



THE  
CURRENT  
PROJECT

# THE TEN28 PROJECT:

*Rise | Reclaim | Rest*



## OUR FOUNDING MOTHER

*Alisha L. Gordon*

Alisha L. Gordon, an accomplished educator, faith leader, social strategist, and entrepreneur, knows firsthand the struggles faced by single mothers. Like many others, Alisha had to put her dreams of pursuing a journalism career on hold when she discovered she would be a mother during her senior year of college. Recognizing the disparity between the promise of education and the lack of tangible support and business opportunities, Alisha established The Current Project. Through this innovative initiative, Alisha aims to empower Black single mothers by connecting them with crucial resources that can transform their lives.

# OUR STORY

## *An Introduction*

At **The Current Project**, we are more than just an organization. We are a passionate community of champions seeking to bridge the gap between motherhood and economic stability. The importance of this work cannot be overstated. **Black single mothers** face unique challenges, including higher rates of poverty, limited access to quality education and healthcare, and systemic barriers to economic opportunity.

Our unwavering dedication lies in empowering women and honoring their resilience as they break barriers and uplift one another. Our next step in this journey is the **TEN28 Project**.



# WHAT IS TEN28?

The Current Project's TEN28 Project is a groundbreaking initiative with a mission to transform the lives of Black single mothers across the United States. By targeting **10%** of this demographic by **2028** through *strategic programming, digital and in-person mobilization, and policy engagement*, we're not just changing lives; we're altering the socio-economic fabric for generations to come.



# OUR NORTH STAR

*Reaching 10% of Black single mothers by 2028 is an ambitious goal, but it's also a critical tipping point. It represents the scale of impact necessary to enact meaningful, lasting change. This level of engagement will not only provide immediate support to hundreds of thousands of women and their families but will also lay the groundwork for systemic change through policy advocacy and community empowerment.*

# *PRIMARY DEMOGRAPHIC*

**77%** OF OUR NATIONAL  
SURVEY RESPONDENTS  
ARE "MIDDLER MOMS"

A "middler mom" is a Black single mothers who out-earn social safety net, but under-earning to economically thrive. We estimate over half of the 4.2 million Black single mothers in the U.S. fall into this category - moving this group toward economic and social thriving accelerates community thriving by ten fold.

## **The Middler Mom Snapshot**

**49% live in the South**

**73% work in some capacity**

**70% have some level of  
college education**

**76% percent are civically  
engaged**



# OUR TASKS

The TEN28 Project's aim is to reach 10% of Black single mothers by 2028 through three targeted efforts:

## STRATEGIC PROGRAMMING

We develop and deliver targeted programs and resources that address the specific needs and challenges faced by Black single mothers. These programs aim to provide comprehensive support, including educational resources, career development, financial literacy, and mental health services.

## DIGITAL AND IN-PERSON MOBILIZATION AND COMMUNITY BUILDING

We leverage digital and in-person engagement to foster a strong and supportive network among Black single mothers. Our initiative, known as "The Current Collective," seeks to bridge the gap between virtual and physical spaces to create a robust network of support, information sharing, and solidarity. By leveraging the power of social media, and digital tools, along with organizing local events, workshops, and meetings, the project aims to mobilize Black single mothers, encouraging active participation and engagement within the community.

## POWER BUILDING THROUGH POLICY AND DATA RESEARCH AND ENGAGEMENT

We conduct data research and policy engagement to advocate for systemic change. By gathering and utilizing data, the project aims to inform and influence public policy, advocating for changes that will benefit Black single mothers and their families. This effort involves collaborating with policymakers, stakeholders, and advocacy groups to ensure that the voices and needs of Black single mothers are heard and considered in the policymaking process. We endeavor to create a more equitable and just society where Black single mothers have the opportunities and resources necessary to thrive.

# ***TEN28 PROJECT EFFORTS***

*The TEN28 Project will kick off with three opportunities for engagement:*

## **RISE**

**The TEN28 Summit**

**April 1**

## **RECLAIM**

**The Current Ball**

**May 2**

## **REST**

**A Mother's Day of Rest  
Wellness Activation**

**May 11**



# CAMPAIGN SCHEDULE

## Rise

APRIL 1 - MAY 31

In a series of three virtual discussions, the **TEN28 Summit** acts as a beacon of innovation and collaboration in an interdisciplinary approach to spark innovation, inspire policy reform, and cultivate community-led initiatives.

## Reclaim

MAY 2

We will host *The Current Ball* fundraiser on May 2nd in Atlanta, GA to honor Black single mothers who are doing impactful work in their communities.

## Rest

MAY 11

The campaign launch will end with an in-person activation, *A Mother's Day of Rest*. With local practitioners leading wellness activities Black single mothers will engage in restorative practices that are essential to their holistic thriving.

# TEN28 SUMMIT

## Our Potential Reach

Opportunities to reach audiences have exponentially grown thanks to recent media coverage of our groundbreaking data survey. We anticipate a broad reach through:

**Social Media** (Instagram, X (formerly known as Twitter), Facebook, TikTok).

**Digital Media** (news media coverage in 2024)



\*ABBREVIATED LIST



## THE TEN28 SUMMIT SCHEDULE OF EVENTS

### Week of April 15th

#### **Kick-off: Data Influences Everything**

Join an expert panel of educators, policy makers, Black single mothers, and other stakeholders as we take a deep dive into our groundbreaking national data report and explore the role and importance of data in the sculpting of policies and strategies that empower and sustain the lives of Black single mothers.

