THE RESOURCE



ALL by MAMA Network

SUPPORTING MOTHERS TO RUN A BUSINESS ALONGSIDE RAISING A FAMILY

We feel there is a lot we can do to help you.

We have compiled this handy resource to give you the information you need to navigate through this time of uncertainty. The Resource includes some great ideas on how to keep your little ones occupied, whilst you run your business. We really hope you find it useful.

To help you stay connected with the community don't forget to join in with our FREE Virtual Meet Ups over the next coming weeks.

Gemma and I are here if you need to talk.

Sending lots of love and light.

Donna & Gemma x

Table of Contents 1.BUSINESS 2. RESOURCES FOR KIDS

3. VIRTUAL EVENTS

Business Resource

LEARN A NEW SKILL

Use your time to learn a new skill.

- Learn anything about Facebook & Instagram marketing via Facebook Blueprint. The courses are completely free. <u>Facebook</u> <u>Blueprint</u>
- Google Garage. A free online marketing training to get the digital skills you need to grow your business. <u>Google Garage</u>
- <u>HubSpot</u>. A free business and marketing resource. All the above courses provide certification which you can add to your Linkedin profile.



EXPAND YOUR MIND

"THE MORE THAT YOU READ, THE MORE THINGS YOU WILL KNOW. THE MORE THAT YOU LEARN, THE MORE PLACES YOU'LL GO." Elevate your business and expand your mind with some key business book recommendations

- DotCom Secrets & Experts Secrets by Russell Brunson
- The One Thing by Gary Keller
- Jab, jab, Jab, Right Hook Gary Vaynerchuk
- How to Fascinate by Sally Hogshead
- No BS Marketing by Dan Kennedy
- Confession of an Advertising Man by David Ogilvy
- Do Open: How a Simple Email Newsletter Can Transform Your Business (and it can) by David Hieatt
- Hashtag Authentic: Finding creativity and building a community on Instagram and beyond by Sara Tasker
- Hype Yourself by Lucy Werner

Business Resource

PODCASTS TO LISTEN TOO

Inspire your business with these Podcasts

- Social Media Marketing Podcast by Social Media Examiner
- Science on Social Media by Buffer
- Marekting School by Erin Siu and Neil Patel
- Online Marketing Made Easy by Amy Porterfield
- Copyblogger FM by D.Vesterfelt and T. Stoddart
- The Wot Pod by Frankie Cotton
- The Juggle Is Real by Digital Bon Bons
- Dreaming and Doing by Nicky Raby
- Second Life by Hillary Kerr
- In Good Company by Otegha Uwagba



APPS & TOOLS

Find a new way of working for your business

- Best for general productivity: Evernote, Wunderlist, Pocket
- Best for time tracking: RescueTime, Toggl, Eternity Time Log
- Best for project management: Basecamp, Trello, Asana
- Best for team communication: Slack, Stride, Skype for Business
- Best for customer relationship management: Streak, Insightly, Nimble
- Best for accepting payments: Square, PayPal Here, Dwolla
- Best for accounting: QuickBooks Online, Freshbooks, Wave



Financial Support

GOVERNMENT ADVICE

The Chancellor has set out a package of temporary, timely and targeted measures to support public services, people and businesses through this period of disruption caused by COVID-19.

This includes a package of measures to support businesses including:

- A statutory sick pay relief package for SMEs
- a 12-month business rates holiday for all retail, hospitality and leisure businesses in England
- small business grant funding of £10,000 for all business in receipt of small business rate relief or rural rate relief
- grant funding of £25,000 for retail, hospitality and leisure businesses with property with a rateable value between £15,000 and £51,000
- the Coronavirus Business Interruption Loan Scheme offering loans of up to £5 million for SMEs through the British Business Bank
- a new lending facility from the Bank of England to help support liquidity among larger firms, helping them bridge coronavirus disruption to their cash flows through loans
- the HMRC Time To Pay Scheme

Support for businesses who are paying sick pay to employees

We will bring forward legislation to allow small- and medium-sized businesses and employers to reclaim Statutory Sick Pay (SSP) paid for sickness absence due to COVID-19. The eligibility criteria for the scheme will be as follows:

