



2021

**Annual Report**



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# About Us

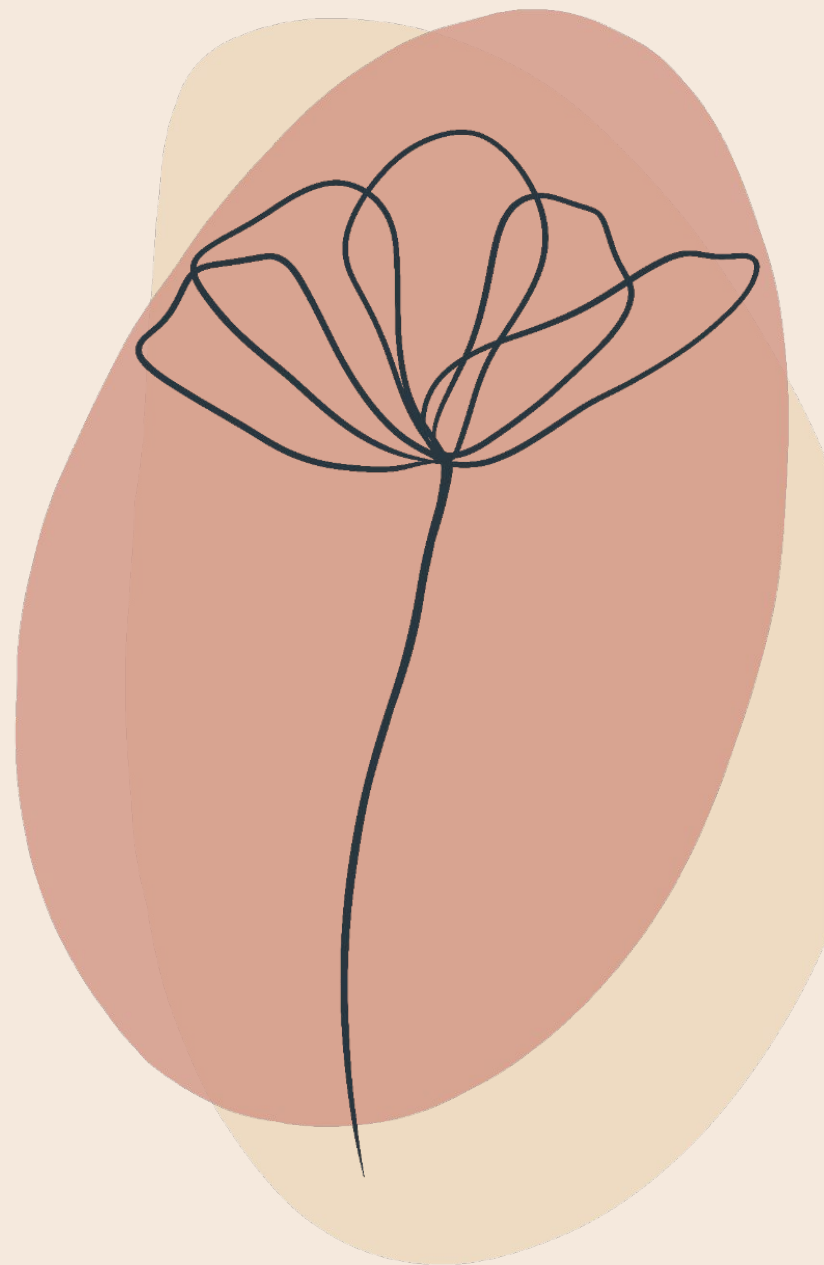
## MISSION

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,

It's crazy to think in 28 months the foundation has provided therapy support to over 10,000 Black women, girls and gender nonbinary individuals. The barriers affecting access to therapeutic care by members of diverse ethnic and racial groups are vast. Lack of insurance, mental health stigma and a lack of culturally competent mental healthcare providers are just a few of the barriers faced by BIPOC folks seeking to access mental health services. Our goal at The Loveland Foundation is to create generational impact within the Black community by providing resources and offering financial support with no strings attached. I am proud to say we are reaching our goals due to our amazing team and collective community of donors, mental health advocates, therapists, small businesses and corporate support. We are fortunate that the foundation has garnered so much support and people are seeing the importance of mental health. However there is still a lot more work to be done.

