around the city centre, at your local park, or even on the beach!

WHO?

This challenge is for everyone! Whether you are a sports enthusiast, an elite cyclist, or just want to take on a new challenge.



INDIVIDUALS



FRIENDS



FAMILIES



COLLEAGUES

Never has our potential to create collective change been so strong

Take these five simple steps and begin your Minutes for Mentor Mothers challenge!

1 Choose your challenge and **register online.** 

2 Create and personalise your **fundraising page.** 

3 Make a donation to kick start your fundraising and encourage others to do the same. You might even make it onto our **fundraising leaderboard!** 

4 Encourage your friends, family, and colleagues to rise to the challenge, and donate their minutes alongside you.

5 Spread the word on social media using our helpful **resource toolkit,**  tag mothers2mothers using the handles below and hashtag #MinutesMatter.

 @mothers2mothersintl  @mothers2mothers  @m2mtweets  @mothers2mothers



Choose your challenge!

You can choose from three time commitments. Take on the challenge by yourself, as part of a workplace, or family team!

15
MINUTES



Dedicate 15 minutes each day for the full 20 days of the challenge, or complete your 300 minutes all at once!

In just 15 minutes, a Mentor Mother could run a play group corner session for children aged 0-5 years old during which they can play with a variety of educational toys.

30
MINUTES



Dedicate 30 minutes each day for the full 20 days, or complete your 600 minutes all at once!

In just 30 minutes, a Mentor Mother could provide emotional and health support to a new or expectant mother diagnosed with HIV as a first step to good health for both mother and baby.

60
MINUTES



Dedicate 60 minutes each day for the full 20 days, or complete your 1,200 minutes all at once!

In just 60 minutes, a Mentor Mother could offer a safe space for an adolescent girl to learn about her health rights and choices.

Choose your activity!

This September, donate your minutes and fundraise for m2m Mentor Mothers while doing the things you love.



Last year...



m2m Founder Dr. Mitch Besser worked with a team of rowers including m2m Patron Annie Lennox to row one million meters.



Derek Lubner, one of our Trustees, both ran and skipped towards the finishline!



m2m Ambassador Christian Brassington cycled a total of 75 miles in one day!

This year the sky is the limit!

We would love to see you get moving in any way you can, in your own way, and in your own time.

Make your #MinutesMatter together!

Get your friends and family involved, or encourage your workplace to rise to the challenge—Minutes for Mentor Mothers is for everyone!

The more people who join, the greater our power to make a tangible difference to the lives of women, children, and families across sub-Saharan Africa. This is your chance to get moving together, and truly make your minutes matter.

So, get recruiting!

Make it fun, get competitive, get creative, and best of all, do it together! Challenge your friends, family, or colleagues in some healthy competition and see who can donate the most minutes, or even sign-up as a team. So much in the last year has kept us apart, but this is an opportunity to come together and make our #MinutesMatter.

Need some help recruiting? Have a look at our [resource toolkit](#) to get you going—you'll be a pro in no time.



Start fundraising!

Personalise your fundraising page and inspire your friends and family to make donations to your challenge. Here's how...

1 Head to your **fundraising page.** 

2 Hit the **Customise** button at the top then click save and continue.

3 Once you arrive on the preview of your fundraising page, hit the **Advanced** button cog at the top. You're now behind the scenes of your page and ready to get creative!

4 Use the template editor to click, drag, and drop the templates you want to include. If you're a team lead, you can invite and add your teammates as well!

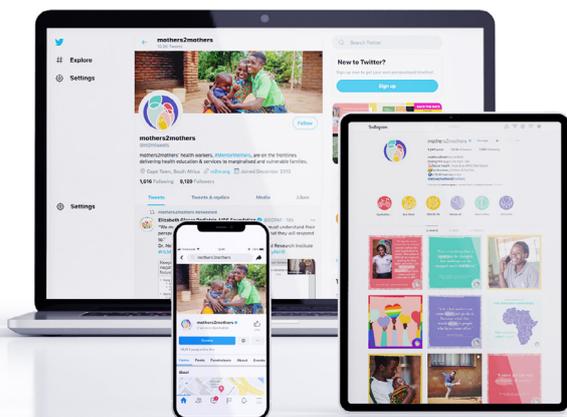
5 You can edit the content of all of these boxes, so this is a great opportunity to inspire people with your fundraising story and your chosen challenge.

