



Happy Mom

“Happy Mom” Improving Maternal Mental Health

Organization: Endless Welfare Foundation

Location: Punjab, Pakistan

Project Duration: 24 Months

Total Budget: 200,000\$

Project Summary:

The Happy Mom Project aims to improve the mental health, emotional wellbeing, and socioeconomic resilience of vulnerable mothers in Punjab, Pakistan. Many women face depression, anxiety, stress, social isolation, domestic challenges, and limited access to mental health services. These challenges negatively affect both mothers and their children, contributing to poor family wellbeing and developmental outcomes.

The project will provide mental health screening, psychological counseling, parenting education, support groups, vocational skills training, and community awareness campaigns to empower mothers and strengthen family systems. Over two years, the project will directly support 5,000 mothers and indirectly benefit more than 20,000 family members.

Problem Statement:

Maternal mental health remains a neglected issue in Pakistan. Thousands of women experience depression, anxiety, emotional distress, and social pressures during pregnancy and motherhood. Limited awareness, stigma, poverty, and lack of accessible mental health services prevent women from seeking help.

Research shows that poor maternal mental health can lead to:

- Increased family stress
- Poor child development outcomes
- Reduced educational performance of children
- Domestic conflicts
- Economic vulnerability
- Social isolation

Women in low-income communities are particularly vulnerable and require accessible, affordable, and culturally appropriate support services.

The Solution:

The "Happy Mothers" project will provide:

- Prenatal and postnatal healthcare services.
- Maternal health screenings and medical consultations.
- Mental health counseling and psychological support.
- Awareness sessions on maternal nutrition, self-care, and child health.
- Group therapy and peer support programs for mothers.
- Training for community health workers and volunteers.
- Referral services for high-risk pregnancies and mental health cases.
- Distribution of maternal health and hygiene kits.
- Community outreach campaigns to reduce stigma around mental health.

Who We Serve

Happy Momes targets the most vulnerable mothers — those living in poverty, rural communities, conflict-affected zones, and regions with limited access to mental healthcare. We prioritize:

- First-time and young mothers facing heightened anxiety and isolation
- Mothers who have experienced pregnancy loss or birth trauma
- Women in communities where maternal mental health remains taboo
- Mothers navigating systemic barriers including financial hardship and discrimination

Expected Impact:

The project will directly support over 5,000 women and mothers annually by:

- Improving access to maternal healthcare services.
- Reducing maternal stress, anxiety, and depression.
- Increasing awareness of maternal and mental health issues.
- Promoting healthy pregnancies and safer childbirth outcomes.
- Strengthening family well-being and child development.
- Building sustainable community support networks for mothers.

Sustainability:

The project will work closely with local healthcare providers, community leaders, trained volunteers, and women's groups to ensure long-term sustainability. Community health workers will receive ongoing training to continue providing support beyond the project's duration, creating lasting improvements in maternal and mental health outcomes.

Why you're Support Matters:

Your contribution will help vulnerable mothers receive life-changing healthcare, counseling, education, and emotional support. By investing in maternal and mental health, you are helping create healthier families, stronger communities, and brighter futures for women and children across Pakistan.

Project Goal

To improve the mental health, wellbeing, and social empowerment of mothers in Punjab through comprehensive psychological support, education, and economic empowerment programs.

Objectives

1. Provide mental health screening and counseling services to 5,000 mothers.
2. Conduct parenting and wellbeing workshops for 3,000 mothers.
3. Establish community support groups in targeted districts.
4. Train 1,000 mothers in vocational and income-generating skills.
5. Increase public awareness regarding maternal mental health through community campaigns.
6. Strengthen family resilience and child wellbeing through family-centered interventions.

Target Beneficiaries

Direct Beneficiaries

- 5,000 mothers
- Pregnant women
- Mothers of children with disabilities
- Single mothers
- Women from low-income households

Indirect Beneficiaries

- 20,000 family members
- Children and caregivers
- Community health workers
- Local community leaders

Project Activities

1. Maternal Mental Health Assessment

- Psychological screening
- Stress and depression assessments
- Individual care planning

2. Counseling Services

- Individual counseling sessions
- Group therapy
- Crisis intervention services
- Referral services

3. Parenting Education

- Positive parenting training
- Child development education
- Stress management workshops
- Family relationship counseling

4. Community Support Groups

- Monthly support meetings
- Peer mentoring
- Community engagement activities

5. Vocational Skills Development

- Home-based business training
- Digital literacy training
- Handicrafts and entrepreneurship
- Financial literacy workshops

6. Awareness Campaigns

- Community seminars
- School and health center outreach
- Social media campaigns
- Mental health awareness events

Expected Results:

- 5,000 mothers receive mental health support.
- 80% of participants report improved emotional wellbeing.
- 3,000 mothers complete parenting education programs.
- 1,000 mothers gain vocational skills.
- Increased community awareness regarding maternal mental health.
- Improved family relationships and child wellbeing outcomes.

Monitoring and Evaluation:

The project team will monitor progress through:

- Baseline and endline assessments
- Attendance records
- Counseling outcome measures
- Participant satisfaction surveys
- Monthly progress reports
- Impact evaluation studies

Sustainability Plan:

To ensure long-term impact:

- Train community volunteers as peer supporters.
- Develop partnerships with local health facilities.
- Establish self-help support groups.
- Create income-generating opportunities for mothers.
- Integrate services into existing community programs.

Project Budget (\$ 200,000)

Budget Category	Amount (\$)
Project Staff Salaries (Project Manager, Psychologists, Social Workers, Trainers)	70,000
Mental Health Assessments & Counseling Services	30,000
Parenting Workshops & Training Materials	15,000
Community Support Groups	10,000
Vocational Skills Training Programs	25,000
Awareness Campaigns & Outreach Activities	12,000
Monitoring & Evaluation	8,000
Equipment & Office Supplies	10,000
Transportation & Field Operations	10,000
Administration & Project Management	10,000
Total Budget	200,000

Conclusion:

The Happy Mom Project will address a critical gap in maternal mental health services by providing accessible psychological support, parenting education, and economic empowerment opportunities for vulnerable mothers in Punjab. Through a holistic approach, the project will create healthier mothers, stronger families, and better developmental outcomes for children while fostering sustainable community support systems.

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