



2022

Annual Report



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About Us

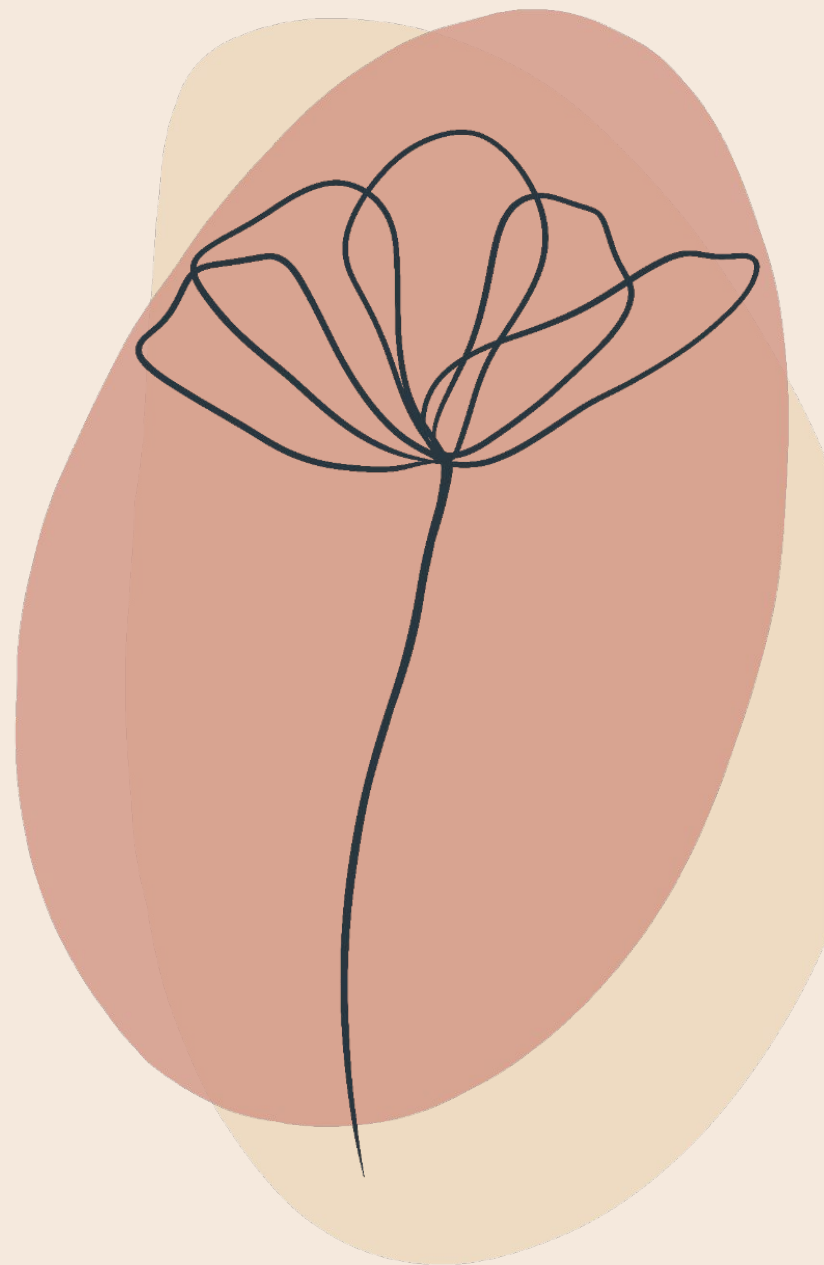
MISSION

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 Black women and girls nationally to receive therapy support. Black women and girls deserve access to healing, and that healing will impact generations.

The Loveland Foundation is the official continuation of this effort to bring opportunity and healing to communities of color, and especially to Black women and girls. Through fellowships, residency programs, listening tours, and more, ultimately we hope to contribute to both the empowerment and the liberation of the communities we serve.



Letter from the CEO

Dear Loveland Community,

As we wrap up the year we always like to take time as a team to reflect on the impact we have been able to have and how we can create even more change next year. Over the last three years, we've grown and passed several milestones. In 2019, we had our first cohort of participants who received 2,000 hours of free therapy. In 2022, **we offered over 70,000 hours of free therapy**, Healers Circles for BIPOC therapists to prioritize their own wellbeing, wellness resources like soundbaths and meditation exercises, and so much more. Our team has doubled in size this year as well. We have hired a Director of Development, Therapy Fund Program Associate, Social Media Coordinator and Chief Financial Investment Officer.

As many of the milestones we have been able to achieve, we have also learned a lot this year from both our therapists and participants. The demand for therapy support continues to grow however sadly some of our cohort members experience difficulty in finding a culturally competent therapist in their state. We are currently working on solutions to addressing this issue. We are just getting started and have ambitious plans for the future of The Loveland Foundation. We are creating generational healing and will change the ecosystem of mental healthcare for the better! I hope you continue to join us on this journey, because it wouldn't be possible without the support of our community.