- this refund will cover up to 2 weeks' SSP per eligible employee who has been off work because of COVID-19
- employers with fewer than 250 employees will be eligible the size of an employer will be determined by the number of people they employed as of 28 February 2020
- employers will be able to reclaim expenditure for any employee who has claimed SSP (according to the new eligibility criteria) as a result of COVID-19
- employers should maintain records of staff absences and payments of SSP, but employees will not need to provide a GP fit note
- eligible period for the scheme will commence the day after the regulations on the extension of Statutory Sick Pay to those staying at home comes into force
- the government will work with employers over the coming months to set up the repayment mechanism for employers as soon as possible

Support for businesses that pay business rates

We will introduce a business rates retail holiday for retail, hospitality and leisure businesses in England for the 2020 to 2021 tax year.

Businesses that received the retail discount in the 2019 to 2020 tax year will be rebilled by their local authority as soon as possible.

A £25,000 grant will be provided to retail, hospitality and leisure businesses operating from smaller premises, with a rateable value between £15,000 and £51,000.

Any enquiries on eligibility for, or provision of, the reliefs should be directed to the relevant local authority. Guidance for local authorities on the business rates holiday will be published by 20 March

Financial Support

GOVERNMENT ADVICE

Support for businesses that pay little or no business rates

The government will provide additional funding for local authorities to support small businesses that already pay little or no business rates because of small business rate relief (SBBR).

This will provide a one-off grant of £10,000 to businesses currently eligible for SBRR or rural rate relief, to help meet their ongoing business costs. If your business is eligible for SBRR or rural rate relief, you will be contacted by your local authority – you do not need to apply.

Funding for the scheme will be provided to local authorities by government in early April. Guidance for local authorities on the scheme will be provided shortly.

Support for businesses through the Coronavirus Business Interruption Loan Scheme

A new temporary Coronavirus Business Interruption Loan Scheme, delivered by the British Business Bank, will launch next week to support primarily small and medium sized businesses to access bank lending and overdrafts. The government will provide lenders with a guarantee of 80% on each loan (subject to a per-lender cap on claims) to give lenders further confidence in continuing to provide finance to SMEs. The government will not charge businesses or banks for this guarantee, and the Scheme will support loans of up to £5 million in value. Businesses can access the first 6 months of that finance interest free, as government will cover the first 6 months of interest payments. Further details, including on the lenders providing access to this scheme will be announced in the coming days, and the scheme will be available from early week commencing 23 March 2020.

Support for larger firms through the COVID-19 Corporate Financing Facility

To support larger firms, the Bank of England has announced a new lending facility to provide a quick and cost effective way to raise working capital via the purchase of short-term debt. This will support companies which are fundamentally strong, but have been affected by a short-term funding squeeze, enabling them to continue financing their short-term liabilities. It will also support corporate finance markets overall and ease the supply of credit to all firms. Further details, including on how to access this funding will follow in the coming days, and the scheme will be available from the week commencing 23 March.

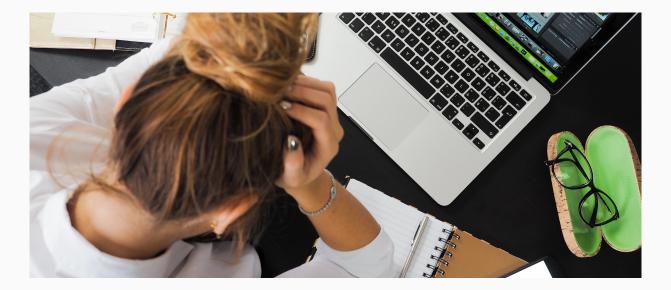
Support for businesses paying tax

All businesses and self-employed people in financial distress, and with outstanding tax liabilities, may be eligible to receive support with their tax affairs through HMRC's Time To Pay service. These arrangements are agreed on a case-by-case basis and are tailored to individual circumstances and liabilities. If you are concerned about being able to pay your tax due to COVID-19, call HMRC's dedicated helpline on 0800 0159 559.

Insurance

Businesses that have cover for both pandemics and government-ordered closure should be covered, as the government and insurance industry confirmed on 17 March 2020 that advice to avoid pubs, theatres etc is sufficient to make a claim.Insurance policies differ significantly, so businesses are encouraged to check the terms and conditions of their specific policy and contact their providers. Most businesses are unlikely to be covered, as standard business interruption insurance policies are dependent on damage to property and will exclude pandemics.

