

EST. 2023 · CHICAGO, ILLINOIS

HAUTE MAMA

Where Women Come to Become

A nonprofit community platform dedicated to helping women step into their most confident, powerful, and authentic selves — through membership, events, and meaningful connection.



THE OPPORTUNITY

WOMEN NEED MORE THAN A HASHTAG

Women are craving spaces that are sophisticated yet accessible — where ambition is celebrated, authenticity is honored, and community feels real. Most options are either too exclusive, too corporate, or too superficial.

THE GAP

NO "THIRD PLACE" FOR AMBITIOUS WOMEN

Women lack a consistent, curated space combining aspiration with genuine connection — especially post-pandemic.

THE NEED

BELONGING WITHOUT THE BARRIER

Women want to grow alongside peers who understand their full complexity — as professionals, mothers, leaders, and dreamers.

THE MOMENT

WOMEN ARE ACTIVELY INVESTING IN COMMUNITY

Now more than ever, women seek intentional community — and are willing to invest in spaces that honor them.

FOUNDED BY MARY LASKY

THREE PILLARS

The Heart of Everything We Do

Food

FOOD

Every meaningful gathering begins at the table. Food is how we welcome, nourish, and celebrate — the ritual at the center of every Haute Mama experience.

Fashion

FASHION

Style is a form of self-expression and confidence. Fashion celebrates the woman who knows herself and owns the room the moment she walks in.

Giving

PHILANTHROPY

Every woman's rise should lift others. A charitable component is woven into every Haute Mama event — because generosity is part of who we are.

PINK PONY CLUB

The inner circle of Haute Mama

TIER 1

RIDER
\$25

/ month

- Community newsletter & digital content
- Early event announcements
- Open community event invitations

MOST POPULAR

TIER 2

FOUNDING MEMBER
\$75

/ month

- Everything in Rider
- Priority annual luncheon seating
- Mentorship Circles & peer groups
- Exclusive member salons & gatherings
- Welcome gift from Haute Mama

TIER 3

THE CIRCLE
\$200

/ month

- Everything in Founding Member
- Named recognition as founding supporter
- Annual Impact Dinner invitation
- Funds mentorship & scholarship programs

AT 100 MEMBERS

\$60K+

ANNUAL REVENUE

AT 300 MEMBERS

\$180K+

ANNUAL REVENUE

GOAL: YEAR 2

500

MEMBERS

MEMBER FLAGSHIP · ANNUAL EVENT

PINK PONY CLUB

A Celebration of the Year of the Horse

Each year, Pink Pony Club members gather for our flagship luncheon — an elevated, themed experience featuring fashion, charitable giving, salon conversation, and the energy of women who show up fully.

VENUE

Maple & Ash Chicago

PARTNER

Neiman Marcus

GIVEBACK

Dress for Success



**MAY 7
2026**
CHICAGO, IL

FIVE WAYS WE SHOW UP

01 BECOMING HER

Growth, confidence, reinvention, and self-development at every stage of life.

02 PINK PONY CLUB

Strength, identity, courage — and celebrating women who refuse to stay small.

03 WOMEN WORTH KNOWING

Spotlights, interviews, and features on inspiring women in our community.

04 ELEVATED LIVING

Wellness, beauty, fashion, travel, and the rituals that nourish a full life.

05 REAL CONVERSATIONS

The honest discussions women are already having — about career, motherhood, identity, and more.

501(C)(3) STRUCTURE

BUILDING A MOVEMENT, NOT A MOMENT

Haute Mama formalizes as a nonprofit to ensure our programs remain accessible to all women — regardless of income level. Empowerment should never have a barrier to entry.

01 PROGRAMS
Community luncheons, mentorship circles, leadership development

02 GIVEBACK
Charitable component at every event — Dress for Success Greater Chicago

03 SCHOLARSHIP
The Circle tier funds access grants for women who can't afford membership

REVENUE MODEL

Pink Pony Club Memberships	45%
Corporate Sponsorships	30%
Event Ticket Sales	15%
Grants & Foundations	10%

501(c)(3)
FILING IN PROGRESS

2023
YEAR FOUNDED

WE'RE ALREADY HERE

500+

WOMEN IN COMMUNITY

12+

EVENTS & PROGRAMS

5

CONTENT PILLARS

3

MEMBERSHIP TIERS

"I can do this too."

The emotional experience we create at every touchpoint — from a first Instagram post to the last toast at a Pink Pony Club luncheon. Women leave feeling inspired, capable, seen, and connected.

INVESTMENT OPPORTUNITY

PARTNER WITH US

Help us build what women need

We are seeking founding sponsors, corporate partners, and grant support to launch Haute Mama's formal 501(c)(3) programs, expand our Pink Pony Club membership, and build the infrastructure for a sustainable women's nonprofit.

USE OF FUNDS

- 40% Program delivery & event production
- 25% Membership platform & digital infrastructure
- 20% Scholarship & access grant fund
- 15% Marketing, content & community growth

FOUNDING SPONSOR GOAL

\$250,000

Year 1 Operating Budget

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HAUTE MAMMA

For women who refuse to stay small.

"This is where ambitious, thoughtful, stylish women come to reconnect with themselves and remember what's possible."

WEBSITE

hautemama.com

INSTAGRAM

[@hautemama](https://www.instagram.com/hautemama)

MEMBERSHIP

[Pink Pony Club](#)

CONTACT

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