



Spark Mamas Reimagines the Baby Registry for Today's Modern Mom with Launch of New Online Gift Giving Service

Spark Mamas' new "Wishlist" service brings meaningful gifts of experience that are designed to make life easier for mothers

SAN DIEGO, CA – December 5, 2022 — [Spark Mamas](#) today announced the launch of its new business, an online gift registry designed to support San Diego-based mothers throughout their parenthood journey. The new "Wishlist" registry features more than 20 products and services from local women-owned businesses. When a gift is purchased through Spark Mamas, a portion of the proceeds is given back to a non-profit focused on supporting women and their families. The company was founded by two licensed and experienced maternal mental health experts, [Amber Rukaj and Chelsea Haakmeester](#), who met while overseeing the University of California at San Diego Women's Reproductive Mental Health Program.

"We started Spark Mamas with a simple goal to fundamentally change the way we care for new mothers," said Amber, LMFT, Spark Mamas. "After years of working in maternal mental health, Chelsea and I both saw firsthand that most current support solutions were insufficient in addressing the needs of mothers. The concept of Spark Mamas was born out of a desire to meet a mom's needs more completely, and offer tangible ways for her own friends, family and community to support her through gifts of wellness, time, support, connection and beauty. In addition to directly supporting moms, a core element of our mission is to give back to the community, by donating a portion of the proceeds from every gift purchased to women-focused charitable organizations."

The Spark Mamas gift registry features five different types of gifts of support:

- [Gifts of Wellness](#) to encourage strength and physical wellness to help mom regain confidence in her body. Local partners include Mindful Mama, Nutrition Instincts, Nutrition Therapy with FULL CRCL, THRIVE Physical Therapy San Diego, Verafied Pelvic Health and Physical Therapy, Warrior Within Wellness, Erica Friedman Wellness
- [Gifts of Time](#) to free up mom's time so she can focus on what really matters. Local partners include Bloom Care, FAMMá FARM, Prepared with Purpose, The Well Community for Women, and Higher Order Home
- [Gifts of Support](#) to provide educational, compassionate and judgment-free support to help mom thrive on her journey through motherhood. Local partners include the Birth Education Center, Lactation Consultation with FULL CRCL, One Moon Doula Services,



Restored Sleep Consulting + Postpartum Care, Upheld Postpartum, The Parent Pad, Stevie Rose Doula

- [Gifts of Connection](#) to facilitate mom's emotional connection to her baby, her partner and herself. Local partners include Blossom with Baby, Design Your Mind Coaching & Wellness, Emily Huynh Photography, Joyful Connections, Mattarello Cooking Lab, Sophie Crew Photography, Songbirds Music
- [Gifts of Beauty](#): guilt-free pampering so mom can feel a bit more like herself and beautiful, inside and out. Local partners include Formula Skin Lab and Shanna Fae Skin Care.

“At Spark Mamas, we truly believe that when you nurture a mom, you spark a community that is able to offer support throughout the parenthood experience,” said Chelsea, LMFT, Spark Mamas. “As licensed therapists who have supported postpartum mothers in the San Diego community for a combined 26 years, we have had the opportunity to work firsthand in helping women transition into motherhood, and have developed invaluable relationships with providers located throughout the county. Spark Mamas is our way of easily connecting a mom’s needs with those who may be in a position to help provide it - encouraging moms to register for the gifts that will help them the most, and sharing their wants and needs with friends and family.”

How the Gifting Process Works

Mothers register on the Spark Mamas website and create a “Wishlist” of gifts that are meaningful or helpful to them. They may choose to create wishlists in replace of or in addition to a traditional baby registry, or at different times in their life, such as birthdays and holidays. A wishlist can then be shared with friends and families, who can shop for gifts to support their mom.

Giving Back

By purchasing a gift through the Spark Mamas “Wishlist” registry, a portion of the proceeds will be donated to a local community-based non-profit that is dedicated to supporting mothers and families. The first recipient of Spark Mamas’ charitable donation will be [The San Diego Postpartum Health Alliance, with new non-profits expected to be selected quarterly.](#)

Spark Mamas’ Wishlist is free to register for and open to all mothers in the San Diego area. The Wishlist can be created and shopped at <https://www.sparkmamas.com/shop/>.

About Spark Mamas

Based in San Diego, Spark Mamas offers meaningful gifts of experience that are designed to make life a little easier for mothers. When moms have access to the support and care they



need, the whole family benefits. Spark Mamas was created by two therapists, Chelsea Haakmeester and Amber Rukaj. Their work in maternal mental health and experience with loss and maternal adjustment led them to realize that most current solutions do not actually address mothers' needs. The company has partnered with women-owned businesses across San Diego County to offer unique products and services to support mothers.

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