

DOPE BLACK WOMEN

A digital safe space for Black and Black mixed women and non-binary across the globe to educate, inspire, celebrate & heal



DOPE BLACK WOMEN APRIL.2022

A group of six Black women are posed in front of a vibrant, colorful mural on a brick wall. The mural features large, abstract floral shapes in shades of pink, purple, green, and blue. The women are dressed in white clothing: one in a long-sleeved dress, two in high-waisted pantsuits, one in a long tiered dress, and one in a short-sleeved top and pants. They are all wearing high-heeled sandals. The woman on the far right is sitting on a concrete ledge, while the others are standing or leaning against it. The overall mood is confident and stylish.

**‘If reaching Black women is a part of
your story, let us help you connect with
them’**

DOPE BLACK WOMEN



LEANNE



ROSHAN

Dope Black women is a digital safe space for Black women across the globe to discuss issues, network and support each other. Founded by Leanne Levers and Roshan Roberts as they recognised that many Black women feel they do not have the support needed to navigate their personal and professional lives oftentimes feeling that they have to conform to patriarchal ideals about how they should look, think and behave. DBW prides themselves on embracing the multi-faceted nature of Black Women.

A MESSAGE FROM THE FOUNDERS

We are both really passionate about debunking stereotypes amongst Black women, particularly those that face multiple forms of marginalisation. Roshan shows zeal in debunking myths around mental health, has supported charities such as Mind and has produced original documentaries to raise awareness. Leanne's interest lies in justice reform, working to provide recourse for victim survivors of sexual violence as well as implementing legislative reform in developing countries. DBW's vision is to create a safe space for Black women to express their authentic selves.



Leanne Levers and Roshan Roberts

MISSION & VISION

DBW was founded in 2019 to fulfil desires to support and network with other like-minded Black women. We realised that there was an urgent need for increased and broader representation of Black women and we pride ourselves on illustrating the multifaceted nature of Black women across the globe.

OUR AUDIENCE

DEMOGRAPHICS

41% 25-34

33% 35-44

DEMOGRAPHICS

FEMALE 91%

MALE 9%

GEOGRAPHICS

73% UNITED KINGDOM

15% UNITED STATES

2% JAMAICA/ SOUTH AFRICA

SOCIAL FOLLOWING

TWITTER & INSTAGRAM 30K+

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BRANDS
WE'VE
WORKED
WITH

BBC

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White
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gym.

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They delivered the most successful event we have held – reached the largest audience we have had. They were honest and told us the areas that we needed to improve on, but with a healthy balance of informing us what we have been doing well. They were so rich with passion that it could only leave you wanting more. The way they spoke to us was on a level that everyone would understand – so many times I have been on event calls where the speaker doesn't get on the same level as their audience.

Ashley Osbourne - Actress

Being a member of this community has been so pivotal in positively impacting my mental health during lockdown. From a DBW Netflix subchat to local link ups. The DBW safe space has made making new friends as an adult in a new country, during these unpredictable times so easy.

Annika Allen - Co-owner of the Black Magic Awards & Network

This digital sisterhood is a much needed safe space for black mothers to confide in each other, get advice, talk about the sleepless nights, the screaming babies, the cute things our children do and to have fun and vibe with each other. As a first time mum it was just what I needed to assist me through the journey in this new chapter of my life.

STAY CONNECTED



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**Coverage: BBC Radio London / BBC Woman's Hour / BBC Woman's Hour 2
/ BBC 1Xtra & BBC Asian Network / Bustle**

<https://linktr.ee/dopeblackwomen1>