



SAVE THE CHILDREN MOTHER'S DAY MOOD BOARD

Concept 1: *Because . . . Mom*

Millions of women around the world share the title “Mom” and each of us bears witness to the influences of the women who played that role in our lives.

We are who we are because . . . Mom.

While their title is common, no two mothers are alike. Mother’s Day is our opportunity to pay tribute to their individuality and how they carry the struggles that come with the title on their shoulders.

The world’s children are entrusted into mothers’ hands - from how they are brought into the world, to what they’re fed and how they’re raised.

How children are given roots and wings, all happens because . . . Mom.

It is because of who our mothers raised us to be that, when we see a mother struggle, we feel compelled to rally to her side, empowering her with encouragement, compassion and action.

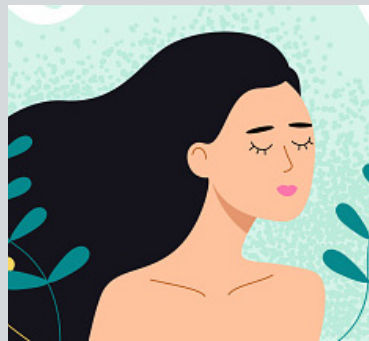
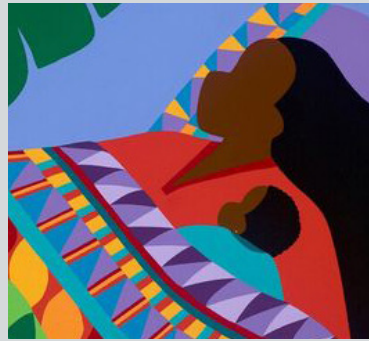
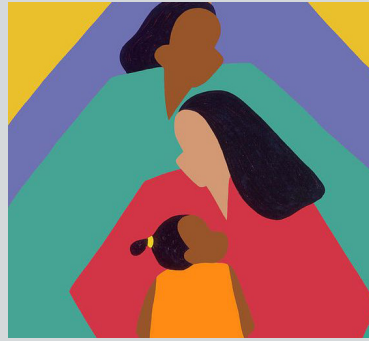
“You’re not alone! I will care for your children like my own. Their lives are in OUR hands.”

It’s in tribute to all mothers that we join together to Save the Children.

SAVE THE CHILDREN MOTHER'S DAY MOOD BOARD

Concept I: *Because . . . Mom*

INSPIRATION ▶



◀ POSSIBLE STYLES

COLOR PALETTE ▶





SAVE THE CHILDREN MOTHER'S DAY MOOD BOARD

Concept 1: *Life . . . powered by Mom*

Mothers are the backbone of societies worldwide. They are nurturing, fierce, inspiring, and empowering. They are the champions of their children's futures.

We honor them on Mother's Day for their unique contributions to all our lives.

As our personal heroes, their superpower is LOVE.

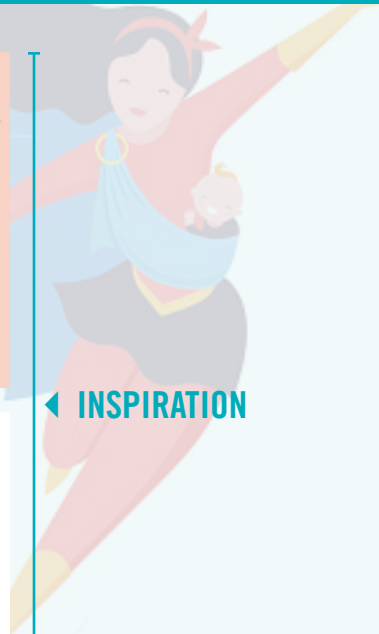
Generations of mothers have taught the true meaning of love through their actions. They have demonstrated that strength comes in many forms . . . and that love shown through selfless acts can be far more powerful than words.

In partnership with Save the Children, every gift becomes a tangible tribute of our gratitude for the mothers who have loved us, molded us, and inspired us.

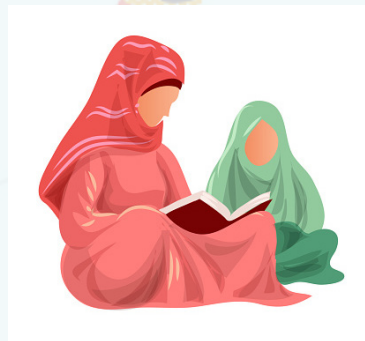
After all, it's the power of a mother's love that has proven, we can change the world . . . one child at a time.

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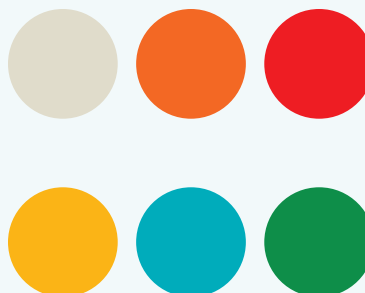
Concept 2: *Life . . . powered by Mom*



◀ INSPIRATION



POSSIBLE STYLES ▶



◀ COLOR PALETTE