

# HUGE THANKS TO OUR 2020 DONORS

An inside look at BMMA's 2020 Impact

## THIS YEAR YOUR DONATIONS HELPED US REACH MANY GOALS...

Black Mamas Matter Alliance (BMMA) would like to THANK YOU for your donation and support during our 2020 fiscal year. Because of donors like you, our organization has grown significantly this year through the expansion of new staff members, as well as an increase in our overall impact in the fight to end maternal mortality. While the COVID-19 pandemic has caused some shifts in processes and programming, we want our donors to know that during these unprecedented times we were able to re-assess our operational protocols, build out our internal infrastructure, and develop new processes and initiatives that will aid in sustaining BMMA as an organization.

Through our efforts, we contribute to systems change through the development of meaningful, health equity-informed policy that centers Black women and families [Policy]; we work to generate an evidence-base that includes and respects community knowledge and experience [Research]; we promote holistic, comprehensive care for better outcomes for Black women, their children, and families, and ultimately their communities [Care]; and we work to change the narrative about Black families from one of blame and shame to one of empathy, concern, and care [Culture Shift].

Our deepest gratitude to all the advocates and leaders of the Black Lives Matter and other social justice movements, whom all protested, uplifted resources, and used their voice to fight systemic oppression and racism in America. It is through your calls for accountability and investments into Black communities that brought greater attention to BMMA and provided a significant increase in donors and supporters of our work, **THANK YOU!**



# 2020 DONATIONS

Our 2020 donation platforms were PayPal and MightyCause. Moving forward in 2021, BMMA will no longer be using PayPal. MightyCause will become our only online donation platform for supporters.



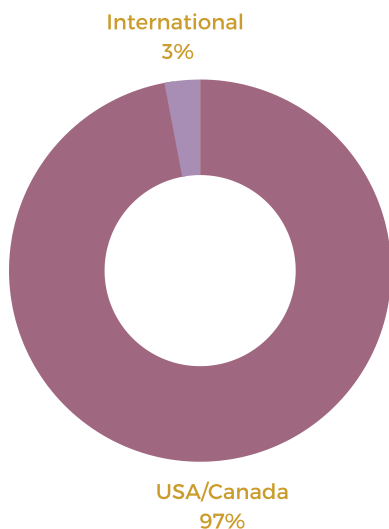
**13,000**  
Donors



**120**  
Donors



**1,200**  
Donors



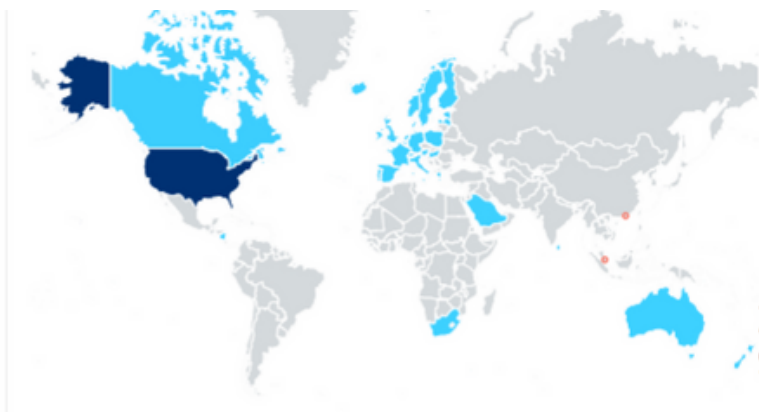
## INSIGHTS

**97%** of donations came from U.S.A & Canada

**3%** of donations came from countries such as Spain, France, Germany, Sweden, Australia, South Africa, Iceland, Greece, Italy, Hungary, Austria, Denmark, Belgium, United Kingdom, New Zealand

### Top Ten List of Donors By Country

Rank	Country	Number of Donors
1	United States	14,374
2	Canada	290
3	United Kingdom	207
4	Estonia	2
5	Sweden	7
6	Singapore	7
7	Australia	32
8	Germany	21
9	France	10
10	Ireland	11



# BMMA HIGHLIGHTS: CULTURE SHIFT

## Black Maternal Health Week Campaign (#BMHW20) "Centering Black Mamas: The Right To Live & Thrive"

This year, more than ever, the Black Maternal Health Week campaign captured the nation's attention.