How To Manage Overwhelm



Exercise

Turn off any media, close your eyes and take a deep breath.

Now listen to each breath as you inhale and exhale.

Open your eyes when you feel the oxygen flow through your body.

Okay, now I have your full attention. Before you did that little exercise, how did you feel? Stressed, walking about with a heavy feeling of anxiety, unsure where to start? You were experiencing overwhelm. Overwhelm comes when you have too much to do and you don't know where to start. Overwhelm happens to the best of us, even those who seem like they have it all under control. Recognising and managing overwhelm could be your secret to success.

I have a few tips on how to manage overwhelm:

STOP

Overwhelm can be crippling and cause unnecessary stress. It may feel engulfing. So, this is the time to Stop. Find ways to switch off. Focus on something that requires 100% of your attention and be kind to yourself. You might want to consider:

- Meditation: Meditation is a great way to calm the body and recentre your mind. It has been proven to reduce stress and anxiety and allow you to regain focus. You don't have to meditate for hours on end. Download a meditation app and factor in between 1-5 minutes of meditation per day.
- Cooking
- Colouring or crafting
- Going for a walk without your phone.
- Listen to your favourite music

Learn How to Say No, Guilt Free

It has taken me most of my adult life to use and mean the word NO. No closes to the door to stress and can be the most empowering word especially during times of overwhelm. So how do you say No? Look at your situation and identify what you can and can't take on and say no to everything that is beyond your capacity.

How To Manage Overwhelm



Make Progress

The feeling of making progress, can lessen the sense of overwhelm. It will motivate you to get through your 'To Do List' in the most effective way. Review each project and identify what can be done quickly and what will need a longer league time. Focus on the smaller tasks for quick wins..

Block Schedule

Allocate time blocks to focus on your tasks. For instance, schedule between 90-120 minutes on each task and then take a break. Refuel, go for a walk, answer any non-work messages or just close your eyes for a few minutes. Block scheduling is a clever way to help you make progress and can really help you visualise how long a task will take to complete.

Manage Your Media

Believe it or not, external factors such as social media can have a big impact on overwhelm. Looking at a photo or reading a post about how someone or a competitor is making tons of sales can have be very demotivating. It would seem obvious to stop looking at those social accounts, but curiosity is likely to get the better of us. So, switch off the noise by:

- Turning off notifications
- If you still want to follow these accounts, why not restrict access to those individual accounts so you don't see their updates.
- Unfollow

Ask for help

I am so guilty for not asking for help and it has really landed me in a pickle. After I had my son, the amount of help I was offered by friends and family was truly out of this world. It got me thinking about why we don't ask for help. They say it takes a village to raise a child and it really does. You don't have to juggle motherhood and a business alone. So lean on friends, colleagues or loved ones. People are always happy to help. Ways you can do this:

- Childcare swap Organise playdates between your Mum friends, so you each take a turn of looking after your little ones. It may help you buy yourself a little extra time to focus on your to do list. Lockdown permitting.
- Delegate tasks to colleagues
- Outsource the work to a freelancer

A Resource For You

MINDFULNESS

Bring a little Mindfulness into you & your family's life

- Anti Anxiety Guided Meditation by YesMum. <u>Listen Here</u>
- Free Mindfullness Exercises. Listen Here

"WE ARE FOREVER ANTICIPATING WHAT IS TO COME OR REMEMBERING WHAT HAS GONE. DON'T FORGET TO BE PRESENT"



Mindfulness, Sleep, Anxiety, Meditation Apps

- <u>Headspace</u>
- <u>Calm</u>
- <u>Aura</u>
- <u>Stock Think Breath</u>e
- <u>Inside Timer</u>
- <u>NHS</u>

Resources For Talking To Your Kids About The Coronavirus

Child Mind Institute provides some great tips on talking to your child about the Coronavirus



Talking to Kids About the Coronavirus

What parents and other adults can say to kids about the coronavirus COVID-19. How to answer their questions and keep kids feeling safe.



♡ () () 163,997 likes	
Add a comment	0

Dr. Ranj's Coronavirus Advice for Kids

A really handy video by Tom Fletcher to help your kids understand why they need to wash their hands.



Top Tips For Transition From School to Home Learning

by #letsasklivvy



Livvy Gormally, from Let's Ask Livvy is a Parent Coach and Children's Behaviour Expert offering solutions to your everyday parenting challenges.

