



**I'M A SURVIVOR  
BREAST CANCER  
CAMPAIGN**

**blackgirlhealth**  
INC *foundation*





## What is the Black Girl Health Foundation?

Black Girl Health Foundation, Inc (BGHF) is a non-profit 501(c)3 that creates pathways to improve the health and quality of life of underserved black women through engagement, education, and empowerment. At BGHF our mission is to reduce racial and health disparities, increase health literacy, and produce changed behaviour among black women. Our work is centred around disease prevention, improving reproductive and mental health, and adapting healthier habits through nutrition and exercise.

How do we execute our mission? BGHF engages and educates Black women through its College Ambassador Program which recruits female students from HBCU's and predominantly black educational institutions to become health ambassadors of their communities. The ambassadors support BGHF staff in providing outreach and advocacy to African American women through social media campaigns and virtual and in-person community educational workshops.

Black Girl Health Foundation has (3) campaigns spearheaded by the college ambassador program; which include "Superwoman Project, Minds Matter, and I'm A Survivor". All campaigns include information informed by resources from our biggest foundation partners, which is the National Library of Medicine and National Institutes of Health. In addition, all campaigns educate the community with a series of virtual and in-person workshops that take place in urban cities all across the country. For each workshop series BGHF partners with community organizations in that particular city to help boost awareness and marketing efforts.





## What is I'M A SURVIVOR BREAST CANCER CAMPAIGN?

***I'm A Survivor" is a 30 day Breast Cancer Awareness Campaign***

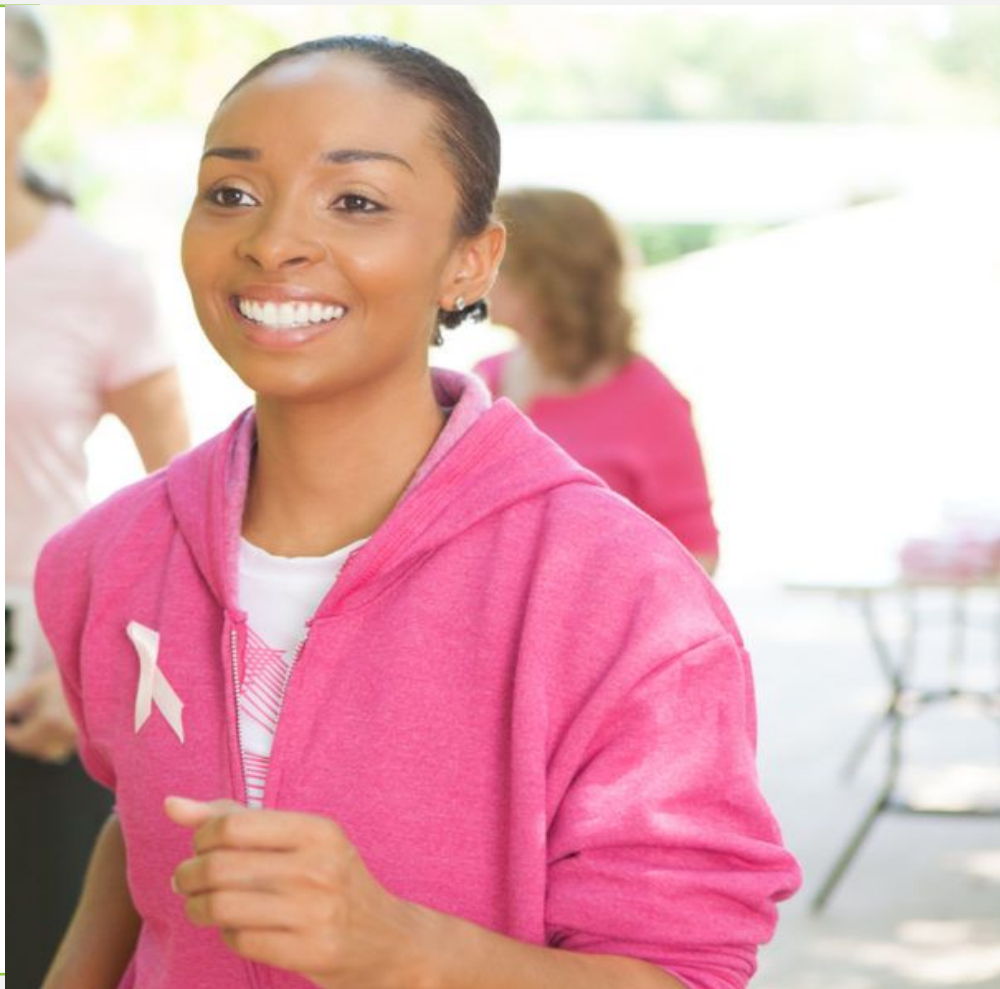
**Who:** Lovingly orchestrated by our College Ambassadors

