



**PROJECT SINGLE MOMS**  
It's About a Hand Up, Not a Hand Out

## HOW TO START A PROJECT SINGLE MOMS™ NETWORK IN YOUR COMMUNITY?

Thank you for your interest in starting a Project Single Moms™ affiliate in your community. Project Single Moms™ is an empowerment program managed by My Daughter's Keeper, Inc.™ Both Project Single Moms™ and My Daughter's Keeper, Inc.™ are registered trademarks. If you are ready to join this national empowerment movement for Single Moms, then read how to get started below.

- ✓ Put together your PSM Affiliate Team (PAT) which should include 2-3 single moms from your community
  - ✓ Complete the two-page application
  - ✓ Review and sign the PSM Affiliate Agreement & Guidelines. Make a copy for your records.
  - ✓ Submit your application and agreement
- ✓ Allow 2-3 weeks for review and approval for your PSM affiliate
  - ✓ Begin promoting your PSM Affiliate by hosting an Introductory & Launch Meeting
  - ✓ Identify meeting locations for PSM events in your community
    - ✓ Participate in Weekly Tuesday Connection Calls
    - ✓ Work with My Daughter's Keeper's PSM National Coordinator to receive support and resources for launching and operating your PSM Affiliate Network

For questions or more information, contact us at:

Phone: (732) 565-9313, ext. 7

Email: [contactus@projectsinglemoms.com](mailto:contactus@projectsinglemoms.com)

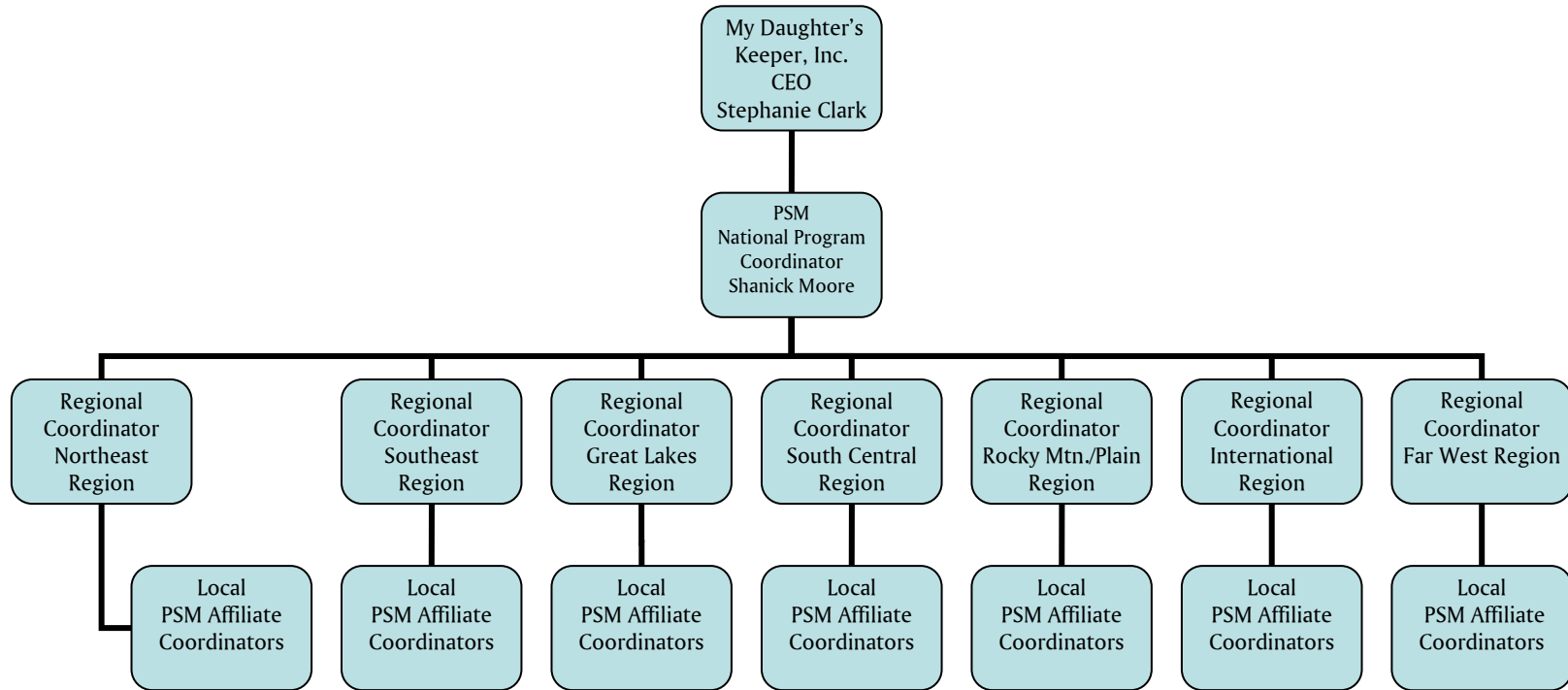
Website: [www.projectsinglemoms.com](http://www.projectsinglemoms.com)

