



Women's Giving Circle

Women's Giving Circle Invitation-Only Grant Application

Thank you for accepting our invitation to apply for a grant from the Women's Giving Circle (WGC), an initiative of the Catholic Community Foundation of the Diocese of Cleveland. Please respond clearly and concisely and adhere to the word limits below.

Organization Name: [Office for Human Life - Walking with Moms in Need Ministry](#)

Address of Organization: 1404 East 9th Street, Cleveland, 44114

Organization Snapshot (75 words max)

Briefly describe your organization's mission, whom you serve, and where you serve.

Walking with Moms in Need (WWMIN) and the Gabriel Project, is a parish-based initiative of the Catholic Church that mobilizes communities to accompany pregnant and/or parenting mothers facing challenging or unexpected circumstances. Serving women of all backgrounds—especially those who are abortion-vulnerable due to poverty or isolation—the ministry connects families to life-affirming local resources and concrete support. In the Diocese of Cleveland, the Office for Human Life coordinates and strengthens this network across eight counties.

Project Summary (100 words max)

Describe the specific project or program for which you are requesting Women's Giving Circle support.

Walking with Moms in Need is a parish-based initiative of the U.S. Catholic bishops that equips local communities to identify gaps in support for pregnant and/or parenting women and strengthen their local networks of care. In the Diocese of Cleveland, many parishes are eager to serve but lack a centralized intake system, coordinated outreach, or shared infrastructure to reach vulnerable women effectively. "No Mother Alone" will build that diocesan framework—creating a unified entry point, strengthening parish collaboration, and ensuring that women can quickly access compassionate accompaniment and tangible support across all eight counties.

Community Need (100 words max)

What need does this project address, and why is it important at this time?

Significant gaps remain in coordinated support for vulnerable mothers across our diocese. The 2024 Ohio Department of Health reports 4,202 abortions among Cuyahoga County residents and 1,188 in Summit County, with hundreds more across Lorain, Lake, Medina, Wayne, Geauga, and Ashland—demonstrating both urban scale and need in smaller communities. Walking with Moms in Need is active in only five of eight counties. Where it exists, impact is clear: St. Mary's Gabriel Project in Wooster has accompanied over 1,200 women since 2008. Yet our ministry groups struggle to reach women (particularly those not connected with the parish), and no centralized intake system currently exists. Broader awareness and centralized support is urgently needed.

Impact & Outcomes (100 words max)

What impact do you expect this project to have? Include one or two measurable outcomes

This project will increase both access and direct service to vulnerable mothers across the diocese. By strengthening infrastructure and outreach, we expect active parish ministries to grow from 7 to at least 12 within 18–24 months, ideally expanding into all eight counties. Participating parishes currently serve approximately 50–60 mothers annually (excluding long-standing Wooster totals). With centralized intake, targeted outreach, and an emergency direct assistance fund, we anticipate serving 85–100 mothers annually in the first full year of implementation through 68 documented micro-stabilization grants (\$100 each) and tracked referrals through the new intake system.

Use of Women's Giving Circle Funds (75 words max)

How will Women's Giving Circle funds be used?

Women's Giving Circle funds will support a centralized diocesan web site; a toll-free call and text intake line; a six-month, targeted, digital outreach campaign; printable public resource materials; an emergency direct assistance fund; and three regional formation gatherings led by the Office for Human Life. As the ministry is volunteer-led and core materials are free, funds are directed toward infrastructure, outreach, direct assistance, and sustainable parish capacity—not staffing.

Alignment with Catholic Values (75 words max)

How does this project align with Catholic values or Catholic Social Teaching?

This project directly implements Evangelium Vitae’s call to build a “culture of life” by ensuring the Church tangibly serves both mother and child (EV, nos. 2, 5). It advances core Catholic Social Teaching principles: the life and dignity of the human person, solidarity, the call to family and community, and the preferential option for the poor. By strengthening accompaniment and removing practical barriers, the diocese moves from proclamation to practice—making the Gospel of Life visible, accessible, and concrete.

Partnerships (50 words max, if applicable)

Briefly describe any project partnerships.

