



About Us

Empowering America's Missing Middle Mothers

A 501(c)(3) Nonprofit Organization

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WHO IS THE "MISSING MIDDLE"?



Mothers earning **\$40,000 to \$90,000** annually. They earn too much to qualify for government assistance, but too little to afford market-rate support services like childcare, therapy, and household help.

40%

of U.S. Families Live Paycheck to Paycheck

One unexpected expense a car repair, a medical bill can destabilize the entire household.

220%

Increase in Childcare Costs Since 1990

While wages have stagnated, the cost of raising a family has skyrocketed, leaving middle-income mothers behind.

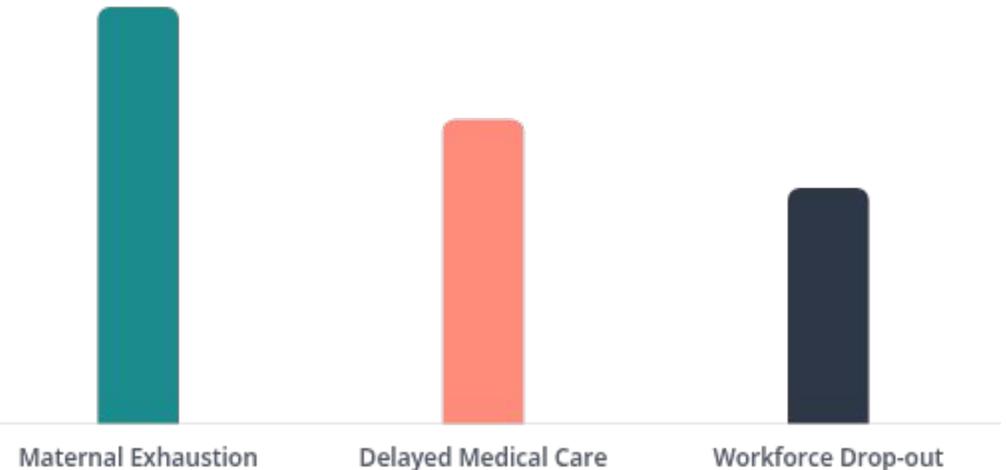
THE SUPPORT GAP

THE "MISSING MIDDLE" GAP



< \$40K (Qualifies for Aid)	\$40K - \$90K (No Support)	> \$90K (Can Afford Care)
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THE COST OF NO SUPPORT



"When support is out of reach, families fall behind. Mothers are forced to choose between their mental health, their careers, and their children's needs."

1
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5

Mothers Experience PMADs

Postpartum Mood & Anxiety Disorders affect 20% of new mothers, yet 75% go untreated due to cost and access barriers.

THE BURNOUT EPIDEMIC

Chronic Exhaustion



Sleep deprivation compounded by financial stress creates a cycle of physical and emotional depletion.

Social Isolation

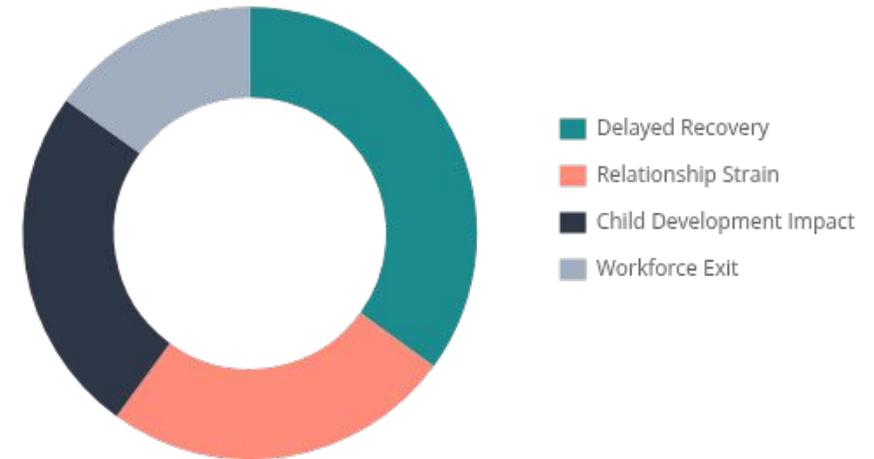


Working mothers report high levels of loneliness, lacking the traditional "village" of support.