MySpace: [www.myspace.com/projectsinglemoms](http://www.myspace.com/projectsinglemoms)



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### PROJECT SINGLE MOMS NATIONAL STRUCTURE



PSM Regions	States Included
Northeast	Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, Washington, DC And West Virginia
Southeast	Florida, Georgia, North Carolina, South Carolina and Tennessee
Great Lakes	Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin
South Central	Alabama, Arkansas, Louisiana, Mississippi, Oklahoma and Texas
Rocky Mtn/Plain	Colorado, Idaho, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Utah and Wyoming
International	Australia, Ghana, Canada, China
Far West	Alaska, Arizona, California, Hawaii, Nevada, Oregon, and Washington



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## Regional Coordinator Roles & Responsibilities

### **Term:**

- Up to 2 Years; two consecutive terms are allowed for Regional Coordinators
- This is a volunteer position

### **Leadership and Communication:**

- Attend/participate in Executive Committee Meetings with My Daughter's Keeper's staff and monthly conference calls. The Executive Committee consists of MDK's CEO, PSM National Program Coordinator and all PSM Regional Coordinators.
- Maintain relationships and work in partnership with the PSM National Program Coordinator, My Daughter's Keeper's administration including the CEO.
- Serve as liaison and figurehead for your region, communicating between the Local Affiliate Coordinators in your assigned geographic area, the Executive Committee, and the National PSM Program Coordinator. Serve as conduit for information sharing and feedback for PSM Local Affiliate Coordinators.
- Represent My Daughter's Keeper, Inc. and Project Single Moms at local and regional events.

### **Experience Required:**

- Some experience serving in a leadership capacity.
- Good and effective communication skills.
- Ability to work with all types of people from different backgrounds and socioeconomic levels.
- Organizational and prioritization skills are essential.
- Willingness to commit to participating in all scheduled Executive Committee meetings and conference calls.
- Ability to follow-through and complete tasks in a timely manner.
- Ability to compile and submit quarterly reports to National Program Coordinator.
- Ability to be a team player.
- Ability to conduct yourself with professionalism and integrity at all times.
- Basic computer skills essential.

If you are interested in serving as PSM Regional Coordinator, please contact Shanick Moore, National PSM Coordinator, at [smoore@projectsinglemoms.com](mailto:smoore@projectsinglemoms.com) or at (732) 565-9313, ext. 7.



