

# Black Mom

## STATE OF THE UNION DINNER

URBAN MOM  
*Collective*  
NATIONAL BLACK MOM COALITION



2023 Sponsorship Deck



# Content



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# The State of Black Moms in America

Black Moms in America are in need and are too often the most overlooked group when it comes to policies and structures that impact our families and communities. For the last decade we have witnessed our sons/significant others die via social media at the hands of the police, watch Black moms die due to maternal health issues more than any other group, experienced inner city gun violence take our children and other family members, watch as our communities are plagued with socioeconomic issues, and experience our families suffer due to the failing school systems within urban/rural communities inside America.

Despite being the group that has produced the businesses that are profitable, we are experiencing the heaviest load as we fight to keep our families and communities together. The Urban Mom Collective National Coalition for Black Moms is hosting this dinner and call to action to galvanize Black moms from elected officials to PTA moms to fight for our voices to be heard.



PHOTO CREDIT: Amber Marie Green

# Why the **Black Mom** STATE OF THE UNION DINNER

The Black Mom State of the Union Dinner (also known as BMSOU) will address the four pillars of our coalition and push for the concerns of Black moms to be heard through policy and advocacy. The Urban Mom Collective Four Pillars are equity within urban education, curing hood trauma™ to end inner city gun violence, equality and access in career and entrepreneurship, and access to better care and resources for mom and her family's mental, physical and emotional health.

This dinner will highlight various Black mom movements throughout the country by inviting them to have “a seat at the table” as we urge elected officials and this country to hear our voices as we demand justice and fairness for Black Moms in America.



# Black Moms in America Facts

- BLACK MOTHERS ARE 20% less likely THAN THEIR WHITE COUNTERPARTS TO HAVE A PARTNER TO SHARE THE LOAD
- 30% of Black moms have a hard time finding healthcare versus 19% of white moms who feel the same
- 36% OF BLACK MOTHERS REPORT THAT PAYING FOR CHILDCARE "OFTEN" OR "ALWAYS" CAUSES FINANCIAL STRESS COMPARED TO 29% OF WHITE MOTHERS
- WHILE OVERALL ONLY 61% OF MOTHERS REPORT GETTING AT LEAST 6 HOURS OF SLEEP THIS DROPS TO 48% AMONG BLACK MOTHERS
- MILLENNIAL AND GEN Z BLACK MOTHERS ARE just as likely to breastfeed AS WHITE MOTHERS, WHICH MARKS A DISTINCT GENERATIONAL TREND BUT JUST one third OF GEN X BLACK MOTHERS REPORT HAVING BREASTFED, AS COMPARED TO 85% OF WHITE GEN X MOTHERS
- MONEY IS A SOURCE OF PRESSURE FOR 16% OF YOUNGER-GENERATION BLACK MOTHERS COMPARED TO 10% OF WHITE MOTHERS BUT MONEY DOMINATES AS A BIG RELATIONSHIP PRESSURE FOR 69% OF OLDER-GENERATION BLACK MOTHERS
- ONE-THIRD OF MILLENNIAL AND GEN Z BLACK MOTHERS SAY THEY FEEL "frustrated" BY THE IDEA OF COMBINING WORK AND MOTHERHOOD BUT ANOTHER THIRD SAY THEY FEEL "optimistic" ABOUT THE IDEA, AND 13% FEEL "empowered"



# Black Moms Are Fighting For Urban Education



BLACK MOMS WERE FAILED BY THE SAME EDUCATION SYSTEMS  
THAT ARE NOW FAILING THEIR FAMILIES

“According to the National School Board Association, out of Black students from families living in poverty 64% have parents whose education level is less than high school, 45% live in mother-only households and 35% live in father-only households.”

# Black Moms Are Fighting For Entrepreneurship Equity



BLACK MOMS ARE NOT RECEIVING EQUITY IN ENTREPRENEURSHIP OR CAREER ADVANCEMENT WHICH IMPACTS OUR ABILITIES TO CREATE ECONOMICALLY EMPOWERED FAMILIES AND COMMUNITIES.

"4 million new jobs and \$981 billion in revenue would be added to the economy if the average revenue of minority women-owned businesses matched that of white women-owned businesses."

*STAT FROM THE American Express:  
2019 State of Women-Owned Business Report*

# Black Moms Are Fighting For Culturally Connected Health And Medical Support

BLACK MOMS ARE DYING THE MOST IN CHILDBIRTH AND OUR COMMUNITIES LACK MENTAL HEALTH CLINICS THAT CAN ADDRESS THE VARIOUS TRAUMAS WITHIN THEM.

According to the American Medical Association, Black women are three to four times more likely to die from complications surrounding pregnancy and childbirth than white women.



# Black Moms Are Fighting To End Inner City Fun Violence



According to the Center for American Progress, while Black Americans made up 12.5 percent of the U.S. population that year, they were the victims in 61 percent of all gun homicide.

