



THE LOVELAND FOUNDATION

2024 Annual Report



www.the LovelandFoundation.org

TABLE OF CONTENTS

| | |
|---|-----------|
| Mission Statement & Our Story | 3 |
| Letter from the CEO | 4 |
| Meet the Team | 5 |
| 2024 Highlights | 6 |
| 2024 Takeaways | 7 |
| | |
| Therapy Fund | 8 |
| Finances | 9 |
| Demographics | 10 |
| | |
| Therapist Directory Partners | 11 |
| Therapist Resources & Professional Development | 12 |
| New Programming for Therapists | 13 |
| Therapy Fund Recipient Workshops | 14 |
| Group Support Series | 15 |
| Therapy Fund Testimonials | 16 |
| | |
| Social Media Programming | 17 |
| Top Performing Content | 18 |
| The Unfolding TLF Podcast | 19 |
| YouTube | 20 |
| Love, Us Campaign | 21 |
| Support & Resources | 22 |

Mission Statement

We want to live in a world where every Black woman and non-binary individual has access to high-quality, culturally competent therapy. To make this dream a reality, The Loveland Foundation covers the cost of therapy for our community, provides mental health resources, and invests in the professional development of BIPOC therapists. We believe if we reimagine a mental health care system accessible to Black women, we can create a system that benefits everyone.

Origin

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 **210,780 hours of therapy support!**

Letter from the CEO



Dear Loveland Community,

Thank you for the support, love, and allyship you have shown the foundation within the short time we have been established. We are constantly amazed that The Loveland Foundation is funded by individual donors—90 % —with an average donation of \$5! This simple form of generosity has enabled the foundation to fund **over \$9 million in therapy sessions** for thousands of Black women and non-binary people nationwide since 2019 and remove the stigma associated with mental wellness. In addition, our community of supporters gave each of us at the foundation a sense of hope for society during some dark moments as we closed out 2024 and gratitude for those who continue to support our mission.

We are grateful for our amazing network of BIPOC therapists, donors, and supporters who allow many of our participants the opportunity to be the first person in their lineage to do the work to create intergenerational change and healing for many. We proudly focus on the mental wellness of Black women and nonbinary individuals because we believe if we reimagine a mental health care system accessible to them, we can create a system that benefits access for all.

Our belief in health, peace, self-love, and joy for all will remain our beacon of hope in 2025.

Sincerely,

A handwritten signature in black ink that reads "Sharlene Kemler". The signature is fluid and cursive, with a large, sweeping initial 'S'.

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 KEMLER
Chief Executive Officer



HANNAH TALL
Director of Programs



NICKY MOHAMED
Associate Director of Development



RACHEL KEENER
Creative & Social Director



KAYLEA SCOTT
Social Media Coordinator



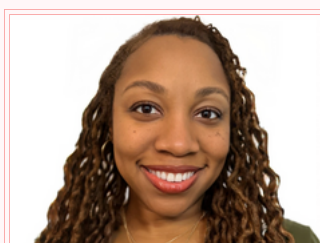
ELIZABETH DIVINE
Comms and Campaigns Strategist



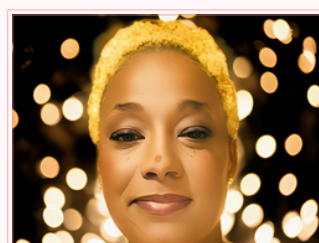
CHRYSTAL MASON
Executive Assistant



DARIUS ROBINSON
Therapy Fund Operations Coordinator



EMAN DORINY
Therapy Fund Program Assistant



SHUNDA MYERS
Therapy Fund Program Assistant



GEORGIA TAN
Cyber Operations Manager

2024 Highlights



The Year's Key Takeaways

1. More Americans are feeling anxious and lonely. According to the US Surgeon General, America is currently in an **epidemic of loneliness and isolation.**

The supply and demand for therapists are significant issues we face as a nation. There are just not enough registered therapists in the United States. According to the American Psychological Association (APA), about **4% of psychologists in the United States are Black**: On average, there is one white therapist to every 307 white people in the country versus one BIPOC therapist for every 1,002 BIPOC people, and if you are Black its **1 Black therapist for every 660 Black people.**

2. Therapists are a massive part of our impact and form the backbone of our organization. There is a unique need and high demand for Black therapists, and this demand is increasing during a shortage of mental health professionals. High demand combined with a shortage is leading to burnout. Our data shows that since the pandemic, it has taken some of our participants 6 - 12 months to find a therapist who accepts new clients.