Our waitlist is constantly growing and the demand for BIPOC therapists support has increased significantly. However only 17% of therapists in the U.S are BIPOC. One of the ways we've worked on decreasing barriers that BIPOC folks face in accessing therapy in 2021 is through the launch of group support sessions in partnership with Pathlight Mood and Anxiety Center. We've also continued to provide wellness resources to our Therapy Fund participants. And for the first time, we've been able to expand upon our work by establishing partnerships that have brought professional development courses connecting therapists with coursework addressing the needs and experiences of the Black community. Our professional development resources have supported our network of 1100+ therapists this year.

As we close out 2021 I am grateful for this community and the social impact we have collectively been able to achieve. We look forward to deepening our impact for and alongside our community in 2022.

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



**Chrystal Mason**  
Executive Assistant



**Nicky Mohammed**  
Development Assistant



2021

**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.

5,000+

individuals served

51,900+

hours of therapy in 2021

52%

of registrants are  
between 18-30 years

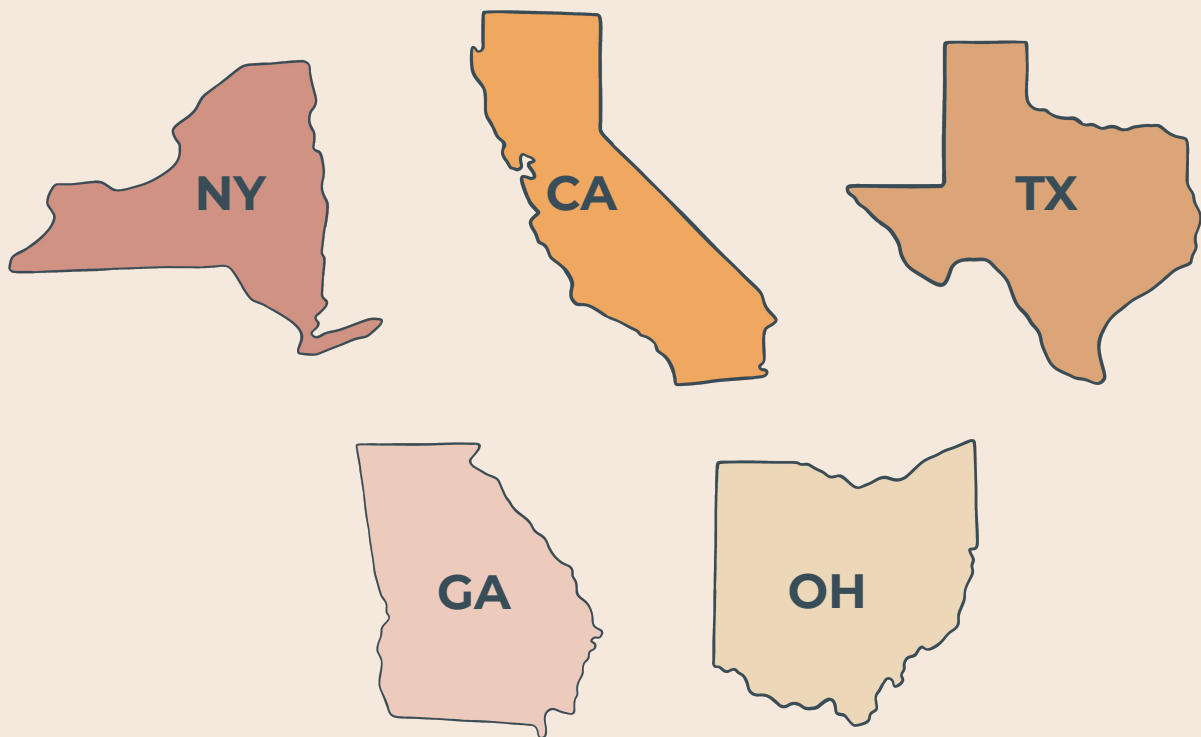
87%

are below the age of 40

**This year, we grew our Therapy Fund  
to increase our voucher support to  
our Therapy Fund recipients.**

**8** → **12**  
sessions per  
person in 2020      sessions per  
person in 2021

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



1,196  
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

talkspace



open  path  
psychotherapy collective

Psychology Today

# Therapist Professional Development

The Loveland Foundation is proud to have offered continuing education workshops and resources to therapists serving Loveland Therapy Fund recipients in 2021. In partnership with The Renfrew Center for Eating Disorders, affiliated therapists took part in a six part series about eating disorders in Black women and girls. Sessions covered the historical context, etiology, intergenerational trauma and its impact on body image, assessment and treatment.



