



Walking with
Moms in Need

Quarter 1 – 2026

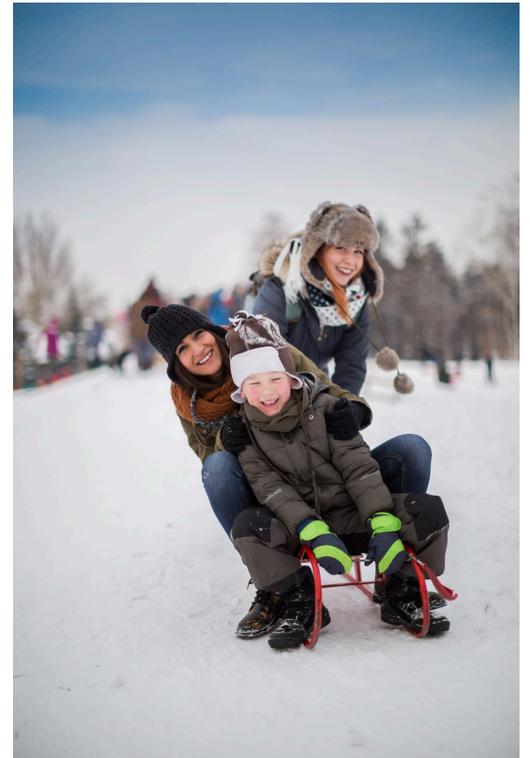
Newsletter

Walking Together: Compassion in Action

Hi everyone.

We hope this Quarter 1 Newsletter finds you well.

In this edition, we highlight the work of a local organization accompanying moms in need and share resources to empower our parishes in serving parents in need. We also want to offer our WWM basic training to all WWM Core Teams and Respect-Life groups in the Diocese. We invite you to join us in creating communities of care and support throughout the Diocese of Madison.



Parish Spotlight - From Awareness to Action

Vicky Franchino is a long-time member of Our Lady Queen of Peace Church in Madison, Wisconsin. A member of her parish's Respect Life Committee, Vicky believes in a holistic approach to celebrating, honoring, and protecting life from conception through natural death. After learning that roughly 300 people are trafficked in Dane County every day, she began to educate herself and the community about the reality of trafficking in our own backyard.

A huge thank you to Vicky for writing the following article about Yada Fair Trade and Resale—a local organization she passionately supports that serves survivors of trafficking right here in Dane County. Yada is more than a store; it's a mission of hope and restoration!



How Yada Is Helping Trafficking Survivors Move from Surviving to Thriving by Vicky Franchino

A winter coat. A few hours of childcare. A part-time paycheck earned with dignity.

At Yada Fair Trade & Resale, these seemingly small things form a foundation of care that is creating life-changing momentum for women who have survived sex trafficking and exploitation in Dane County.

After learning that more than 300 people are trafficked in our community every day, founder Beth Williams felt compelled to respond. In 2021, she and a small group of volunteers launched Yada as a resale store where survivors could experience dignity, safety, and community. They believed that every woman deserves to be known, valued, and supported as she rebuilds her life. The name Yada comes from the Hebrew word meaning “to be known”—a reflection of how deeply seen and loved each woman is meant to feel.

Today, Yada has grown into a trauma-informed network of care that mirrors Maslow’s hierarchy of needs. The journey begins with essentials: clothing, food, safety, and a sense of belonging. From there, women are connected to a trusted web of support, including housing assistance, addiction recovery, mental health care, legal advocacy, respite childcare, transportation help, and more.

As Yada has listened to survivors and learned from their experiences, one need has risen to the top: reliable work they can be proud of. Many survivors carry criminal records tied to their exploitation, have gaps in education, or lack job history. Traditional employment can feel impossible. In response, Yada launched its Economic Empowerment Program in 2024 as a trauma-informed on-ramp to meaningful employment rooted in dignity, flexibility, and hope.

Through paid, part-time positions in Yada’s resale store and its social enterprise, YadaMade, women earn a living wage while rebuilding confidence, learning healthy workplace norms, and rediscovering their God-given worth. Survivors who once believed their past defined their future are beginning to see themselves as capable employees, students, entrepreneurs, and leaders. To date, Yada has employed 16 women part-time.

The impact extends far beyond the women themselves. More than 75% of the women Yada serves are mothers. Every step toward stability strengthens their children’s lives, helping interrupt cycles of exploitation and trauma and offering children a powerful new model: a parent who is healing, working, and moving forward.

Yada’s work also blesses the wider community. Through partnerships, education, and survivor-centered advocacy, Yada strengthens Dane County’s response to trafficking while fostering compassion and understanding. Every woman who finds stability through Yada contributes to a healthier, safer, and more resilient community.

Interested in learning more—or in sharing your time, talents, or treasures?

Yada would love to hear from you.

Visit yadafr.com or contact volunteer Vicky Franchino at vkfranchino@gmail.com.

Save The Date

for our
Annual Retreat

Date: September 22, 2026
Venue: St Thomas Aquinas

Empower *your team* *with our training course.*

Let us know when we can book a training session for your volunteers. We will come to you with all the materials and conduct this engaging, one-hour training at your convenience.

Topics

Accompaniment
Active Listening
Boundaries
Building Connections
Confidentiality
Cultural Sensitivity
Don't be Dismayed

SAVE THE DATE

MARCH FOR LIFE WISCONSIN



Saturday, April 25, 2026, 2-4pm
WISCONSIN STATE CAPITOL

marchforlifewisconsin.org

Celebrating a Spirit of Life and Community: Walking with Moms Annual Event



On **Friday, October 17, 2025**, our diocese came together for the annual *Walking with Moms in Need* event. We were blessed with a great turnout, with representatives from many parishes joining to support mothers and families in need.

The day began with Mass celebrated by Bishop Donald Hying. His words reminded us of the call to accompany and uplift life at every stage. We are deeply grateful for his leadership and pastoral care.

Throughout the day, we learned and shared insights from incredible partners who serve on the front lines of life-affirming care. Special thanks to:

- Brenda Collins – Babies and Beyond
- Sara Patterson – Care Net Dane County
- Anna Anderson – Care Net Green County
- Olivia Grobbel – Women's Care Center

Their presentations shared resources available for moms and families, and how parishes can collaborate with these organizations.

This event was a powerful reminder that Walking with Moms in Need is not just a program—it's a mission of love and accompaniment. Thank you to everyone who participated, prayed, and committed to making a difference in the lives of mothers and children.

**DOES YOUR PARISH NEED ASSISTANCE STARTING OR
GROWING YOUR WALKING WITH MOMS MINISTRY?
QUESTIONS? PLEASE CONTACT US FOR SUPPORT:**

CALL: (608) 826-8003

WEBSITE: walkingwithmomsmadison.org

EMAIL: psm@ccmadison.org

Local Resources

Here are some local resources that support moms and families in need. As always, we encourage you to inquire and ask questions about their life affirming services.



Sponsor Families

Volunteers “adopt” a family in need, delivering food weekly and building ongoing, authentic relationships.



Serving women who have been sexually exploited by providing residential programming and supportive community in which they are free to dream and thrive.

