

SISTERS *in loss*

MEDIA KIT

SISTERSINLOSS.COM





Erica M. McAfee

FOUNDER & HOST OF SISTERS IN LOSS™

Erica M. McAfee is the founder of Sisters in Loss, LLC, a Faith based Grief and Pregnancy Loss coaching company that helps black women turn their pain into their purpose after loss.

Sisters in Loss provides consulting and coaching services to help women step beyond anxiety and fear and into trust and peace after loss. Sisters in Loss goal through courses, retreats, and conferences is to help women Minimize regrets, Maximize memories, and Manage their path forward after loss. It's self titled podcast spotlights faith filled black women who share miscarriage, infant loss, and infertility stories and testimonies to heal, gain clarity and peace, find hope, and an empowering path forward after loss.

Launched in August 2017 the podcast has a community of 8000+ sisters in loss.

Erica is a Grief and Pregnancy Loss Coach, Pastor's Wife, and Mom to two angels in heaven and one rainbow baby Maxwell also known as Super Mighty Max. She is an alumnus of Virginia Commonwealth University (VCU) with a B.S. in Chemical Engineering.

SISTERS
in loss



SISTERS *in loss*

SOCIAL MEDIA FOLLOWING

 **8500+**
@ericammcafee

 **2500+**
@sistersinloss

CONTACT



SISTERSINLOSS.COM



PODCAST@ERICAMM
CAFE.COM

ABOUT SISTERS IN LOSS™

Sister's in Loss is the first and only podcast that spotlights faith filled black women who share their grief and loss stories and testimonies.

Black women experience miscarriage and stillbirth two times more than white women according to the National Institutes of Health study in 2017. Whether you have experienced a miscarriage, infant loss, stillbirth, or infertility, listeners will learn about

resources and strategies to heal, gain clarity, peace, hope, and find an empowering path forward after loss.

Sisters in Loss has featured over 45 black women sharing their stories and testimonies including Patrice Washington, Personal Finance Expert on the Steve Harvey Morning Show, and NFL Wife Morgan Goodwin, wife to Marquise Goodwin of San Francisco 49ers.

SISTERS IN LOSS™ COMMUNITY STATS

90%

Female

53%

Age Range 25-34

28%

Age Range 35-44

85%

From the U.S.

95%

African American

100%

Experienced Loss
or Infertility





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PAST SISTERS IN LOSS™ EVENTS

Sisters in Loss Annual Brunch

Saturday, April 21, 2018

37 ladies in attendance

Chesapeake, Virginia

1 Speaker

SISTERS IN LOSS™ PREVIOUS SPONSORS



ERICA M. MCAFEE SPEAKING

SPEAKING EXPERIENCE

Ebenezer Capeville A.M.E. Church
Gaskins Chapel A.M.E. Church
Kennedy's Angel Gowns Brunch Keynote
Ryen's Divine Angel Brunch Keynote
Anaya Project Foundation Summit
Secure Your Fertility Summit
Decolonizing Birth Conference Workshop
Black Moms Connection Conference Panelist
Black Mamas Matter Health & Training Institute
Workshop
Weekly on Sisters in Loss Podcast

SPEAKING TOPICS

Conquering Fear & Anxiety
Pregnancy & Healing After Loss
Black Women and Infertility
Black Women & Infant Mortality Rate
Black Women Changing the Pregnancy &
Infant Loss Paradigm
Thriving Marriage/Relationships After Loss