6 Once you're happy with the results, hit **Save** and **Publish** in the top right corner.

Now you are ready to hit the ground running, and get fundraising!
Pages with a target raise 46% more. Aim high and tell the world.

Boost your fundraising!

One of the best ways to boost your fundraising and get your friends and family involved in the challenge is by sharing it on your social media using **#MinutesMatter!**



Did you know.... Using social media platforms like Facebook, Twitter, and Instagram can boost fundraising by **up to 40%?**

We would love it if you tagged us and shared your fundraising journey with us!

 @mothers2mothersintl  @mothers2mothers  @m2mtweets  @mothers2mothers

Check out our **social media toolkit**  for images and template captions you can use to share on your social media channels, emails, messages, and beyond. You're taking part in an incredible challenge and your support will help frontline health workers in sub-Saharan Africa. This is something worth telling people about!

#MinutesMatter

For Individuals*...



USE YOUR SKILLS

Teach an online yoga class or guitar lesson and ask for a donation in return. This is a great time to put that hobby you picked up in lockdown to work!



QUIZ NIGHT

Put your knowledge to the test with a quiz for friends, family, or colleagues. Why don't you ask your local pub or restaurant if you can host your quiz there?



FINE DINING

Invite your friends to a home-cooked dinner party and donate what they would have spent in a restaurant. Fundraise and try new dishes all at once!



DONATE YOUR COMMUTE

While many of us are working at home, ask your friends, family, and colleagues to donate what they would usually spend during a week of travelling to work.



JUMBLE SALE

Take this opportunity to declutter your drawers and cupboards! Sell anything you no longer need, and donate the money you make.



ABSEIL

Face your fears and sign up for a jawdropping challenge! Ask your friends and family for a donation and words of encouragement to help you take on the challenge.



SPORTS TOURNAMENT

Organise a sports tournament and challenge your friends to take part and make a donation. It's a great way to catch up with your loved ones and fundraise at the same time!



BIRTHDAY FUNDRAISER

Is your birthday coming up? Why not ask your friends and family for donations to celebrate? Facebook's birthday fundraiser option has made this super simple!



MURDER MYSTERY

Get your friends together for a head-scratching murder mystery extravaganza! Assign everyone a character and ask for a donation to take part. Can you crack the case?

[**DOWNLOAD SPONSORSHIP FORM**](#)



* The chosen activities should be in line with COVID restrictions, and guidelines in your respective country.

For Families*...



GET BAKING

Get your aprons out and get baking for m2m! Bake your favourite treats and sell them for a good cause!



GAME FOR GOOD

Are you gaming enthusiasts? Organise a virtual game night and place bets on the winning team.



DOG WALKING

If you're a dog lover, offer to walk your friends', families', and neighbours' dog in return for donations!



DECLUTTER

It's time for a spring clean! Gather your unwanted clothes, toys, and books, and sell them online. You can choose for donations to go to m2m!



DRIVEWAY STALL

Set up a stall in your driveway. You could bake your favourite cookies or make your own lemonade and sell them to your neighbours!



TREASURE HUNT

"X" marks the spot for this fun fundraising activity. Organise your very own treasure hunt and go up against your friends and family to see who can find the prize first!



CAR WASH

Are there too many muddy cars on your street? Host a car wash in return for donations! They'll have a squeaky clean car and you will be one step closer to your fundraising target.

[DOWNLOAD SPONSORSHIP FORM](#)



* The chosen activities should be in line with COVID restrictions, and guidelines in your respective country.



