

WE ARE THE PEOPLE  
WE **SERVE**.



**SisterReach**

VISION  
IN

MOTION



**JULY 2025 | VISION IN MOTION**

FROM THE DESK  
OF THE CEO



We entered this year with a clear declaration: Vision 2025 is a year of transformation and new beginnings. And as we approach this mid-year mark, I'm proud to say—we are right on time.

Transformation isn't just about strategy or programs—it's about alignment. Over the last year and a half, my team has refined our programming offerings, evaluations, and aesthetic, invested in robust talent acquisition and role development, launched a capital campaign to expand our capacity and deepen our impact and are now heading into a strategic planning period that will move our mission and impact forward over the next three years. I am honored to have such intentional funding partnerships that allow me to dream, vision and produce the SisterReach that the people we serve deserve.

We've expanded our capacity, strengthened our policy voice, launched new partnerships, and led with boldness even in the face of political hostility. Whether showing up for Black people living with HIV (PLWHIV), defending gender-affirming care, or reimagining abortion access and parental rights in a post Roe society, we've grounded everything in human rights, compassion, and joy.

As we look ahead, we remain rooted in our mission, vision, and values. This is not the moment to move in fear. But to move boldly, knowing that the work we do is righteous, sacred, and imperative knowing that we are on the right side of human rights. We are not waiting for permission to do the work we have been called to. And we do not owe our opposition anything more than righteous resistance as we model what serving our beloved community is supposed to look like.

July is also my birthday month! And as I move into the next chapter of my own life, I am even more committed to myself, my family, my amazing team, and the people we serve at SisterReach! Consider supporting us this month by joining our Reach Collective – our new sustaining partner campaign, giving levels for every budget!

We are so much stronger together, and every dollar we receive forwards our work and impact. Thank you in advance for sticking by our side for the last 13 years! We got here, together.

Peace, Love & Power,

*Cherisse Scott*  
Founder & CEO, SisterReach

[Click to See More](#)



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**REGISTRATION REQUIRED!**

**Back School Drive**

**JULY 21-25**  
10:00AM-4:00PM

**Last day to register:**  
Friday, JULY 25<sup>th</sup> Noon

For more info, contact  
tamika@sisterreach.org

**SisterReach** 2871 CLARKE RD. MEMPHIS, TN 38115 901-614-9906

## FREE SUPPLIES FREE SUPPLIES

SCHEDULE YOUR  
APPOINTMENT FOR  
YOUR K-12 GRADER TO  
RECEIVE THEIR 25-26  
SCHOOL SUPPLIES!  
**JULY 21-25 | 10A-4P\***

[HTTPS://BIT.LY/SRB2SCHOOL](https://bit.ly/srb2school)

**LAST DAY TO REGISTER IS  
FRIDAY JULY 25 NOON.**

**THIS MONTH'S  
ANNOUNCEMENTS  
ANNOUNCEMENTS  
ANNOUNCEMENTS**

**INTERESTED IN  
ATTENDING  
FARS  
2025?**

**WE HAVE  
SCHOLARSHIPS  
AVAILABLE!**

**SCHOLARSHIPS  
COVERAGE INCLUDES:**

- \* Roundtrip airfare to and from Memphis (U.S.-based applicants only)
- \* Symposium registration
- \* Ground transportation to/from Memphis International Airport
- \* Lodging at the host hotel for the duration of the symposium

**APPLICATION DEADLINE  
AUG 22**

IF YOU HAVE ANY QUESTIONS,  
PLEASE CONTACT US AT:

