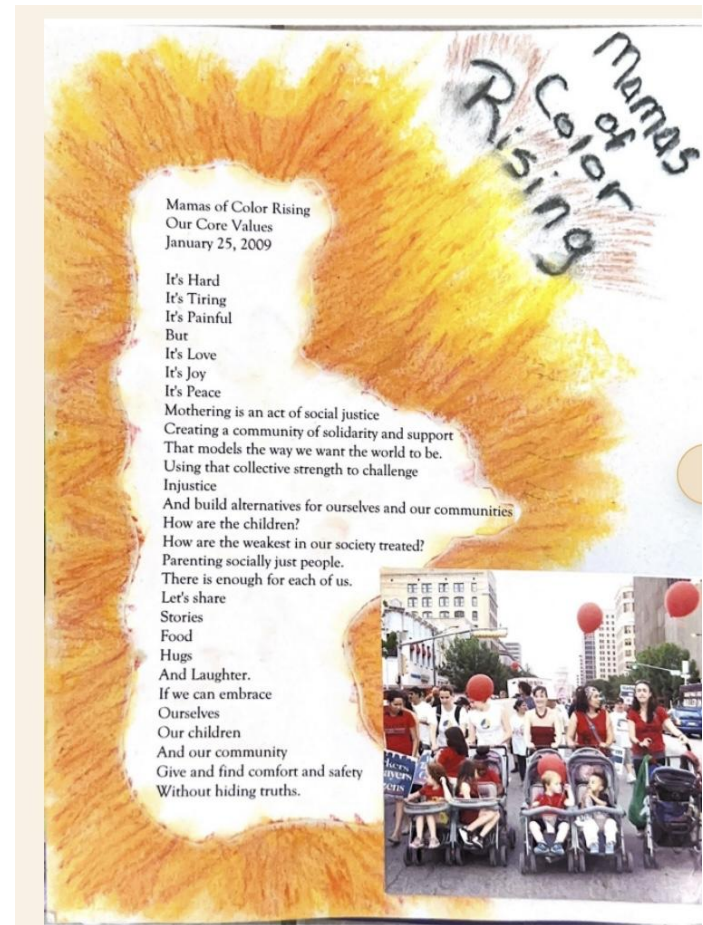




MSVW came from the clear need for reproductive justice for Black and Brown mothers. Not only the right to birth or not birth a child, but the right to raise a child in a safe and healthy environment.



A poem written by Mariana highlighting MOCR's core values.  
(2009)

# Mama Sana Vibrant Woman Historical Timeline

After years of community organizing that provided support for mothers in Austin. Lourdes Kaman, Paula Rojas, Jeannette Monsalve, and Kelle Coleman officially found **Mamas of Color Rising** (MOCR).

2008

MOCR, now **Mama Sana Vibrant Woman**, celebrates the launch of **Vibrant Woman Pregnancy Clinic** by hosting a community event featuring a live mural installation painted by artist TooFly at 12th & Chicon St.

2012



2010

MOCR begins their **advocacy work** targeting disparities in healthcare access women of color face during pregnancy and childbirth. They conduct their first survey to find out the issues most important to mothers of color.

2013 - 2015

MSVW begins offering peer support and education for expectant mothers through **Pregnancy Circles, Birth Circles, Childbirth Preparation Workshops, and the creation of a Birth Companion Program**, offering doula support to women of color.

MSVW collaborates with other community organizations to produce the **"Austin - a 'Family Friendly' City: Perspectives and Solutions from Mothers in the City"** a report shedding light on the ongoing racial disparities in Austin.

2015

MSVW **officially becomes a 501(c)3 non-profit** and grows her team of staff, volunteers, trained doulas, and culturally responsive healthcare practitioners.

2018



2016

In response, Austin City Council budgeted funds for community-based, culturally specific, non conventional health equity projects. **MSVW begins to access grant funding from organizations such as Austin Public Health, the St. David's Foundation, Groundswell Fund and other local philanthropies.**

2019

MSVW begins providing more **holistic healing efforts** such as: yoga, sound therapy, acupuncture, massages, lactation sessions, and therapy. MSVW adopts a **horizontal leadership structure** utilizing circles.

MSVW adapts programs to address mental health stressors and increased isolation during the pandemic. We are **highlighted in the media** for our ability to maintain culturally congruent care despite the public health crisis.

2020

MSVW celebrates over **a decade of service** solidifying their reputation as a trusted community leader in maternal healthcare for women of color. We receive a grant from Austin City Council to begin Project Connect.

