

# Rolanda Lister, MD

## CEO/Founder of BLOOM



BUILDING LIFE OPPORTUNITIES & OPTIONS FOR MOTHERS

The slide features decorative curved lines in the corners. In the top right, a thick, multi-layered arc curves from the top edge towards the right, transitioning from light blue to light green. In the bottom left, a similar thick, multi-layered arc curves from the bottom edge towards the left, also transitioning from light blue to light green. The main text is centered on a white background.

# Mission

To provide a pathway to homeownership for pregnant/ post-partum women experiencing homelessness.



# The problem- Homelessness and Pregnancy

- Pregnant people experiencing homelessness are more likely to have:
  - Preterm births, low birth weight babies, and require neonatal intensive care. They are also more likely to experience severe maternal morbidity (SMM), which can include organ failure, cardiovascular collapse, and eclampsia.
  - Increased risk of chronic health conditions  
Pregnant people experiencing homelessness are more likely to have chronic health conditions, mental illness, and substance use disorders.
  - Less likely to receive prenatal care  
Pregnant people experiencing homelessness are less likely to receive recommended prenatal care.
  - More likely to access emergency health services  
Pregnant people experiencing homelessness are more likely to access emergency health services and be hospitalized during pregnancy.
  - Increased risk of intimate partner violence  
Pregnant people experiencing homelessness are more likely to experience intimate partner violence.



## ***Our Mission***

***To provide a pathway to homeownership for pregnant or recently postpartum women experiencing homelessness.***

## ***About Us***

At BLOOM, we are dedicated to empowering mothers through a social enterprise approach that nurtures both personal growth and family well-being. Our programs are designed to provide mothers with the resources and support they need to flourish, creating a strong foundation for themselves and their children. Whether you're looking to develop new skills, find stable housing or create a pathway to homeownership,

## **Our Program**

### **Phase 1: Planting Seeds (Admission and Orientation)**



In phase one our aim is to establish stability and growth through orientation, personal goal setting, and trust-building, with key activities including prenatal care, health assessments, gardening, floristry, and house routines.

### **Level 2: Cultivating Soil (Stabilization)**



In phase two the focus is on establishing healthy routines and self-care, aiming to build physical and emotional well-being through key activities like pregnancy nutrition and financial literacy.

### **Level 3: Sprouting (Skill Building)**



In phase three we will work to enhance confidence and practical skills through hands-on training in floristry and gardening, parenting workshops, mental health support, and lifeskills

### **Level 4: Pruning (Overcoming Barriers)**



During phase four we focus on addressing personal and external challenges, aiming to create long-term plans and strengthen problem-solving skills through case management and advanced relationship and conflict resolution skills.

### **Level 5: Blooming. (Leadership and Independence)**



In phase five the focus is on thriving and preparing for transition, with the goals of building leadership and demonstrating readiness for independent living. Key activities include taking on mentorship roles within the program and developing advanced skills in floristry and business.

### **Level 6: Harvesting (Graduation)**



In phase six we celebrate growth and focus on maintaining stability, with goals of securing permanent housing via homeownership while contributing to the community. Key activities

# Solution- BLOOM

# Who we are...

Rolanda Lister,  
Founder, CEO



- Rolanda Lister, MD is a Maternal Fetal Medicine Specialist. She has an interest in reducing racial disparities for pregnant mothers and serves as the Officer for Health Equity for Tennessee Initiative for Perinatal Quality Care.
- Dr. Lister is a self-taught farmer-florist. Her love for cultivating flowers first began during the Covid-19 pandemic where she would arrange flowers weekly to cope with work-related stress.
- Now she shares her joy of flowers with her Nashville Community at local Farmer's Markets.
- BLOOM unites Dr. Lister's two passions: Safe entry into motherhood and floriculture.

## Kewanna Frierson- Administrative Lead



- Kewanna Frierson is a Maternal Fetal Patient Advocate. Kewanna brings a unique combination of personal experience and passion to mothers navigating complex pregnancies. Kewanna is dedicated to empowering women with knowledge, resources and support they may need to help navigate through pregnancies and post-partum. Kewanna's goal is to help create a more inclusive and empowering experience for expectant mothers especially those facing unexpected challenges.

# BLOOM Flower Farm

---

- Residents of the BLOOM program will develop skills of growing, arranging and selling flowers.
- They have employment opportunities on the farm .
- The flower farm will generate income with on farm sales and U-picks.



# Mending Hearts-BLOOM partnership

---

- Mending Hearts (Drug treatment facility for women) partnered with BLOOM.
- The mothers grew, arranged the centerpieces for their annual fundraiser
- This model will enable additional streams of income for the mission.





- Floral arrangements by the BLOOM program participants graced the tables for their annual fund raiser breakfast.

# BLOOM's homesite

---

- 156 Babb Road Joelton, TN
- Located 25 minutes from the Nashville metropolis
- Will house three expectant or post-partum mothers
- Is the future site of the flower farm/farmstand.



# Ribbon cutting

---

- February 2, 2025
- 3-5 p.m.
- 80 guests
- Raised about \$20,000.



## Ways to Help/Call to Action

- Donate (<https://givebutter.com/yHIM34>)
- Get Involved (Spread the word, volunteer, sign up for our newsletter)
- Purchase flowers ([www.momblooms.org](http://www.momblooms.org))

Sponsorship opportunities

# What your sponsorship will do for BLOOM

- Cover the following expenses
  - Rent (\$18,000/year per mother)
  - Utilities (\$6,000/year per mother)
  - Case management services (\$60,000/year)
  - Landscaping (5,000/year)
  - Food (\$6,000/year)





# \$10,000

- Premium Logo placement on the official event printed materials and event website
- Eight complementary tickets to BLOOM's Open house
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor name featured prominently on donor wall in BLOOM house
- Sponsor booth during the event
- Featured in relevant social media posts

# \$5,000



- Logo placement on the official event printed materials
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor name on donor wall in BLOOM house
- Sponsor booth during the event
- Social media posts

# \$2,500



- Logo placement on the official event printed materials
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor name on donor wall in BLOOM house
- Sponsor booth during the event
- Social media posts

# Sponsorship levels- Bronze \$1,000



- Logo placement on the official event printed materials
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor name on donor wall in BLOOM house
- Social media post mentions

# Contact

- Rolanda Lister, MD (Founder and CEO of BLOOM)
- 7622 Bidwell Road
- Joelton, TN 37080
- (615) 668-5171
- [president@momblooms.org](mailto:president@momblooms.org)
- Website: momblooms.org