

2024 Giving Circle Application

Member-Nominated Nonprofit

HAWA Media Collective Inc.



Leader

Uzma Jafri, Registered Agent



Summarize what is the core mission & vision

HAWA Media Collective's mission is to preserve, promote and protect the voices of underrepresented women in audiovisual and written media via collaboration and collective participation. Its vision entails collective marketing, monetization, grant and sponsorship opportunities for marginalized female creators so that they can focus on content instead of losing momentum, which happens when distracted by limited resources. Assisting indie creators with ongoing financial and educational support, such as grants allow, keeps their work sustainable. The collective reach of our platform connects potential sponsors with diverse audiences, thus

generating future investment and sustainability in our goal to keep marginalized women and their content independent.

Briefly explain when your nonprofit was founded, why and by whom.

HAWA was founded by Uzma Jafri in early 2020 at a podcasting conference. Uzma realized podcasters were threatened by "venture journalism." Indie podcasts were being bought by networks. However, they would not legally own their content. As a podcaster herself, Uzma saw the great risk of censorship and monopoly. She felt chilled in her heart, but calmed as she recalled our first mother, Hawa. Through Hawa, we trace our collective human histories and feminine work of creation, whether it's children or art. A creators' collective of mutual aid and support, with power in numbers to persuade future sources of revenue to also participate, was born.

Who is your constituency and approximately how many people are served by your nonprofit?

Our constituency consists of marginalized women in media, particularly those from underrepresented backgrounds who face barriers to sustaining and growing their creative work due to financial constraints. These are women who create valuable content—whether in journalism, blogging, podcasting, film, or social media—but may lack the resources to continue their work long-term without support. Through our grants and programming, we aim to support approximately 3 podcasters, 1 filmmaker, or up to 10 bloggers or social media creators annually. Our niche has been podcasts, so our shoestring budgets are based on that annual production cost. Arguably, the audience is also a constituency. Our current reach is 5000 monthly, an overwhelming majority of them, women aged 25-44 years old in English speaking countries with listeners on every continent. As a result of our 2024 surveys we know that our listeners are educated with a majority holding graduate degrees, working full time, mothering children, and earning over 6 figures. A quarter of them want more storytelling content and almost all of them had suggestions on what topics they wanted to hear. There is a dearth of creators, however, because they lack the resources of time and money to meet wealthy consumer demand. We project that a collective of creators can garner at least 5 times that much audience attention with its potential to provide funding for content it wants. We project that 5% of the collective will be able to achieve financial independence in 18 months post production. Our goal is to increase this number as we build partnerships and funding sources, creating a ripple effect that amplifies women's voices and helps them maintain a sustainable presence in media.

What is the impact of your nonprofit over the past five years?

Over the past five years, HAWA empowered marginalized women by providing essential support for sustainable content creation. Through recruiting, training, cross-promotion, and events, over 10 under represented women creators gained tech skills, visibility, and grew their craft. Our giving campaigns engaged artists, creators, philanthropists, and media in mutual aid. Our empowerment retreats and 1:1 support and troubleshooting generated multiple opportunities for women creators to network and launch their work. By laying these foundations, we've fostered a diversity of allies for marginalized voices in media spaces that were once inaccessible to them.

What is your goal for the next 1-5 years?

In the next 1-5 years, our goal is to support the annual production of:

- one professional documentary
- one fully produced podcast
- several high-quality podcast series from different female points of view
- at least one creator in another medium

By building a sustainable support system, we aim to elevate groundbreaking content that reshapes narratives around marginalized voices. We plan to expand our network, increase grant funding, and create skill-building programs to help creators achieve financial independence. This support will ensure that underrepresented voices not only gain visibility but also establish long-term, impactful careers in media.

What is one key item our giving circle members should know?