2023



Maternal Health Equity Collaborative

2021

MSVW **collaborates with other reproductive justice organizations** to push for broader healthcare reforms. We also enhance our curriculum to include **domestic violence (DV) education and support**.

2024 - now

Today, MSVW is recognized as a **keynote organization** and featured in national conversations about reproductive justice and healthcare equity.

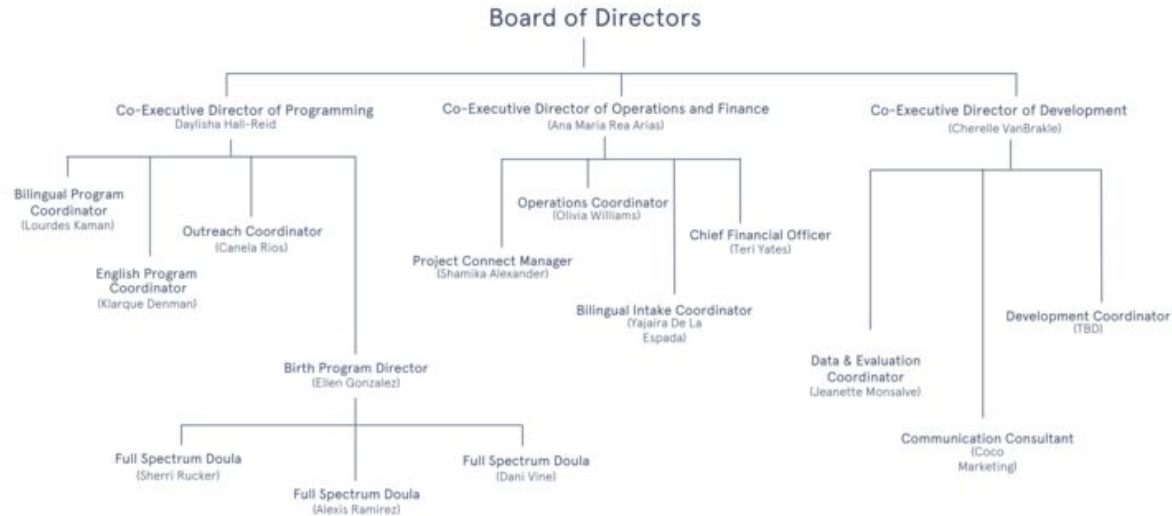


Published July 16, 2020  
MSVW # 10.8  
MSVW COVID-19 has been a time of great change in our world. Our coverage of the coronavirus outbreak is a testament to the power of the community. We continue to provide the best information to help you stay informed. Our team is committed to providing you with the most accurate and up-to-date information.

