

Touch of Gold Identity

We are a nonprofit organization that centers minority populations in the Metro Omaha Area and beyond on their journey of motherhood. Our purpose is to be the bridge between mothers and the support necessary to achieve healthy pregnancies, fulfilling births, successful nursing experiences, empowered parenting, and enriched lives.

Touch of Gold (ToG) focuses on maternal wellness to inspire global wellness. We believe women, mothers and families deserve to **live golden** in every way, by surrounding women and families with:

- *Quality, accessible maternal care and support* to improve health outcomes for mothers and infants
- *Collaborative efforts with community partners* to remove health barriers and lift up the strengths of our minority communities from preconception through parenthood
- *Proactive approaches* to improving maternal and infant health equity

Touch of Gold History

Our journey began by contemplating two ideals. The first is from one of the oldest, most widely read anthologies in human history. It is from the Biblical New Testament Book of Matthew (7:2) and is often referred to as *the golden rule*: “So in everything, do unto others what you would have them do unto you.”

The second ideal is based on a common practice around the globe which values both masculine and feminine energies and qualities. Numerous communities believe that, in order to achieve true enlightenment, peace, and balance, we must embrace the “Divine Feminine.”

Inspired by these deeply spiritual and communal approaches to how we treat others, ToG’s founders asked the crucial questions:

- ◇ *What if we upheld the golden rule to do for women and mothers as we would hope they would do for our families and community?*
- ◇ *What if we honored the divine feminine in every woman and mother, especially during their perinatal and parenting experiences?*

The answers to these questions can mean the difference between life and death, especially for minority women and their families. The consequences of *not* honoring the humanity and divinity of our mothers has led to a national crisis where Women of Color, especially Black mothers, are at a higher risk of mortality during pregnancy and childbirth.¹

Rooted in the ideals of mutual honor and respect, ToG chose to respond to our dire reality with a unique, collaborative, and woman-centered approach to help mothers and families **live golden**. On the following page is a preview of our *strategic plan for growth* – a living document which will be refined by our Board, partners, and community representatives in the months to come!

¹ Centers for Disease Control and Prevention. 2019. “CDC Newsroom Press Release: Black, American Indian/Alaska Native women most affected.” <https://www.cdc.gov/media/releases/2019/p0905-racial-ethnic-disparities-pregnancy-deaths.html>

Touch of Gold Our Strategic Plan for Growth, Part 1

On March 12th, 2021, founder Stephanie Bradley, Certified Lactation Counselor (CLC), convened the first of several meetings to plan ToG's strategic growth over the next three years. In attendance were Elizabeth McDonald, Director of Visual Strategy and Dorothea Clute, CLC, Nurse Practitioner, Program Committee member, and facilitator Jessica Chavez Thompson, MPH, an Omaha-based program consultant with expertise in Public Health and Maternal and Child Health.

This first part of strategic planning yielded a **Strategic Vision, Strategic Actions** that will take place through July 2021, and an **Organizational Logic Model** outlining ToG's operations, activities, and desired outcomes. ToG will continue to develop its strategic plan for 2021-2024 and share the final plan with the community by August 2021.

Touch of Gold Strategic Vision

The Touch of Gold family envisions an Omaha where our community members, fellow health professionals, and key stakeholders for Maternal and Child Health, continuously come together to reduce, and ultimately eliminate, preventable maternal and infant mortality among minority communities. In our vision, Touch of Gold serves as an invaluable **collaborative entity** rooted in community voices and evidence-based models to serve women, mothers and families.

We envision ourselves **Golden:**

- ◇ Growing a collaborative network of partners whose mission, vision, and values align with those of ToG to support women, mothers, and families.
- ◇ Operating an accessible, inclusive, and safe environment for minority families.
- ◇ Listening to our diverse community to identify current and potential barriers, strengths, opportunities, and risks related to Maternal and Child Health.
- ◇ Delivering quality education and services to minority women and their families to support them from the preconception period through parenthood.
- ◇ Evaluating the impact we have on the communities we serve in order to continuously improve the quality of our operations, partnerships, and services.
- ◇ Nurturing changes in policies and practices that will ultimately eliminate health barriers for minority families, including racism and other biases.

Summary of Strategic Actions Toward Our Vision (March – August 2021)

Month	Actions
March	<ul style="list-style-type: none"> ● Prepare for soft launch of organization via T.E.A. Party event in April (Note: April is Minority Health Month and includes awareness weeks for Black Maternal Health and National Public Health) ● Submit application for UNO Community Engagement Center office space ● Submit application for I Be Black Girl Gives RFP ● Disseminate final <i>Strategic Plan, Part 1</i> document to ToG Board ● <i>Ongoing</i>: Continue establishing points of contact and writing MOUs with key partners ● Launch “What the Village Knows” blog space <ul style="list-style-type: none"> ○ Topics: self-love, faith, real estate, parenting, healthy living, doula care, allergy medications & breastfeeding ● Begin fundraising planning and sponsorship solicitation ● Meet with Milkworks Board of Directors regarding Fiscal Sponsorship
April	<ul style="list-style-type: none"> ● Submit IRS application for tax exempt status ● Convene 5th Board Meeting (April 5th) to review work on strategic plan and schedule next steps ● April 15: Tea Party Event ● Write and disseminate recap of soft launch ● Schedule Strategic Planning meeting(s) to finalize 2021-2024 plan ● Blog posts topics: healthy living, lactation, pregnancy, financial well-being, household maintenance etc ● Send and follow up on invitations for additional Community Sponsors and Partners ● Initiate 2nd quarter Fundraising ● Initiate T.E.A. Room planning for the remaining second quarter and quarter three <ul style="list-style-type: none"> ○ Expansion to include the other 7 categories ● Initiate Education program development (childbirth and breastfeeding, mothers and the community)
May	<ul style="list-style-type: none"> ● Mother’s Day T.E.A. Room event ● Blog posts: TBD ● Board meeting May 3rd ● Contact Fathers for a Lifetime, Father’s in the Park, 100 Black Men, Divine 9 Fraternities to discuss Father’s day collaboration event options ● Program development committee meeting TBD
June	<ul style="list-style-type: none"> ● Board Meeting on June 7th ● Convene Board and additional community partners/ sponsors for in-depth strategic planning for 2021-2024 ● Work with consultant to develop Strategic Planning Report and supporting documents ● (<i>anticipated</i>) Move operations into CEC Office Space ● Father’s Day Event collaborative event ● Juneteenth celebration community T.E.A. Room ● Plan additional summer events and collaborations ● Initiate Breastfeeding Awareness Month plans and/or events (August) <ul style="list-style-type: none"> ○ Black Breastfeeding Week August 25th-31st ● Blog posts: TBD
July	<ul style="list-style-type: none"> ● Review Strategic Planning Report and prepare for dissemination ● Board meeting July 5th ● Finalize Breastfeeding Month and Black Breastfeeding Week plans ● Blog posts: TBD ● Initiate 3rd quarter Fundraising ● Contact and follow up on invitations for Community Sponsors and Partners
August	<ul style="list-style-type: none"> ● Board Meeting August 2nd ● Host or collaborate on Breastfeeding month events ● Host Black Breastfeeding Week T.E.A. Room/ Event ● Disseminate 2021-2024 Strategic Plan ● Blog Posts TBD