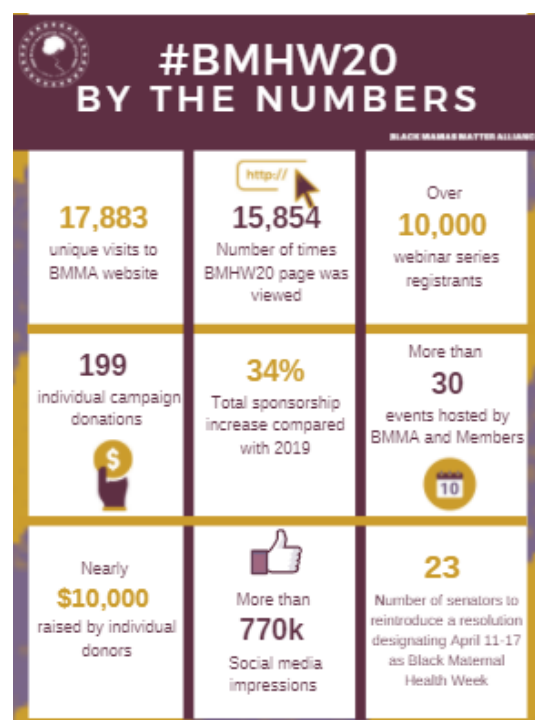
The arrival of COVID-19 has shone a light on health inequities and systemic issues within the U.S. healthcare system, with potentially dire consequences for Black Mamas.

Despite changes to our schedule and programming, **BMHW20 was an opportunity to foster deeper dialogue, inspire conversations, and highlight critical issues of deep importance to the Black maternal health crisis.**

From Black Mamas themselves, researchers and advocates, maternal health care providers, and other birth workers to policymakers and community leaders, the #BMHW20 campaign provided a platform through a series of webinars, tweet chats, and a social media campaign for diverse voices to come together to build community-organizing power and maternal health solutions, all while centering Black Mamas.

Our direct media outreach included pick-up in **123 outlets, representing a potential reach of over 22 million.** Specifically, BMMA was cited in national outlets like **Rewire, Essence, The Root, and the DailyKos**, local affiliate networks like NPR, and regional and local news sources.

In addition to news media, organizations like the **American College of Obstetricians and Gynecologists (ACOG)** (an entity critical to improving maternal health and eliminating systemic inequities), utilized our campaign messaging to advocate for policy shifts from Congress to save Black women's lives.





# BMMA HIGHLIGHTS: CULTURE SHIFT

## MAMAS DAY

Coming on the heels of Black Maternal Health Week 2020 was Mother's Day (May 10, 2020). As a major awareness opportunity for motherhood generally and the Black maternal health crisis specifically, BMMA determined a set of activities to engage and broaden its audiences. In addition to disseminating shareable graphics on its social channels, BMMA made an effort to cultivate relationships with social media influencers in the "Black Motherhood" sphere. Long-term, the goal is to create a community of external "everyday" Black Mamas who can speak to issues in Black maternal health that is different from a provider or advocate perspective but instead from their lived experiences and within their community.



## Black Breastfeeding Week (#BBW20) #ReviveRestoreReclaim AUGUST 25-31st

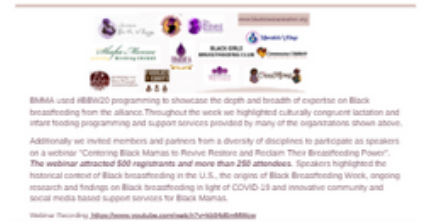
During #BBW20, we developed programming to showcase the depth and breadth of expertise on Black breastfeeding within our alliance.

We hosted a webinar "Centering Black Mamas to Revive Restore and Reclaim Their Breastfeeding Power", which explored the historical context of Black breastfeeding in the U.S., origins of the Black Breastfeeding Week Annual Campaign, ongoing research on Black breastfeeding in light of COVID-19, and innovative community and social media-based support services for Black Mamas.

As part of our campaign, we also hosted a double-breast pump giveaway in collaboration with our sponsor of the week Elvie.

Through our role as an advocacy partner with the Congressional Black Maternal Health Caucus we helped to connect BBW co-founders with the office of Congresswoman Alma Adams to lead the process of drafting language for an official resolution in the U.S. House of Representatives expressing support for a National recognition of Black Breastfeeding Week from August 25- 31st.