3. BIPOC groups are scared about funding opportunities and attacks on DEI programming. Donors are starting to hold donations and are looking at our current political climate to decide whether they will support DEI programs. However, **support is needed now more than ever for DEI programs.**

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.

4,848

INDIVIDUALS SERVED IN 2024

58,176

HOURS OF THERAPY OFFERED IN
2024

38%

of Therapy Fund recipients were between 18-29 years old

81%

of Therapy Fund recipients were below the age of 40

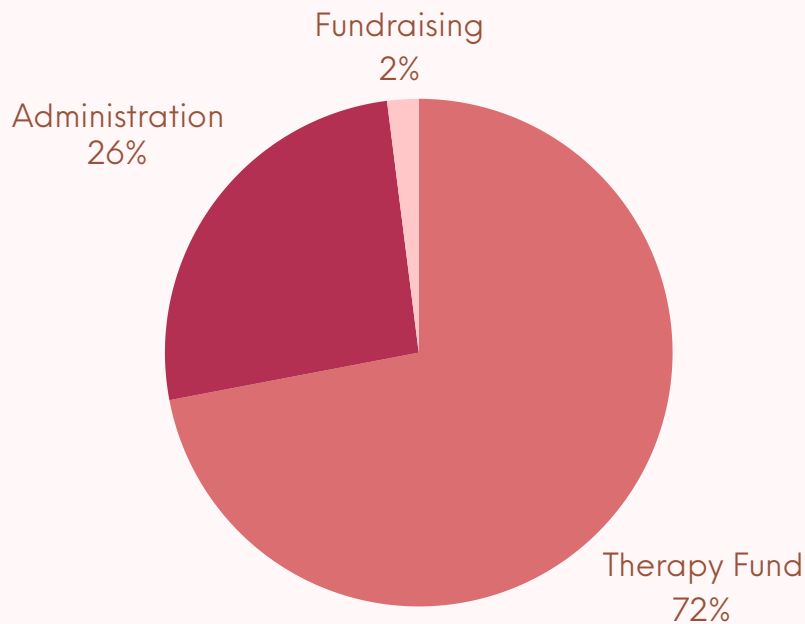
Finances

In 2024, direct payment to therapists totaled over

\$2.3M

2024 Spending Breakdown

Here's how donations and stewardship support our work:



We have been able to contribute to the growth of

4,415

therapists and their practices nationwide

Their work and commitment helped us financially support

58k

hours of therapy in 2024

In 2024, the Loveland Therapy Fund served 4,848 Black women girls and nonbinary individuals.

12

sessions per person in 2024

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



4,415

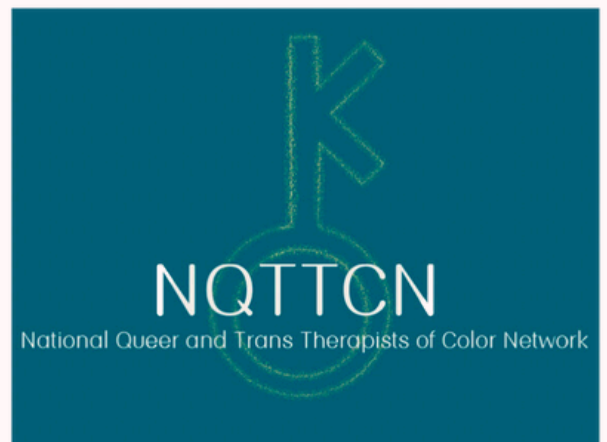
therapists in our network

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

**mental
health
match**



open  path
psychotherapy collective

Psychology Today

 ZENCARE

Therapist Resources & Professional Development

The Loveland Foundation is in its 2024 fourth year of providing therapists serving Loveland Therapy Fund recipients with professional development and continuing education workshops and resources. In addition to our signature therapist program, the Healers Circle, in 2024 we also introduced a new resource—quarterly office hours. This space supported therapists in sharing tools and best practices for building a therapy practice.