This project collaborates with parish ministry leaders and vetted pregnancy resource partners, including Embrace Clinic (Barberton), Birthright, Her PLAN, and residential maternity homes such as Zelig’s Home and Hannah’s Home. It also strengthens referral pathways with local social service providers and welcomes future collaboration with organizations such as St. Vincent de Paul and the Knights of Columbus.

Funding Request:

Amount Requested: \$ 19800

Total Project Budget: \$ 19800

Signature: Anthony Dipre



Name: Anthony (Tony) Dipre

Title: Director of the Office for Human Life (Catholic Diocese of Cleveland)

Leo & Toni Doty, Ministry Leaders
Walking with Moms In Need, Holy Family, Stow
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2/16/20206

Grant Review Committee, Women's Giving Circle

Re: Letter of Support for Walking with Moms in Need Ministry Grant Application

Dear Members of the Grant Review Committee,

We are writing to express our support for the grant application to establish a centralized toll free hotline and webpage for the Walking with Moms in Need/Gabriel Project Ministry at the Cleveland Diocese. As volunteer leaders with this ministry, we have witnessed firsthand the profound need for accessible, compassionate resources for women facing crisis pregnancies in our diocese.

The need for these services in our community is both urgent and undeniable. Every day, women across the Diocese of Cleveland find themselves in moments of uncertainty and fear, seeking answers to difficult questions and desperately needing someone to walk alongside them. Currently, many of these women struggle to find help, navigating a fragmented landscape of services scattered across multiple parishes and organizations. Too often, the moment of crisis passes before they can locate the support they need. A centralized hotline and website would provide an immediate lifeline—a single point of contact where any woman, at any hour, can find hope, information, and connection to local resources.

The impact of this initiative on mothers and families cannot be overstated. Through our current ministry work, we have seen women transform from isolated and frightened to supported and empowered when they discover they are not alone. A mother who receives timely access to prenatal care, material assistance, counseling, and spiritual support is far more likely to choose life for her child and to build a stable foundation for her family. These are not abstract outcomes—they are real lives saved, real families strengthened, and real hope restored.

By making these resources readily accessible through a centralized system, we can reach more women in their moment of greatest need, providing not just immediate crisis intervention but long-term accompaniment as they navigate pregnancy, childbirth, and early parenthood.

We support Tony Dipre, our Diocesan Leader in this opportunity to create lasting infrastructure that will serve vulnerable women and families for years to come. The establishment of a centralized hotline and webpage is not merely an administrative improvement—it is a tangible expression of our commitment to walk with every mother who needs support. I give this initiative my strongest endorsement and urge you to provide the funding necessary to make it a reality.

Thank you for your consideration and for your dedication to supporting mothers in need throughout our Diocese.

In Christ,

Leo & Antonette Doty

Leo and Antonette Doty, Ministry Leaders
WWMIN Holy Family Stow, Ohio

Project Proposal: No Mother Alone--Building out a Network of Life-Affirming Accompaniment & Support

Organization Name: Catholic Diocese of Cleveland's Office for Human Life--Walking with Moms in Need Ministry

