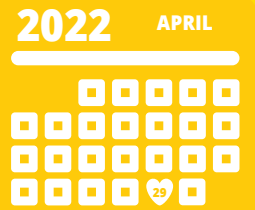




It started with a conversation.

On April 29, 2022, representatives from the North America Southeast Area of The Church of Jesus Christ of Latter-day Saints met with the leadership of the NAACP Memphis Branch.

Elder Mathew S. Holland asked Vickie Terry, Executive Director of the Memphis Branch: *"Vickie, what keeps you up at night?"* Ms. Terry responded instantly, *"It bothers me that today our headquarters resides in a ZIP code with one of the highest infant mortality rates in the country."*



MyBaby4Me is born.

The Area Presidency linked arms with established community nonprofit organizations and developed MyBaby4Me — a ZIP-code based intervention sponsored by the Area, administered and operated through a fiduciary agent in collaboration with local banner organizations. **The objective is to reduce infant mortality rates in under-served communities and to set families on a path out of generational poverty.** The first implementation began with the NAACP Memphis Branch in December 2022.

Welcomed with open arms.

This initiative encourages new and soon-to-be mothers to:

BELONG

to a global community of mothers.

BELIEVE

you and your baby can have a happy and healthy life.

BE AWARE

of behaviors that could harm you or your baby.

BECOME

your best self and the best mother you can be.

Through MyBaby4Me, participants can get help with:

- ★ Housing & food insecurity
- ★ Transportation
- ★ Health care sourcing
- ★ Early & prenatal education
- ★ GED completion & job search
- ★ Community
- ★ Security
- ★ Cultivating Christlike attributes

The initiative is spreading and so are the collateral benefits!

Additionally, MyBaby4Me has launched in Nashville, Tennessee and Little Rock, Arkansas with new operations planned for New Orleans, Louisiana and Charlotte, North Carolina.

This community outreach provides new service opportunities for local Church members, other faith friends, and community volunteers to work side by side building social capital, community health, and a sense of belonging.

Each implementation improves the local banner organization meeting facilities, connects local resources and develops them, and creates jobs and wealth.

MyBaby4Me brings all closer to needed essential resources and reduces the health care gap in the community.



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS