

*bebo mia inc.*

# Scholarship Sponsorship Package



*MSP Spring 2018*

# Overview about our *Scholarships.*

We are looking for donations of \$1000 USD to sponsor a woman in need, so she can build a career as a Maternal Support Practitioner.

In turn, we will get you over **900K** impressions over the duration of the training!

Plus we discuss your business in lectures & over social media!

We will get your product in front of our students & grads who are parents and work with fertility, pregnancy, birth and postnatal clients a.k.a. your target market!

***Let us walk you through the program...***



*I am one of the lucky MSP Spring 2016 scholarship winners, I was shocked and honoured to be chosen for such an amazing program!! Thank you Bebo Mia for my amazing new career, even as a new doula I see how the training has effected my parenting, interactions with others and the future success of my business!*

**- JOEI GOWING -**

*Bebo Mia is an amazing organization to train with. From the moment I got a scholarship, I knew I found "home". These are some of the most thoughtful, kind, supportive & knowledgeable people in the birth world.*

**- JORDAN HARRISON -**

### **Who is bebo mia inc.?**

bebo mia inc. is a training and mentorship organization for women in the maternal health field, including pregnancy/birth professionals, childbirth educators and parenting specialists. We offer comprehensive skills, business support and community care through an innovative online structure that spans a global market.





*A very different culture from both the patriarchal boardroom model and the female-centric multi-level marketing industry, bebo mia offers opportunities for women to work from home while making an income for themselves and their family.*

We develop **inclusive, accessible trainings** for women that provide the skills needed to grow and sustain a lucrative business. bebo mia's mission statement hasn't changed since we first launched in 2008:

*To connect women to their intrinsic value & power.*



# About the Training

## Maternal Support Practitioner

The bebo mia inc. Maternal Support Practitioner training is the **most comprehensive doula training on the market**. It is a 13 week in-class component and a 2 year practicum and certification process. Each week the live classes are taught by different experts in the field of fertility, pregnancy, birth and parenting. Along with the delivery of the skills classes over 3 months, there are weekly businesses classes to ensure that the graduates are **amazing birth workers & can market and build their business** to attract clients.

One of the highlights of our training is the **private Facebook Community group** that offers the support and mentorship throughout the training and beyond as the alumni start working with clients. What started as a great program perk for our students, quickly became so much more than that. The community becomes incredibly tight knit and supportive of so much more than just the course material. In the group we hear about their separations and

divorces, grief and losses, financial stresses, celebrations, and more. Women find a community that they are looking for. They find support. **They find cheerleaders**. They find new friends. We could not be more proud of the safe space we have created for each session for the participants of the Maternal Support Practitioner training.

Because our training is online, we are able to **serve underserved communities** that would not otherwise be able to commit to a 3 month comprehensive training. **The program is a solution to women with low or no income or who may be living with a disability**, both visible and invisible. In addition, the program is accessible to rural communities as the cost of travel and accommodations would make the education cost prohibitive. The majority of our students are **mothers of young children** and we receive hundreds of photos of our participants breastfeeding, or cooking, or snuggling little ones while they are 'in class'.

# About our Scholarships.

Each year bebo mia has over **100 scholarship applications** from women around the world and we have a goal to **create the opportunity for 5 additional applicants**. The winners of the scholarship will get full access to the Maternal Support Practitioner training & mentorship community.



*I was awarded a scholarship. I am so excited to start my birth work adventure. I wholeheartedly believe that all women should be able to have the birth they want & the support they need through the whole process. The Bebo Babes teach it all the skills needed to support families, the ins and outs of birth, & how to create & maintain a business. I could not be happier with my Bebo Mia experience!*

**- JENNIFER WALCZAK -**

# What our scholarships do.

All of our winners show a financial need and many of them are working towards or have persevered over adversity, trauma and circumstances. In the application process women have shared their stories of abuse, rape, suicide, abandonment, teen pregnancy, extreme poverty, and partner or child death. The review panel is so moved every session as the applications are read. And, to no surprise, even with all of the women submitting their different stories, they all have something in common, **they want change.** Our students go on to gain an education and

a skill from which they can create a viable business and income for themselves and their families.

Our winners have lived in the Philippines, Ireland, Canada & the United States.

The scholarship program will allow graduates to **create a revenue stream**, it will help them take care of their families, and women leave feeling confident and supported by the program.



*Not only do we offer the opportunity to support women in their education, without which most would not be able to create their birth and parenting businesses, each of those women go on to support other women and families in their own communities through their pregnancy, birth and postnatal periods. This creates a ripple effect of community, support, and philanthropy.*

# What you Can give.

For **\$1000 USD**, you can sponsor a scholarship applicant and give them the opportunity to create a **business & career in the maternal health field**. Your gift will support the winner in **creating a change** for themselves, their family and their community. This gift has the potential to **last a lifetime** and **positively impact the lives of the many growing families** that the recipient will support over the span of their **Maternal Support Practitioner career**.

Check out some  
of our  
scholarship  
recipients by  
searching  
scholarships on  
our blog.





# What do *you get?*



*We want to make sure that in addition to the warm fuzzies of sponsoring a woman through her education, we want it to be great for your business. So, what will you get?*

**We will name the scholarship(s) after your business - and who doesn't want that?!**

**We will ensure the sponsored scholarships are proudly presented on the bebo mia social channels and websites.** We will have posts on our Twitter, Instagram and Facebook about your generous donation and contribution to women in education and business.

We will begin accepting scholarship applications on **February 9th** with the **winners being announced March 15th** on a **Facebook Live** announcing your business and scholarship name.

The application will contain information about your scholarship(s) and each of the **300+ interested applicants will see the logo of your business and read the brief bio** to connect your brand to the scholarship process.

# Getting you in the *right places!*

**We put your business in front of your target market!**

With 150 students in each session, we get the information about your products & services directly into the hands of fertility, pregnancy & parenting practitioners (who are also parents!)

	Instagram	Twitter	Facebook Page	Email List	Website	Private Facebook Groups
Followers	1.5K	1K	5K	13K	-	4K
Average Monthly Impressions	20K	1K	120K	-	20K	-

Each session we run a social media contest that makes our hashtag #learnwithbebomia a Facebook certified popular tag with over 30K engagements per week!

*Your sponsorship posts will be tagged with this!*

Within the application, *you will have the option of creating criteria that you would ideally like to see in the winner.* We will do our best to have our review panel select a winner that reflects your preferences.

Where appropriate, we are able to offer **product endorsement** in the program and the opportunity for all the session's students to learn about and purchase your product.

**Our winners will post a thank you post on their social channels & thank their sponsor in their acceptance blog that lives on our website. HINT = more reach for you!**



# Our previous Sponsors!

We had amazing Fall 2017 sponsors that created two additional placements for students, Debra Guenther & Natalie Rocheleau. Both are single mamas who have started their businesses after kickin' butt in their MSP 2017 trainings!



Thank you so much to Hip Mommies & Sleep Belt for being so generous and for supporting women in education and business!

*bebo mia gave me the opportunity of a lifetime. As a scholarship recipient, they have literally given me a hand up.*

- AMANDA RUSSELL -

**Ready to jump in? We are thrilled!**

Send us an email to [info@bebomia.com](mailto:info@bebomia.com) and we will get you your sponsorship application. Have any questions? Reach out - we are excited to talk about this amazing opportunity with you.