Financial Anxiety

RIPPLE EFFECT ON FAMILIES

Consequences of Untreated Maternal Stress



**Untreated maternal mental health conditions cost the U.S. \$14.2 billion annually.*

OUR RESPONSE

Fast, stigma-free access to practical support vouchers designed to interrupt the crisis cycle.

OUR MISSION

To provide practical, dignified support so middle-income mothers can rest, recover, and thrive bridging the gap where government aid ends and affordable access begins.

CORE VALUES



Dignity First

Support without stigma or bureaucratic hurdles.



Immediate Action

Fast voucher or EHV Prepaid Card delivery for urgent needs.



Community

Building a village where none exists.



Accessibility

Digital-first model serving all 50 states.



501(c)(3) Public Charity

Officially IRS approved as of June 2025. All donations are fully tax-deductible in-kind contributions.



Nationwide Service

Our online model allows us to serve mothers in every state instantly, removing geographic barriers.

UNMATCHED REACH

Founded by Chance Hindirlane, a trusted voice with massive organic influence across parenting communities.

 **2M+ Followers**

 **Selfish Parenting**

Our Solution: The Voucher Model

Donations and brand vouchers flow directly to EHV. Cash donations are loaded onto EHV Prepaid Cards; brand vouchers are assigned to mothers directly - so support always arrives as services, never as cash.



Donations Received

Cash donations and in-kind brand vouchers are received by EHV.

Tax-Deductible In-Kind Gift



We Verify & Distribute

EHV verifies mother's eligibility (income/need) and issues digital EHV Prepaid Card or Voucher

Fraud-Proof System



Mothers Redeem

Mothers use codes directly on your Brand Platform or Card to pay for Services

Seamless User Experience



Impact Reporting

We track redemptions and share impact stories + social promotion.

Measurable ROI

✓ Scalable Nationwide



100% Trackable Impact



Zero Cash Risk



Dignified Access



Our Programs: Four Pillars

Comprehensive Support

We provide targeted relief in four critical areas where middle-income mothers struggle most, using a dignified voucher system that connects them directly to premium service providers.



Mental Health Support

Access to licensed therapy and counseling services to address postpartum depression, anxiety, and parental burnout without long waitlists.



Childcare Relief

Vouchers for backup care, babysitting, and drop-in services to give mothers time for medical appointments, work, or essential rest.



Household Help

Practical support for cleaning, organization, and errands to reduce the physical and mental load of household management.



Financial Literacy

Coaching and tools to help families budget, save, and navigate financial challenges, building long-term stability.

SERVING MOTHERS IN ALL 50 STATES



**\$40K -
\$90K**

Household Income



24 - 42

Age Range
(Millennial/Gen Z)



92%

Digital-First Access



The "Missing Middle" Mom

Working Mother · Digital Native · Decision Maker



Values Authenticity

Trusts peer recommendations and influencer voices over traditional corporate advertising. Responds to "real talk" about parenting struggles.



Primary Purchaser

Controls 85% of household spending decisions. Actively seeks brands that align with her values and support her community.



Highly Connected

Spends 2.5+ hours daily on social media. Uses Instagram/TikTok for parenting advice, product discovery, and community support.

KEY INTERESTS

Mental Wellness

Child Development

Self-Care

Financial Independence

Work-Life Balance

Community Support

More Than Just a Donation. It's a Platform.

Our unique partnership model combines high-impact social good with massive brand visibility, delivering value that traditional sponsorships can't match.

- ✓ **Digital-First Model**
- ✓ **Nationwide Reach**
- ✓ **Tax-Deductible**



Built-In Amplification

Leverage our founder's massive platform for immediate brand visibility. Your partnership isn't hidden in a report—it's broadcast to millions of engaged mothers daily.