# Organizational Chart

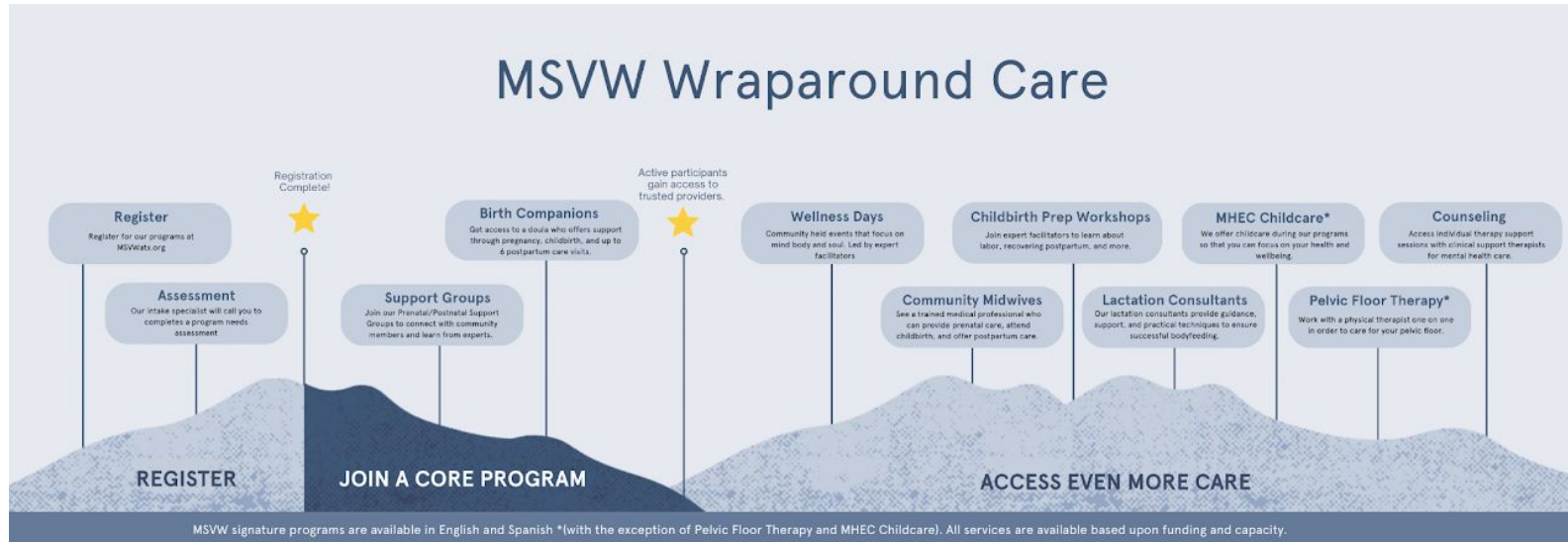
## MEET OUR CURRENT STAFF

### MAMA SANA ORGANIZATIONAL CHART



# Participant Journey

MSVW's prenatal and postpartum support groups offer free meals, childcare, nutrition support, sound therapy/yoga workshops, transportation assistance, birth companions/doulas, and midwifery care all free of cost.



## **Mama Sana Vibrant Woman Impact Data (estimated since 2016)**

**Total number of participants: 2000**

**Average Breastfeeding Initiation Rate: 90%**

**Average Healthy Birth Weight: Over 95%**

**Number of Meals Provides: 855**

**Number of participants supported by Doulas: 525**



## **Perinatal Housing Stability Program Impact Data (since late 2024)**

**Total Households received rental assistance funds for housing stability: 219**

**Households of Color served: 188**

**Low income households served: 196**

**Total children received housing stability: 479**

**Total rental assistance amount disbursed to support housing stability: \$669,259.00**

## MSVW Services

### Participant Impact (2016– today)

- “Life-changing” support during the most vulnerable season of life
- Participants report feeling empowered, informed, and confident entering high-risk, twin, immigrant, and first-time motherhood experiences
- Mothers describe reduced anxiety, fear, and isolation; replaced with peace, preparation, and emotional stability
- Immigrant and first-generation mothers share that MSVW became a refuge when family was not nearby
- Participants consistently say they felt seen, heard, respected, and non-judged
- Long-term impact reported months later: women continue practicing tools learned and credit the program for sustained physical and emotional well-being

MSVW is described as a blessing, transformative, and essential, not just support services, but a trusted community that changes maternal outcomes and lived experience.



## MSVW Project Connect Rental Assistance Program

### Participant Impact Data (2024–2026)

- Majority served in 2025; multiple families required support across 2024–2025, demonstrating sustained perinatal housing vulnerability
- **Overall Satisfaction:** Overwhelming majority rated 5/5
  - Likelihood to Recommend: Nearly all rated 5/5
- **Housing Stability Impact:** Vast majority rated 5/5
  - Participants report assistance prevented eviction and shelter entry
- **Financial Stress Reduction:** Most respondents rated 5/5
  - Significant reduction in eviction-related anxiety during pregnancy & postpartum
- **Operational Strengths:** Clear communication, responsive staff, efficient application & disbursement process

Data demonstrates rental assistance is a high-impact, homelessness-prevention intervention for pregnant and postpartum families in Austin.



## **Budget Recommendation**

We respectfully request that the Commission recommend:

- \$400,000 to maintain community-based perinatal services
- \$500,000 to maintain perinatal rental assistance (Project Connect)
- Total: \$900,000 to sustain current service levels

## **Why Sustain This Investment:**

- Prevents homelessness among pregnant and postpartum families
- Reduces maternal stress and supports healthy birth outcomes
- Demonstrates consistently high participant satisfaction and trust
- Preserves a culturally responsive, community-based model

Maintaining the full \$900K investment protects maternal health, stabilizes housing during high-risk periods, and prevents higher downstream public costs.



JOIN MSVW FOR A SPECIAL SCREENING OF

# TEDDY

BE THERE.  
MARCH 5TH  
TIME 7 PM  
AT AFS CINEMA

Join us for a special screening of "Teddy" short documentary about a male doula from Houston whose work challenges traditional perceptions of who can support birthing people.

DISCUSSION PANEL  
ABOUT INCLUSIVITY  
IN BIRTHWORK

THE RELAUNCH OF OUR  
COMMUNITY DOULA  
TRAINING PROGRAM

A CELEBRATION OF  
DIVERSE FAMILIES, CARE  
PROVIDERS, AND BIRTH  
ADVOCATES.

[CLICK TO GET  
TICKETS](#)

