

The Mary Foundation in one of Denmark's largest social partnerships: New project offers vulnerable mothers financial and personal counselling

The Mary Foundation forms one of Denmark's largest social partnerships in its new cooperation with Mødrehjælpen (Mothers Help) and the financial institution Nykredit. The project is a gratis mentor-based program for vulnerable women who have lost control or no longer have a clear picture of their financial situation. By regaining financial balance and responsibility, the women will find strength to tackle other – often far more severe problems – in their personal lives.

Copenhagen, February 4th, 2009: Plastic bags filled with unpaid bills and unopened envelopes. Lots of debts and fees. No immediate solution in sight. That is the harsh reality for many of those who seek help from Mothers Help.

At 10 o'clock today, Her Royal Highness Crown Princess Mary launched her foundation's latest project: A gratis and independent mentor-based program that offers financial, legal and social counselling to vulnerable women. The project partners are Mothers Help and Nykredit, and the project is supported financially by Nykredit and its affiliate Foreningen Østifterne.

The project is part of The Mary Foundation's efforts to reduce domestic violence and offer support to women that live in violent relationships. However, the project's target group is broader and includes women with other serious personal problems. In other words; where money has been used as a means of control – for example in order to hold a woman in a dangerous relationship – or women who have not previously had to think in financial terms and who have no experience or ability to manage their finances.

Experts point to personal finances as an essential area to support when it comes to vulnerable women. By offering basic, financial counselling and helping women to regain the power to get back on their feet, the project aims to ensure their future independence and freedom.

The mentor-based program introduced by the Mary Foundation is a significant project directly linked to the fulfilment of the foundation's objective to prevent and relieve social isolation, encourage tolerance of diversity and create hope.

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For additional background information on The Mary Foundation, its purpose and projects, pls. consult www.maryfonden.dk (currently available in Danish only; an English version will follow shortly).