 **2M+ Social Followers**



Trusted Endorsement

Gain authentic validation through the "Selfish Parenting" podcast and founder-led content. We don't just display logos; we tell your impact story with a trusted voice.

 **Podcast Integration**



Tax-Efficient Giving

As a 501(c)(3) nonprofit, all voucher donations are tax-deductible in-kind contributions. Maximize your corporate social responsibility (CSR) budget with efficient giving.



Measurable Impact

Track your success with precision. We provide data on voucher redemptions, social impressions, and qualitative feedback from mothers who use your services.



Priority Tier

Service Providers (Voucher Donation)

Mental Health & Wellness

BetterHelp

Talkspace

Calm

Headspace

Childcare & Family Support

Care.com

UrbanSitter

Sittercity

Bright Horizons

Household & Daily Life

TaskRabbit

Handy

HelloFresh

Instacart

Financial Wellness

YNAB

Mint

Cleo

Greenlight



Secondary Tier

Women's Market Brands (Cash/Product)

Beauty & Self-Care

Sephora

Ulta Beauty

Glossier

Honest Company

Home & Lifestyle

Target

The Container Store

Grove Collaborative

Baby & Kids Products

Carter's

Pampers

Huggies

Lovevery

IDEAL PARTNER CRITERIA

-  Nationwide Availability
-  Digital Redemption
-  Values Alignment

Partnership Tiers

 **TIER 1**

Service Voucher Partners

In-Kind Donation Model

PARTNER PROVIDES

Bulk voucher codes for services (therapy, childcare, cleaning)

PARTNER RECEIVES

- ✓ **Featured Partner Status**
- ✓ **2M+ Social Promotion**
- ✓ **Podcast Mentions**
- ✓ **Authentic User Testimonials**

 **TIER 2**

Women's Market Brands

Sponsorship Model

PARTNER PROVIDES

\$10K-\$50K cash sponsorship OR high-value product donations

PARTNER RECEIVES

- ✓ **Co-Branded Campaigns** targeting moms
- ✓ **Brand Ambassador**
- ✓ **Featured Impact Stories**
- ✓ **Category exclusivity options** available

Ideal for: Beauty, Wellness, Household, Family Brands

 **TIER 3**

Employer Partners

Workforce Benefit Model

PARTNER PROVIDES

Bulk purchase of vouchers for employee distribution

PARTNER RECEIVES

- ✓ Turnkey **Employee Benefit** program
- ✓ Employee **Retention Tool**
- ✓ **ESG / CSR Reporting** data
- ✓ Positive internal PR & culture building

Ideal for: Corps with large working parent workforce

 **TIER 4**

Custom Partnerships

Strategic Alliance Model

PARTNER PROVIDES

Unique assets, media, technology, or pilot programs

PARTNER RECEIVES

- ✓ Tailored **Pilot Programs**
- ✓ Location-based activations
- ✓ **Joint PR** opportunities
- ✓ Deep strategic integration

Ideal for: Tech platforms, Media companies, Foundations

Ideal for: BetterHelp, Care.com, TaskRabbit, Talkspace

We leverage a multi-channel ecosystem to amplify partner brands. Our activation strategies combine high-reach influencer promotion with authentic, community-driven storytelling.



Social Media Amplification

Founder-led promotion to 2M+ followers via Instagram Reels, TikToks, and Facebook Lives. Authentic, relatable content that highlights your brand as a solution for mothers.

HIGH REACH



Influencer Endorsement

Leverage Chance Hindirlane's trusted voice as a mother of four and special needs advocate. Authentic endorsement that cuts through traditional ad fatigue.

TRUST & CREDIBILITY



Podcast Integration

Featured spots on the "Selfish Parenting" podcast. Opportunities for mid-roll mentions, dedicated segments, or expert interviews positioning your brand as a thought leader.