# Why You Should Support Black Moms

- 60% of Black women agree they are more likely to purchase brands that support a cause they care about.
- More than two-thirds of Black women turned out to vote in the 2020 presidential election—the third-highest rate of any race-gender group.\*
- Black women now hold the top executive post in 8 of the 100 most populous cities, matching their proportion of the U.S. population, which is 7.8%. \*
- Black America is taking control of both the economic and media influence they hold and they are using it to invest in
- Black experiences, Black communities, and Black content.
- In 2020, Black Buying Power was at \$1.57 Trillion. In 2021, Black viewing power was at 1.06 Trillion.\*\*

*Stats are from Center for American Women and Politics and Nielsen AA Report*



URBAN MOM  
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NATIONAL BLACK MOM COALITION

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# About the Urban Mom Collective National Coalition of Black Moms and Hustle Mommies



The Urban Mom Collective is a Coalition of mom activists, bloggers, mom influencers etc. that are dedicated to impacting the lives of Black Moms within the urban community. This movement was founded by Ariel DeNey Rainey, CEO of the Hustle Mommies nonprofit, as a way to unite with other Black moms and mom movements passionate about the state of Black moms and their families. This collective of moms are dedicated to fighting for change and ensuring Black moms voices are elevated and that we have seats at the tables that can make the biggest difference in our communities.



The Hustle Mommies nonprofit and brand is a movement designed to empower urban, inner city moms to be leaders in their homes and their communities. We are dedicated to helping urban, inner city moms thrive by providing them resources that will help them become greater as an individuals and moms. Our programs are focused on five focus areas which are emotional wellness, urban education, inner city gun violence, effective parenting and career/entrepreneurial development where the main goal is help our moms become whole, effective moms that are thriving in their careers and businesses. Some of the organization's programs include its urban education initiative #EducateUS, the gun violence awareness initiative PAINT THE HOOD ORANGE where they are dedicated to curing hood trauma™ as well as Moms Mean Business program and conference.



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Ariel DeNey  
Rainey -  
Founder Hustle  
Mommies and  
Founder & CEO  
of UMC National  
Black Mom  
Coalition



Ariel DeNey Rainey is a Global Creative Strategist and Urban Family Advocate that provides change to the world by gala among moms and professionals to fight for change. She has worked with brands such as American Black Film Festival, MC Lyte's Hip Hop Sisters organization and BET as a Creative Strategist for their digital and non-digital needs.

Ariel DeNey is the mastermind behind the Hustle Mommies nonprofit organization and movement where she has connected hundreds of mothers to careers, personal development, celebrity engagement, grants and scholarships, and a plethora of other resources. Her Facebook community of over 58,000 moms has become a social media hot spot for urban moms seeking to promote their business and elevate their parenting skills. Since the 2020 pandemic, the Hustle Mommies helped to bury 16 kids who have been affected by inner city gun violence and it lead to the creation of the initiative PAINT THE

ORANGE as a campaign to support her efforts to end hood trauma within Black, urban neighborhoods. This campaign has held over 15 block parties in the Chicagoland area that connected residents to resources, over ten toy drives for communities impacted by gun violence and established the TASK FORCE AGAINST GUN VIOLENCE that is now advocating for policy change surrounding gun violence.

As a true hustling Mompreneur, Ariel and the Hustle Mommies team has created programs for Black mompreneurs that focuses on business development, entrepreneurship, funding, and mentorship. The Pitch Like a Mom™ pitch competition series, Moms Mean Business program and conference were designed to ensure moms plagued by socioeconomic issues can launch and scale their businesses. Pitch Like a Mom™ launched in November 2022 and five moms in Chicago's North Lawndale community were able to win a piece of the \$50,000 cash prize.

Under her leadership, the Hustle Mommies organization has received awards and accolades from Mayor Aja Brown and the City of Compton, President Eric Adams and the Brooklyn Borough President, the WNBA Chicago Sky basketball team, the Chicago Bears, Chicago Urban League, New Leaders Council and received recognition from the President Barack Obama and The Obama Foundation. She is the proud mom of The Mogul Kids, creative collective of her children Morgan and DJ, and currently resides in the Chicagoland area.



## Meet the Urban Mom Collective Leadership Council

The UMC Leadership Council is composed of Black moms from across the country that are dedicated to pushing policy, stating the right conversations and bringing real resources to Black moms and their families.

Our collective is composed of many skill sets and talents ranging from blogging, influencer marketing, policy work and activism to name a few.

Our team is committed to bringing this march to life by working together as sisters dedicated to bringing solutions, the lived experiences and voices of Black moms to the table.

