



### moms group

**HOLD THE ANCHOVIES** Students at Collins Elementary School in Livingston, NJ, can't wait to get to school on Fridays. The draw? Pizza! One PTA committee, known as the Pizza Moms and co-chaired by six mothers, dishes out pizza every Friday during their lunch. Pizza Fridays are a hit with the kids, while their parents get to see what's going on at school. "Even moms who work outside the home come on their break," says co-chair Amy Esralew, 37, mother of two. Students preorder the \$1 slices, and the \$100 weekly return has helped purchase extras for the school, such as a new basketball hoop. The bonus cash is a nice topping, though Esralew says, "This was never something to profit from, just to provide food." There are other benefits to Pizza Fridays, too. Says Esralew, "I don't have to pack a lunch!"

### industry trend

**HAVING A BALL** When Lisa Witt was a grade school teacher in Colorado and replaced her uncomfortable desk chair with a stability ball, she realized she was literally sitting on a great idea. The balls encourage what she calls "active sitting" because you have to keep balancing. This means you don't sit too long in one position, which can cause muscles to cramp. "People aren't meant to sit still," she says. Three years ago, Witt, a mom of two, started WittFitt and began selling stability balls to replace desk chairs in schools and businesses. "I've seen a difference in my productivity—and my abs," says Erin Murphy-Untz, a lab analyst at BioDiagnostics. "Sitting up straight makes me focus." Witt says the balls are good for new moms returning to work: "They help you regain your center of balance and strengthen your core muscles."

### our hero

**CARE PACKAGES** Each year, more than 300,000 children across America are rescued from their homes due to abuse and neglect. They typically arrive in shelters with nothing of their own. Janeen Holmes, 58, president and CEO of the My Stuff Bags Foundation, gives them something to hold on to at a time when everything might feel adrift. She fills duffel bags with toiletries, books, toys and, most important, a cuddly handmade blanket. The California-based foundation receives 4,000 applications for bags from crisis centers each month. Holmes, a mom of three who filled the first bags in her kitchen, says they give the kids a positive memory, even if a small one, to counter the experience of being taken from their homes. "These children know somebody cared enough to do that for them," she says. To make a donation, visit [www.mystuffbags.org](http://www.mystuffbags.org) or call 866-3MY-STUFF.



### reach out

**WORK IS SWEET** "Creating opportunity one bite at a time" is Alicia Polak's motto. The 36-year-old former investment banker launched the Khaya Cookie Company (KCC) three years ago, in Khayelitsha, one of South Africa's largest townships, located on the outskirts of Cape Town. The goal? Provide skills and bring a much-needed source of income to women living there. The women make mouthwatering all-natural brownies and cookies that are sold to South African hotels, restaurants and coffeehouses. Each of the 11 employees is trained in all stages of the business of making cookies and other baked goods, from packaging to customer service, which not only enables them to earn an income but also boosts their sense of pride. Late last year, Polak introduced the sweet treats to the States. To order KCC's all-natural treats and handmade brownies, go to [www.khayacookies.com](http://www.khayacookies.com).



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