



## FACT SHEET

### Overview:

**iMOM** is an innovative, interactive resource for mothers of all ages who seek to build lasting, meaningful relationships with their children. iMOM's mission is to support and inspire mothers as they raise their children to be wise, healthy, purpose-minded, and relationally-focused individuals. The program provides a unique, multimedia approach, which includes:

- [iMOM.com](http://iMOM.com) - an inviting website featuring a comprehensive database of articles from nationally recognized parenting experts, delivering key information and advice to mothers where and when they need it.
- **Espresso Minute** - a thought-provoking daily email, which offers moms a quick shot of insight and encouragement. This email goes out daily to 17,000 subscribers.
- **iMOM Morning** - a school based breakfast-and-bonding program for moms and kids. There are 378 iMom Morning Chapters in 39 States.

### iMOM Ambassadors:

**iMOM** is grateful for the assistance of its many supporters, including the women below who graciously and freely spend their time speaking on behalf of our program, in order to help moms everywhere receive the ideas and inspiration they need on a daily basis.

- **Lauren Dungy**, mother of six, founder and president of the Christian Sisters Book Club, motivational speaker, author and wife of former Indianapolis Colts head coach and *New York Times* best-selling author Tony Dungy.
- **Denise Jonas**, wife of Kevin, and mother of four boys: Kevin, Joe and Nick, the legendary pop music group, the Jonas Brothers; and younger brother, Frankie, who is following in his brothers' famous footsteps with television and music pursuits of his own.

### iMOM Resources:

- **iMOM.com** is a daily destination for mothers seeking information, ideas, inspiration and insight on how to be the best mom possible. The website houses a library of parenting information arranged by relevancy to a child's age and by topic. The site also features iMOM Director Susan Merrill's *iMOM 24/7/365* blog, downloadable parenting resources, breaking news, video archives a photo gallery and more.
- **iSpecialists** are a carefully selected group of parenting experts who contribute articles and advice to iMOM.com and are featured weekly in the *Espresso Minute* email.
- **iMOM Morning** is a program which provides an opportunity for moms and kids to get together once a month for breakfast at their child's school. The event includes lively discussion on topics relevant to school age children, fun bonding activities, and provides moms with valuable parenting tips they can take home and put to use immediately.

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- **Espresso Minute**, is a quick shot of insight, information and inspiration delivered via email every weekday. The *Espresso Minute* email introduces a relevant motherhood topic, which often links to additional resources and information on the iMom.com website, allowing moms to dig deeper, and apply the information to their own real-life situations.
- **iMOM DriveTime CDs** are a parenting tool designed for the busy mom who spends time commuting or carpooling. Each CD covers a parenting topic that is broken down into five to 10-minute segments that can be listened to while carpooling, running errands or traveling to work.
- **iMOM Pillow Talk Journal** is a creative communication tool for parents and children to use together. Designed to help inspire daily interaction, the journal features colorful pages with relationship-building questions for moms and kids to answer. The parent writes a note in the journal, and leaves it on the child's pillow at bedtime. Then, the child writes back, and leaves the journal on the parent's pillow, and the cycle of communication continues.

**History:**

**iMOM** ([www.iMOM.com](http://www.iMOM.com)) was developed in 2007 by Mark and Susan Merrill as the motherhood program of Family First, a national non-profit organization, based in Tampa, Fla. The mission of Family First is to strengthen the family by establishing family as a top priority in people's lives, and by promoting principles for building marriages and raising children.

Family First also features a fatherhood initiative, All Pro Dad ([www.AllProDad.com](http://www.AllProDad.com)), launched in 1997 with the help of Super Bowl champion and former Indianapolis Colts head coach Tony Dungy. The non-profit also produces The *Family Minute with Mark Merrill*, a daily radio feature and accompanying email, which offers practical everyday advice on marriage, parenting and family relationships, reaching more than 2,000,000 listeners every week.

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