



THE LOVELAND FOUNDATION

2023 Annual Report

mental health care is for
EVERYONE



www.the LovelandFoundation.org

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Mission Statement

The Loveland Foundation is committed to showing up for communities of color in unique and powerful ways, with a particular focus on Black women and girls. Our resources and initiatives are collaborative and they prioritize opportunity, access, validation, and healing.

Our Story

The Loveland Foundation was established in 2018 by Rachel Cargle in response to her widely successful birthday wish fundraiser, Therapy for Black Women and Girls. Her enthusiastic social media community raised over \$250,000, which made it possible for Loveland to provide 656 hours of therapy sessions to its first cohort of Black women and girls nationally to receive therapy support.

Since then, The Loveland Foundation has offered over **152,604 hours of therapy support!**

Letter from the CEO



Dear Loveland Community,

2023 was one of our most impactful years. Our goal at the foundation is to show up for Black women, girls, and non-binary individuals in unique and powerful ways. In 2023, the team built out programming that reached millions and hosted our first wellness brunch, an intimate gathering celebrating and building a community amongst black women within the wellness space and finding ways to work together to collectively have more impact within the community. In addition, we celebrated our therapists and partners in our inaugural Loveland Foundation Honors Gala.

The most significant social impact we made in 2023 was **covering the cost of over \$3.2 million in therapy sessions** for thousands of Black women, girls, and non-binary individuals nationwide.

As we enter our fourth year of covering the cost of therapy sessions and providing wellness resources for over 3,500 BIPOC therapists and over 20,000 participants, you will see throughout this report the generational healing and impact your donation has and the continued need for your support. Mental wellness is still considered a luxury item, and no one should have to choose between one hour of therapy versus one week's worth of groceries for their family. The foundation continues to be a beacon of hope for many, and your support has allowed us to provide equality and access to mental wellness support for thousands. Thank you for believing in our mission, and we look forward to growing our impact, together.

Sharlene Kemler

Meet the Team

The Loveland Foundation is lead by a dedicated team and board of directors. Our team brings diverse backgrounds in youth development, program management, social impact, communications and so much more to this work. We're proud to bring our skills together in service of Black women, girls and gender-expansive folks nationwide.



RACHEL CARGLE

Founder



SHARLENE KKEMLER

Chief Executive Officer



HANNAH TALL

Director of Programs



RACHEL KEENER

Creative & Social Director



KAYLEA SCOTT

Social Media Coordinator



NICKY MOHAMED

Development Manager



CHRYSTAL MASON

Executive Assistant


2023 Highlights




SELF-EXPRESSION AFFIRMATIONS

My voice is valuable and deserves to be heard.

I embrace my creativity and allow it to flow freely.



@thelovelandfoundation



I express myself with confidence and clarity.

I am grateful for my voice and the power it holds.

My self-expression inspires and empowers others.



THERAPY FUND

Through our partnerships, Loveland Therapy Fund recipients receive access to comprehensive lists of mental health professionals across the country providing high quality, culturally competent services to Black women and girls. Black women and girls deserve access to healing, and that healing will impact generations.

5,968

INDIVIDUALS SERVED IN 2023

71,616

HOURS OF THERAPY IN 2023

40%

of registrants
are between
18-29 years old

81%

below the
age of 40

In 2023, the Loveland Therapy Fund served 5,968 Black women girls and nonbinary individuals.

12

sessions per person in 2023

With the highest number of therapy support sign-ups coming from these states:



3,690

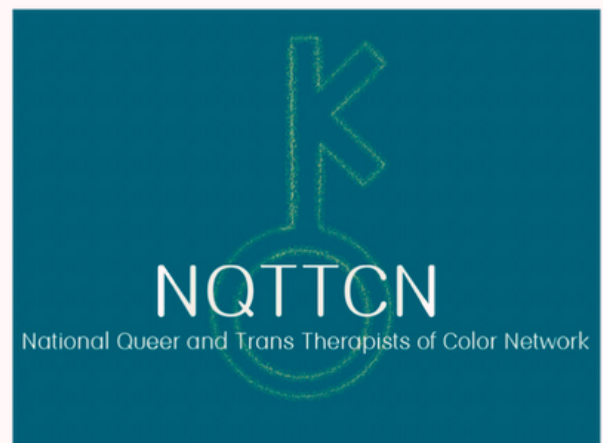
therapists in our network

Therapist Directory Partners

Through our partnerships with the therapist directory search platforms below, Loveland Therapy Fund participants have access to culturally competent therapists nationwide.