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*OFFICE USE ONLY*

Date Received: \_\_\_\_\_

Date Approved: \_\_\_\_\_

Approved by: \_\_\_\_\_

**AFFILIATE APPLICATION**

**I. PRIMARY CONTACT**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Evening Phone: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**II. LIST NAMES OF PSM AFFILIATE TEAM MEMBERS (AT LEAST 2 PERSONS)**

PAT Member 1 \_\_\_\_\_

PAT Member 2 \_\_\_\_\_

PAT Member 3 \_\_\_\_\_

PAT Member 4 \_\_\_\_\_

**III. PROPOSED DATE FOR PSM AFFILIATE LAUNCH & INTRODUCTORY MEETING** (at least 2 months from date application submitted)

\_\_\_\_\_

**IV. PROPOSED MEETING LOCATION(S)** \_\_\_\_\_

\_\_\_\_\_

**V. Briefly tell us why you want to start a Project Single Moms affiliate in your community:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**VI. List the city, town or county you will serve through your Project Single Moms affiliate:**

\_\_\_\_\_  
\_\_\_\_\_



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**VII. List Your Affiliates First Year Goals (At Least 3):**

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**VIII. Describe some of the needs of Single Moms in your community:**

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**IX. What other programs currently exist in your community which support Single Moms?**

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**X. Number of Single Moms you hope to recruit for your PSM affiliate the first year: \_\_\_\_\_**

**XI. How will you recruit new Project Single Mom members?**

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**XII. Please provide name(s) of the person(s) who will serve as your local PSM Coordinator or Co-coordinators:**

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**XIII. Send the following attachments with your Affiliate Application:**

- Resumes or bios of your Local PSM Coordinator or Co-Coordinators
- Signed Affiliate Agreement & Guidelines

**FAX COMPLETED APPLICATION AND AGREEMENT TO (732) 565-1019  
ATTN: SHANICK MOORE, NATIONAL PROGRAM COORDINATOR OR MAIL TO:  
MY DAUGHTER'S KEEPER, INC. – NATIONAL OFFICE  
1086 LIVINGSTON AVENUE, SUITE 2  
NORTH BRUNSWICK, NJ 08902**

**FOR QUESTIONS, CALL (732) 565-9313, EXT. 2 OR EMAIL: [CONTACTUS@PROJECTSINGLEMOMS.COM](mailto:CONTACTUS@PROJECTSINGLEMOMS.COM)**



## AFFILIATE AGREEMENT & GUIDELINES

I, \_\_\_\_\_, am committed to starting a Project  
(First & Last Name)  
Single Moms affiliate program in \_\_\_\_\_,  
(City, Township or County) (State)  
on \_\_\_\_\_.  
(Today's Date: Month, Day, & Year)

I understand that Project Single Moms™ is a program managed by My Daughter's Keeper, Inc.™, and both are registered trademarks. I agree to adhere to the following terms and will operate my PSM affiliate under the guidelines established by My Daughter's Keeper, Inc.

I agree to the following terms:

- To operate my PSM affiliate with professionalism and integrity and work to protect the image and name of My Daughter's Keeper, Inc. and Project Single Moms.
- To not misrepresent myself as an employee of My Daughter's Keeper, Inc.
- To not discriminate based on race, religion, age, or socioeconomic background.
- To not use the name of My Daughter's Keeper, Inc. and Project Single Moms for personal gain nor to conduct any illegal or immoral business through the affiliate.
- To always show respect and treat with dignity all members of Project Single Moms.
- To participate regularly in weekly Tuesday Connection Calls or monthly conference calls with PSM Regional Coordinators.
- To submit demographic and requested information about membership and local events to the Regional or National Program Coordinator in a timely manner.
- To coordinate participation of local PSM members in local, regional or national events or programs.
- To report any concerns, complaints or serious issues that may impact My Daughter's Keeper, Inc. or Project Single Moms in the media or in the community.
- To actively recruit single moms to join the national movement.
- To submit an annual affiliate fee based on the number of PSM members in my local affiliate to support "A Hand Up" Fund, which offers temporary financial support to single moms for empowerment and emergency purposes. Annual Affiliate fees are due by July 1<sup>st</sup> annually.
 