The "hero" depends on who is writing the story. As Muslim Americans, we are acutely aware of this fact, and have seen over the last year that journalism has taken a yellow nosedive since we were kids. Or maybe it was always like this, but now we can tell the difference because now people are able to tell their stories. But when the news is so skewed, we don't trust our eyes and ears, media becomes even more critical, especially the narrative and the creative. It generates more than facts, it generates knowing truth. The closest we can equate this to, is eliciting a ruh response, what we know in our God-given spirit to be right and true. Our heroes and sheroes are out there. We've seen them every day on our phones for the last year, but who will tell their stories when they're prematurely taken from us? When whole families have been erased, who will be left to tell their experiences? The time to do it was yesterday and, one year ago, and 78 years ago, but we move forward and onward to save

what we can. When marginalized women are given the resources to tell their stories, they don't just add voices—they shift paradigms. They change everyone's response. Powerful stories have gone untold because of financial barriers, limited access, and political agenda. By supporting our nonprofit, you are breaking down these barriers, fueling voices that will redefine culturally held truths, challenge norms and power, and create social contracts we can be proud of, for once. This is a catalyst for a media landscape that shocks, awes, and transforms the world by amplifying voices that demand to be heard.

If you receive funding from the Women's Giving Circle, how would you plan to use the funds?

With funding from the AMCF, we would immediately be able to produce up to two powerful podcast series spotlighting the resilience and sacrifices of Palestinian and Sudanese mothers, respectively, those enduring conflict and those forced to escape. These funds would support in-depth storytelling, on-the-ground interviews, and professional production, capturing these women's voices with the dignity and depth they deserve. Our goal is to humanize populations that have experienced nearly a century of displacement and loss, bridging cultural gaps and fostering empathy. These series would amplify untold stories of motherhood under siege, offering listeners a transformative understanding of courage, endurance, and hope amidst adversity.

Learn more about HAWA Media Collective

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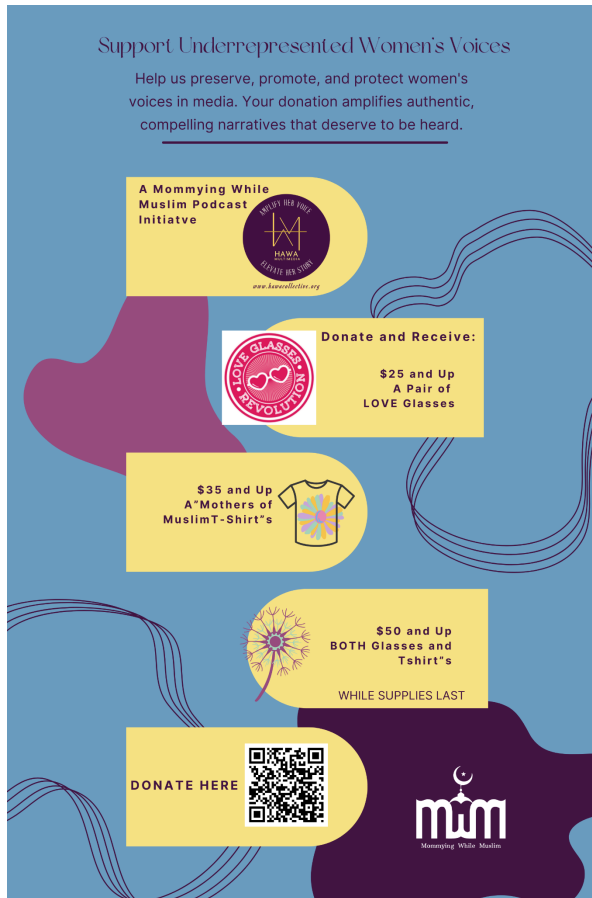
Follow on Social Media: *Under Construction*

Additional Information

 ***HAWA Podcast Collective - Uzma Jafri.pptx***

 ***HOME screening flyer (1) - Uzma Jafri.pdf***

Event Flyers



Videos

 **Mommying While Muslim Podcast + Booth Video.MOV**