



MOTHERNOMICS MOM

TRANSFORMING DEPENDENCY
INTO INDEPENDENCE, DESPERATION
INTO LIBERATION



THERE ARE OVER 2 MILLION FAMILIES IN IRAQ THAT ARE HEADED BY WIDOWED MOTHERS IN IRAQ AND THE VAST MAJORITY OF THESE ARE LIVING IN ABJECT POVERTY.

IN THE GAZA STRIP THE PROGRAM IS FOCUSED ON THE MOTHERS OF CHILDREN WITH LONG TERM ILLNESSES.



The housing conditions of these families is often squalid many living as squatters and the extreme weather conditions in winter with heavy rainfall and sometimes snow and extreme heat in the summer months make it particularly debilitating for these families.

As the loss of the husband is already a tragic situation as they are commonly victims of terror attacks or fatal illnesses, the widowed mother and her orphaned children will often be quite traumatised.

These mothers are often very young and highly capable individuals who can and will transform their lives with some mentoring, support and training.

This can restore the agency in their lives and the ability to make decisions about their own welfare in an independent manner that many of us take for granted.

The well being of the orphaned children can significantly enhanced by the mother being an example of independent living who encourages, motivates and personifies independent living with dignity in a transformational and sustainable manner.



CHANGE THE LIFE OF A WIDOWED MOTHER IN KARBALA AND TRANSFORM SOCIETY

Mothenomics is a multi-faceted scheme to empower the widowed mothers by helping them help themselves.

We start by identifying the issues that are holding them back in life such as their mental health wellbeing, excessive levels of debt, health conditions and children's educational performance and school attendance.

Before joining a nationally certified and recognised training program, the mothers have coaching and mentoring from the LFT staff as well as qualified training instructors who prepare them for the next phase of their lives through a life changing experience.



THE KEY 
EMPOWERING MOTHERS



Once the mothers have the emotional strength and solutions to their critical issues they are offered to join a training program in conjunction with the Iraqi Ministry of Labour.

The Mothernomics Training Centre is in Hayy al-Nasr district on the Hayy al-Nasr Street in Karbala, approximately 2kms from the Holy Shrines.

The training offered is in cooking, salon and sewing. Typically, the mother undertakes a three-month training program during which her family is supported. She attends classes for three hours six days a week and is regularly examined to measure her learning and competence in the skills offered.

At the end of the course the mother undertakes an examination and only those who pass in the highest category are certified for graduation. In this way we ensure that those who graduate are ready to produce commercial goods that are marketable and sellable.



Following their graduation in the Shrine of Imam Hussain as, the mothers emerge ready to receive a loaned package that is typically worth between \$500 for sewing & cooking or \$750 for salon care. This is purchased for them in accordance with what they need to run their own businesses.

The value of the equipment is loaned to them and each mother receiving the package signs a loan agreement for the value of the items she receives that is repayable over the next two years.



Over the training period it costs \$500 to support the mother and her family whilst she trains and gets ready to start her own business. This amount is a gift to the mother in recognition of her efforts to start a new life.

THE NEW LIFE OF TRANSFORMATION: CAN YOU PUT A VALUE ON DIGNIFIED LIVING?

The LFT markets and promotes the products of the mothers under the MOM brand for clothing and WOW brand for foods. The clothes, bedlinen and school uniforms that the mothers produce are sold through multiple channels:

- 1 Through existing whole-sellers & stores in Karbala.
- 2 Straight to businesses such as hotels, schools and hospitals.
- 3 Through the first Mothernomics store on Al-Husainiyyah Road, near the Baron Hotel, 2 kms from Baab Baghdad next to the Shrine of Hazrat Abbas as.
- 4 In the near future through internet sales channels.

The LFT recognises that some mothers need additional mentoring after training and the training centre has a workshop to cater for their training needs as well as the design of new products. However, once the skills are built up reliably mothers can also chose to work from home and look after any young children or elderly relatives.

As the profits made are distributed to the widowed mothers who take part in the scheme, the mothers' profits are earned in relation to their productivity and as they grow in skills and competence they start producing the higher value goods and increase their profitability.



All goods sold under the MOM and WOW brands are quality checked and sold for a uniform, competitive price! The profits made are distributed to the widowed mothers who take part in the scheme



BENEFITS AND TRACK RECORD: YES IT HAS BEEN DONE AND LOTS MORE CAN BE DONE

- 1 *The personal demeanour of mothers from being dependent on charity and uncertain about a life below the poverty line is transformed into a dignified existence;*
- 2 *Over 50 mothers have graduated and are actively working to earn a living and support their independent children;*
- 3 *The income of the mothers grows from the US\$ 350 to US\$ 500 depending on their efforts and skills. Incomes of over US\$750 per month have been achieved. From this US\$25 is deducted as per the loan agreement so the full value is recovered in 20 months typically;*
- 4 *The repaid loans then serves to finance future mothers buy their equipment;*
- 5 *The mothers have satisfied large orders for 5,000 hotel bed linen and 1,500 school uniforms in single orders and deliver with the highest quality to a competitive price and on time;*
- 6 *Hundreds of kilograms of WOW baklava produced by the mothers continue to be distributed in the Holy Shrine of Hazrat Abbas in Karbala.*
- 7 *Similar schemes are functioning in Gaza and Sindh, Pakistan and will soon start in Yemen and Kenya.*



WILL YOU JOIN THE JOURNEY OF TRANSFORMATION?

*THE NEED IS VERY HIGH WITH HUNDREDS OF THOUSANDS
OF MORE WIDOWS ARE WAITING TO BE HELPED IN
A SIMILAR FASHION.*

*THE COST OF SUPPORTING EACH MOTHER IS US \$1,000
WITH 20 MOTHERS ABLE TO BE SPONSORED EACH QUARTER.
YOU CAN ALSO SPONSOR THEIR MEALS TO ORPHAN SCHOOLS
WHICH COST \$250 PER WEEK OR ASSIST SET UP RETAIL
STORES TO SELL THEIR GOODS IN MORE PARTS OF THE HOLY
CITIES OF KARBALA AND NAJAF SO THEY CAN SELL MORE
ITEMS. THE COST OF RENTING, FITTING OUT AND HAVING
WIDOWED MOTHERS STAFF THE STORES IS \$15,000 PER
ANNUM.*

*With your participation dignity can be restored so you too can live
a dignified life in the hereafter. As you give shade to these families
in a sustainable manner, so too will Allah shade your hereafter in
bliss for perpetuity.*

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