

NEWS RELEASE

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CHURCH LAUNCHES INCLUSIVE MOTHER'S DAY CAMPAIGN

Typically, Mother's Day is a time when we celebrate mothers. Which is great, but not for everyone.

April 27 - This Mother's Day, The United Church of Canada is running a unique campaign not only to raise money for families in need but also to make the holiday itself more inclusive. The campaign called "Make Mother's Day More" expands the traditional focus of the holiday to recognize painful mothering relationships, acknowledge loss, and celebrate those who play a mothering role, including transgender and non-binary people. The campaign will support United Church partner organizations offering things like parenting classes, medical clinics, safe shelter, and education for children.

"For too long, Mother's Day has been narrowly focused. It's great to celebrate moms, but we think the holiday can be more. It can be a time when we recognize other feelings the day brings and, at the same time, raise money to do life-changing work," says Sarah Charters, the Director of the United Church's Philanthropy Unit. "The campaign already feels important because of the reactions we are getting. One of the families featured in the [campaign video](#) lost their mother/grandmother to COVID-19. They are participating to honour her. A United Church minister who is also highlighted lost her two-day-old daughter and feels her loss acutely on Mother's Day. She thanked us for acknowledging the grief she feels every Mother's Day."

Donors can send uniquely inclusive e-cards to their loved ones when they [make a donation online](#). The cards say things like "Mother's Day can be so hard. I made a gift to support families in need as I thought about you today. I hope that knowing you inspire me to make a difference is a comfort," "The world needs all kinds of families... You are a blessing!" and "Happy Mother's Day to the two best moms I know."

"The campaign is unlike anything I've ever seen on Mother's Day. We've produced a Mother's Day [prayer video](#), for example, that recognizes all people who play a mothering role, including trans and non-binary people. Our [campaign video](#) features same-gendered mothers who are also United Church ministers. You just don't see that anywhere else. We hope to expand awareness of the joy and pain of Mother's Day and do some good for families in need at the same time," explains United Church minister the Rev. Trisha Elliott.

Donations can be made and e-cards sent at united-church.ca/donation.

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