

CAMPAIGN:
100,000 MOTHERS AT THE BRANDENBURG GATE

BRANDENBURGER TOR - 100.000 MÜTTER VOR DEM BRANDENBURGER TOR

27.11.24

10. Mai

2025

We're celebrating, we're getting loud on May 10, 2025 in Berlin

What does a society look like that really empowers mothers?

That gives mothers the strength to be there for others without losing themselves?

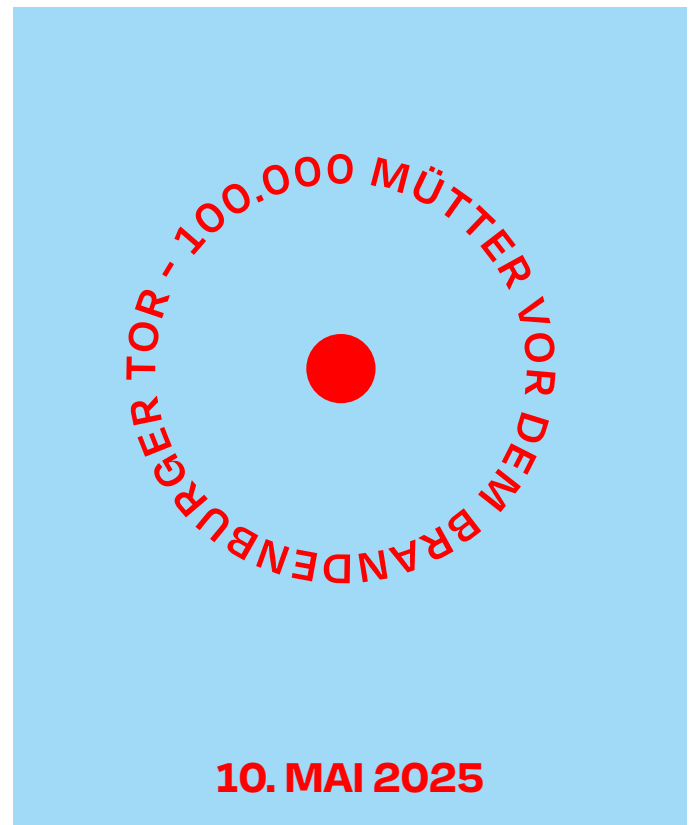
A society in which equality is not some Sunday speech platitude, but a lived reality, from local government level right up to the federal parliament? We're fed up with waiting!

We need the will and the drive NOW to implement the changes that associations and initiatives have been demanding for decades. Motherhood - in all its diversity - is a wonderful thing. What is needed are framework conditions that let us mothers, different as we may be, live a good life. Not in 30 or 50 years, but NOW!

Our vision: A society that puts mothers at the centre!

We see a society where a health care system takes mothers seriously and supports them when they give birth to their children. Where there are low-threshold support services for families all over the country. Where the implementation of the UN Women's Rights Convention and the Istanbul Convention on Protection from Violence is finally a matter of course. Where caring for others is not seen as a „nice-to-have“, but as a basic expectation in life, and where caring is valued accordingly, distributed and financed fairly.

In such a society, mothers could finally lead a truly free and equal life. Their everyday lives would no longer be determined by time pressure, social devaluation and poverty. They could leave violent relationships behind them, be financially secure into old age and also be an inspiring role model for their children. Becoming a mother would no longer be the point in our biography at which we lost our equal rights.



Together, we're going to stand up for such a society on May 10, 2025, just before Mother's Day. We need a real rethink NOW - and concrete steps that give mothers and people who care for others the equal rights they have long been entitled to.

Equality requires an equal footing for us mothers!

We demand the consistent inclusion of mothers in all socially relevant decisions.

We demand that the knowledge and experience of mothers be used to ensure participation and equal opportunities. This applies to all socially relevant areas: health, education, climate change, but also urban planning, housing, work, transport and the fundamental restructuring of our society. We will achieve equality if we actively involve mothers and people who care for others in decision-making processes, at local, state and federal levels. Let's be creative here and think up new formats for political participation. Why not a walk-and-talk with strollers on politically relevant topics, or a weekend political brunch? And naturally, with parallel-running child-care. Let's value mothers as experts instead of treating them as supplicants.