Meet the  
Urban Mom  
Collective  
Leadership  
Council



QUIANA ABIGAI

Blogger, Thought Leader,  
and Mom Activist (Inner City  
Gun Violence)



TIARA JORDAN

CEO and Founder Activate  
STL (Urban Education Lead



TANISHA HEMPHILL

CEO and Founder of Black Mom Resource  
and Black Tech Moms (Health and  
Wellness for Mom and Family Lead



SHANETTA DAVIS

CEO of The Davis Connect  
Consulting Agency (Equity in Career  
and Entrepreneurship Lead)



KAYWANDA LAMB

Author and CEO of Spanish for  
Black Girls



ASHLEY WRIGHT

Breastfeeding Influencer, Mom  
Activist and Blogger at Ms.  
Wright's Way



TANESHA GRANT

Executive Director and Founder  
of Parents Supporting Parents  
New York and Moms United for  
Black Lives New York

# Meet the Urban Mom Collective Leadership Council



CHIQUITHA MAYBERRY

CEO and Founder of  
Mother 2 Mothers



SARA MORRISON

Parent Activist at Choice for All



AYANA CLARK

Former Assistant to Former  
Congressman Bobby Rush,  
Community Servant and Activist



DANIELLE PORTIS

Therapist, Urban Community  
Advocate and Founder of RoseGold  
Crowns Mental Wellness



JENNY LEFLORE

Blogger and Mama Influencer  
at Mama Fresh Chicago



RACHAEL TURNER

CEO Of Rosemint Media,  
Brand Strategist & Designer

# Sponsorship Levels

# Exclusive Title Sponsor of the State of the Union Dinner 2023

## \$250,000

- Exclusivity and logo lock “Powered By Brand” of Black Mom State of the Union Dinner
- Brand recognition in all national, local and social media (Radio, Print & Web)
- Brand mention in all press releases
- Brand mention on the main stage at all events
- Opportunity for remarks at event Opening Press Conference
- Speaking opportunity for a brand executive at all events
- Brand logo inclusion on all Pre-Event email blasts
- Sponsor of a BLACK MATERNAL NEEDS MATTER conversation with Mom Celeb/Influencer on social media for pre event
- On-air, on-site Live-Remote interview opportunities with media partners
- One (1) 30 Sec. PSA/Promotional Ad at all events
- Customized Activation Opportunities
- Four (4) designated Influencers to promote Brand content
- Shared event signage – All events
- Prominent display of brand logo on the media wall
- Prominent Brand logo/link inclusion on the project website
- Opportunity for promotional giveaways
- Photo ops with celebrity endorsers and participants
- Prominent placement in post-event video

# Gold Partnering Sponsor

## \$125,000

- Exclusive Presenting Sponsor of Black Mom State of the Union Tour
  - Exclusivity as a presenting sponsor with "Presented By" Brand of 2023 Black Mom State of the Union Dinner
  - Brand recognition in all national, local, and social media (Radio, Print & Web)
  - Brand mention in all press releases
  - Brand mention on the main stage at all events
  - Speaking opportunity for a Brand Executive at selected events
  - Brand logo inclusion on all Pre-Event email blasts
  - Sponsor of a "BLACK MATERNAL NEEDS MATTER" conversation with Mom Celeb/Infleuncer on Social Media for pre event
  - On-air, on-site Live-Remote interview opportunities with media partners
- 
- One (1) 15 Sec. PSA/Promotional Ad at all events
  - Customized Activation Opportunities
  - Three (3) designated Influencers to promote Brand content at Black Mom State of the Union Dinner
  - Shared event signage – All events
  - Prominent display of brand logo on the media wall
  - Prominent Brand logo/link included on the project website
  - Opportunity for promotional giveaways
  - Photo ops with celebrity endorsers and participants
  - Prominent placement in post-event video

# Empowering Black Moms Sponsor \$75,000

- Exclusivity as a presenting sponsor with “Presented By” Brand of 2023 Black Mom State of the Union Dinner
  - Brand recognition in all national, local, and social media (Radio, Print & Web)
  - Brand mention in all press releases
  - Brand mention on the main stage at all events
  - Speaking opportunity for a Brand Executive at selected events
  - Brand logo inclusion on all Pre-Event email blasts
  - Sponsor of a “BLACK MATERNAL NEEDS MATTER” conversation with Mom Celeb/Influencer on Social Media for pre event
  - On-air, on-site Live-Remote interview opportunities with media partners
- 
- One (1) 15 Sec. PSA/Promotional Ad at all events
  - Customized Activation Opportunities
  - Three (3) designated Influencers to promote Brand content at Black Mom State of the Union Dinner
  - Shared event signage – All events
  - Prominent display of brand logo on the media wall
  - Prominent Brand logo/link included on the project website
  - Opportunity for promotional giveaways
  - Photo ops with celebrity endorsers and participants
  - Prominent placement in post-event video

# Black Moms Matter Sponsor \$30,000

- Listed as a community sponsor of the Black Mom State of the Union Dinner
- Brand recognition in select local and social media (Radio, Print & Web)
- Brand mention in select press releases
- Brand logo inclusion on select Pre-Event email blasts
- Shared event signage – All events
- Prominent display of brand logo on the media wall
- Prominent Brand logo/link included on the project website
- Opportunity for promotional giveaways
- Photo ops with celebrity endorsers and participants
- Prominent placement in post-event video

Black Moms are  
fighting for our  
communities...

Will you fight  
with us?

# Members in Action



# Thank You!

For more info, please contact:

**Ariel DeNey**  
**Rainey**



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312-972-9433



Website

[www.hustlemommies.org](http://www.hustlemommies.org)

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