Sincerely,

Sharlene Kemler

CEO, The Loveland Foundation

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, President



Sharlene Kemler
Chief Executive Officer



Hannah Tall
Director of Programs



Miriam Starobin
Social Media &
Programming Manager



Taakenya Cleveland
Therapy Fund Manager



Kaylea Scott
Social Media Coordinator



Kathryn Baron
Program Associate



Chrystal Mason
Executive Assistant



Nicky Mohammed
Development Assistant



Jessica Grant
Director of Development



2022

Highlights



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.

6,202

individuals served in 2022

74,424

hours of therapy in 2022

49%

of registrants are
between 18-29 years old

83%

are below the age of 40

**In 2022, the Loveland Therapy Fund
served 6,189 Black women girls and
nonbinary individuals.**

12

sessions per
person in 2022

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



2,591
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.

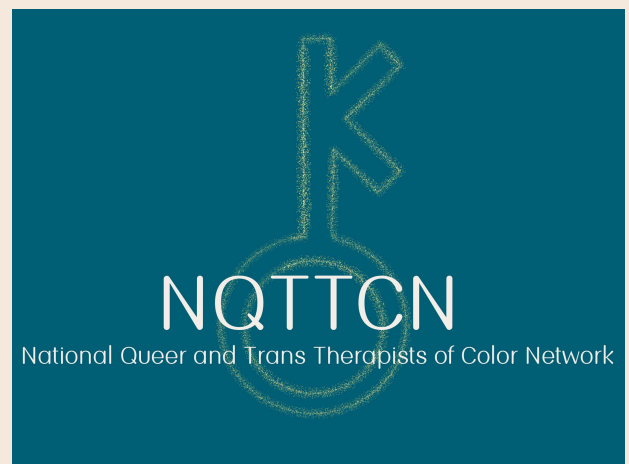
THERAPY *for*
BLACK GIRLS

Z ZENCARE

talkspace



open  path
psychotherapy collective



Psychology Today

Therapist Resources & Professional Development

The Loveland Foundation has been able to continue providing therapists serving Loveland Therapy Fund recipients with professional development and continuing education workshops and resources in 2022.

A new offering in 2022 was our Healers Circle series facilitated by The Axon Group. These closed support groups for therapists provided a beautiful space for therapists to check in and be held in a season where they are holding so much for others.



Psychologist
Food Relationship Strategist *Deborah*



The Axon Group
TRANSFORMATIVE COACHING

Partnership with these organizations has helped us provide professional development and networking resources to

561

therapists in 2022

Group Support Series



Pathlight.
**Mood &
Anxiety
Center**

The Loveland Foundation partnered with Pathlight Mood and Anxiety Center to host support groups of our Therapy Fund recipients. Group topics included: self compassion, finding your people, and the power of words we use and let in. The sessions addressed, and provided tools for navigating the unique challenges associated with mental wellness in communities of color.

534

women and non-binary
individuals served

15

group support
sessions in 2022

Co-Facilitators:

Tatum Carter, MA

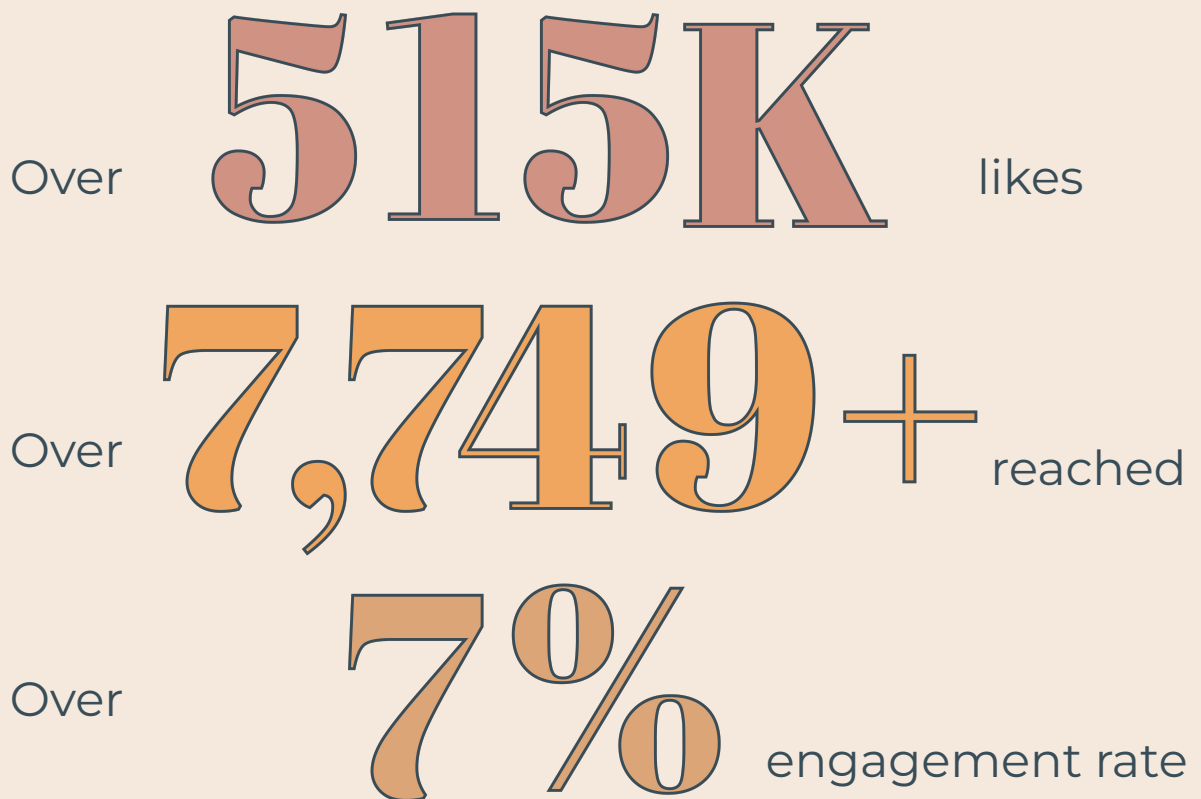
National Community Outreach Manager at ERC Pathlight

Dr. Bernasha Anderson

Psychologist & Founder, Thryve Wellness House

Social Media & Programming

While barriers to accessing therapy and culturally competent care persist, our programming aims to provide a bridge to resources and tools to support mental wellness for our Therapy Fund recipients and greater community. The Loveland Foundation has used social media with the intention of providing mental wellness resources within reach. We've hosted powerfully motivating content for our community, introduced folks to various tools, modalities and BIPOC wellness experts through our social media programming in 2022.



The infographic is enclosed in a hand-drawn style frame. It displays three metrics in a vertical stack. Each metric consists of a large central number, a smaller word to its left, and a smaller unit or description to its right. The numbers are in a reddish-orange color, while the words and units are in a dark grey color.

Metric	Value
Over	515K likes
Over	7,749+ reached
Over	7% engagement rate

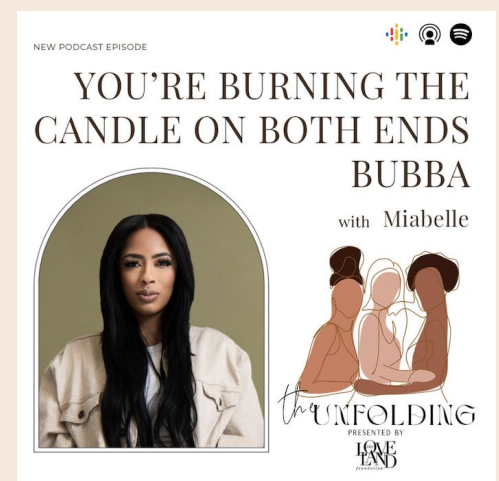
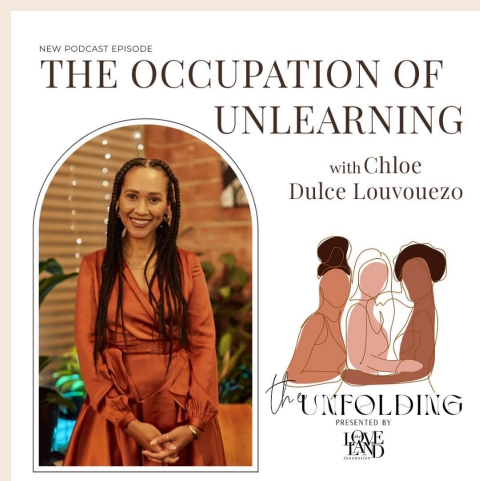


Our podcast is a network of conversations grounded in identifying abundance in us all. At the heart of these dialogues, two people are meeting, in a distilled moment, and process, with gratitude. Showing up for the journey to receive and give - showing up for reciprocity - knowledge that we do not always 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.

3,079

Downloads since 2021 launch

Select 2022 Podcast Guests



Select 2022 Programs & Press

The Loveland Foundation Presents

Mothering x Wellness

Centering Care in Black Communities

Join our panel of leading thinkers, dreamers and makers in honor of Black Maternal Health Awareness Week. Panel goes live April 13th at 7pm EST



Get your tickets on Eventbrite via the link in our bio!