**What:** We are encouraging women of color to connect with a breast cancer survivor they know and take a 5k walk to learn about their personal journey of surviving breast cancer with hopes that their story will resonate and encourage you to take control of your health. We will feature survivor stories on our social media pages.

**Where:** The 5k walk can take place anywhere in your community.

**When:** We are encouraging women to join the campaign and conduct their 5k walk anytime between October 1st and 31st.

**Why:** To increase knowledge of breast cancer and best practices regarding awareness and screening amongst women of color in the Millennial and Gen Z populations.



# ***OUR TARGET AUDIENCE***

Our program targets African American women ages 20-38 .*Our target audience is young African American women ages 20-38 and breast cancer survivors* ; these years are crucial in increasing a Black woman's knowledge of her body and breast health best practices.

Breast Cancer Prevention Partners notes that breast cancer has the highest mortality rate of any cancer in women between ages 20-59; breast cancer incidence is higher among African American women younger than 45 years of age than it is white women; and African American women have a thirty-one percent (31%) breast cancer mortality rate, which is the highest of *any* racial or ethnic group in the United States.



## Why is “I’m A Survivor” Important?



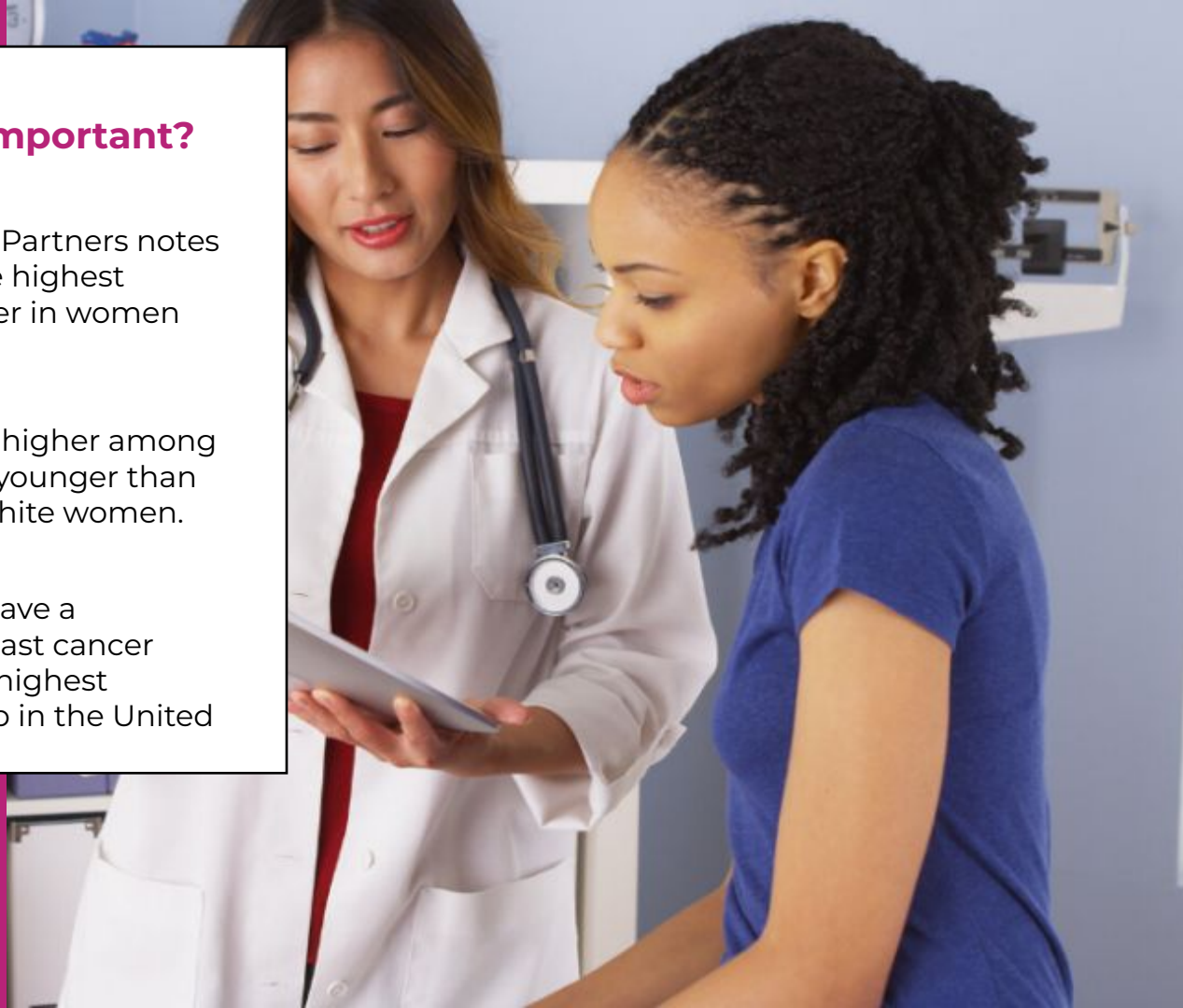
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# ***Why is “I’m A Survivor” completely digital?***

