2022 Annual Report
# Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Us</td>
<td>3</td>
</tr>
<tr>
<td>Letter from the CEO</td>
<td>4</td>
</tr>
<tr>
<td>Meet the Team</td>
<td>5</td>
</tr>
<tr>
<td>2022 Highlights</td>
<td>6</td>
</tr>
<tr>
<td>— Therapy Fund</td>
<td>7</td>
</tr>
<tr>
<td>— Therapist Resources &amp; PD Offerings</td>
<td>10</td>
</tr>
<tr>
<td>— Group Support Series</td>
<td>11</td>
</tr>
<tr>
<td>— Social Media and Programming</td>
<td>12</td>
</tr>
<tr>
<td>— 2022 Partnerships</td>
<td>16</td>
</tr>
<tr>
<td>— Scholarship Fund</td>
<td>17</td>
</tr>
<tr>
<td>— Finances</td>
<td>18</td>
</tr>
<tr>
<td>Therapy Fund Testimonials</td>
<td>19</td>
</tr>
</tbody>
</table>
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.
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
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.
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:
Through our partnerships with the therapist directory search platforms below, Loveland Therapy Fund participants have access to culturally competent therapists nationwide.
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.

Partnership with these organizations has helped us provide professional development and networking resources to 561 therapists in 2022.
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
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.

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.

Downloads since 2021 launch

Select 2022 Podcast Guests

Cut the BullSh*t
Just Reschedule
with Phoebe Robinson

THE OCCUPATION OF UNLEARNING
with Chloe Dulce Louvouezo

YOU’RE BURNING THE CANDLE ON BOTH ENDS BUBBA
with Miabelle
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
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.
In 2022, direct payment to therapists totaled over $2.1M.

2022 Spending Breakdown

Here’s how donations and stewardship support our work:

- Therapy Fund: 76.0%
- Other: 8.0%
- Fundraising: 1.0%
- Administration: 15.0%

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 74,440 hours of therapy this year.

The Loveland Foundation | 2022
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