THERAPY *for*
BLACK GIRLS

 ZENCARE



open  path
psychotherapy collective

Psychology Today

Therapist Resources & Professional Development

The Loveland Foundation is in its third year of providing therapists serving Loveland Therapy Fund recipients with professional development and continuing education workshops and resources.

2023 was full of learning and joy! One of our programming highlights for the year was inviting therapists to our inaugural gala, where we celebrated and highlighted their work. With free workshops, resources, healers circles and more, we look forward to continuing to serve clinicians as they hold space for so many others.



Partnership with the organizations named above has helped us provide professional development and networking resources to

446

therapists in 2023

Group Support Series



Pathlight
**Mood &
Anxiety
Center**

The Loveland Foundation continues its partnership with Pathlight Mood and Anxiety Center to host support groups of our Therapy Fund recipients. In 2023, group topics and activities included: navigating friendships, self-awareness, and guided breath work. The sessions addressed, and provided tools for navigating the unique challenges associated with mental wellness in communities of color.

377

women and non-binary
individuals served

17

group support
sessions in 2023

CO-FACILITATORS



Tatum Carter, MA

National Community
Outreach Manager
at ERC Pathlight



**Dr. Bernasha
Anderson**

Psychologist &
Founder, Thryve
Wellness House

THE LOVELAND FOUNDATION HONORS GALA



This year marked a significant milestone for The Loveland Foundation as we celebrated our inaugural gala, a heartfelt tribute dedicated to honoring the incredible therapists who form the backbone of our organization. Sponsored by Inside Then Out and Maybelline, the gala was a resounding success, bringing together supporters, advocates, and influential figures in the mental health community.

Notably, esteemed awards were presented to Dr. Joy Harden Bradford, Flamingo, Alex Elle, and Congresswoman Bonnie Watson Coleman for their exceptional contributions to destigmatizing mental health and fostering positive change. This event showcased our gratitude for our honorees, our remarkable therapist community and reinforced our commitment to amplifying the voices that drive The Loveland Foundation's mission forward.



Social Media & Programming

Despite the persistent barriers to accessing therapy and culturally competent care for BIPOC folks, our programming is designed to serve as a gateway to resources and tools that bolster mental wellness for both our Therapy Fund recipients and the broader community. The Loveland Foundation has actively utilized social media as a means to make mental wellness resources readily available. Throughout 2023, we've curated impactful content to inspire our community, introduced a range of tools and modalities, and highlighted BIPOC wellness experts through our social media initiatives.

515k

likes


7,749+

accounts reached


7%

engagement rate

Top Performing Content

 **S.**
@tedsbecca

so simple but easily one of the most romantic lines ever spoken on tv



I take all your recommendations seriously. I want to know why you like stuff.

06:01 am | Nov 15, 2023
❤️ 81,494

In 2023 we're normalizing not confusing someone's free time with their availability.

FEMALECOLLECTIVE

04:52 am | Jan 24, 2023
❤️ 18,454

 **Cee.xnotes**
@Ceexnotes

healthy conversations are therapeutic—thank you for being honest, thank you for being vulnerable, thank you for listening, thank you for holding me accountable, thank you for making me laugh, thank you for your grace, & thank you for caring.

06:01 am | Nov 19, 2023
❤️ 15,884

 **Brunette Bohemian**
@Jane_Doe82

I have zero FOMO. I'm in my bed. I'm thriving. I have my blanket and my lil' snacks.


