

WHO WE ARE

The saying 'it takes a village' came from the wisdom of our ancestors about what it took to raise great kids. Help from your village makes raising a child better, Life with a Baby is the result of one new mom's wish to create that essential support system for others she'd struggled to discover for herself.

From the prenatal to pre-teen stage, we offer a diverse mix of judgment-free, fun, and informal in-person and online events, programs, forums, groups, education, and resources. Each is designed to help manage the expectations and challenges that come with adjusting to a life with kids.

Today, Life With A Baby is North America's largest parenting peer-support network.

QUICK STATS

- **72 Community Chapters**
- **20K+ Unique monthly web visitors**
- **55K Members across Canada**
- **45K active database**



20K+ Combined
Facebook followers



1500 Instagram
Followers



2400 Twitter
Followers

DEMOGRAPHICS

Members of Life with a Baby are university-educated expectant and current moms. **81% have 1 to 2 children, with more than half under the age of 7. 64% are between the ages of 25-44 and live in Canada.**

Though **98% of our members are women**, a significant number of **dads**, both those seeking support for themselves, or for their partners, **are also a vital part of our community** and often the first ones to reach out.

Life with a Baby members are the primary decision-makers regarding every aspect of their families lives from education, to nutrition, to finances, to leisure.

18-24 23%

25-34 43%

35-44 21%

45-54 8%

50% Have completed post-secondary education or higher

24% Have a household income of 100K - 149K



IT TAKES A VILLAGE...

Empowering parents with the tools they need to make the best decisions for their families lead to stronger families and unstoppable communities.

We work with an amazing network of Canada's leading hospital systems, corporate entities, and sister organizations to deliver real fun, real support, and real help to parents every day. Join our village; we'd love to have you.

Please contact Claire Zlobin to find out how we can work together.

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