DEEP ENGAGEMENT



Mother Testimonials

Real impact stories from voucher recipients. We capture and share powerful user-generated content (UGC) showing exactly how your service changed a family's life.

EMOTIONAL CONNECTION



Content Collaborations

Co-created educational guides, blog posts, or video series. We combine your expertise with our voice to create valuable resources for our community.

EVERGREEN ASSETS



Multi-Platform Campaigns

Integrated campaigns across social, email, web, and podcast. Consistent messaging touchpoints to maximize brand recall and drive engagement.

COMPREHENSIVE



500+

Mothers Served (Year 1 Target)



1,000+

Vouchers to be Issued

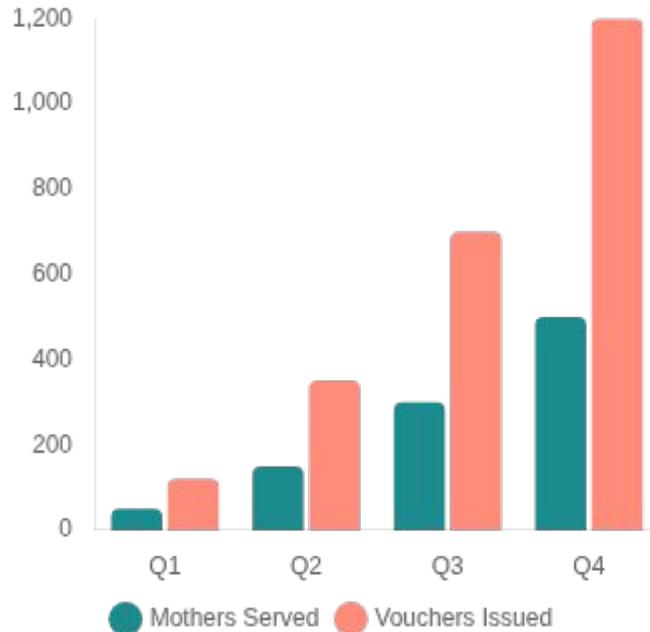


2M+

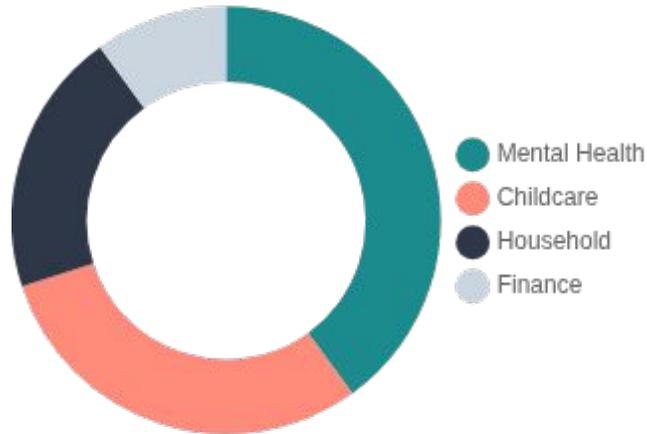
Social Impressions/Mo

Growth Trajectory

+150% YoY



Services Accessed



Partner ROI Metrics



Partner Reporting Frequency

Quarterly Dashboards **Real-time Social Stats**



Built-in Marketing Engine

Unlike traditional nonprofits that spend heavily on awareness, we launch with a massive organic audience. Our founder's platform delivers immediate visibility and engagement for partners.

PARTNER VALUE

\$50K - \$100K

In free promotional value per partner



Authentic, Trusted Voice

Founded by a refugee, special needs mother, and trusted influencer. We offer zero "ad fatigue" positioning because our endorsement comes from a place of lived experience and genuine trust.

FOUNDER REACH

2 Million+

Engaged followers across platforms



Digital-First & Scalable

Our model is built for the digital age. We aren't limited by physical locations or local logistics. We can serve mothers in rural Alaska just as easily as urban New York.