From tantrums to sibling rivalry, separation anxiety to nightmare bedtimes. Livvy can offer practical and personalised solutions to suit your family that will really work.

With over 20 year experience working with kids she offers structured, step-by-step support helping parents overcome any issues our kids may throw at us. Livvy is a training ABA Consultant and is an expert at dealing with any aspect of challenging behaviour.

Today Livvy shares with us her top tips to managing the transition from school to home learning

Top Tips For Transition From School to Home Learning

by #letsasklivvy

1. Be prepared-Assess your environment, where will the kids learn-Assess this based on age, number of kids (a Yr R child does not and cannot maintain a learning environment conducive to how Yr 7 child learns).

2. Look to what makes school a successful environment for kids.

- Schools are usually set up by year group and are timetabled for age.
- Lessons are planned and broken down into manageable sections with clear learning objectives and defined outcomes.
- School offers regularity, structure, routine with regular opportunities for praise and reward.
- Scheduled and Regular breaks and movement times.
- 3. Clear expectations are key.
- Knowing that being at home in place of school is not the same as a weekend or a holiday- Discuss this ahead of time so it's not a shock!

4. Consistency and clear boundaries are key to successful behaviour change so make sure you make changes that are long term, that work for you as a family and that you feel you can stick to-guided by your own families needs.

5. Be realistic with your expectations. It is unlikely you will be able to replicate a full school day. This does not mean that the kids are not learning. -you can build learning into everyday activities, but try not to put unrealistic pressures on yourselves and your kids.

6.Set realistic screen/TV and Movie times.

7.Lots of change at once can have a big impact on families. Being prepared can help you feel more in control.

8.Remember use resources that are on offer, there is so much content and so many ideas out there, you do not need to re-invent the wheel.

9.Your best will always be good enough. In these very unsettling times home needs to feel safe and nurturing.

10. Ask for help if you or your kids are finding this adjustment a challenge.

Educational Resources

If you are affected by school closures due to the Coronavirus,we have compiled a collection of fantastic resources to keep your little ones busy through this uncertain time.

Khan Academy

https://www.khanacademy.org Especially good for maths and computing for all ages but other subjects at Secondary level. Note this uses the U.S. grade system but it's mostly common material.

BBC Learning

http://www.bbc.co.uk/learning/coursesearch/ This site is old and no longer updated and yet there's so much still available, from language learning to BBC Bitesize for revision. No TV licence required except for content on BBC iPlayer.

Futurelearn

https://www.futurelearn.com Free to access 100s of courses, only pay to upgrade if you need a certificate in your name (own account from age 14+ but younger learners can use a parent account).

Seneca

https://www.senecalearning.com For those revising at GCSE or A level. Tons of free revision content. Paid access to higher level material.

Openlearn

https://www.open.edu/openlearn/ Free taster courses aimed at those considering Open University but everyone can access it. Adult level, but some e.g. nature and environment courses could well be of interest to young people.

Blockly

https://blockly.games Learn computer programming skills - fun and free

Scratch

https://scratch.mit.edu/explore/projects/game s/ Creative computer programming

Ted Ed

https://ed.ted.com All sorts of engaging educational videos

National Geographic Kids

https://www.natgeokids.com/uk/ Activities and quizzes for younger kids.

Duolingo https://www.duolingo.com Learn languages for free. Web or app.

Mystery Science

https://mysteryscience.com Free science lessons

The Kids Should See This

https://thekidshouldseethis.com Wide range of cool educational videos

Crash Course

https://thecrashcourse.com You Tube videos on many subjects

Crash Course Kids

https://m.youtube.com/user/crashcoursekids As above for a younger audience

Crest Awards

https://www.crestawards.org Science awards you can complete from home.

DEA Awards

https://idea.org.uk Digital enterprise award scheme you can complete online.

Paw Print Badges

https://www.pawprintbadges.co.uk Free challenge packs and other downloads. Many activities can be completed indoors. Badges cost but are optional.

Tinkercad

https://www.tinkercad.com All kinds of making.

Prodigy Maths

https://www.prodigygame.com Is in U.S. grades, but good for UK Primary age.

Cbeebies Radio

https://www.bbc.co.uk/cbeebies/radio Listening activities for the younger ones.