### Week of May 6

#### **"Choice-Filled Lives:" The Stories that Shape the Worlds of Black Single Mothers**

*The personal narratives of Black single mothers are one of the most powerful tools we have in shifting public perspective. In a deeply intimate conversation, mothers share the complex experiences in their lives that reveal the many entry points into Black single motherhood.*

### Week of May 20

#### **From the Sacred to the Secular: The Presence and Influence of Black Single Motherhood**

*Dissecting the presence and interpretation of Black single mothers in biblical texts, Black culture, and how both shape our moral and social response to Black single mothers.*

\*DATES AND TITLES SUBJECT TO CHANGE

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# THE CURRENT BALL HONOREES

RECLAIM



## ***THE VISIONARY LEGACY AWARD***

This award recognizes a Black single mother who has shown exceptional resilience, leadership, and deep commitment to legacy making in her community.



## ***THE AUDRE LORDE ADVOCACY VANGUARD AWARD***

This prestigious award recognizes a Black single mother whose dedicated service has championed policies and initiatives that directly address the socioeconomic challenges faced by this community, with a proven track record of positive impact.



## ***THE THRIVING LIVES AWARD***

This award recognizes a nonprofit or foundation making a positive impact on the lives of black single mothers and their families through empowering programs, services, and a proven track record of dedication and improvement.

**\*NAMES SUBJECT TO CHANGE**

# SAME PURPOSE, ANOTHER CITY

***The Current Ball*** and ***A Mother's Day of Rest Wellness event*** are more than activations. These initiatives represent a powerful celebrations and empowerment of Black single mothers and the incredible communities that support them. This year, we're thrilled to be holding these events in the vibrant city of **Atlanta** where we will *Reclaim* and *Reimagine* the socioeconomic power of Black single mothers.

Atlanta boasts a rich history and culture deeply rooted in Black achievement and is renowned for its warmth and hospitality which create the perfect backdrop for an evening of joy and connection.

From the legacy of civil rights icons to the present-day success of Black businesses and organizations, Atlanta embodies the resilience and power of the Black community. Together, let's make an indelible mark on the city of Atlanta and beyond.

# A MOTHER'S DAY OF *Rest*

## WHAT IS A MOTHER'S DAY OF REST?

In our national survey of Black single mothers, **74%** described their stress level as moderate or high while **66%** reported having difficulty getting sufficient sleep.

**A Mother's Day of Rest** is a campaign encouraging Black single mothers to prioritize self-care. It starts with a commitment to foster communal support for rest.

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## THE COMMITMENT

Black single mothers commit to rest and community members pledge to support rest by offering to assist with things such as babysitting, resources, housekeeping, and groceries.

REST



## A Mother's Day of Rest Wellness Event

We want to make a meaningful investment in the lives of Black single mothers by creating a space where they feel seen, heard, and are able to connect with other mothers through intentional wellness practices. This three-hour event aims to help mothers hit reset, take some time for themselves, and hear from a panelist of Black women wellness leaders to equip them with the tools to maintain their rest practices.

REIMAGINE

# SPONSORSHIP OPPORTUNITIES



Our robust sponsorship packages uniquely position your story and commitment to the thriving of Black single mothers across the country.

## The Innovator's Circle

*One Sponsorship Available*

*Title Sponsorship (Sponsor for all Three Events)*

**\$25,000**

- The opportunity to name and fund a significant micro-grant, directly contributing to the empowerment of Black single mothers.
- A prime 1-minute speaking slot at The Current Ball Gala to share your organization's commitment to social equity.
- Present an Award to Awardee at The Current Ball
- 7 Tickets to The Current Ball
- 30-second feature during TEN28 Summit (pre-recorded)
- Signage and Public Recognition/Logo at all Activations
- Private Lunch with Executive Director, Board Members, Funders, and Awardees (or early access to the gallery for a private tour)
- Named as a member of the Innovator's Circle, joining our highest foundation, corporate, and individual donors

## The Impact Circle

*Two Sponsorships Available*

- 4 Tickets to The Current Ball
- Signage and public recognition/logo at all three events
- Early Access to the Gallery for a Private Tour
- Named as a Member of the Impact Circle, Joining the Top 30% of our Foundation, Corporate, and Individual Donors
- Special highlight at *Our Stories, Our Narratives* TEN28 Summit panel
- Participation in a virtual conversation with The Current Project's Executive Director, learning firsthand about campaign progress and impact

**\$10,000**

## Current Innovator

*Three Sponsorships Available*

- 2 Tickets to The Current Ball
- Signage and Public Recognition for *A Mother's Day of Rest* activation
- The Named Food and Beverage Sponsor
- Public Sponsorship recognition at The Current Ball and mention during the TEN28 Summit
- Feature on The Current Project's social media platforms, highlighting your commitment to Black single mothers

**\$5,000**

## Making It Happen

*Five Sponsorships Available*

- 1 ticket to The Current Ball
- Event Food and Beverage Sponsor or Art and Culture Sponsor (Music, Photography, etc.)
- Signage and Public Recognition for *A Mother's Day of Rest* activation
- Feature on The Current Project's social media platforms, highlighting your commitment to Black single mothers
- Invitation to exclusive webinars led by The Current Project's leadership, offering insights into the campaign's strategy and success stories

**\$2,500**



**Thank you for consideration partnering with us. To  
secure your sponsorship, email us at  
[info@thecurrentproject.org](mailto:info@thecurrentproject.org)**

