



## FOR IMMEDIATE RELEASE

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## A HAND UP FUND PROVIDES TEMPORARY SUPPORT TO SINGLE MOMS NEW BOOK CREATES AN EMERGENCY & EMPOWERMENT FUND FOR SINGLE MOMS

**North Brunswick, NJ: October 22, 2007:** A Hand Up Fund™ (Fund), a special fund through the Project Single Moms™ program administered by My Daughter's Keeper, Inc., will offer temporary financial assistance to Single Moms for emergency and empowerment purposes without obligation to repay. The fund dollars are created through book sale proceeds, annual memberships, and personal donations of single moms and other contributors. In addition, annual fundraising activities will help to sustain the growth of the fund.

The fund anticipates helping a minimum of 20 single moms in its first year beginning January 1, 2008. The fund will support single moms nationally and internationally. The fund's philosophy is to "Pay it Forward" and encourages single moms who are helped through the fund to help other single moms by contributing back into the fund or providing direct assistance to a single mom. The eligibility requirements for the Fund include:

- Single moms and teen moms are eligible to apply (from all socioeconomic backgrounds and geographic areas)
- There is no minimum or maximum income requirements
- Single Moms must validate the need for support (i.e. original current bills, statements, letters from creditors on official letterhead, letters of support, school or bank documents)
- Single Moms must have an active PSM membership (their personal investment into the Fund)

The types of requests from single moms that will be considered for funding include:

- Basic Needs Assistance (Temporary Shelter, Clothing, Food)
- Travel for Emergency Purposes Only (Funerals, Medical)
- Rental/Mortgage Payment Assistance (Security Deposits, New Home Down payment)
- Health care (Office Visits, Mammograms, Pelvic Exams, Therapeutic sessions, Prescriptions)
- Utility Assistance (Shut-off & Turn-on Deposits Only)
- Transportation (Bus & Train passes/Down payments)
- Seed Money (Business Formation)
- Educational Assistance (Tuition assistance, books, school materials)
- Child care (Tuition assistance)
- Individual Request Only

Although the Fund will be administered by My Daughter's Keeper, Inc., a 501c3 non-profit organization, a Fund Review Committee will be established for A Hand Up Fund™ which will be comprised of ten (10) Project Single Moms Ambassadors from across the country that will review, score and select the applications to be funded. The single moms who serve on this committee are unbiased and provide objective perspectives when evaluating and selecting which requests will be honored based on amount, validity and timeliness of the request.

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There is no minimum fund amount that may be requested, however, the maximum fund request may not exceed \$1,000 per individual request. Individuals receiving funds are not eligible to reapply for three years. Funds are not given directly to individuals. Checks are made payable to the designated third party evidenced on official documents. Although request for the maximum assistance amount may be made, partial assistance may be granted depending on the number of request and availability of funds.

Funds are provided and dispersed based on availability. Project Single Moms™ will continue to work to replenish A Hand Up Fund annually. 50% of the fund is supported by membership, which is crucial to sustaining and growing the fund so that a minimum of 20 single mothers can be assisted each year. The more the fund grows, the more single moms can receive support.

Single moms may obtain more information and applications through the website at [www.projectsinglemoms.com](http://www.projectsinglemoms.com) or by calling (732) 565-3793, ext. 3.

A Hand Up Fund™ and Project Single Moms™ are registered marks and are both programs administered by My Daughter's Keeper, Inc.™, which is a 501c3 non-profit organization headquartered in New Jersey.

Project Single Moms™ is a movement designed to empower, educate, engage, energize, equip and enhance the quality of life for single mothers. Twenty-five percent (25%) of *"Life As A Single Mom: It Isn't Easy, Or Is It?"* book sales will be used to create and sustain *"A Hand Up™ Fund"* which offers temporary financial assistance to single moms for emergency and empowerment purposes without obligation to repay.

MDK's mission has expanded both locally and nationally and will offer programs and services through affiliate chapters slated to launch during 2007-2008. Local expansion programs are currently being formed throughout New Jersey in New Brunswick, Newark, Paterson, and Bergen County. National expansions are taking place in Tampa Bay/St. Petersburg, FL and Detroit, MI.

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