We demand that the diversity of mothers be made visible and used.

Our diversity as mothers is a strength. As mothers, we live in partnerships or are single parents, have a history of migration or flight, or have been rooted in our hometown for many years. We became mothers young or old, are employed or not in paid work. As mothers, we care for our relatives, have adopted our children, are trans mothers or maybe live in completely different circumstances. What unites us: We all need support that is geared to our needs. And free from paternalism, racism and discrimination. To do this, we need to find out what mothers really need and how their needs can be met - including in the health care system, but not only there.

We demand a health system that takes discriminatory and racist social conditions seriously as a cause of ill-health and actively combats them.

We need gender-sensitive health care that takes into account factors such as social status, access to education and financial resources, disability, age and different experiences of discrimination. Mothers must be shown due regard as advocates of their own health needs. Health services, preventive examinations and birth preparation courses still reach mothers with low education, low income and a migration or refugee background far too rarely. Mothers with a migration or refugee background urgently need multilingual information, culturally sensitive medical staff and for their experiences to be taken seriously. We can achieve equal opportunities and self-determination by stopping unequal treatment and the unequal distribution of resources now, and by showing solidarity with disadvantaged mothers. We need a health system that evaluates these social factors and consistently takes them into account in treatments and in the training of those involved.

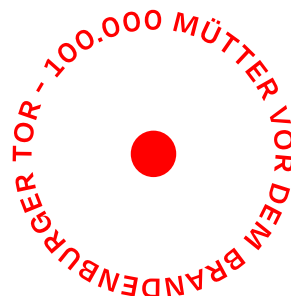
We call for the strengthening of maternal health for the healthy development of children based on an up-to-date image of mothers.

The health of mothers is a basic requirement for the healthy development of children. Families need a healthy and liveable environment, affordable housing, financial security and protection from violence. For the health of mothers, society must leave traditional patriarchal ideas

of motherhood behind. The image of the mother willingly sacrificing herself for others and responsible for everything within the family is unacceptable. It results in self-blame and struggles at self-improvement. Rather, children need mothers who live out a positive image of mothers and people living in equality. Part of this means having the opportunity to freely dispose of one's own time.

We demand a national health goal for maternal health!

Our vision is a society that decisively strengthens and supports mothers, taking into account special characteristics such as gender, cultural and religious affiliations, level of education, physical and psychological limitations and age, with action standards precisely specified in a national health goal for "maternal health", in addition to a national health goal for "health around birth". Mothers are the origin and basis of all life. Without them, families, our social system and, not least, our economy would collapse. They are worth us finally putting their needs at the centre, protecting their health and providing sufficient financial resources to do it. This is the only way we can achieve true equality!



**10. MAI
2025**



Our goals at a glance:

- The knowledge and experience of mothers and all people who do care work must finally be acknowledged and implemented across the board. It must be the basis for decisions at federal, state and local levels in politics and civil society.
- Mothers have a right to protection from exploitation, discrimination and violence. Appropriate laws must be passed or, if already existing, be consistently implemented to protect mothers and their children.
- A fundamental reorientation of our health system is essential. Health care must be available to all mothers in a low-threshold and intersectional way. Discrimination based on personal characteristics such as gender, income, education, disability, age or cultural background must be sanctioned. This requires sufficient financial resources.
- The influence of social conditions on the health of mothers and their children must be recognised and consistently addressed in the vocational training of actors in the health care system.
- We need a consistent rethink in legislation, case law and education. Policies that ignore care work do not do justice to mothers or any other people doing care work in their diverse living circumstances!

About us: who we are and what we want:

Who do we want to reach?

- With our campaign we address mothers, supportive fathers and people who take on care responsibilities as well as all those who do care work.
- We also want to reach politicians at federal, state and local level, decision-makers in the relevant ministries at federal and state level, representatives from science, actors in the health system (doctors, health insurance companies, universities, etc.) and professional associations.
- Finally, our campaign is aimed at media representatives and the general public. We want to raise awareness of the issues of equality and the health of mothers within our society

Who is behind the campaign?

