Company Overview

BMBFA is a non-profit 501(c)3 organization.

GOAL
BMBFA’s goal is to have a national impact on the reduction of racial disparities in breastfeeding success for black families.

MISSION
BMBFA’s mission is to reduce racial inequities in breastfeeding support for black families.

VALUE PROPOSITION
BMBFA’s value proposition is to optimize the first food experience for black families through direct service, education, and advocacy.

VISION
BMBFA envisions positive cultural sentiments about breastfeeding, multi-generational breastfeeding support and encouragement within black families and neighborhoods.

AIM
BMBFA aims to build foundational networks of support, and strengthen systems to overcome historical, societal and social barriers to breastfeeding success.

OBJECTIVES
BMBFA’s objective is to provide education, valuable resources and ongoing support to black families and public/private agencies that service these families.
Leadership Address
Madame President Dr. Sekeita Lewis-Johnson

Dear Families, Stakeholders, Donors, and Community Partners,

On behalf of the Executive Board of Directors, please accept my heartfelt thanks for your continued support of Black Mothers’ Breastfeeding Association. Your contributions towards the never-ending mission to improve the lives of black families in Detroit and beyond is noticed and appreciated.

BMBFA’s momentum and contributions in 2019 surpassed the boards’ expectations; our achievements are many. First, BMBFA partnered with Brilliant Detroit and Evenflo Feeding to ensure families have safe non-judgmental spaces to nurse their children or take a break from pumping. The homes officially opened their doors on October 3, 2019. This means that seven homes throughout Detroit, Michigan have dedicated rooms that are open and accessible to breastfeeding families. I was humbled to learn that a mail carrier regularly stops to express milk and utilize facilities.

Through collaboration with the Michigan WIC, BMBFA has secured a WIC Breastfeeding Community Liaison for families in Detroit. The Community Liaison will provide peer breastfeeding support services to WIC eligible women outside the WIC setting in hospitals, clinics and the community. The Liaison will also provide services for BMBFA and associated partners. I am thrilled about the possible outcomes on the horizon from this partnership.

Lastly, Black Mothers’ Breastfeeding Club continues to be a strong force in the community for peer-to-peer breastfeeding support. It warms my heart when I hear families speak highly of BMBFA. I am often overwhelmed with a sense of pride to lead an organization with intentional efforts to improve the lives of black families.

Sincerely,

Sekeita Lewis-Johnson, DNP, FNP-BC, IBCLC
President Black Mothers’ Breastfeeding Association

Leadership Address
Founding Executive Director Kiddada Green

Dear Stakeholders,

At Black Mothers’ Breastfeeding Association (BMBFA), we are extremely grateful to be part of a community that works industriously to improve the quality of life for black families. Side-by-side, hand-in-hand, we work daily with our families to amplify their voices. Community engagement is at the core of what we do.

With the help of our BMBFA families, we have created a community-centered space for mothers to interact, exchange ideas and make decisions about their lives. Community work is challenging for so many reasons. My tenure with BMBFA has shown me firsthand the intricacies, as well as the politics associated with this work. I feel the full capacity of Bell Hooks’ quote — “What we do is more important than what we say or what we say we believe.”

I am thankful for BMBFA’s presence and voice for black families at the local, state, and national levels.

I am exceedingly grateful to our BMBFA families, partners, board members, staff and stakeholders who continuously support our mission and embrace our vision for BMBFA’s future. I am confident that together we will continue to positively impact birth and breastfeeding outcomes.

This report is an overview of all that we have achieved in 2019. It could not have been done without the aid of all who continue to embrace us. Please enjoy this annual report as much as I have enjoyed serving the BMBFA community.

The journey continues...

With Love,

Kiddada Green, MAT
Founding Executive Director
INTERVIEWER: Why did you decide that BMBFA's community-based doula service was a good fit for you?
Zsadaja: I wanted a whole new approach to birthing. I didn’t want the typical shoot you in the back with medication. I wanted a more homeopathic approach, so that’s what I went for and I got Robena as my doula to help me on this path.

INTERVIEWER: What has the doula approach to birthing taught you?
Zsadaja: That I needed a greater support system. I wanted to breastfeed this time around but didn’t know much about getting started. When I met Robena, she had so much information. BMBFA’s doula is right by your side during delivery. They never left until my newborn latched for the second time to ensure I knew what I was doing and did not want.

INTERVIEWER: What other ways were you supported during labor?
Zsadaja: Robena kept me calm. She fanned me during labor, put chapstick on my lips, helped me develop my birthing plan and execute it. It was nice to have someone with me to tell the nurses and doctors what I did and did not want.