It's simple, Black women are online — the Pew Research Center has data supporting the fact that Facebook and Instagram are powerful tools for spreading information, within our target demographic. African American women ages 20-38 . Facebook is the most widely used social media platform & among online adults ages 18-29, Instagram’s user rate climbs to sixty-seven percent (67%). Furthermore, online programming allows BGHF to use our advertising dollars as effectively and efficiently as possible. With online advertising, we can directly target our desired age range, interests and behaviors, and zip codes (a practice known as geo-targeting); when combined, this offers us the best chance of reaching African American women specifically.

## ***What is a Virtual 5k***

BGH F's Survivor 5k Walk was created to encourage black women in national to share a 5k walk with a breast cancer survivor. The objective is to encourage the BGH Foundation audience to pair up with a breast cancer survivor for a 5k Walk. During the walk we want the survivors to share their story with their partner. Tell them about things that you wish you would have known or heard before your own diagnosis. How did you know you needed to go to the doctor? What did your lump(s) feel like? How old were you when you got your diagnosis and at what stage?

[Race Sign Up](#)



# Sponsor Levels

- Logo on event website
- Logo on digital flyers
- Social media acknowledgement
- Logo in BGHF newsletter
- Logo airs during a commercial break of the virtual event.
- 2 (60) second video advertisement to promote company or message that airs during the event.
- Six (6) free I'm a Survivor Virtual 5K Walk registrations

**Gold \$5000**



**Silver \$2500**

- Logo on event website
- Social media acknowledgement
- Logo in BGHF newsletter
- Logo airs during a commercial break of the virtual event.
- 1 (60) second video advertisement to promote company or message.
- Four (4) free I'm a Survivor Virtual 5K Walk registrations



**Platinum \$7500**

- Logo on event website
- Logo on digital flyers
- Social media acknowledgement
- Logo in BGHF newsletter
- Logo airs during a commercial break of the virtual event.
- 4 (1-2) minute video advertisements to promote company or message during the event.
- Sponsors can make a special kickoff message at the event.
- Eight (8) free I'm a Survivor Virtual 5K Walk registrations



***For information to become  
a community partner  
please contact***

***info@blackgirlhealthfoundation.org***