Category	Line Item Description	Quantity	Unit Cost	Estimated Annual Cost	Notes and Assumptions
Infrastructure & Access	Centralized, stand-alone diocesan WWMIN/Gabriel Project Website (build + maintenance)	1	\$ 5,000.00	\$ 5,000.00	Estimate informed by <i>Gabriel Project East Texas</i> (peer consult) and nonprofit web cost ranges
Infrastructure & Access	Toll-free number service (voice)--annual	12	\$ 26.00	\$ 312.00	Example provider pricing starts at \$26/month
Infrastructure & Access	Text messaging add-on for toll-free number--annual	12	\$ 8.00	\$ 96.00	Example texting add-on \$8/month (includes message bundle)
Infrastructure & Access	Usage & capacity buffer (call minutes/SMS overage/after-hours routing)	1	\$ 592.00	\$ 592.00	Buffer for variable call volume and overage charges.
Targeted Outreach	Targeted Social Media & Search Engine Advertising (e.g. Meta Platforms; Google)	6	\$ 750.00	\$ 4,500.00	Based on nonprofit Meta advertising benchmarks averaging \$0.30-\$1.50 CPC and \$6-\$14 CPM. A \$750/month targeted campaign over six months allows for sustained geographic targeting, message testing, and performance optimization
Targeted Outreach	Printable/Tear-able Public Resource Materials	4	\$ 250.00	\$ 1,000.00	Four print runs (500 sheets each) allow for approximately 2,000 distribution-ready flyers with 16,000-20,000 tear-off contact tabs, increasing visibility in high-need public spaces.
Accompaniment & Direct Assistance	(Temporary) Direct Assistance Fund	68	\$ 100.00	\$ 6,800.00	Provides approximately 68 rapid-response micro-grants (avg. \$100 each) to participating parish ministries for emergency needs such as gas, groceries, temporary lodging, diapers, or pregnancy-related stabilization.
Ministry Sustainability	Parish Formation & Capacity Building	3	\$ 500.00	\$ 1,500.00	Office for Human Life-led regional formation events serving multiple parishes per gathering, covering modest expert honoraria, materials, and hospitality. Designed to strengthen parish competency and sustainable ministry capacity across the diocese.
				TOTAL	\$ 19,800.00

Category	TOTAL	% of Budget
Infrastruct.	\$ 6,000.00	30.30%
Outreach	\$ 5,500.00	27.78%
Direct Assist.	\$ 6,800.00	34.34%
Sustain.	\$ 1,500.00	7.58%

Budget Narrative

Project Proposal: No Mother Alone — Building Out a Network of Life- Affirming Accompaniment & Support

Total Request: \$19,800



Office for
Human Life

Catholic Diocese
of Cleveland



I. Infrastructure & Access — \$6,000 (30.3%)

Centralized, Stand-Alone Diocesan WWMIN/Gabriel Project Website— \$5,000

Grant funds will support the development and first-year maintenance of a centralized diocesan website serving the Walking with Moms in Need (WWMIN) ministry.¹ Although parish ministries exist across the Diocese of Cleveland, leaders consistently report that vulnerable women often “do not know where to turn.” This website will function as a streamlined, woman-first, easy-to-navigate landing page with two clear pathways:

1. **“I Need Help” (Primary Focus)** — Immediate access to assistance, including:
 - Active parish ministries (organized by county)
 - Direct integration with the toll-free call/text intake line
 - Vetted referral partners (e.g., pregnancy/maternity resources)
 - Confidential contact options
2. **“I Want to Get Involved” (Secondary Pathway)** — Brief orientation for parish leaders, redirecting to the Office for Human Life’s webpage, which will provide more comprehensive formation and professional development resources.

This intentional structure ensures that women seeking assistance remain the primary focus while sustaining long-term ministry growth.

Cost Substantiation:

Gabriel Project (East Texas) shared with us that it cost approximately \$5,000 for their website

¹ Two of our parishes (St. Ambrose-Brunswick; St. Mary of the Immaculate Conception-Wooster) refer to their ministry by the title, *Gabriel Project*. This is an older, Catholic-aligned accompaniment initiative pre-dating *WWMIN*, and the groups have continued to keep this name. For instance, St. Mary’s ministry began in 2008 (whereas *WWMIN* was not initiated until 2020). With that said, the ministries are exactly the same and thus grouped into our diocesan, *WWMIN* network.

development and maintenance. Industry benchmarks for nonprofit website builds commonly range between \$4,000–\$7,000 depending on scope and functionality.²

Toll-Free Voice & Text Intake Line — \$1,000

This budget supports:

- Toll-free number service (12 months at ~\$26/month)
- Text messaging add-on (12 months at ~\$8/month)
- A \$592 usage and capacity buffer to account for variable call minutes, SMS volume, and after-hours routing

Many small nonprofit phone service providers (e.g., TollFreeForwarding, Grasshopper) offer similar pricing structures, typically ranging from \$20–\$40/month plus usage-based surcharges.³

The intake line reduces barriers for women who may lack stable internet access, prefer discreet text communication, or need immediate voice contact. The buffer ensures sustainability during periods of increased outreach engagement.

