

What is MAHM about?

We are a national group of all ages whose campaigning aim it is to give families a true choice as to who cares for their children.

Successive governments have actively encouraged families through financial incentives to earn two incomes whilst their children are looked after by a third party. And the media too have played their part in this process by downgrading the work that goes on in the average home. We believe that these policies cause damage to both children and society.

We fully respect each family's right to individual choice. But we also believe that any government should support all parents equally, whether they work in paid employment or in the home. This is not currently the case.

Why do mothers at home matter?

They matter because child psychologists all over the world tell us that children need to form a secure attachment to at least one special person if they are to thrive. This first relationship, usually with the mother, is the prototype for all others.

If mother and child are separated too soon, this attachment is undermined and their health and well-being can be impaired. Yet, sadly, this natural family structure – where young children are cared for in their own home by those closest to them – is no longer the norm in the UK.

The consequences for society are likely to be negative and far-reaching. Although employment patterns have changed, the needs of children have not. To grow up as well-adjusted adults they will always need secure, loving and consistent care. It is unrealistic to expect a succession of transient carers to provide this.

What does MAHM stand for?

We are ordinary mothers with enquiring minds who are firmly grounded in the 21st century. We do expect to re-join the workforce when this becomes compatible with the needs and the size of our families. But whilst we are needed at home we want government to recognise the social and economic value of our work and would like to be on a fiscal par with double-earner families. Surveys show consistently that many "working" families share our views, but feel that the obstacles are too great.

Our key campaigning areas are:

Income-splitting for couples with dependent children. This would remove the current tax discrimination against one-earner couple families by allowing them to access two personal tax allowances and two basis-rate tax bands, as dual earner families do. It would also ease the severe financial pressure they face.

Transferable Personal Tax Allowances. This could be seen a first step towards Income-splitting as explained above.

Protection for Child Benefit. It has its origins in child tax allowances. Children bring extra costs to all families. If it is to be capped at a certain level then a family's total income should be taken into account.

Family policies that are not employment linked. Many employers are happy to employ parents on flexible terms, but this should not be confused with family policy in general. The latter is the responsibility of Government and should ensure that the needs of all families are taken into account.

A commitment by all political parties to actively seek and hear the voice of mothers at home – who are almost never acknowledged. We propose recognition in GDP of unpaid carers' contribution to the economy.

An end to the negative portrayal of mothers at home. Whilst subsidised daycare, breakfast and after-school clubs attract considerable public funds and are presented as the "normal" care of children, the benefits of home-based care and the skills of mothers at home are rarely acknowledged in government literature. It's not even regarded as a valid personal choice, which does little for mothers' confidence.

How you can help us

I agree with the aims of Mothers at Home Matter. I can help by:

- Becoming a member.**
Annual subscription £12.50. Couple membership £15. You will receive regular newsletters and other information by e-mail.
- Making a donation (£)**
Please make cheques payable to Mothers at Home Matter.
- Distributing leaflets**
Please send me 3/5/10 leaflets.
- Providing a case study for the media**
Please send me a media form so that I may be put in touch with the media.

About you

Name

Address

..... Postcode.....

Telephone.....

E-mail.....

Number of children and dates of birth (year only).....

Signed.....

Date.....

Please tear off and post this slip to Mothers at Home Matter,
PO Box 43690, LONDON SE22 9WN