

[Outer Back Panel]

TESTIMONIALS

Don't miss out on this **FREE money and assistance**. It could make all the difference for your baby's healthy future.

Give your child the amazing start in life they deserve. Give yourself this gift of help by taking the first step and **APPLY TODAY!**

Caring support for you and your child is within reach!

[Cover Panel]

Sometimes,
you just need
a little hand.

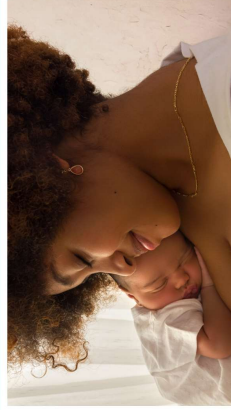
We got you.

[logo]

[Mail Panel]

[Inside Panel 1]

A new baby is a time for joy!
(And maybe a few worries, but we're here to help).



Pregnancy and parenthood are an exciting time filled with hopes, dreams...and sometimes some worries, too.

Cradle Kalamazoo is a nonprofit with the goal of decreasing the infant mortality rate for Black and Brown babies. We'll help you and your baby thrive with caring assistance, useful instruction, and financial assistance.

We provide new and expectant parents and caregivers with:

- **Cash grants of \$7500** from the city of Kalamazoo and RxKids!
- **A customized plan for YOU** that includes in-home guidance, and services from 26 community partners.

Signing up is easy and FREE!

Just scan the code below with your phone.

Scan this code to sign up and learn more!



[Inside Panel 2]

Expectant parents can get \$7500 with Kalamazoo's Rx Kids

With guidance and support from RxKids and Cradle Kalamazoo, expectant parents and parents of infants can set their babies on the path to a bright future.

The city of Kalamazoo wants all babies to live healthy, happy lives and reach their full potential. To make this a reality, the city is partnering with Cradle Kalamazoo to give parents the resources they need to ensure their babies grow and flourish.

Rx Kids is a pilot program for residents of the city of Kalamazoo. We're providing expectant parents with:

- A prenatal **payment of \$1,500** before the baby is born.
- **\$500 per month** for the baby's first year of life for the custodial parent or caregiver.
- This is a **FREE gift totaling \$7,500 non-taxable dollars. No strings attached.**
- Payments can be received via direct deposit to a bank account or a prepaid debit card.

[Inside Panel 3]

Focus on the magic of this new life journey.



We'll be by your side.

Being a new parent is a rewarding adventure filled with wonder and pride...and some challenges.

You don't have to handle it all on your own. If you meet our criteria, support of all kinds is available.

The Cradle Kalamazoo Home Visitation Program is **FREE** and available to any pregnant person or caregiver of a child up to 3 years old living in Kalamazoo County.

Scan this code to fill out the intake form:

Someone will assess your needs and contact you to set up an initial phone call to determine your **personalized support program.**



We offer FREE support that fits your specific needs:

In-home visits to assist with:

- What to expect at certain pregnancy stages
- Parent/infant bonding
- Safe sleep
- Recognizing infant milestones
- Building healthy relationships
- Reproductive health
- Emotional support

Supplies, support and education:

- Baby supplies, like strollers, diapers, car seats, etc.
- Parenting classes
- Transportation to and from doctors' appointments
- Advocacy
- Help with WIC and Health Insurance
- Language translation services
- Food assistance
- Connections to services in the community