II. Targeted Outreach — \$5,500 (27.78%)

Targeted Social Media Advertising — \$4,500

This proposal includes a six-month targeted digital campaign at \$750 per month. Rather than investing heavily in broad traditional advertising, this initiative prioritizes measurable, geographically targeted outreach across Northeast Ohio via Meta platforms (Facebook/Instagram) and search engine providers (e.g., Google).

Cost Benchmarks:

Recent nonprofit advertising benchmarks indicate:

- Average cost-per-click (CPC): \$0.30–\$1.50
- Average cost-per-thousand impressions (CPM): \$6–\$14⁴

At these rates, a \$750/month campaign could reasonably generate:

- 50,000–75,000 impressions per month

² Sources: <https://donorbox.org/nonprofit-blog/nonprofit-website-cost/>; <https://www.webfx.com/web-design/average-nonprofit-website-cost.html>

³ Source: <https://www.tollfreeforwarding.com/pricing>

⁴ Sources: <https://www.superads.ai/facebook-ads-costs/cpc-cost-per-click/nonprofit>; <https://evokad.com/social-media-advertising-guide-2026/>

- 300–1,500 clicks per month
- 3,000–8,000 website visits over six months

Digital outreach allows for message testing, performance tracking, and geographic optimization, which would strengthen responsible stewardship of funds.

Printable / Tear-Able Public Resource Materials — \$1,000

Funds would support four print runs (500 full-color tear-off sheets per run) at approximately \$250 per batch. This would yield *approximately 2,000 total sheets*—16,000–20,000 individual tear-off contact tabs (depending on 8-count versus 10-count tabs).

Estimated print cost (~\$0.40–\$0.60 per sheet for color commercial printing) aligns with standard nonprofit print pricing.

Materials will be placed in:

- *Parishes*
- *Food pantries*
- *Pregnancy clinics*
- *Public restrooms*
- *Community centers*
- *Emergency Shelters*

This complements digital outreach and ensures visibility in environments where women may not actively seek online resources.

III. Accompaniment & Direct Assistance — \$6,800 (34.34%)

(Temporary) Direct Assistance Fund — \$6,800

The largest category of funding would directly support women. Parish WWMIN/Gabriel Project Groups would be able to provide rapid-response stabilization funds, identified as *micro-grants*. This amount would allow for **68 stabilization grants—average amount: \$100 per grant.**

These rapid response funds may be used for:

- *Gas cards*
- *Grocery gift cards*
- *Diapers/formula*
- *Temporary lodging*
- *Utility stabilization related to pregnancy crisis*

Projected Impact:

At an average of \$100 per “grant,” this fund could directly assist approximately 60–100 women during the first year of implementation.

For many women, a \$75–\$150 stabilization intervention prevents:

- Missed prenatal appointments
 - Loss of transportation
 - Food insecurity
 - Temporary housing instability
-

IV. Ministry Sustainability — \$1,500 (7.58%)

Parish Formation & Capacity Building — \$1,500

Funds would support three regional training gatherings (\$500 each), developed and implemented by the Office for Human Life.

Each gathering would serve multiple parish WWMIN/Gabriel Project teams and could provide:

- Healing-centered accompaniment training
- Resource networking with pregnancy/maternity partners
- Modest expert honoraria
- Materials and hospitality

By structuring formation regionally, our Office could maximize impact per dollar. It would strengthen competency across the diocesan network. These events enhance volunteer preparedness, referral accuracy, and sustainable ministry growth.

Overall Budget Philosophy

This budget intentionally balances:

- **Infrastructure (30%)** building access pathways
- **Targeted Outreach (28%)** ensuring women know help exists
- **Direct Assistance (34%)** immediate stabilization for women
- **Sustainability (8%)** strengthening parish capacity

The largest allocation directly supports women through emergency assistance. Infrastructure and outreach ensure women can find help; formation ensures parishes respond well. Together, this proposal reflects a holistic model of accompaniment — combining visibility, compassion, and tangible support.