@THEEVERYGIRL

06:01 am | Dec 22, 2023
❤️ 15,831

 **holistic mami ✨**
@LeArielleSimone

it's slowly starting to get dark earlier. for people w/ the winter blues, take your vitamin D, wake up earlier, more soups, more root vegetables, more journaling, more exercise, and more therapy. we gon be aight.

06:02 am | Oct 16, 2023
❤️ 15,295

 **katie yee**
@prepartynap

my greatest accomplishment this year was convincing the majority of my friend group to move within walking distance of my apartment. i did it. i finally live in a sitcom.

06:00 am | Feb 12, 2023
❤️ 14,211

 **oasisofserenity**
@yearofthepoets

i love the way a person's eyes light up when they're explaining something they're passionate about. like yes, ty for taking your armour off and letting me into your little world.

06:01 am | Nov 06, 2023
❤️ 12,032

 **let my people glo**
@MichellCCClark

shout out to everybody who's figuring out how to respond when their boundaries get tested. shout out to everybody finding balance between speaking their piece and keeping the peace. shout out to everybody navigating complex relationships with people they love.

11:58 am | Mar 19, 2023
❤️ 10,883

what a gift it is to let your body rest when it's actually asking for rest.

06:00 am | Dec 26, 2023
❤️ 9,903

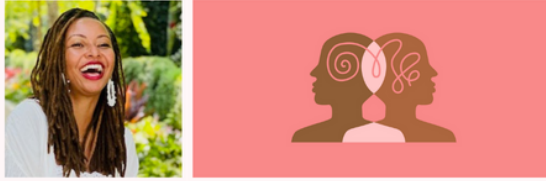


Our podcast is a network of conversations grounded in identifying abundance in us all. At the heart of these dialogues, two people are meeting, in a distilled moment, and process, with gratitude. Showing up for the journey to receive and give - showing up for reciprocity - knowledge that we do not always emphasize in Western cultures but need to in order to fully divulge and embrace the complicated nature of self. It is in these rituals of nourishing the spirit that we can also prioritize community, compassion, and responsibility. The Unfolding is a gift to embrace wholeness, together.

6,344

Downloads since 2021 launch





NEW SERIES WITH ASEANTÉ & LATOYA

UNRAVELED

NEW EPISODES THURSDAYS ON YOUTUBE



In the past year, The Loveland Foundation's YouTube channel has launched "Unraveled," with Aseanté Renee and LaToya Mara a transformative series focusing on mental and body work. This innovative addition explores the synergy between mental health and self-care, providing viewers with practical tools for a balanced well-being. Complementing this, the channel continues to produce dedicated mental health resource videos, reinforcing its commitment to accessible and impactful content.

1,347

video views in 2023



Select 2023 Programs & Press

We could not do this work without the support of our community and partners. Our partnerships throughout 2023 have provided platforms for us to share our mission, galvanized thousands of folks toward stewardship and share mental wellness resources widely.

We are deeply grateful to our brand partners and their commitment to our mission and creating sustainable, generational impact together.

flamingo

La COLOMBE[®]
COFFEE ROASTERS

little
words
project

PRINCESS POLLY

Deloitte.

NETFLIX



pai[®]

INSIDE THEN OUT

MAYBELLINE[®]
NEW YORK

Select 2023 Programs & Press

BLVDITY



STARBUCKS®

KFF

HENRY J KAISER
FAMILY FOUNDATION

TIME

yahoo!