SERVICE AREA

Nationwide

Serving all 50 states instantly

Year 1 Roadmap: 2026

PHASE 1: LAUNCH



Launch

- ✓ Launch nationwide application portal
- ✓ Secure first 5-10 voucher partners (BetterHelp, Care.com)
- ✓ Serve initial 50-100 families across states

Target: 100 Families

PHASE 2: AMPLIFY



Scale

- ✓ Scale service to 200+ families nationwide
- ✓ Launch major social campaign (2M+ reach)
- ✓ Start "Selfish Parenting" podcast spotlights

Target: 200+ Families

PHASE 3: EXPAND



Partners

- ✓ Grow to 15-20 active brand partners
- ✓ Expand service to 500+ families
- ✓ Release co-branded partner content series

Target: 500+ Families

PHASE 4: IMPACT



Impact

- ✓ Reach 1,000+ families nationwide
- ✓ Publish Year 1 Impact Report for stakeholders
- ✓ Finalize replicable model for Year 2 growth

Target: 1,000+ Families

We operate with a lean, efficient model where the majority of resources go directly to supporting mothers. Our digital voucher system minimizes overhead and maximizes impact.



75% **Program Services**
Direct voucher distribution, eligibility verification, partner management, and impact tracking.

15% **Operations & Admin**
Essential staff, technology systems, compliance, legal, and data security.

10% **Marketing & Growth**
Donor acquisition, partner amplification, storytelling, and annual reporting.



Commitment to Accountability: All brand partnerships include detailed quarterly impact reports tracking voucher redemption rates, service outcomes, and beneficiary demographics.



Chance Hindirlane

PRESIDENT & FOUNDER

LEADERSHIP

A visionary leader combining lived experience as a refugee and mother with a massive digital platform to advocate for maternal support.



Education & Background

Refugee from DRC. BA Political Science (Intl. Relations); Nuclear Policy, Pursuing MBA George Washington University



Pageant Titles

Former Miss Congo USA, Miss Earth Congo, and Miss Culture USA.



Digital Influence

2M+ followers across platforms. Host of "Selfish Parenting" podcast.



Motherhood

Mother of 4, including twin girls on the autism spectrum.

PERSONAL MISSION

"I witnessed what happens when women lack support in the DRC. I founded Empower Her Village so American mothers don't face similar struggles alone."

 2M+ Reach

 Content Creator

 Selfish Parenting Podcast

What We Look For In Partners

We don't just want sponsors; we want true allies. Our most successful partnerships are built on shared values and a genuine commitment to changing the narrative for American mothers.

"We partner with brands that see mothers not just as consumers, but as the foundation of our society worthy of support."



Commitment to Maternal Wellbeing

Brands genuinely dedicated to supporting mothers' mental health, physical recovery, and economic stability.



Long-Term Partnership Vision

Looking beyond one-off transactional campaigns to build lasting, meaningful impact over time.



Authentic Mission Alignment

Values that align with dignity, empowerment, and community support for families.



Co-Creation Readiness

Willingness to collaborate on campaigns, content, and messaging that resonates deeply with our audience.



Voucher Model Adoption

Openness to our direct-impact voucher donation model combined with social media promotion.



Shared Commitment to Impact

Dedication to transparency, measurable outcomes, and mutual respect in reporting results.

1

Discovery Call

Schedule a 30-minute intro call to align on goals and target audience.

2

Co-Create

Design custom partnership proposal tailored to your brand objectives.

3

Agreement

Sign partnership agreement defining voucher terms and promotion.

4

Launch

Execute activation plan and begin tracking impact together.

5

Amplify

Celebrate success via 2M+ social reach and impact reports.



Typical Timeline

4-6 weeks from first call to full partnership launch



LET'S EMPOWER MOTHERS TOGETHER!



EMPOWER HER VILLAGE

Empowering America's Missing Middle Mothers

Let's Change the Narrative Together.

Join us in building a supportive village for America's mothers. Your partnership makes dignified support possible.

Chance Hindirlane

President & Founder



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"Selfish Parenting"
Podcast



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