1-10 members - \$25	11-20 members - \$50	21-50 members - \$75
51-100 members - \$100	+ 100 members - \$125	
- To obtain approval from My Daughter's Keeper, Inc. in order to expand the geographic reach of my PSM affiliate beyond what was originally agreed upon in this agreement.
- To obtain prior approval from My Daughter's Keeper, Inc. before planning any fundraisers used to raise monies for my Project Single Moms affiliate.
- To avoid entering into any legal or binding agreements or contracts on behalf of My Daughter's Keeper, Inc. or on behalf of Project Single Moms without prior consent from the CEO of My Daughter's Keeper, Inc.
- To hold harmless My Daughter's Keeper, Inc.'s staff, Board of Trustees or volunteers for any losses, claims, damages, awards, penalties, or injuries incurred by myself or any third party through my affiliate. Any attorney fees related to any legal action will be incurred by me directly and I will not seek to retain any damages or hold My Daughter's Keeper, Inc. liable.
- To allow My Daughter's Keeper, Inc. to use photo images and my name for promotional purposes only.
- To schedule a minimum of four (4) events or programs for your PSM affiliate annually. The following events should occur at least once annually.
  - Project Single Moms Unity Night
  - Project Single Moms Community Service Day (a project working with Single Teen Moms)
  - Project Single Moms Advocacy Day (Writing letters, sending emails to City, County & State Legislators to Express Needs and Advocate for Funding for Empowerment Programs to Support Single Moms)
  - Project Single Moms "Give Her a Break" Day



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## PSM AFFILIATE GUIDELINES:

- All PSM Affiliates must use the name Project Single Moms and may only alter the name by adding the city or county name after Project Single Moms (i.e., Project Single Moms-Detroit)
- When referring to Project Single Moms in written materials or on websites, you must include the following line: **“Project Single Moms is a program managed by My Daughter’s Keeper, Inc.”**
- The Project Single Moms’ logo is available for use on printed materials and websites upon request. However, you must include a link or list the Project Single Moms website: [www.projectsinglemoms.com](http://www.projectsinglemoms.com) whenever you use the logo.
- The PSM logo may not be altered or no changes made to type or colors.
- You **may not** use the Project Single Moms name or logo to print t-shirts, bags, cups, caps or any other promotional item for sale. You may order these items only through My Daughter’s Keeper, Inc. However, you can obtain approval to sell these items as a fundraiser for your affiliate.
- You may use the Project Single Moms name or logo to print promotional banners or brochures for your affiliate.
- You **may not** transfer your Project Single Mom affiliate over to a person who has not been approved by My Daughter’s Keeper, Inc. Therefore, you must notify My Daughter’s Keeper, Inc. if the Local Affiliate Coordinator or Co-coordinators change.
- You must submit all promotional materials to My Daughter’s Keeper, Inc. for approval prior to printing and distributing materials to the general public.
- You must obtain prior approval from My Daughter’s Keeper, Inc. before creating and launching a website for your affiliate. For consistency and uniformity purposes, all website domains must begin with “psm” and “name of city of county.” (i.e., [www.psmdetroit.com](http://www.psmdetroit.com)). You must include a link from your website to [www.projectsinglemoms.com](http://www.projectsinglemoms.com).

## Term:

The term of this Affiliate Agreement is for one year from the date of affiliate approval for which you shall be notified in writing. Each PSM affiliate will undergo an annual program review upon your anniversary date to ensure that the terms of the agreement and guidelines have been met by the Local Affiliate Coordinators and PSM Affiliate Team members.

## Renewal & Termination:

Upon a satisfactory program review, your Affiliate Agreement shall be renewed and extended for a two-year period. Should your program review be determined as unsatisfactory, your affiliate rights will be immediately terminated and you shall receive a “cease and desist” written notification to terminate the operations of your PSM affiliate. You may submit a written appeal within 30 days of your termination notice, which shall be reviewed and considered by the Project Single Moms Executive Committee which makes the final determination for Affiliate Reinstatement.

In witness whereof, I have read and agree to abide by the terms and guidelines specified in this Affiliate Agreement.

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature of Local Affiliate Coordinator

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature of Local Affiliate Co-Coordinator  
(if applicable)