ESSENCE

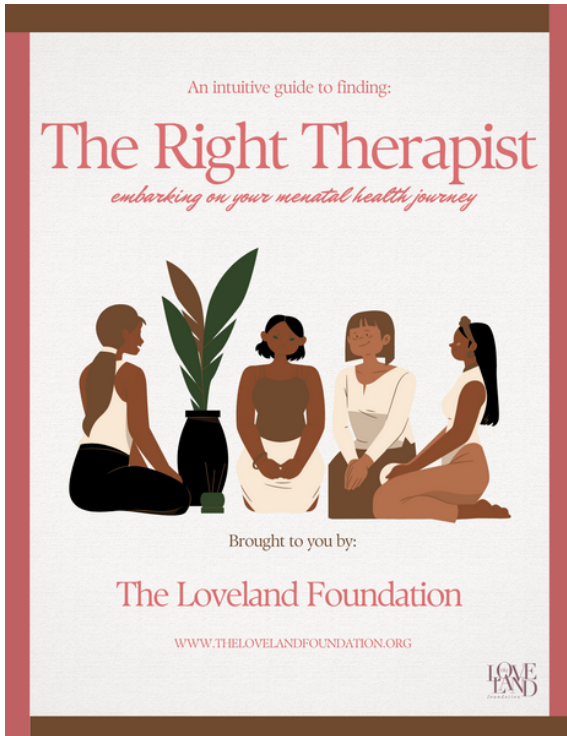
YouTube

InStyle

People



Therapy Seeker Guide



In October 2023, The Loveland Foundation launched a guide for therapy seekers! Our goal is to provide Loveland Therapy Fund cohort members with some tools to further their self-exploration guide their research embark to find the right therapist, modality or tools to support them along their therapy journey.

Dr. Cratissa of Deeply Rooted Psychological Services and the team at Stanford University's Weiland Health Initiative contributed generously to this guide. We thank them and all the therapy seekers who entrust us to support them along their wellness journey.



981

guide downloads since 2023

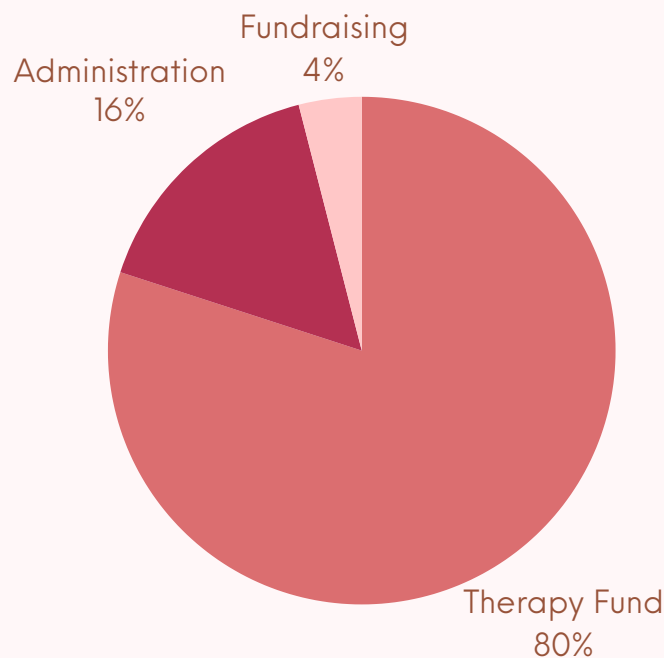
Finances

In 2023, direct payment to therapists totaled over

\$3.2M

2023 Spending Breakdown

Here's how donations and stewardship support our work:



We have been able to contribute to the growth of

3,690

therapists and their practices nationwide

Their work and commitment helped us financially support

71k

hours of therapy this year

Therapy Fund Testimonials

“This has truly been a blessing!! I was in the middle of a big life transition professionally and personally, so the vouchers allowed for me to seek and continue treatment and not worry about the financial component. I also was in prayer about finding a therapist and was connected to my provider who then told about Loveland.”

-L.S. from North Carolina

“ [The Therapy Fund is] such a blessing! I was in a very dark place in my life and I booked my first therapy session not knowing how I would afford it. My first visit with my therapist she told me about Loveland. The process was easy, and when I had any issues the team was super responsive, patient, and nice. I've recommended Loveland to so many other women of color.”

-C.J. from Indiana

“I would say it has been a blessing to my entire family. When I am okay, it benefits everyone.”

-T.L. from Georgia