GET CREATIVE

This is an opportunity to make this challenge your own! We would love to see the imaginative and wacky ways you motivate your supporters to donate.

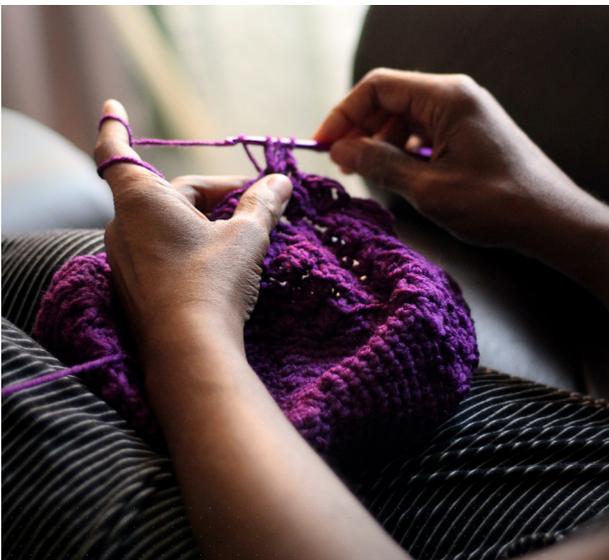
Whether it is painting, pottery, or knitting—the possibilities are endless!

Share your innovative fundraising idea on social media using #MinutesMatter, or tag us in your post, and we will feature you on our account!

So what are you waiting for?



Last year, one of our particularly creative supporters designed these amazing m2m-themed trainers! Why not take a page out of their book and design your own clothing and merchandise for your family and your supporters?



* *The chosen activities should be in line with COVID restrictions, and guidelines in your respective country.*

For Workplace*...



MATCH FUNDING

Contact your employer's HR department and sign-up for your company's match-scheme to double your impact and donations!



SET MILESTONES

Set ambitious targets for team members and see who hits them first. Who can donate the most minutes and exceed their fundraising target?



DONATE YOUR COMMUTE

While many of us are working at home, ask your colleagues to donate what they would usually spend during a week of travelling to work.



TEAM COSTUME

Ask your office colleagues to donate to vote for the costume your team will wear during the Minutes for Mentor Mothers challenge!



OFFICE DONATION DAY

Grab a spot in your internal newsletter and share the link to your team's fundraising page, asking everyone to donate on that day.



SWEEPSTAKE

Host a sweepstake for the 2021 Olympic Games. Ask your colleagues for a donation to enter and assign them a country at random. Who will have the winning country?



DONATE YOUR CHRISTMAS PARTY FUND

If your team are not able to host its annual Christmas party this year, why not consider donating your Christmas party budget?



SPREAD THE WORD

Minutes for Mentor Mothers! Ask your company to post about your challenge on their social media, website, and/or company newsletters.

[DOWNLOAD SPONSORSHIP FORM](#)



* The chosen activities should be in line with COVID restrictions, and guidelines in your respective country.

Why we need your help

m2m employ 1,800 women living with HIV as Mentor Mothers, frontline health workers who spend countless hours working to transform the lives of their peers and wider communities.

In response to COVID-19, m2m Mentor Mothers spent **1,604,970 minutes** in 2020 engaging with clients via smartphones. These minutes created a vital bridge into care.

Donating your minutes and fundraising for m2m Mentor Mothers can change lives too.

Your minutes can ensure Mentor Mothers can be with women, children, and families at the moment they need it most. They can change the life of an expectant or new mother who wants to ensure her baby is born healthy and HIV-free. They can set that baby up for success as he or she grows into a healthy, well-developed child. They can support adolescent girls and young women to make important health and life choices.



How your minutes will matter

Through fundraising and donating **your time could enable** Miriam Ktenge, an m2m Community Mentor Mother, to continue to bring vital health services and education directly to **new, and expectant mothers living with HIV**, in her community.