### "CENTERING BLACK MAMAS TO REVIVE RESTORE AND RECLAIM THEIR BREASTFEEDING POWER" LIFTING UP THE EXPERTISE OF BMMA MEMBERSHIP



Webinar Link:  
<https://www.youtube.com/watch?v=kb94d6mMWcw>



Press Release  
<https://adams.house.gov/media-center/press-releases/adams-continues-black-maternal-health-advocacy-black-breastfeeding-week>

# BMMA HIGHLIGHTS: CULTURE SHIFT

## New Partnerships for Greater Reach

### NATAL x BMMA

In a partnership with the recently-released [NATAL](#) podcast, BMMA served as a thought-partner, providing guidance on a reproductive justice, birth justice and human rights framework for the series and connecting podcast producers to BMMA members and Black Maternal Health Caucus Congressional members to be featured as guests.

Since NATAL's [premier during #BMHW20 in April of 2020](#), the podcast has been downloaded [182,000 times](#) and featured in press outlets such as The Root, IndieWire, Parents Magazine, Fast Company, and A-List. NATAL was recently selected as part of [Spotify podcast's 2020 Hall of Fame](#). BMMA continues to support the work of NATAL as a thought partner for their upcoming second season and a sponsor for their NATAL Summit.



For #BBW20, we partnered with Elvie, a British-based Femtech company on a mission to improve women's lives through smarter technology. Elvie has pioneered products such as the kegel trainer and the world's first silent wearable breast pump which fits inside a bra and requires no tubes or wires.

Elvie sponsored [#BBW20 programming with a \\$2,000 investment](#) which helped fund staff coordination, communications, and outreach activities, around Black maternal health and breastfeeding. As part of the weeklong sponsorship, [Elvie also donated a double breast pump to one of our lucky Instagram followers through an exclusive #BBW20 giveaway.](#)

Through the partnership with Elvie, BMMA hopes to shift the paradigm in how reproductive/maternity products and businesses can contribute towards health equity in practice.

Published Article: <https://www.wellandgood.com/decolonizing-breastfeeding/>



Original NATAL illustration by Brittany Harris (@igobeeharris)

Visit  
[NATALSTORIES.COM](https://natalstories.com)



# BMMA HIGHLIGHTS: POLICY, RESEARCH, CARE

## Medicaid extension for postpartum care

Pregnancy Medicaid coverage typically ends 60 days after the mother gives birth. BMMA worked with many aligned organizations which led to legislation being passed to extend **Medicaid coverage from 60 days to 6 months in Georgia!** While this is wonderful progress, we are continuing this work so that new mothers can have coverage throughout the entire year following birth.

**Black Mamas Matter Alliance is an integral partner with the Congressional Black Maternal Health Caucus (BMHC).** BMMA supported the collaborative conversations to bring valuable partners to offer data, testimony, and recommendations to develop the **Black Maternal Health Momnibus of 2020 and 2021.**

## BMMA participated in the following 2020 Policy Activities:

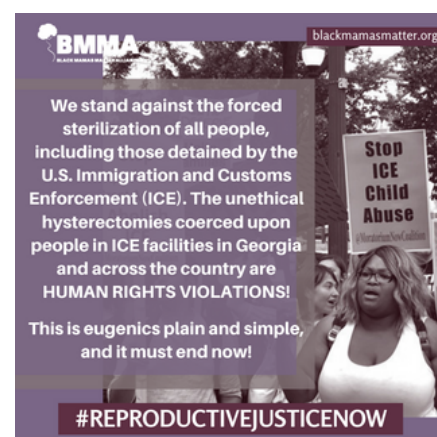
- Congressional briefing on Black maternal mental health, Shades of Blue Project
- Black Maternal Health Caucus congressional summit, Black Maternal Health Caucus
- Insuring Protection for Pregnant People in Tennessee Panel Discussion, Sister Reach and A Better Balance
- U.S. Commission on Civil Rights Virtual Public Briefing: Racial Disparities in Maternal Health
- Released a statement denouncing the human rights violations that occurred in an I.C.E. detention center