The idea for this campaign was born in mid-2024. The Evangelical Association for Women's Health (EVA), with the Women's Health Working Group (AKF), the German Mothers' Recovery Foundation, Elly Heuss-Knapp Foundation and the #MothersMakePolitics initiative are the initiators of the campaign. In addition, we are striving for a broad alliance with other associations, initiatives, alliances and advice centres which support mothers.

Do you want to take part?

Do you want to actively participate in our event at the Brandenburg Gate in Berlin?

Do you want to enable mothers to be there under the Brandenburg Gate on **May 10, 2025?**

Do you want to help spread the word with your own campaigns?

To get in touch, please contact Irene Pabst, Managing Director of the Evangelical Association for Women's Health:

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www.hunderttausendmuetter.de



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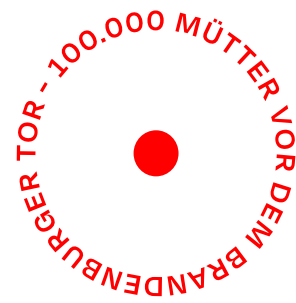
Implementation of the Campaign:

The campaign will launch in January 2025 with a strong presence on Instagram. Should communities emerge on other platforms, we will expand our activities accordingly. High-reach supporters and feminist activists will accompany the campaign, strengthening the network that amplifies our cause through their engagement.

In May, two key events will take place in Berlin: a symposium on maternal health on May 9th, which will integrate the 55th anniversary of the Evangelical Association for Women's Health (EVA), and the demonstration „100,000 Mothers at the Brandenburg Gate“ on May 10th, during which we will present our demands to policymakers.

To support the campaign and increase visibility, merchandise such as hoodies, shirts, and caps will be available. The campaign will continue until August 2025 to ensure our demands gain sustained public attention and to further the discourse on maternal health and social equality.

Status: November 27, 2024





Support „100,000 Mothers at the Brandenburg Gate“ – For True Equality and Clear Messages!

Dear Supporters and Dedicated Advocates,

On May 10, 2025, we will come together to make a powerful statement—for our vision of a society where mothers are equal and children can grow up in a world shaped by new, diverse role models. Our campaign, „100,000 Mothers at the Brandenburg Gate,“ will give a loud and visible voice to what often goes unheard in everyday life: Mothers sustain society, yet their equality is far from being a reality. We aim not just to demonstrate but to spark lasting change.

To achieve this, we need your support for:

Clear Messages:

Our campaign seeks to highlight the deeply rooted social injustices faced by mothers. Professional public relations are indispensable for conveying our concerns in an objective and inclusive manner.

Diversity and Unity:

We stand for a campaign that speaks to all mothers—regardless of social background, cultural origin, or life circumstances.

Protection from Co-Opting:

Well-funded public relations efforts safeguard our messages from being co-opted by political or ideological movements.

How You Can Help:

Your donation enables us to communicate professionally in the coming months, shape debates, and effectively represent the concerns of mothers.

The total campaign costs amount to approximately €210,250, of which €50,000 is already covered by our own resources. We urgently seek financial support through donations and grants to cover the remaining €160,250.

A top priority is funding our public relations work, budgeted at €75,000. This is essential to communicate the campaign's message in a professional, inclusive, and far-reaching manner.

Campaign Initiators:

- Evangelical Association for Women's Health (EVA)
- Women's Health Working Group (AKF)
- German Mothers' Recovery Organization
Elly Heuss-Knapp Foundation
- #MütterMachtPolitik Initiative

We are also working to establish a broad alliance with additional associations, initiatives, networks, and advisory centers that advocate for mothers' support.

Ideational and Financial Supporters:

Faces of Moms, Jo Lücke, Elina Penner, Dr.in Reyhan Şahin, Kombinat der Vulven, motherhood e.V., Shia e. V., Bundesverband der Mütterzentren

Other individuals and organizations have been approached and are continuously being added to support the campaign.

Your Support Makes the Difference

With your help, we can build a movement that truly creates change. Every donation counts.

Donation Account:

Evangelischer Fachverband für Frauengesundheit e.V.
Bank für Kirche und Diakonie eG
IBAN: DE21 3506 0190 1011 8360 18
BIC: GENODED1DKD
Purpose: „Spende Kampagne Hunderttausend Mütter“

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