Nature Detectives

https://naturedetectives.woodlandtrust.org.uk/na turedetectives/ A lot of these can be done in a garden, or if you can get to a remote forest location!

British Council

https://www.britishcouncil.org/schoolresources/find Resources for English language learning

Oxford Owl for Home

https://www.oxfordowl.co.uk/forhome/ Lots of free resources for Primary age

Big History Project

https://www.bighistoryproject.com/h ome Aimed at Secondary age. Multi disciplinary activities.

Geography Games

https://world-geographygames.com/world.html Geography gaming!

Blue Peter Badges

https://www.bbc.co.uk/cbbc/joinin/ab out-blue-peter-badges If you have a stamp and a nearby post box.

The Artful Parent

https://www.facebook.com/artfulpare nt/ Good, free art activities linked to from this Facebook page

Red Ted Art

https://www.redtedart.com Easy arts and crafts for little ones

The Imagination Tree

https://theimaginationtree.com Creative art and craft activities for the very youngest.

Toy Theater

https://toytheater.com/ Educational online games

DK Find Out

https://www.dkfindout.com/uk/? fbclid=IwAR2wJdpSJSeITf4do6aPhff8A 3tAktnmpaxqZbkgudD49I71ep8sjXmrac

Twinkl

https://www.twinkl.co.uk This is more for printouts, and usually at a fee, but they are offering a month of free access to parents in the evening

Fun Activities For Your Kids

FUN HISTORY ACTIVITIES

Digital archive of history https://www.bunkhistory.org/

An interactive way to learn history https://www.mission-us.org/

Allows students to type in any city, state, or country to view an archive of historical photographs and other documents. It's a unique way to help them learn about history. http://www.whatwasthere.com/

FUN SCIENCE ACTIVITIES

Daily free science or cooking experiment to do at home.http://www.clubscikidzmd.com/blog/

Interactive video earth science based curriculum supplement. https://www.everyday-earth.com/

This NASA initiative covers a wide range of topics including weather, climate, atmosphere, water, energy, plants, and animals. https://climatekids.nasa.gov/

A human visualization platform that allows students to explore the human body in really cool ways. https://human.biodigital.com/login? returnUrl=%2Fdashboard

Innerbody explores the 11 bodily systems in depth. With interactive models and detailed explanations, this website will help them learn more about the internal mechanics of the amazing human

body.https://www.innerbody.com/htm/body.html

FUN CULTURE & COUNTRIES ACTIVITIES

35,000 pages of online content on the cultures and countries of the world. https://www.countryreports.org/

https://kids.nationalgeographic.com/

FUN ARTS & CRAFT ACTIVITIES

Free Weeks of Maker Stations to keep your children creating at home! Each challenge includes simple instructions using materials around the house, QR code video resources, and a student recording sheet. bit.ly/freemakerstations

Helps kids learn to appreciate the arts by providing them with the opportunity to play games, conduct investigations, and explore different forms of art. https://artsology.com/

Kids Think Design explores careers in fashion design, graphic design, interior design, book design, product design, film and theatre, architecture, animation, and environmental design. http://www.kidsthinkdesign.org/

https://docs.google.com/ .../1oCM2Ue9w32EUIGfRXsjw.../mobilebasic

Crafts, activities, mazes, dot to dot, etc, https://www.allkidsnetwork.com/

Fun games, recipes, crafts, activities https://www.highlightskids.com/

https://classroommagazines.scholastic.com/s upport/learnathome.html

INDOOR ACTIVITIES FOR BUSY TODDLERS

https://busytoddler.com/2020/03/indooractivities/? fbclid=IwAR3tYXAqw7tJRAzLExpPcJo4rApLsKtg L0AwghzxgnhwOajc4auX6o12_xw

300,000+ FREE printable worksheets from toddlers to teens https://www.123homeschool4me.com/homeschool-free-printables/

Play games and learn all about animals https://switchzoo.com/

Math and Reading games https://www.funbrain.com/

Educational games K-12 https://www.breakoutedu.com/funathome

FUN COOKERY ACTIVITIES

Recipes encourage culinary skills, literacy, math, and science. Illustrated recipes designed to help kids age 2-12 cook with their grown-ups. https://www.nomsterchef.com/nomsterrecipe-library

