

# HIGH FIVE GRANT FOR MOMS™

Semi-Annual \$5,000 Business Grant  
Empowering Mom Entrepreneurs  
to Make Massive Impact

Launches May 2018

Hosted by

THE *Mama*  
LADDER  
INTERNATIONAL

## PRESS KIT

[www.highfivegrant.com](http://www.highfivegrant.com)



The mission of **HIGH FIVE Grant for Moms™** is to provide economic empowerment for promising mom entrepreneurs to build their business. Powered by mom-founded national sponsors, and hosted by The Mama Ladder®, this semi-annual grant of **\$5,000** launches summer 2018.

#### DID YOU KNOW?

In the U.S., more than **9.1 million** firms are owned by women.

- *National Association of Women Business Owners*

Yet in 2016, only **2.19%** of VC funds went to women-owned businesses.

- *Fortune*

Now all it takes to  
*empower a mom business owner*  
to make massive impact is a **HIGH FIVE.**



**MEGAN MURFF**  
Mom of two  
Owner, Cahoots Fitness



## About The Mama Ladder®

Founded in 2017 by two professionals-turned-mamapreneurs, [The Mama Ladder®](http://www.themamaladder.com) is on a mission to help women thrive at the intersection of mamahood and entrepreneurship. Promising mom entrepreneurs from around the world come to us for family-friendly business training through retreats, mentoring, and to make greater impact through the HIGH FIVE Grant for Moms™. See more at [www.themamaladder.com](http://www.themamaladder.com).

### Media Contact

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Mama of two

Cofounder, The Mama Ladder®

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## Grant Launch Timeline

**May 11 – June 1, 2018**

### IDEAL WINDOW for MEDIA COVERAGE

Applications are open at [www.highfivegrant.com](http://www.highfivegrant.com) for promising mom entrepreneurs to apply for \$5,000 grant. After June 1, a Judging Panel of entrepreneurs will select eight (8) finalists.

**June 11, 2018**

Eight (8) finalists announced at [www.highfivegrant.com](http://www.highfivegrant.com). Public voting open to determine grant winner.

**June 21, 2018**

First HIGH FIVE Grant for Moms™ winner announced on the one-year anniversary of The Mama Ladder®.



**HEATHER FULLER**

Mom of three  
Owner, The Vibrant Life Studio

## Story Behind the HIGH FIVE

Every entrepreneurial mama has a seed of greatness. Sometimes we just need someone to help us see it in ourselves. While expecting my second baby, I was laid off from my full-time job. I didn't know it at the time, but I beginning my entrepreneurial journey.

When my boy was born, no job offered the flexibility I needed with two kids under age two. As my babies grew, our family finances shrank to the point that a pack of gum at the grocery store seemed beyond our budget. How could this be happen, when I had earned a master's degree? Despite fear and self-doubt, I took action and "created my own ladder" by launching a marketing company in 2016 on my own.

My first client made a deposit of \$5,000. That capital gave me the confidence I needed to grow my business. The next year, **I turned that initial \$5,000 payment into a team of eight writers, 29 clients including world-leading tech brands, and a \$100,000+ revenue in my business.** The best part? My business fits my family and what matters most to me.

This discovery was too good to keep to myself. To pass it on, I cofounded The Mama Ladder® to help women thrive at the intersection of mamahood and entrepreneurship. I believe mom entrepreneurs can do anything with the right training, powerful mentors, and a HIGH FIVE.

Thank you for helping us share the story of **HIGH FIVE Grant for Moms™**. Let's empower mamas to CLIMB their own ladder, one high five at a time.

### **Crystalee Beck, MPC**

Mom of two

Cofounder, The Mama Ladder®

Owner, Professional Communication Consulting, LLC

[www.themamaladder.com](http://www.themamaladder.com)





# We Love Our Sponsors

(Powerful women who support other women!)

**KATIE RICHARDSON** is a mom of four, founder of multi-million dollar baby brand, [Puj](#), and powerful coach to elite entrepreneurs. She has been featured on the cover of *Entrepreneur* magazine, and her products have been seen on *Ellen*, the *Rachel Ray Show*, and several other national media outlets.

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*It's a mission I feel passionately about; investing in moms who create impact through their powerful business. Because I believe in it so much, I am personally a sponsor in the High Five for Mom's Grant.*

– Katie Richardson

