SACHAMAMA

MEDIA KIT

The change you want to see, starts within you!

SACHAMAMA.ORG

For more Information
info@sachamama.org

@sachamamaorg

Mission

Sachamama is a non-profit organization working to build support for a **clean energy economy** for all, and cultivating sustainable attitudes, behaviors & lifestyles.

Through communications and messaging, leadership and advocacy development, and community-led local actions, we are informing and activating individuals to advocate for healthy more resilient communities, while developing a nurturing movement that supports self-exploration, diversity, and civic participation.

Impact

- **80+** news articles co-published
- **10** global campaigns
- **80+** million people reached
- **400+** publications globally
- **32,250** leadership actions
- **4200** climate leaders train
- **54,000** members & online activist

200+ Latinx influencers

Why Climate?

Clean, affordable, and scalable solutions are now available to **improve the environmental health and quality of life of all communities,** especially the ones most vulnerable to global warming.

Our community is **18% of the U.S. population**, and expected to grow to be **24% by 2065.** We will play a vital role in helping to achieve and maintain a **clean and sustainable economy for all.**

32M Eligible voters in the 2020 presidential elections *1

Latinos believe global warming is happening *2 **84%**

Latinos want the administration and congress to do more to address global warming *2 **74%**

Latinos have never been contacted by an organization working to reduce global warming *2 **71%**

*1.Pew Research Center, 2020
*2.Climate Change in the Latino Mind. Y ale Program. Climate Change Communications

How we are doing it?

Grounded on our cultural heritage, and with a growing network of media partners, local organizations and latino influencers, we move our mission forward by focusing on three goals.

Increase climate and environmental awareness
Through partnerships with media outlets, communications campaigns, and environmental investigative reports, we are filling existing information voids and elevating stories that represents the cultural nuances and expertise of local communities.

Drive support for a just transition to a clean economy
By promoting leadership development, skills training, psychological self-care, and community-led and policy-related climate action, we support communities to do the self-exploration work needed to dismantle structural barriers to progress, build their resources, and improve their quality of life.

Build a culture of care, interdependence, and sustainability
Building a just and thriving planet depends on changing human behavior across communities. We incorporate a series of tools for behavior change and ancestral knowledge into one climate conscious platform, fueled and spread by culture. The result is a deeper narrative that brings together diverse groups, unifies them through a shared sense of connection and recognizes our interdependence with the natural world.

We are Sachamama and we are co-creating a climate narrative that catalyzes actions throughout the Latino community.

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