



MEDIA KIT AND GUIDELINES

Thank you for your inquiry!

We've had an influx of donations and requests recently. As we are a small team, already working at capacity, we hope this information will help you with your donation or fundraiser inquiry. Please note that this toolkit is for public guidance and does **NOT** indicate endorsement of any entity, business, or corporation. We are an **alliance** and we encourage you to learn about and support our **kindred partners**: <https://blackmamasmatter.org/our-members/>

Adhere to the following guidance:

- SisterSong, Inc. is our fiscal sponsor. EIN: 51-0544927.
- If you are a business or foundation, you can send a check to our fiscal sponsor SisterSong, 1237 Ralph David Abernathy, Atlanta, GA 30310
- If you are looking to host a fundraiser for BMMA, please note the following:
 - We **DO NOT** authorize the use of our logo.
 - Please direct donors of your fundraiser to our website www.BlackMamasMatter.org to learn more about our organization
 - In your announcement of the fundraiser, please state the following: “[Insert your name] is hosting this fundraiser independent of Black Mamas Matter Alliance. I/We are responsible for delivering these funds to BMMA. Any questions or concerns about this fundraiser should be directed to me/us.”
 - BMMA will not promote any fundraisers
- All donations receive an immediate receipt from [PayPal](#). BMMA sends out letters to donors of \$250 or more on a bi-annual basis.
- To become a recurring donor, click the box that says [“Make this a monthly donation”](#)
- If you're looking for an alternative to PayPal, consider making a donation through [MightyCause](#).

Again, we are grateful for all of your donations and interest.

Sincerely,
Black Mamas Matter Alliance

ABOUT US

Thank you for your interest in **Black Mamas Matter Alliance (BMMA)**. This toolkit has messaging guidance around this year's ongoing theme, "**Centering Black Mamas: The Right to Live and Thrive**," and content from our annual Black Maternal Health Week Campaign (#BMHW20) which took place from April 11-17, 2020. You will find sample social media messages, shareable graphics, and resources about our movement to "Advance Black Maternal Health Rights & Justice".

The Black Mamas Matter Alliance (BMMA) is a national network of black women-led organizations and multi-disciplinary professionals who work to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy. BMMA honors the work and historical contributions of black women's leadership within their communities and [values](#) the need to amplify this work on a national scale. For this reason, **BMMA does not have chapters**. The alliance is composed of [existing organizations and individuals](#) whose work is deeply rooted in reproductive justice, birth justice, and the human rights framework.

Key Term

BMMA uses the phrase "**BLACK MAMAS**" to represent the full diversity of our lived experiences that includes birthing persons (*cis women, trans folks, and gender nonconforming individuals*) and all people of African descent across the diaspora (*Afro-Latinx, African-American, Afro-Caribbean, Black, and African Immigrant*). We recognize, celebrate, and support those who care for and mother our families and communities whether they have given birth or not. We stand in solidarity with all Black Mamas.



BMHW2020 | Theme

Centering Black Mamas: The Right to Live and Thrive

As the BMMA-founded Black Maternal Health Week national campaign moves into its third year, the country is finally beginning to reckon with the many largely structural and systemic factors that contribute to poor maternal outcomes for women and birthing people, especially those of color. In an effort to illustrate the extent of the crisis, the conversation has largely focused on the statistics. And they are grave: [Black women are three to four times more likely to experience a pregnancy-related death than white women.](#)

But to secure a future in which all Black Mamas have the rights, respect, and resources to thrive throughout their lives—including their reproductive lives—we must take a step back from the numbers and reach into Black Mamas who can best speak to how to realize this vision.

Centering Black Mamas does not mean ignoring the facts of a dire reality. Instead, Centering Black Mamas, is an opportunity to strategize around how to meaningfully shift the numbers by considering solutions—without fear, blame, or shame. Centering Black Mamas is also an opportunity to recognize the strengths of Black Mamas—their motherhood, scholarship, leadership, and research—and seek to further empower them in all facets of their lives.



Key Black Maternal Health Facts:

Maternal Mortality

- Every year, nearly 700 women die in the U.S. as a result of pregnancy or its complications. (Source: [CDC](#))
- Black women are 2 to 3 times more likely to die from a pregnancy-related cause than white women. (Source: [CDC](#))
- Black women over the age of 30 are 4 to 5 times more likely to die from a pregnancy-related cause than white women. (Source: [CDC](#))
- The pregnancy-related mortality rate for black women with a college degree or higher is 5 times that of white women with similar education. (Source: [CDC](#))

Mental Health

- Women of color are more likely to experience postpartum mental illness but are less likely to receive treatment. ([Keefe, Brownstein-Evans, & Rouland Polmateer, 2016](#))

Breastfeeding

- Breastfeeding initiation rates among black infants (74%) are lower when compared with white infants (87%). (Source: [CDC](#))

Reproductive Rights/Access to Contraception

- Many black women lack access to quality contraceptive care and counseling. (Source: [Prather et al., 2018](#))
- Black women are more likely to live in states considered hostile or extremely hostile to abortion rights. (Source: [Guttmacher Institute](#))

- Black women are **less likely** to have health insurance, especially in the south (16% of black women in the south do not have health insurance). (Source: [National Partnership for Women and Families](#))

Quality of Care/Birth Justice

- Women of color are more likely to experience mistreatment or disrespect in maternity care than white women. (Source: [Vedam et al., 2019](#)).
- Nearly half the counties in the U.S. don't have a single obstetrician/gynecologist and 56 percent are without a nurse-midwife ([ACNM](#)).



Social Media

Use these social media posts, images, and the hashtag below to create awareness about Black Mamas Matter Alliance and provide helpful tools and resources to your social media audiences.

Key Hashtags

Primary:

#CenteringBlackMamas

#BlackMamasMatter

Sample Social Media Posts

It's important to elevate Black Mamas voices and perspectives around issues that impact them. Black Mamas are best situated to solve the challenges in their communities. Join the Black Mamas Matter Alliance to amplify effective maternal health policies and solutions for Black mamas #BlackMamasMatter

#CenteringBlackMamas, is an opportunity to think about improving maternal health disparities without fear, blame, or shame. We must recognize the strengths of Black Mamas—their motherhood, scholarship, leadership, and research—if we truly hope to end the maternal health crisis. One step to do that? Engage with BMMA and its partners: <https://blackmasmatter.org/our-members>

Centering Black Mamas is powerful! Share your story of how you or your organization are #CenteringBlackMamas in your work or community! #BlackMamasMatter

Social Shareables (Memes)



Visit www.BlackMamasMatter.org to learn more about our work, partners, and campaigns.