Over the last five years, Miriam has shown up each and every day for her clients. By providing life-saving support and sharing her own personal journey, her time is making all the difference for clients like Everline. Everline met Miriam at Everline's first antenatal visit, at the clinic, where she found out that she was living with HIV. Since that moment Miriam has been with her every step of the way.

“The time I spend with a new or expectant mother living with HIV is so vitally important because that time builds trust. Sharing our experiences allows us to become trusted role models to the women we work with in our community.”

The time I spent with Everline helped her give birth to a healthy and HIV-free baby. As a result, I saw Everline accept herself and grow a sense of belonging and support. Through disclosure, she was able to adhere well to medication, and started living a happy life with hope for the future for herself and her baby.”



It is this time that clients like Everline spend with Mentor Mothers, that is making all the difference.

And it is this time which has meant that, in 2020, 97% of m2m's pregnant and breastfeeding clients living with HIV were on life-long antiretroviral therapy, substantially exceeding the UNAIDS benchmark of 85% in Eastern and Southern Africa.

UNAIDS 2019: Eastern and Southern Africa

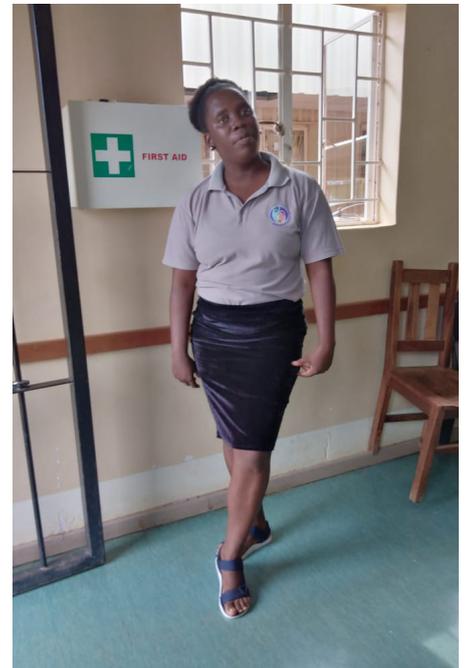
With your help we can continue to ensure new or expecting mothers living with HIV, like Everline, are able to access the treatment, and support, they need to thrive, not just survive.

Your time could enable an m2m Mentor Mother like Phindile, to equip an **adolescent girl or young woman** with the tools and knowledge she needs to make informed decisions about her future...

Phindile has been a Mentor Mother for the last two years, and has dedicated that time to educating adolescent girls and young women about their health rights and choices in her community in Soshanguve, South Africa. She found out that she was living with HIV in May 2012, and it is her personal journey over the last nine years that uniquely places her to provide empathetic and relatable support to the young women she works with. Phindile tells us more about why this time means so much to her and the young girls she supports.

“I know that those minutes are so very valuable because I was once a young adolescent who craved to have someone to talk to...I teach them to love themselves and be confident with their bodies, and over time I have seen such an increase in their self-esteem, their confidence, and in the ways our young ladies carry themselves. Of course, there is a lot that still needs to be done, but it is always easier when you have a peer to turn to.

As Mentor Mothers, we have been exactly where our clients have been. Whether it's with teenage pregnancy or learning that I am HIV-positive while pregnant, I know the fear they have and the shock they feel when they hear the news.”



It is because of the time that Mentor Mothers like Phindile spend with their adolescent clients, that in 2020, 266,122 adolescents (aged 10-19) were enrolled in our programme—a 31% rise over the previous year.

With your help we can expand this reach even further, and ensure more young girls are supported by Mentor Mothers like Phindile...

Together, we can make sure our time truly counts for the health and wellbeing of the women, children, and families who need precious minutes with m2m Mentor Mothers most.

FREQUENTLY ASKED QUESTIONS



If you have any further questions, please contact events@m2m.org

Don't forget to follow m2m on social media and tag [mothers2mothers](#) in your #MinutesMatter photos!

 [@mothers2mothersintl](#)  [@mothers2mothers](#)  [@m2mtweets](#)  [@mothers2mothers](#)

