

2021

MOTHER WELL

YEAR IN REVIEW



First, fill up. Then, pour out.

We transform expecting moms & dads into confident parents through birth education & support.

We create community & share the love through resources & care products.



FROM THE DOULA

YEAR END THOUGHTS

Friends,

This has been the hardest & best, shortest & longest year. (Hasn't it been that way for all of us? Or is it just me?)

I knew it would be daunting to grow this business during a pandemic, but there have been even more hurdles than I expected. Even though the highs and the lows, it's breathtaking in the best way to look back on 2021.

Perhaps the most challenging part of this year has been dealing with residual pandemic fatigue. Two years into this madness, thank you for being kind and understanding with me, with your loved ones, and with yourself.

We continue to work towards The Mother Well sustaining a flourishing doula practice as well as expanding meaningful ways to support expecting families in the Bluegrass. The Mother Well has consistently supported 4 birth doula clients each month. We have hosted 4 childbirth classes in the year. We have provided digital education to both pregnant people and providers. We have consistently held free community groups online each week for pregnant and postpartum parents. I'm honored that The Mother Well has an increased ability to serve bereaved parents through our yearly retreat and monthly support group. In 2022, our goal is to lean into our current models that are working well and strengthen those processes.

Opening 406 Chestnut Street is truly a dream come true. It's such a gift to have an office outside of my house, but also space to host classes, create opportunities, and build community.

As the winter sun streams through my office window, I'm so incredibly grateful and hopeful for the new year. Looking forward to going through 2022 with you.

With love and care,
Victoria

MOTHER WELL 2021 STATS

18



15



1ST BIRTH: 70%

PRIOR BIRTHS: 30%

VAGINAL: 82%

CESAREAN: 6% (2)

VBAC: 100% (4)

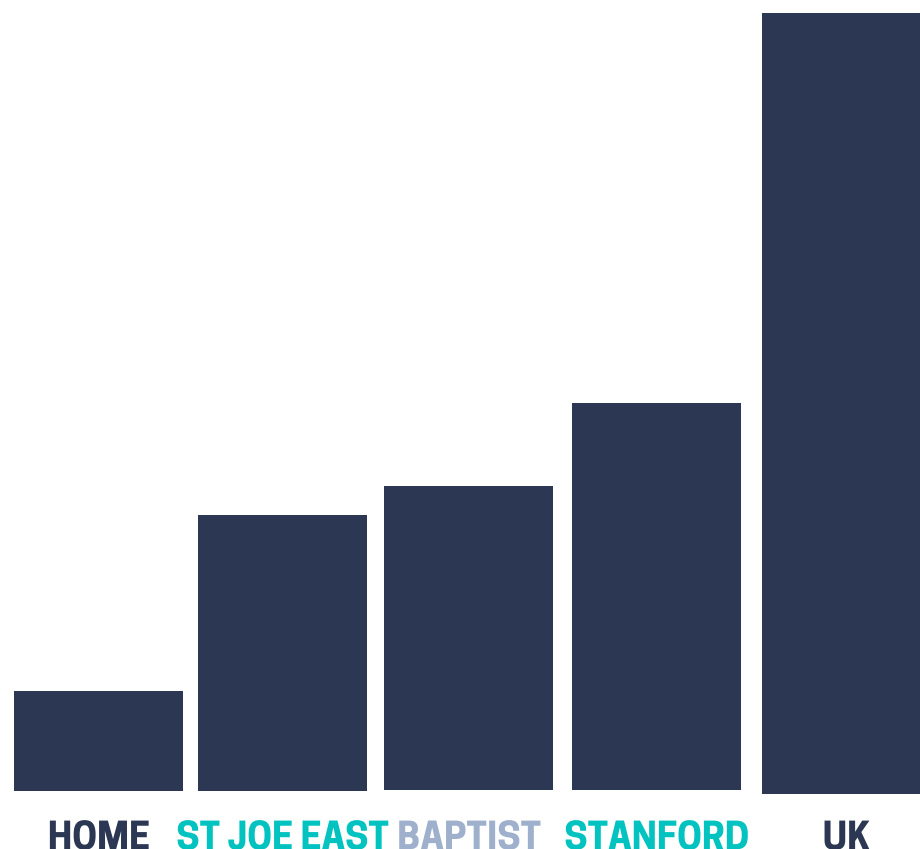
**AVG. LENGTH OF
CONTINUOUS BIRTH
SUPPORT:** 18 HOURS

**# OF CHILDBIRTH
CLASS COUPLES:**

25



WHERE DID MY CLIENTS GIVE BIRTH?



WHO GAVE MY CLIENTS CARE?