## BMMA Research Activity

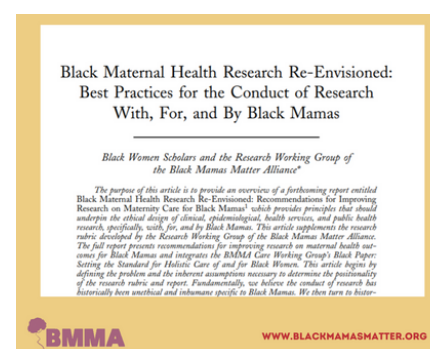
We are excited of the publication that was recently released within the latest issue of the Harvard Law and Policy Review journal that involved members of our research working group and Black women scholars, entitled, **Black Maternal Health Re-Envisioned: Best Practices for the conduct of Research with, for, and by Black Mamas.** This is one of many publications to come, stay tuned!

## BMMA Care: COVID-19 response for Black Maternal Health

As the coronavirus pandemic continues, it is imperative that Black women are a part of vaccination studies. It is also important to make sure food and resources are being allocated at fair levels. **BMMA is addressing these issues and many more COVID-related concerns by offering review and input to policymakers and stakeholders on the needs of Black Mamas, birthing people, and the Black maternal health workforce.**



Link: <https://adams.house.gov/momnibus-act-2020>



Link: [Harvard Law Policy Review Publication](#)







THE FIGHT  
CONTINUES...

## We Still Need YOUR Support!

### Statement from Executive Director:

Black women are already 3-4 times more likely to die than white women before, during, and after childbirth from preventative causes. Police brutality, COVID-19, and continued inequities in health outcomes further exacerbate the Black Maternal Health crisis here in the U.S., by inflicting an additional undue burden of emotional, physical, economic, and environmental stress on expectant, birthing, and parenting people. Black Mama's ability to live and thrive across their reproductive life span is inherently tied to the long-term success of their families, communities, and society as a whole. Now more than ever, we need our donors to continue to support our work utilizing an equity lens that acknowledges and prioritizes the most marginalized. Our work is critical to the improvement of maternal and infant health outcomes and the elimination of maternal mortality and morbidity for all.

Uplifting Black Mamas in their journey and advocating for support and services is an essential component of Black Maternal Health. As we continue to work towards "Black Maternal Health, Rights & Justice" for Black Mamas we must acknowledge all aspects of their experiences including racist health inequities and stereotypes, sexism, and classism that continue to impact their lives. Your donation helps us to sustain our work in maternal and infant health equity, uplift the resiliency of Black Mamas, and center the incredible work of Black-Women-led Community Based Organizations (CBOs) creating innovative, holistic, and culturally appropriate initiatives, scholarship, and support services for Black Mamas.

With sincere gratitude,

Angela D. Aina, MPH  
Co-Founding Executive Director



## 2020 | DONOR REPORT



**Be part of the movement to advance Black Maternal Health, Rights, and Justice!  
Your gift will help fund our work to ensure Black mamas thrive before, during, and after pregnancy.**

### **A gift at any level can have an impact:**

- **\$50** - Enables us to educate and engage thousands of healthcare providers, patients, and birth workers by hosting online maternal health webinars.
- **\$100** - Contributes to the success of BMMA's annual Black Maternal Health Week National Campaign
- **\$250** - Allows us to update the BMMA toolkit, a rich document complete with research, state policies, resources, and talking points for anyone interested in maternal health for Black women.
- **\$500** - Enables us to conduct and contribute to research to impact practices of medical providers, advance policies, and bring awareness to Black maternal health
- **\$1000** - Helps us present our national Black Maternal Health Conference and Training Institute<sup>™</sup>

GEORGIA - Ga. Code Ann. § 43-17-8 Compliance Statement: Black Mamas Matter Alliance is fiscally sponsored by SisterSong, Inc., a nonprofit organization with tax-exempt status. SisterSong, Inc. recognizes BMMA to receive donations under their tax exemption status. All requests for IRS documentation can be sent to [info@blackmamasmatter.org](mailto:info@blackmamasmatter.org). Please send future donations via our Mightycause platform or, you may mail a check to:

Black Mamas Matter Alliance  
% SisterSong Inc.  
1237 Ralph David Abernathy Blvd Atlanta, GA 30310

### **STAY CONNECTED**