This partnership helped us provide continuing education credits to

460

therapists in 2021

# 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.

284

women and non-binary  
individuals served

12

group support  
sessions in 2021

## Co-Facilitators:

**Tatum Carter, MA**

Alumni and Family Liaison 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 2021.

Over **1.6M** likes

Over **22M** reached

**9%** engagement rate





presented by



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.

5000+

downloads for the first 3 episodes

## Podcast Guests

### **Ep. 1: Tianna Madison**

American Track and Field  
Athlete

### **Ep. 2: Dr. Mariel Buque**

Holistic psychologist,  
Intergenerational Trauma  
expert, and sound bath  
meditation healer

### **Ep. 3: Sonia Renee Taylor**

Author & Founder and  
Radical Executive Officer  
of The Body is Not An  
Apology

# Select 2021 Programs & Press



RACHEL CARGLE  
MODERATOR



DR. JOY BRADFORD  
PANELIST



DR. SHENA YOUNG  
PANELIST

*Black Joy*

IS OUR LIBERATION

LOVELAND  
FOUNDATION

HAPPY INTERNATIONAL YOGA DAY

**SUMMER  
SOLSTICE  
YOGA**

Join Sara Clarke LIVE on  
IG Live June 21st 5pm EST



*THE FAT SEX THERAPIST*

*Body  
Gratitude  
Workshop*

Join us LIVE 5/11/21 @ 7pm EST  
on The Loveland Foundation  
Instagram Live to be in  
conversation with Sonalee

LOVELAND  
FOUNDATION



A TWO-PART SERIES HOSTED VIA IG LIVE

**CARVING  
SPACE  
TO HEAL**

ANXIETY, GRIEF AND BURNOUT IN  
A "POST-PANDEMIC WORLD."

MEGHAN WATSON, M.A. RP

**FRIDAY  
JULY 23RD**  
6:00 pm EST

**FRIDAY  
JULY 30TH**  
6:00 PM EST

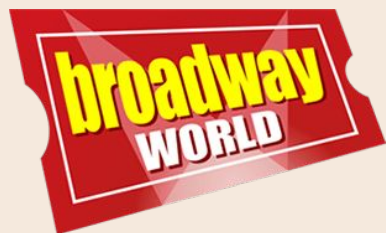
LOVELAND  
FOUNDATION

**AdAge**



**REFINERY29**

**SELF**



**AFROPUNK**

# #GivingTuesday

#GivingTuesday is a global movement that encourages generosity, in a multitude of ways. On November 30th, we asked our community to reflect on how they've given to and cared for themselves this year. Friends of The Loveland Foundation came together to reflect on the ways that they give, and supported the Foundation in igniting conversation and acts of generosity and giving amongst our community.

## “The Way I Give”

“... by providing my loved ones a comforting ear, space, a judgment-free zone”

“... by being a student of life”

“... by validating my emotions”

“... making sure that what I'm offering people comes from a deep place of love and care, first for myself and then for my community.”

“... being present for myself, listening to myself, and doing the same for other people”

“... when I pour into myself first, I can easily give those same things to other people”

“honoring my boundaries”

# 2021 Partnerships

We could not do this work without the support of our community and partners. Our partnerships throughout 2021 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<sup>®</sup>  
COFFEE ROASTERS

little  
words  
project

PRINCESS POLLY

Deloitte.