MIDWIFE: 64% **DOCTOR:** 36%

Oxytocin Vibes: 100%

Working with Victoria as my doula created a much less stressful birth experience for me. As someone with high anxiety I felt like I could just focus on me and my baby and really tune out all of the other unnecessary details because I knew Victoria was on it. Because I was attempting a vaginal birth after a c-section, I did my research and found that having a doula was going to really help me achieve my goal. Victoria also had a high success rate with VBACs. My husband was hesitant in investing in what I already knew to be a needed service for me. Victoria was kind enough to do an extra free consultation to focus on answering all of my husband's questions. I never felt like I was bothering her before, during or after my birth and I really did text her a lot! Victoria cares deeply about her clients and it's easy for me to recommend her to others. I can say with deep confidence that she will be a strong advocate for you no matter what your birth plan is. After our birth experience, my husband said several times how much of a good team we had put together to achieve our goals. I'm excited to still be a part of the mother well community as a postpartum client. I still feel cared for by Victoria and consider her to be a friend.

Lauren



BIRTH-Y MILESTONES

Doubled Client Load

Mother Well more than doubled its client load, increasing from 12 doula families in 2020 to 33 doula families in 2021.

Surpassed 50 Births

On August 1st my 50th birth doula baby was born!

1st Time Nearly Catching a Baby

Related to the above, this year I attended a birth in which we weren't sure if the provider would arrive before the baby! Turns out, everyone ended up in the appropriate place at the appropriate time - but I still get a surge of adrenaline thinking about it.

1st Home VBAC

This year I attended my first VBAC at home (and a waterbirth, at that!)

1st Time in the OR for Cesarean

Thanks to some strong advocacy work on the part of the patient & provider, I was able to support clients the whole way through a planned surgical birth.

1st Birth as a Homebirth Midwife Assistant

I have occasional availability to support Home Sweet Home Midwifery as a midwife's assistant. This year I was able to attend my first birth as an assistant.

Doula Double-Headers Continued

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...but, apparently, it happens to ME #allthetime. This year, I experienced same-day or back-to-back births 5 different times (!) throughout the year. Including 'Babypalloza' of August in which 5 clients gave birth within 5 days. Despite these close calls, only one of my clients used the services of an incredible backup doula & all went beautifully.

BUSINESS-Y MILESTONES

Opened A Brick & Mortar

After years of work-from-home *before* the pandemic, COVID lockdowns prompted us to look for a small office space. Our search led us to 406 Chestnut Street & bigger dreams. We are thrilled to have a space that will not only be used as my office, but also to host classes, create space, and build community.

Launched The Mother Well Shop

We opened an online and in-store shop with the goal of increasing business revenue so we can support more families. to provide solutions to the FAQs and recommendation requests we often get here at The Mother Well. The shop includes digital classes and templates as well as mom & baby care products.

Hired 2 Team Members & Our 1st Intern

This June and July, The Mother Well hosted our first summer intern from Berea College.

Aalyah is an incredible human and she worked with great diligence and flexibility as our intern amid storefront renovations. You may have peeped her on our TikToks and Instagram Reels!

Mother Well also brought on two part-time team members this year!

Caitlin is our Community Educator, she holds responsibility for teaching The Birth Well Childbirth Class.

Abby is our Community Facilitator, she runs community groups faithfully each week and actively works to enhance the support this business provides to families.

Community Groups Expanded

Our online community groups expanded to include pregnant, postpartum, and bereaved parents.

Inaugural Bereavement Retreat & Groups

To mark Pregnancy and Infant Loss Awareness Month, this October The Mother Well hosted an in-person as well as an online Bereavement Retreat for grieving mothers. This was a beautiful, heartbreaking, and tender time. Special thanks to Abby for her vision and dedication. Thank you to our sponsors, without whom this retreat would not have happened.



Left: Caitlin Buckley, Community Educator
Top Center (L): Danny and Tammy Miller, Landlords
Top Center (R): Ben Wilson, Chief Financial and Operating Officer
Right: Aalyah Bowman, Summer 2021 Intern
Bottom Center: Abigail Jorgensen, Community Facilitator



In allowing us to support your families, you are supporting ours.
 Thank you for this honor.

The Mother Well Team



Our Year Pouring Into ~



THE MOTHER WELL



FEBRUARY 2021

We move into the space! The 1st Birth Well Childbirth Class is held.



MARCH 11, 2021

A truck drives through the front of the shop.



JUNE 2021

Mother Well hosts its very first intern, Aalyah! Repairs and renovations continue throughout the summer. This is a windy process full of fits, starts, and delays.



OCTOBER 22, 2021

The Mother Well (finally!) celebrates its Grand Opening and is open to the public for business.

DECEMBER 2020

We begin talks with our landlord to rent 406 Chestnut Street.





THANK YOU

PHOTO CREDITS

— SPECIAL THANKS TO —

The Stotts Family

The Barnett - Bevins Family

The Sayre - Taylor Family

Hailee Wilburn-Ervin - Artist

Berea Tourism