**VICTOR HANNAH**  
VICTOR@SISTERREACH.ORG  
901-614-9906  
WWW.SISTERREACH-TN.ORG

**FAITH ADVOCACY  
& RELIGION  
SYMPOSIUM**

## SCHOLARSHIPS AVAILABLE FOR FARS 2025!

**DEADLINE IS  
AUGUST 22, 2025!**

**CLICK HERE TO  
SIGN UP!**

**SisterReach**  
FAITH ADVOCACY & RELIGION SYMPOSIUM

**Sacred  
RESISTANCE**

**OCT 8- 11**

**DOUBLETREE HILTON  
MEMPHIS EAST**

**REGISTER NOW**  
EARLY REGISTRATION ENDS  
AUG 1

## FARS SACRED RESISTANCE OCT 8-11

**REGISTER NOW  
EARLY  
REGISTRATION  
ENDS AUG 1**

**CLICK HERE TO  
REGISTER!**

**CLICK HERE TO  
RESERVE HOTEL!**

VISIT [SISTERREACH.ORG](http://SISTERREACH.ORG) TO REGISTER & HOTEL RESERVATIONS

**HAPPY BIRTHDAY**

**CHERRISSE SCOTT**

**JULY 3**

**SisterReach**

**HAPPY BIRTHDAY CHERISSE! WE CELEBRATE  
THE VISIONARY, THE TRUTH-TELLER,  
THE FREEDOM FIGHTER  
BEHIND IT ALL.**



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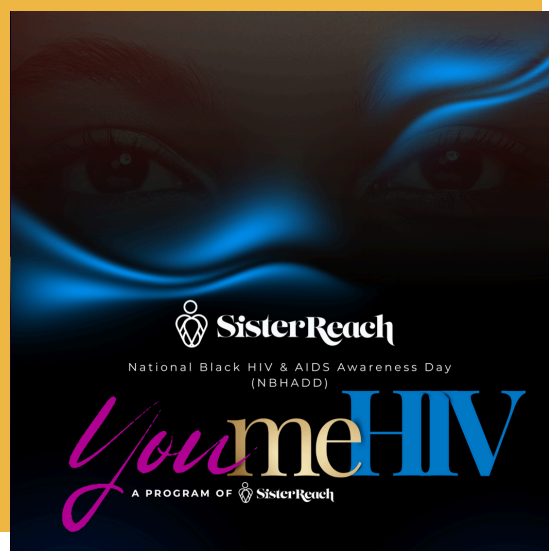
## Vision 2025 - A Year of Transformation and New Beginnings

We kicked off 2025 with clarity and conviction. Vision 2025 isn't just a theme—it's our declaration of alignment, innovation, and impact. We entered the year focused on building power, deepening trust, and shaping a future rooted in reproductive and sexual justice. From internal restructuring to bold campaign planning, January laid the groundwork for a year that centers truth-telling, storytelling, and movement-building. This month marked the start of our renewed commitment to show up louder, smarter, and more strategically for the communities we serve—especially Black women, queer folks, and people living with HIV.



## Black Folks Day on the Hill + YouMeHIV | National Black HIV/AIDS Awareness Day

In February, we mobilized across policy and public health spaces to affirm that Black lives and Black health matter. At Black Folks Day on the Hill (IBFDOH), our team joined a coalition of advocates in Nashville to demand equity, dignity, and justice in Tennessee policy. Back home, our YouMeHIV campaign amplified the lived realities of Black people living with HIV through education, storytelling, and celebration. In honor of National Black HIV & AIDS Awareness Day, we centered truth, care, and community—showing that when we lead with lived experience, we change the narrative, the system and the outcomes



## Women's History Month

In celebration of Women's History Month, we hosted Cheers to HER—a vibrant event honoring six remarkable women shaping the Mid-South through education, advocacy, technology, and justice. Each honoree received a signature cocktail (or mocktail) named in her honor, symbolizing the unique brilliance she brings to our community. Cheers to HER was a space for storytelling, connection, and recognition. It deepened our community partnerships and affirmed our commitment to honoring ALL women—not only for what they survive but for how they lead.





