



## ARMY OF MUMS

*Co-founder, Helly Summerly, talks about life since becoming a parent, and why she's championing freelance opportunities for mums who want the flexibility to stay at home whilst keeping in touch with the world of work.*



I'm delighted to introduce Army of Mums. You may be a mum who has decided to be at home with her children for now, wondering how you might one day return to the workplace or earn some additional family income? Or perhaps you are currently a busy working mum in search of a more balanced, flexible life? Either way, I am so pleased you are reading this, and I can't wait to share the exciting plans we have in store.

### **Why now?**

You and I both know that mums are simply brilliant at getting things done, at home and at work. Yet in the last year or so, more of us than ever seem to have left the workforce. Either because we've been forced, or felt forced, to leave due to the impact of the pandemic.

### **Why do we need Army of Mums?**

For many working mums, the decision to return to work after becoming a parent can feel somewhat binary. You can pay for expensive full-time childcare (which can eat up well over half the salary of even a well-paid job). Or you can decide to stay at home to raise your children, acknowledging that while you enjoy precious time together, you may miss out on career progression opportunities or get left behind in your sector.



There has been some great progress in terms of shared parental leave, job sharing and part-time opportunities. But we know that these are still few and far between for many working mums and sectors. We have heard countless stories of a tirelessly bargained for four-day week realistically meaning five days of work crammed into four. And all for a 20% pay cut ...

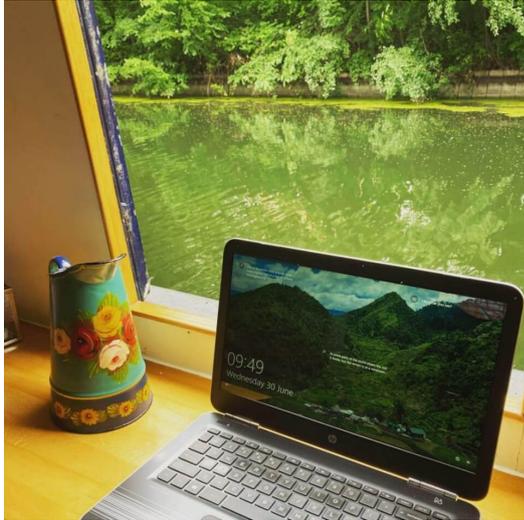
And most overwhelmingly, the number one reason working mums gave for wanting flexible work was this; they simply want to spend more time with their children and not miss out on precious moments in those special early years.

### **How we help mums**

We believe there are hundreds of projects and one-off tasks that mums can complete from home, on a flexible, freelance basis in a way that works around their family life. It also means businesses get access to a huge wealth of talent that may otherwise be inaccessible to them.

Perhaps you're a highly qualified lawyer who can offer a couple of hours' legal advice to a start-up business. Or maybe you're a social media expert keen to keep your skills fresh without returning to work full-time just yet.

You might be a business looking to outsource a discrete task such as writing a new employee handbook. Perhaps you have a task that your permanent team just can't fit in on top of the day job.



### **What does a more flexible working life mean?**

For me personally, flexible working isn't always about working fewer hours. But it's definitely about working on my terms in a way that fits around my other commitments. Of course, the obvious benefits are being able to drop my daughter off at school and pick her up. And be around a bit more in the school holidays. But I also really value the

mental benefits of being able to work when I feel most energised, and have a healthier lifestyle with time to exercise.



### **What's the road map for Army of Mums?**

Right now, we're in data collection mode. We're connecting with as many brilliant mums and open-minded businesses as we can. Then we'll properly launch our full project matching platform later in 2021.

To find out more, you can email [helly@armyofmums.com](mailto:helly@armyofmums.com)

**Or click [here](#) to sign up to Army of Mums**