With more 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

505

therapists in 2024

New Programming for Therapists in 2024



In 2024 the Loveland Foundation launched a new offering for therapists serving Loveland Therapy Fund recipients. Our professional development library includes self-paced workshops on topics including Black maternal health, disordered eating, addressing communal trauma and more. With over 14 hours of learning content, therapists are now able to learn skills that deepen their understanding of topics, and up-skill as they serve Black women and nonbinary folks in the therapy room.

6,737
video impressions in 2024



Therapy Fund Recipient Workshops

In addition to receipt of vouchers for therapy, Loveland Therapy Fund recipients gain access to curated workshops and personal development resources to support them along their mental health journey. In 2024, we curated a suite of workshops in response topics Therapy Fund recipients wanted to learn about.



502

workshop participants in 2024

The Loveland Foundation presents:

LEARNING THE DANCE OF OUR NERVOUS SYSTEM

Led by: Shunda Sugg (she/her)



TAPPING INTO HEALING:

A BEGINNER'S GUIDE TO EFT (TAPPING)


Libbie




LED BY: COLETTE ELLIS,
FOUNDER OF LIBBIE HEALTH

THE GIFT OF GRIEF

Navigating Loss and Finding Meaning
A self-guided workshop to help you identify and move through life's many types of grief.



Facilitated by:
Dr. Anita M. Robinson



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 2024, 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.

451

women and non-binary
individuals served

16

group support
sessions in 2024

CO-FACILITATORS



Tatum Carter, MA

National Community
Outreach Manager
at ERC Pathlight



**Dr. Bernasha
Anderson**

Psychologist &
Founder, Thryve
Wellness House

Therapy Fund Testimonials

“Excellent! I relocated to a new state with a job that didn’t provide any health insurance. Loveland saved me, being in a new state on my own was extremely difficult and having my therapist to help me navigate has been great!

–Therapy Fund Recipient from Virginia

“ My experience with the Loveland Therapy Fund was honestly transformative. I hadn’t been in therapy for about a year and a half, since college where it was very beneficial. Last year in particular I was going through a very difficult time with my family and was having a hard time processing things on my own, so when I received the vouchers it truly was a positive shift in my life. I wouldn’t have been able to afford it with my insurance, so the vouchers and Loveland Therapy Fund saved me from a very dark place.”

–Therapy Fund Recipient from Florida

“I am so eternally grateful for this wonderful experience. To be blessed with an opportunity to nurture my mental health, especially in a season when financial stability is such a struggle.. it’s an indescribable gratitude. Thank you for helping to carry the burden of my grief in a season where I couldn’t bare it alone. You all are doing God’s work!”

–Therapy Fund Recipient from Tennessee

M e n t a l

h e a l t h

A w a r e n e s s

LOVELAND

SHOW UP FOR
BLACK WOMEN.

LOVELAND
FOUNDATION



LOVELAND
FOUNDATION

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 2024, 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.

841K

likes

1.7M

accounts reached

6%

engagement rate

Top Performing Content

HAPPY PRIDE MONTH

sending love to



06:01 am | Jun 01, 2024

♥ 38,149

FILL YOUR CUP



06:01 am | Oct 15, 2024

♥ 24,504

Living Slow

LEARN TO DO NOTHING.
 PUT DOWN YOUR PHONE.
 ACCEPT REST.
 DRINK WATER.
 INVITE MINDFULNESS & TRANQUILITY.
 PRACTICE YOUR BREATH. SLEEP IN.
 GO ON A WALK. WORKOUT.
 SOCIAL MEDIA CLEANSE.
 LEARN TO SAY NO.
 CONNECT WITH YOUR COMMUNITY.
 SMILE.
 BE STILL. READ MINDFUL BOOKS.
 PUT ASIDE YOUR TASKS.
 SURRENDER THE NEED TO ALWAYS BE DOING SOMETHING.
 SPREAD LOVE & POSITIVITY.
 FORGIVE YOURSELF

