

Empowering A Generation of Well Black Women



Established in June 2012, [The Foundation for Black Women's Wellness](http://www.ffbww.org) is a Wisconsin-based non-profit organization committed to **Empowering A Generation of Well Black Women**. Each year we reach, engage, and serve over 3000 women and girls through year-round health promotion, preventative education, advocacy and crisis support, and learning opportunities that empower them to improve their whole-life wellness. Our core mission is to eliminate health disparities and other barriers impacting the lives of African American women, and to move Wisconsin from worst to best for Black Women's health.

Today, African American women account for roughly 7% of the U.S. population and 14% of the total population of all women, yet are over-represented in all major categories of illness, including hypertension, heart disease, diabetes, cancer, stroke, obesity, and reproductive disorders. These realities are consistent nationally and here in the State of Wisconsin where we lead the nation in health, [birth](#), and quality of life disparities for Black women and families, and where the life expectancy gap for Black women is growing. This cycle of disparity is compounded by unacceptably high levels of poverty and financial insecurity impacting Black communities across our county and state. As Wisconsin continues to rank first in the nation for racial inequality across health, wealth, education, and nearly every quality of life measure, our organization works on the front lines to transform Black women's health from a tale to disparity to an empowered legacy of wellness and opportunity.

The Foundation works to disrupt the pattern of persistent disparity in the living, working and health conditions of Black women across Wisconsin and here in Dane County. We do this by **1)** partnering with health system and cross-sector partners to drive systems and policy changes that advance health, social, and economic equity, and **2)** by informing, inspiring, and empowering women to build and sustain stable, healthy lives while developing their leadership as change agents and Wellness Ambassadors within their communities.

Over the last 9 years, The Foundation for Black Women's Wellness has mobilized a movement in the Greater Madison and surrounding area to intentionally address and improve Black women's health. This past January 2020, Founding CEO & President Lisa Peyton-Caire and team opened Dane County's first **Black Women's Wellness Center** after a successful crowdfunding effort that garnered national recognition as a [GoFundMe Hero](#).

Our center temporarily closed in March 2020 due to the COVID-19 pandemic, and in the interim, we have moved our programming online and launched COVID-19 relief efforts to address the exacerbated needs, gaps and inequities impacting Black women. These women and mothers are disproportionately heads of household, primary or sole breadwinners, and essential workers experiencing elevated income and housing insecurity, and mental and physical distress. To date the Foundation has dispersed \$50,000 in the COVID-19 response supporting 139 families with eviction prevention and essential needs, with a wait list of 100+ applicants: 94% of applicants are African American, 95% of applicants are Women, 70% of applicants have children in the home under the age of 18; **49% of applicants are unemployed.**

We invite your support of our efforts as we continue to do our part to elevate and transform Black women's health and well-being in our community.

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