ReImagine MotherHood

Corporate Sponsorship

OVERVIEW

- Founded: 2025
- Steering Committee size: 21 organizations
- Headquarters: Los Angeles, CA
- Estimated LA County residents served:
  - » Target Coalition members: 200 organizations and individuals by June 2026.
  - » Residents participating in initial baseline Motherhood Experience survey (released July 2027): 20,000+ - 25% of annual birthing population with an emphasis on the most vulnerable populations.
  - » Strategic Plan Developed and Implementation Launch: July 2029.
  - » Jobs Created since 2025: 24 Community Health Workers
- Steering Committee Member Organizations & Key Partnerships: African American Infant and Maternal Mortality; All 4 Kids; Asian American Drug Abuse Program; Baldwin Hills Conservancy; California Black Women's Health Project; Center for Health Equity; El Nido Family Center; El Sol Neighborhood Educational Center; Frontline Doulas; LA Commons; Mothers Rising 4 Guaranteed Basic Income; The Nonprofit Partnership; Rising Communities; South Los Angeles Decides Regional Task Force.

OUR MISSION & VISION

ReImagine MotherHood campaign is on a mission to end infant and maternal mortality in Los Angeles County by 2050. ReImagine MotherHood will surround pregnant mothers with professional teams that ensure moms, babies, and future generations receive the love, knowledge and continuous care they need to thrive.

WHO WE HELP

ReImagine MotherHood will help solve some of the hardest issues standing in the way of ending infant mortality, including disparities amongst Black mothers, who are 4 times more likely to die as a result of pregnancy than any other population in LA County.

Currently, organizations on the Steering Committee deliver core programs and services, that uplift families and strengthen communities to improve well-being in high-need populations throughout Los Angeles County, creating a brighter, healthier future for all.

STATISTICS: WHY THIS MATTERS

The following statistics underly the grave issues experienced by women residing in Los Angeles County. Information presented is from California Budget & Policy Center's annual report on CA Women's Well-Being Index, released in August 2024:

- LA County ranks 45 (out of 58 counties, where ranking of 1 is the best) in percentage of women who are in Fair or Poor Health (2018-2022)
- 26% of women in LA County report delayed medical care with a ranking of 45 out of 58 counties
- 10% of women residing in LA County are without health care coverage
- 20% do not feel safe in their neighborhoods with a ranking of 57 out of 58 counties
- 40% face food hardship and are unable to afford enough food
- Childcare costs 65.2% of a woman's median annual earning in LA County.

The infant mortality rate (IMR) of a population can be determined by measuring the number of infant deaths for every 1000 live births^:

Race/Ethnicity	LA County IMR (per 1,000 births 2023)
Average	4.0
African American/Black	8.9
White	2.6
Asian American	2.7
Hispanic	4.3

^LA County Department of Public Health, Division of Maternal, Child & Adolescent Health, Health Promotion Bureau. Vital Statistics Data Summary: African American Infant and Maternal Mortality Prevention Initiative (AAIMM). 2023.

WHY NOW

- Federal legislation includes nearly $1 trillion in Medicaid cuts, the largest healthcare reductions in U.S. history.
- Los Angeles County is highly affected. One in three residents relies on Medi-Cal for healthcare.
- County health and social service departments face $2.4 billion in projected funding losses over the next three years, likely resulting in hiring freezes, layoffs, service consolidation, and facility closures.
- Coverage and food assistance are already declining. Between June-December 2025, more than 135,000 LA County residents lost Medi-Cal coverage, and 80,000 were disenrolled from CalFresh.
- Public health clinics are closing. Due to over $50 million in funding cuts, the Los Angeles County Department of Public Health closed seven clinic sites on February 27, 2026, reducing access to care for local communities.

WHY BE A SPONSOR

Brand Visibility

Align your brand with a bold, transformative mission to support infant and maternal health and wellbeing. As a sponsor, you'll increase visibility among changemakers, healthcare advocates, local families, and community partners who support equitable, community-driven solutions in maternal health and wellness.

Community Impact & Social Responsibility

Show your company's commitment to health equity and community empowerment. By supporting coalition efforts, you are uplifting families, building resilient neighborhoods, and advancing long-term solutions to systemic health disparities. Your sponsorship strengthens your brand's reputation as a catalyst for positive change.

Meaningful Engagement Opportunities

Gain direct access to a diverse and deeply engaged network of families, youth, health professionals, and community leaders across Los Angeles County. From community events and resilience hubs to arts and transformative programs, you'll have authentic opportunities to connect with the people and neighborhoods driving progress on the ground.

CONTACT US

www.risingcommunities.org
advancement@risingcommunities.org
(323) 295-9372 x210
4335 W Adams Blvd., Suite 200, Los Angeles, CA 90018

Sponsorship Packages

ReImagine MotherHood Pledge 2050 Contributor Levels

Contributors are helping to ReImagine MotherHood by building a stronger, safer, more resilient Los Angeles County. Your pledge of time, talent and resources will help end this preventable tragedy.

Contributor Pledge Levels

COMMUNITY CIRCLE

- Logo placement across socials
- Member of Coalition Circles with access to curated activations by interest and sector

ALLY - $2,050

CAREGIVER - $5,000

HEALER - $7,500

LEADER CIRCLE

- Logo placement across socials
- Member of Coalition Circles with access to curated activations by interest and sector
- Recognition at our first ReImagine MotherHood Coalition Convening in June 2026!!
  - » Opportunities to create or participate on panels and workshops
  - » Opportunities to advance solutions that support safe childbirth

PROTECTOR - $10,000

NURTURER - $15,000

MENTOR - $20,000

VISIONARY CIRCLE

- Logo placement across socials
- Member of Coalition Circles with access to curated activations by interest and sector
- Recognition at our first ReImagine MotherHood Coalition Convening in June 2026!!
  - » Opportunities to create or participate on panels and workshops
  - » Opportunities to advance solutions that support safe childbirth
- Sponsorship recognition at over 75 Rising Communities' annual community events engaging 5,500 residents at minimum.
- Invitation to be a guest on the new Chance to Rise Podcast with Jermel Nakia, Actor & Philanthropist and Dr. Michelle Burton, CEO of Rising Communities

BEACON - $25,000

ARCHITECT - $50,000

STEWARD - $75,000

ELDER - $100,000

Sign the Pledge!!

ReImagine MotherHood Pledge Form (w/ QR Code).