

A photograph of two women walking down a hospital hallway. They are both wearing white surgical masks and purple headbands. The woman in the foreground is wearing a floral patterned top and grey socks. The woman behind her is wearing a dark top and glasses. A black trash bin is on the left, and an 'EXIT' sign is visible in the distance.

2020

MOTHER WELL

YEAR IN REVIEW

“FIRST, FILL UP. THEN, POUR OUT.”

Mother Well Doula Service transforms expecting moms and dads into confident parents by providing childbirth education and support.



FROM THE DOULA

YEAR END THOUGHTS

Dear Mother Well Clients & Friends,

Frankly, I'm still reeling from 2020 - so I'm not sure how helpful my year-end thoughts will be. (And to be honest with you, my therapist might need to hear most of them!) Coronavirus continues to dominate headlines - and much of my headspace as a small business owner, but it does not dictate my joy.

The most significant change Mother Well experienced this year was transitioning from a part-time to a full-time practice. In my 30th year, I took the opportunity to have a hard look at priorities and assess my goals. My husband and I realized that to be able to serve more people, we would need to be all in.

So that's what we did.

"The place God calls you to is the place where your deep gladness and the world's deep hunger meet." - Frederick Buechner

This thought from Frederick Buechner beautifully expresses my compulsion to expand my business. For a long time, I've hesitated to grow. I've wanted to avoid risk, to avoid hard things, to not be too unconventional. But now? I feel freedom. Freedom to try, freedom to fail, and freedom to simply be.

Mother Well Doula Service currently serves up to 4 clients each month with birth support. Mother Well will be resuming classes, organizing more opportunities for group support, increasing shop offerings, and piloting a product delivery service in 2021. We are humbled by the year that's been, and hopeful for the year ahead. My prayer is that the crash course in resilience, creativity, self-care, and perseverance will continue to serve us all well as we head into the future.

Yours in love and service,
Victoria



1ST BIRTH: 61%

PRIOR BIRTHS: 39%

VAGINAL: 77%

CESAREAN: 23%

VBAC: 100% (1)

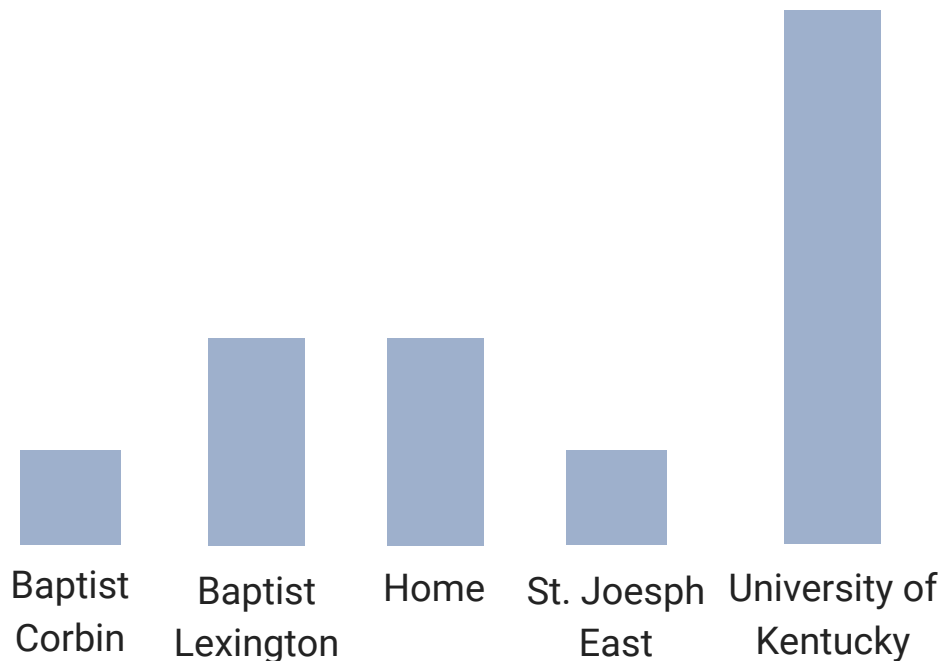
REMARKABLE

FAMILIES: 100%



In Loving Memory

WHERE CLIENTS GAVE BIRTH



ESTIMATED TOTAL HOURS SPENT

SUPPORTING CLIENTS: 230

**Includes prenatal and postpartum visits.*

AVERAGE LENGTH OF TIME

SUPPORTING A BIRTH: 15

MILESTONES

Became a Full-Time Doula

In July I left my full-time staff member position at Evidence Based Birth® to grow Mother Well Doula Service. This business is now my family's full-time income and we are so grateful and thrilled!

Increased Client Load

Mother Well served 13 families this year as a primary doula, the majority of those clients in the second half of the year, reflecting the full-time status.

First Double Header Birth - TWICE!

On-call birth work comes with the risk that two people will be in labor at the same time. Doula mentors and birth professional veterans have assured me that this rarely happens...in classic 2020 fashion, this scenario occurred TWICE! In one situation, the babies were born an hour apart and I'm so thankful for amazing backups - both clients had a perfect doula fit and beautiful birth. In the second case, one birth was concluding just as another was beginning - and I was able to attend both!

Longest Time At A Single Birth

We call births that are much longer than the average 12-24 hour active labor 'marathon births'. One client this year rocked a three-day labor, and I attended them in-person for 36 hours of that labor.

First Waterbirth

This year I attended my first waterbirth. Clients are always my best teachers and this was a wonderful learning opportunity.

Postpartum Support Group

I launched a virtual postpartum support group, and have committed to increasing my professional development on supporting the postpartum period.

Trained Homebirth Midwife Assistant

This year I became Neonatal Resuscitation Program Certified and trained as a homebirth midwife assistant. As my doula client case load allows, I'm looking forward to 'doulaing' two local midwives I trust.

THE MOTHER WELL SHOP SURVEY

Pregnant? Postpartum?

Love Moms and Babies?

We want to hear from **YOU**!

There's a brand new & innovative service coming to Berea/Richmond that you'll love! Take this 1-minute survey to tell us about yourself.



MOTHERWELLDOLA.COM/SURVEY



THANK YOU



PHOTO CREDITS

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