06:01 am | Apr 16, 2024

♥ 18,618



06:01 am | Jan 18, 2024

♥ 17,613

Joël Leon. @JoelakaMaG
 i thrive under pressure, yes. but i also thrive under sunshine, under joy, under warm hugs and creativity, morning coffee, a strong community.
 i can thrive under most things—I'd much rather thrive in love.

@BLOOM_PSYCHOLOGY

06:01 am | Jan 30, 2024

♥ 16,963

The real luxuries in life:

Slow mornings
 Freedom to choose
 A good night's sleep
 Peace of mind
 Calm and "boring" days
 Being present
 People you love
 People who love you back

@emalempire.co

06:00 am | Mar 17, 2024

♥ 16,467

The weird thing about bravery is that if you're doing it right it feels like fear.

06:03 am | Aug 08, 2024

♥ 12,806



06:00 am | Nov 16, 2024

♥ 11,144

It Is Possible To Be...



06:00 am | Oct 20, 2024

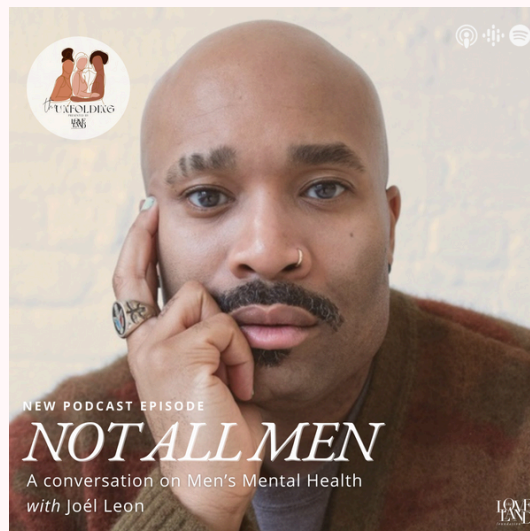
♥ 10,352



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.

9,495

Downloads since 2021 launch





The Loveland Foundation’s YouTube channel amplifies our mission by providing accessible content that supports the mental wellness of Black women and girls.

Featuring episodes of The Unfolding podcast, “State of the Union” updates with our CEO, panels on popular mental health topics like money, motherhood, and grief, and collaborations with wellness practitioners and creators, our channel offers powerful conversations, transparent reflections, and practical self-care tools. From inspiring discussions to guided practices, it serves as a dynamic resource for healing, growth, and empowerment.

6,109

video views in 2024





We launched **Love, Us**—a campaign rooted in the collective power of Black women and nonbinary folks coming together to fund healing. Inspired by our brand statement, “we are becoming the ones we’ve been waiting for,” this movement was more than just fundraising; it was a testament to the strength of community care.

Through Love, Us, we built a for us, by us initiative, where every donation became an act of love, every contribution a step toward collective healing. The vision was simple yet powerful: a grassroots healing revolution, one donation at a time

\$45,252

Raised by 1,597 supporters on Instagram



Support & Resources

To everyone who has supported the Loveland Foundation—whether through donations, partnerships, sharing our mission, or simply believing in the work we do—thank you. Your support isn't just helping individuals access therapy; it's creating a **generational impact** that will be felt for years to come.

Every session, every resource, and every opportunity we provide is a step toward healing, empowerment, and equity in mental health care for Black women and girls. And that work doesn't happen without you.

**THE
WORK
IS NOT
OVER**



Visit thelovelandfoundation.org to learn more.
Together, we're breaking barriers and building a future where mental health care is accessible for all.

Follow us on our socials for resources
and info on our current offerings.