INTERVIEWER: Is there anything else you’d like to share?
Zsadaja: After you have a baby your hormones are all over the place, especially when you’re a new mom or if you’ve never had a baby before and it’s your first go-round. You need all the love and support that you can get. I got these visits from Robena the first week my baby was born. She made sure that I was okay and that breastfeeding was going well because you can have engorged breasts or have trouble getting the milk out. Complications lead some women to give up the best nutrition for their baby. She answered my question about nutrition to making decisions on what I needed to buy for the baby before his arrival.

INTERVIEWER: What was you support post birth?
Zsadaja: Definitely a lot of support before the baby comes. My mom was like, “Oh, I had a baby so long ago, I can’t really give you certain answers because I’m not refreshed on the topic anymore.” So I was like okay mom, I know my doula got me! She has answers from everything about nutrition to making decisions on what I needed to buy for the baby before his arrival. Robena surpassed support, we had more of a sisterhood.

INTERVIEWER: How was having a doula beneficial to you before the birth?
Zsadaja: After you have a baby your hormones are all over the place, especially when you’re a new mom or if you’ve never had a baby before and it’s your first go-round. You need all the love and support that you can get. I got these visits from Robena the first week my baby was born. She made sure that I was okay and that breastfeeding was going well because you can have engorged breasts or have trouble getting the milk out. Complications lead some women to give up the best nutrition for their baby. She answered my question about nutrition to making decisions on what I needed to buy for the baby before his arrival.

Breastfeeding Friendly Community Hubs
Guided by the voice of the community, BMBFA partnered with Brilliant Detroit and Evenflo Feeding to create breastfeeding/feeding friendly hubs in Detroit neighborhoods. Detroit families said they want these hubs to center a:• Safe space / no judgment zone• Women empowerment / sisterhood• Health, nutrition & bonding

Through a spirited partnership, we collaborated with Evenflo Feeding and Brilliant Detroit to add a dedicated breastfeeding room to each of the Brilliant Detroit homes in 7 Detroit neighborhoods; Brightmoor, Central/Piety Hill, Cody Rouge, Fitzgerald, Osborn, Southwest/Chadsey-Condon and Springwells. We were pleased to learn that a mailwoman uses one of the spaces daily to pump breast milk. Other families use the spaces when attending community activities or just to get a moment away from their homes.
Black Mothers’ Breastfeeding Club (BMBFC)

BMBFC is BMBFA’s signature program and has been running without interruption for 11+ years. And 2019 was non-stop for our families:

- 30 Club Gatherings
- 125 Participants
- 38% of Participants begin while pregnant with 81% returning after birth

What are moms saying about the club?

“I had shortcomings regarding breastfeeding. I don’t have support from my family for breastfeeding, nobody around me breastfed and I don’t know anyone who breastfeeds, so when I come to the club the community embraces me. This is actually my fifth kid and this is the most support I’ve ever had for breastfeeding. It’s better than going online because I get to learn from women who have actually been where I am.”

-Tiquana H.

“I really enjoy coming to these meetings, I feel like they’re very informational. Being able to hear other women’s experiences and their points of view on a lot of things. One major thing for me is extended breastfeeding. Originally, I was against it, until I started coming here and learned about the benefits for my child. It helped to change my mindset.”

-Lashawndra B.

“I like how I am able to breastfeed my baby at the meetings. So many times people will stare at me and ask me to cover up in public, that doesn’t happen here, they are open and accepting. Plus I can ask questions here without being judged.”

-Victoria S.

Community-based Doula Program

We are proud to be a HealthConnect One accredited Community-based Doula site and provider of Community-based Doula Training. This year it brought us great joy to be recognized by the State of Michigan Department of Licensing and Regulatory Affairs as a licensed proprietary school for community-based doula training. The expectations are high and our community-based doula trained (pun intended):

- 40 new babies were born
- 652 home visits provided
- Attended more than 30 community events and classes providing prenatal, labor, postpartum and breastfeeding information and education

Motown Experience: Birth & Breastfeeding Conference

“This Motown Experience has topped all the other conferences attended. I’m still smiling, eight days following the conference. The pre-conference sessions were absolutely wonderful. The conference sessions allowed a community programming lens to research. I’m excited and wonder how you are going to “top” this conference next year!”

- The bus tour was great and the speakers were so inspiring. I loved the messages and connecting with other people who provide services to mothers and their babies.”

- This was a great experience. I loved how people from different backgrounds were able to come together and share how they are working to improve breastfeeding and maternal infant health outcomes for black mothers.”

We raised $24,000 in sponsorship. We attracted 108 attendees from 20 different states with a strong concentration of Michiganders (63%).