Happy International Yoga Day

SUMMER SOLSTICE YOGA



MENTAL HEALTH AWARENESS MONTH


ENGAGING MINDFULLY: SOCIAL MEDIA CONSUMPTION X WELLNESS

WITH DR. EBONY

JOIN VIA INSTAGRAM LIVE
MAY 10TH @ 7PM EST



AUTUMNAL EQUINOX YOGA



Forbes BuzzFeed SELF

YouTube T ^ TIME

yahoo!



REFINERY29

marie claire

Med City News

COMPLEX



2022 Partnerships

We could not do this work without the support of our community and partners. Our partnerships throughout 2022 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.

Select Partners

flamingo

La COLOMBE[®]
COFFEE ROASTERS

little
words
project

PRINCESS POLLY

Deloitte.

NETFLIX


credo

pai[®]



Scholarship Fund

With an eye on decreasing barriers that BIPOC folks face in accessing therapy, starting in 2022 we are creating programming and fundraising to expand our work to provide scholarships to aspiring BIPOC therapists.

Our research has unveiled financial barriers impacting BIPOC therapists in the field.

only
17%

of therapists in
the US are BIPOC*

only
3%

of therapists identify
as Black or African
American*

*as per research from the American Psychological Association

The gaping hole in mental health resources that BIPOC communities face cannot be assuaged until there are more BIPOC therapists. Our research has shown BIPOC therapists are unable to successfully complete therapy programs due to financial barriers in both undergraduate and graduate tuition, rampant, unpaid internships, and meaningful, dependable mentorship. We hope to address this need through our Scholarship Fund.

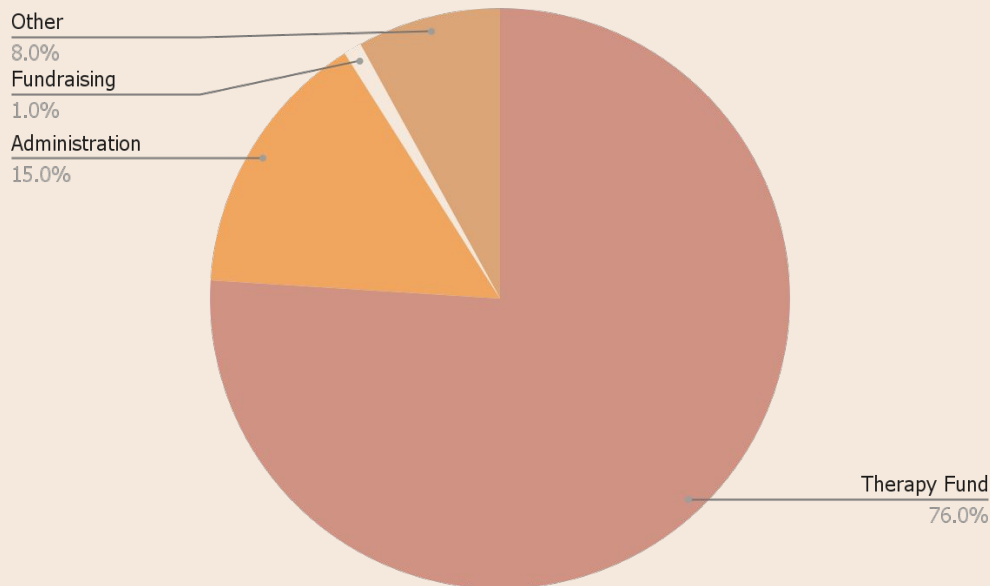
Finances

In 2022, direct payment to therapists totaled over

\$2.1M

2022 Spending Breakdown

Here's how donations and stewardship support our work:



We have been able to contribute to the growth of

2,591

therapists and their practices nationwide

Their work and commitment helped us financially support

74.4K

hours of therapy this year

Therapy Fund Testimonials

Grateful is the word I would use to describe my experience with Loveland. I both love and appreciate the have access to the wonderful resource. This fund is changing lives.

Aminah T.

Therapy Support Recipient

“I have to remark on what a phenomenal opportunity this foundation is providing for black women to receive assistance with therapy costs. As a black female psychologist, I often see finances as an obstacle for those in need. Thank you for this program, I am happy to be able to participate.”

Dr. Tamara C.

Therapist

My experience with the Loveland Therapy Fund has been friendly, professional, and life changing. I now have a safe space where I can express myself and for that I am grateful. Therapy has given me an outlet to share who I am and I do not have to shrink myself to accommodate someone outside of myself. It is my time and I am proud of myself for utilizing resources like the Loveland Therapy Fund to speak my truth. Thank you to the founders, employees, and everyone who contributed to the The Loveland Foundation! God bless!

Alexandrea D.

Therapy Support Recipient