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APRIL

## Black Maternal Health Week

During Black Maternal Health Week, we amplified the urgency of protecting Black birthing people. Through powerful visuals, reels, and conversations, we addressed medical racism, systemic neglect, and the rising rates of maternal mortality among Black women in Tennessee and beyond. We lifted doulas, birth workers and birthing people who are demanding more than survival – they are demanding justice. Our programming helped frame the health of birthing people as a core pillar of reproductive and sexual justice and reminded our community that every Black birth story deserves to be safe, sacred, and supported.



**WE ARE  
BLACK  
MOTHERHOOD.**  
BLACK MATERNAL HEALTH WEEK |||||

MAY

## Black Folks Day on the Hill + YouMeHIV | National Black HIV/AIDS Awareness Day

In May, culture met cause as the Mid-South Music Festival (MSMF) brought the city together for a night of rhythm, resistance, and reproductive justice. Eric Roberson headlined a powerful experience that wasn't just a concert; it was a moment. We fused music, advocacy, and joy to center Black expression as a vehicle for health, healing and visibility. This inaugural event marked a new chapter in how SisterReach reaches people—meeting them in celebration while seeding powerful messages about equity, bodily autonomy, and community care. MSMF is more than a vibe, it's a vision in motion.



JUNE

## Halfway There. All In.

From bold policy advocacy to joyful resistance, from the TN State Capitol to the concert stage—this first half of 2025 has been proof that SisterReach shows up with strategy, spirit, and deep community care. But the work is far from over. As we move into the second half of the year, we're inviting you to go beyond support and step into solidarity.

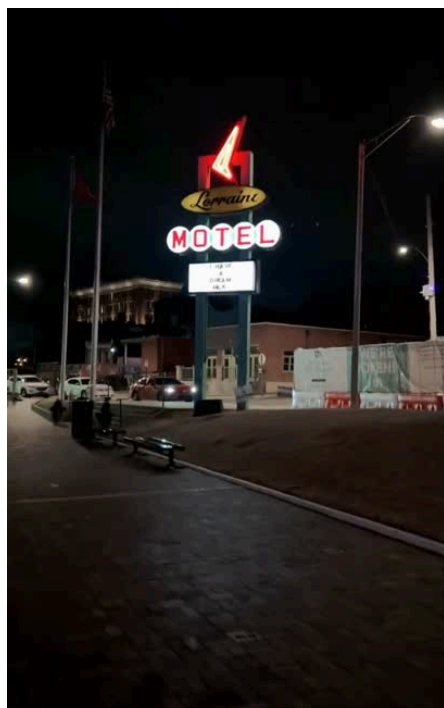




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# *TAKE A LOOK* AT OUR RECAPS



**NBHAAD 2025-  
YOU MEHIV LAUNCH**

[Click to View](#)



**BLACK MATERNAL  
HEALTH WEEK 2025**

[Click to View](#)



**MEMPHIS SOUL  
MUSIC FESTIVAL  
FEAT ERIC ROBERSON  
MAY 2025**

[Click to View](#)





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**SisterReach**

# Thank You Shelby County! \$150,000

Join The Reach Collective—our monthly giving community committed to sustaining this work year-round.

Thanks to a generous \$150,000 match from Shelby County, every new or increased monthly gift will be matched dollar for dollar. That means your commitment goes twice as far in funding reproductive and sexual justice, HIV advocacy, harm reduction and health equity in Memphis, TN and beyond. Join us today.



## Did you catch last month's newsletter?

We know inboxes get full—  
but if you missed our June Faith & Advocacy Newsletter, it's worth a read. Tap in and stay connected to the movement.

[See June's Newsletter](#)

**DONATE**

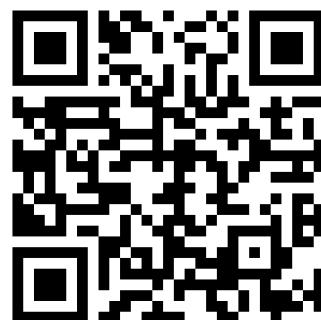
**SIGN-UP**

**VOLUNTEER**

Become an advocate  
for change!



**SCAN THE LINK**



[Click to Donate](#)