



The New Mom Project
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The New Mom Project Baby Boxes

FACT SHEET

- History:** The New Mom Project was founded by Gwen Broda in 2014 in Toronto, Ont. Since then, it has helped approximately 1,000 families and is run entirely by volunteers. It is a confidential and non-judgmental service.
- Vision:** The New Mom Project aims to provide basic baby necessities to new families in need in the Toronto area. In order to meet this goal, The New Mom Project has begun putting together a “Canadian Baby Box” similar to the ones found in Finland.
- About:** The baby boxes are put together by volunteers at The New Mom Project. It has recently partnered with Baby Box Co., which make the only boxes in Canada to be recognized as a legal bassinet. The New Mom Project relies on in-kind and monetary donations in order to fill the boxes. It accepts donations of the following items for its standard baby box:
- ◆ Baby clothing from 0-12 month sizes in nearly-new condition
 - ◆ Baby blankets
 - ◆ Newborn and size 1 diapers, which may be opened
 - ◆ Wipes
 - ◆ Unopened baby bath products
 - ◆ Small infant toys and books
- At request, it also provides other items, when available, that are not included in the box, such as:
- ◆ New car seats
 - ◆ Infant carriers
 - ◆ High chairs
 - ◆ Strollers
- Call to action:** To find out more information about The New Mom Project, its baby boxes and how to donate, please visit www.newmomproject.ca.