mental health care is for
EVERYONE
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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!
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 led 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

CHRYSHELL 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.
- I express myself with confidence and clarity.
- My self-expression inspires and empowers others.
- I am grateful for my voice and the power it holds.

@thelovelandfoundation
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:

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

**Therapist Directory Partners**

- Therapy for Black Girls
- ZenCare
- B
- NQTTTCN
- Open Path
- Psychology Today
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.
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
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

1. **@todsbecca**
   - 06:01 am | Nov 15, 2023
   - 81,494 likes
   - "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.

2. **@Cee.xnotes**
   - 04:52 am | Jan 24, 2023
   - 18,454 likes
   - "Healthy conversations are therapeutic—thank you for being honest, thank you for being vulnerable, thank you for listening, thank you for helping me accountable, thank you for making me laugh, thank you for your grace, & thank you for caring."

3. **@BrunetteBohemian**
   - 06:01 am | Dec 22, 2023
   - 15,831 likes
   - "I have zero FOMO. I’m in my bed. I’m thriving. I have my blanket and my comfort snacks."

4. **@LeArielleSimone**
   - 06:02 am | Oct 16, 2023
   - 15,295 likes
   - "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."

5. **@letmypeopleglo**
   - 06:01 am | Nov 06, 2023
   - 12,032 likes
   - "I love the way a person’s eyes light up when they’re explaining something they’re passionate about. Like yes, try for taking your armour off and letting me into your little world.

6. **@katie.yoo**
   - 06:00 am | Feb 12, 2023
   - 14,211 likes
   - "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."

7. **@michelleccclark**
   - 11:58 am | Mar 19, 2023
   - 10,883 likes
   - "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."

8. **@michelleccclark**
   - 06:00 am | Dec 26, 2023
   - 9,903 likes
   - "What a gift it is to let your body rest when it’s actually asking for rest."
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
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.
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.
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 contributioned 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
In 2023, direct payment to therapists totaled over $3.2M.

2023 Spending Breakdown

Here's how donations and stewardship support our work:

- Therapy Fund: 74%
- Administration: 24%
- Fundraising: 2%

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.
“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