NETFLIX

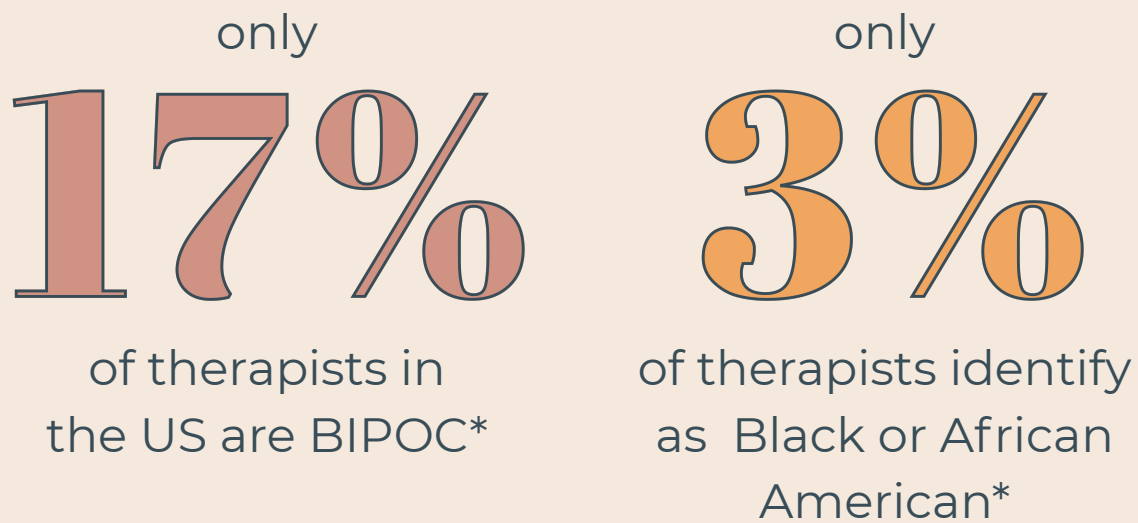


pai<sup>®</sup>



# Scholarship Fund

With an eye on decreasing barriers that BIPOC folks face in accessing therapy, starting in 2022 we will be expanding our work to provide scholarships to aspiring BIPOC therapists. Our research has unveiled financial barriers impacting BIPOC therapists in the field.



\*as per studies by 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.



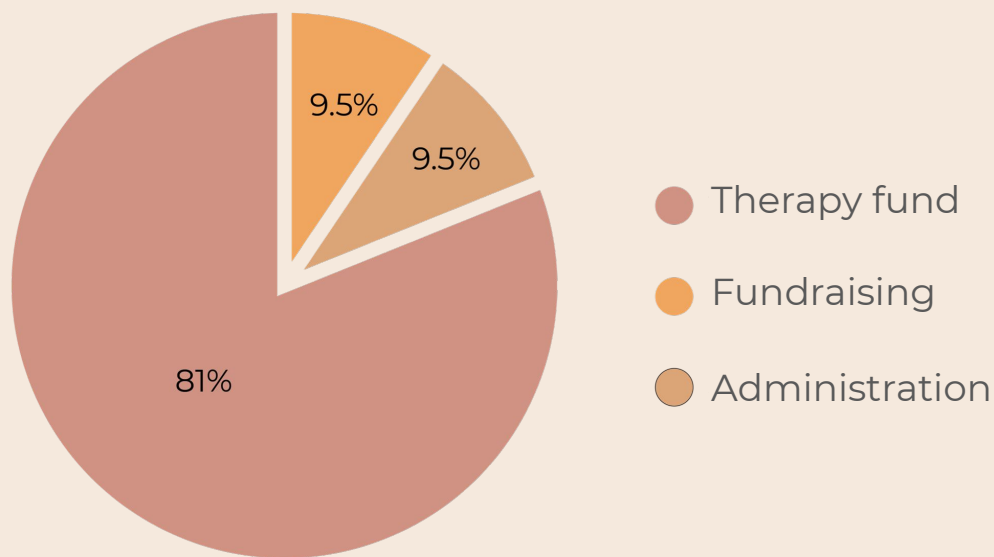
# Finances

In 2021, direct payment to therapists totaled over

\$1M

## 2021 Spending Breakdown

Here's how donations and stewardship support our work:



We have been able to contribute to the growth of

1,100+

therapists and their practices nationwide

Their work and commitment helped us financially support

51.9K

hours of therapy this year

# Therapy Fund Testimonials

"I just messaged my Talkspace therapist for the evening. This would not have been possible without YOU. You have changed my life by supporting my mental health and you have helped me to become a better momma to my boys."

**Sarah M**

Therapy Support Recipient

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"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 Cannon**

Therapist

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"Seamless, supportive, transformative. Having support with the struggle to afford mental health support means the world to me."

**Kirstyn**

Therapy Support Recipient