Motown Experience: Birth & Breastfeeding Conference

We partnered with Make the Breast Pump Not Suck, we brought together innovators, designers, community members, birth advocates and leading companies for the city’s first ever birth and breastfeeding hackathon, Family Innovation Teams and Detroit’s families created solutions for our city’s maternal child health crisis. Here’s what participants had to say:

My favorite part of the event was:

“...Everything! The harmony and opportunity to collaborate with individuals w/ expertise and the space to just give time to ask questions of your ideas and be creative.”

“...Everything. Seeing what everyone comes up with in one weekend. Seeing that Black women are...innovators and have the passion to see the change in our communities.”

The most impactful parts of this event include:

“...Innovating with women that look like me.”

WIC Breastfeeding Community Liaison

We partnered with Michigan WIC to help fill a void for breastfeeding support that exists in the community. Michigan WIC has provided BMBFA with a Breastfeeding Community Liaison to support families in community settings. At the close of the year, we forged partnerships for this initiative with Focus: HOPE, Crossroads of Michigan, Alternative for Girls and Brilliant Detroit. We look forward to reporting the great results of this collaborative work.

Detroit Birth & Breastfeeding Hackathon

In partnership with Make the Breast Pump Not Suck, we brought together innovators, designers, community members, birth advocates and leading companies for the city’s first ever birth and breastfeeding hackathon, Family Innovation Teams and Detroit’s families created solutions for our city’s maternal child health crisis. Here’s what participants had to say:

You kind of had to be there, but in case you weren’t — here’s more insight:

97% reported that their overall conference experience was good/excellent

91% reported that they are returning in 2020

~ That’s what attendees had to say about our first-ever 3-day conference.

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2019 Year in Review

MONTHLY HIGHLIGHTS

January

February
Founding Executive Director, Kiddada Green, keynotes the Racine County Breastfeeding Summit.

March
Hosts Trauma Informed Care Training by Dr. Carolyn Dayton.

May
Presents The 1st Annual Motown Experience: Birth & Breastfeeding Conference.

June
Contracts with Henry Ford Health System in collaboration with the Institute for Healthcare Improvement to reduce racial disparities in maternal health & mortality.

July
Community-based Doula, Robena Hill begins serving as co-secretary for the Wayne County Breastfeeding Coalition.

August
Creates 7 Breastfeeding-Friendly Community Spaces in partnership with Brilliant Detroit and Evenflo Feeding.

September
Featured in TheRoot.com for high-tech solutions to reduce maternal mortality.

October
Approved as State of Michigan Licensed Proprietary School for Community-based Doula Training.

November
Featured in the Detroit Free Press as a model program to reduce infant mortality.

December
Raises $2368 for Giving Tuesday.

What’s Next, 2020?

Birth & Breastfeeding Leadership Institute
A pioneering model that builds community leadership at the intersection of racial equity and maternal-child-health with a special interest in birth and breastfeeding outcomes.

Mobile Application
A mobile application for hosts of parenting groups used to improve service delivery and therefore, improving birth outcomes.

For group participants...
- Stay connected with group members
- Rewards and social media interaction
- Stay abreast of upcoming meetings
- Chat with other breastfeeding moms and share your breastfeeding journey

For group hosts...
- Participant feedback
- Informed decision making
- Data collection & reporting
- Send notifications with helpful parenting, perinatal and breastfeeding tips

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**BMBFA**

**Revenue | Expenses | FY2019**

### Total Revenue

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<tr>
<th>Source</th>
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<tr>
<td>Grants from Foundations</td>
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<td>Individual &amp; Corporate Contributions</td>
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### Total Expenses

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**Funders**

- W.K. Kellogg Foundation
- Michigan Health Endowment Fund
- The Jewish Fund

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**Friends of BMBFA**

**Benefactors**

- Elizabeth Brooks
- Kiddada Green
- Meredith Freeman
- Socra Clary Brown
- Susan Gough
- Elizabeth Brooks
- Kiddada Green
- Meredith Freeman
- Socra Clary Brown
- Susan Gough

**Contributors**

- Ann Bruce
- Delores Williford
- Diane Thompson
- Donna Murray
- Jean Kerver
- Julia Weatherby
- Kelsey Gianou
- Monet Moutrie
- Megan Hanley Jackson
- Mildred Johnson
- Lauree Busch
- Lynette Smith
- Nora Flood
- Paulette Dunbar
- Rachel Moody
- Valerie Vanderlip
- Victoria Washington

**Supporters**

- Barbara Robertson
- Dennis West
- Gina Aiuto
- Jessica Hollinger
- Barbara Robertson
- Dennis West
- Gina Aiuto
- Jessica Hollinger
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