FUN BOOKS, POETRY AND MUSIC ACTIVITIES

https://www.thewell.world/mindfulmusic/mindful-poetry-moments

Fave kids books read by famous people https://www.storylineonline.net/

VIRTUAL EXCURSIONS

Places like zoos, The Lourve, The Great Wall of China, farms and some cute animals. https://docs.google.com/ .../1SvIdgTx9djKO6SjyvPDs.../mobilebasic

The San Diego Zoo has a website just for kids with amazing videos, activities, and games. Enjoy the tour! https://kids.sandiegozoo.org/

Tour Yellowstone National Park! https://www.nps.gov/yell/learn/photosmulti media/virtualtours.htm

Explore the surface of Mars on the Curiosity Rover. https://accessmars.withgoogle.com/

This Canadian site FarmFood 360 offers 11 Virtual Tours of farms from minks, pigs, and cows, to apples and eggs. https://www.farmfood360.ca/

This iconic museum located in the heart of London allows virtual visitors to tour the Great Court and discover the ancient Rosetta Stone and Egyptian mummies. https://britishmuseum.withgoogle.com/

No need to travel to one of the Smithsonian's zoos or museums — this website brings your child everything from live video of the National Zoo to the Smithsonian Learning Lab right to their screen https://www.si.edu/kid



Fun Activities For Your Kids

MENTAL HEALTH & EXERCISE

Movement and mindfulness videos created by child development experts. https://www.gonoodle.com/ Kid-friendly workouts https://app.sworkit.com/collections/kids-workouts At home OT, PT, and ST resources designed to build skills in children through movement and play. https://www.theottoolbox.com Joe Wick Monday to Friday at 9am, work outs for kids on Youtube or https://www.youtube.com/playlist? list=PLyCLoPd4VxBvPHOpzoEk5onAEbq40g2-k

Cosmic Kids Yoga https://www.youtube.com/user/CosmicKidsYoga

EDUCATIONAL SHOWS

https://homeschoolhideout.com/educationalshows-on-netflix/ https://www.travelandleisure.com/.../museumswith-virtual-tou... https://www.youtube.com/watch? v=RmzjCPQv3y8&feature=youtu.be https://www.kennedy-center.org/education/mowillems/

FREE COURSES FOR ADULTS AND OLDER KIDS

https://www.coursera.org/moma

https://www.classcentral.com/collection/ivy-leaguemoocs

https://www.thegreatcoursesplus.com/lp/t1/freem o?

source_id=FREEMO&utm_source=Social_Media&ut m_medium=Facebook&utm_campaign=1000614&f bclid=IwAR1vaJx-

3_aCdyE75S0fTJg4JZ_jI6KJvsJb4CnXY03tnfTm3Fdgfl aNpYs



ALL by MAMA Virtual Events



Join us for a virtual meet up!

Connect with other like minded Mums in business.

Our virtual meet ups are a place to meet other mothers who are running a business - connect, share a challenge, celebrate a win and come with or without kids in tow.

The vibe is relaxed, friendly and supportive.

Our virtual meet ups are FREE to everyone.

Dates Wednesday 25th March at 12.30pm

Wednesday 8th April at 12.30pm

Wednesday 22nd April at 12.30pm

Sign up for free by email events@allbymama.com

For VIPS (only)

Let's Talk Sessions

Monday 23rd March at 8pm, with special guest Livvy Gormally, of Let's Ask Livvy. Parenting Expert Livvy will be taking us through how to transition your child from school to home learning.

Free online courses for VIP only, soon to be annonuced.

You can join the ALL by MAMA members community here: https://join.allbymama.com/vip/

Thank you

Established in 2015, ALL by MAMA is a community for mothers in business.

We support you from idea generation to customer acquisition with monthly meet ups across the UK, virtual meets up that you can join from home, a marketplace or services directory to promote your business, business resources to help you grow and much more!

We understand your motivations and your challenges and believe that, with the right support, you can make running a business alongside family life work for you.

Over the last five years, we have built an amazing community of women who are all running businesses and raising families.

Check out some of our members at www.allbymama.com.

Join today and your welcome email will land in your inbox within the next 24 hours, with our FREE 'How to create beautiful photography using you phone' guide.

Join now and become a member for £20 a month. Cancel anytime.

https://join.allbymama.com/vip/

