



BNY Mellon Wealth Management

Do Well Better Client Portraits

Long-Form Film Transcripts

Heidi & Erik

Heidi: I realized a long time ago that motherhood is the ultimate sisterhood.

Nadav: Hello, again!

Heidi: The first thing I did when I got pregnant was go to the bookstore. But there were no books written by anyone who had been pregnant before.

So, true story, two hours before I went into labor, I delivered a proposal for a book that would become 'What to Expect When You're Expecting'.

It was a productive day.

It's never easy becoming a mom, but when you have fewer resources, less support, less care, it becomes exponentially harder.

Erik: Heidi said we can do much more than what we're doing with just the book, we can reach more people in a different way, and that's what really started the foundation and now the project.

Heidi: The mission of the 'What to Expect Project' is to empower, educate, support, and nurture moms around the world.

There are endless numbers of moms who deserve to survive and thrive.

Nurturers need nurturing too.

Erik: We look at BNY Mellon as our financial partner in all of this. They've shown an interest in not only our financial health and wellbeing, but also what we do, what we care about.

Heidi: There's so much more to be done. Every mom deserves to deliver a healthy beginning and a healthy future for herself and the baby she loves.

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