

# Silence the Shame

## 2022 YEAR-END REVIEW

Silence the Shame is a nonprofit organization that empowers and educates vulnerable communities on mental health and wellness to eliminate stigma and promote healing. Through community conversations, compelling content, and training programs, we aim to normalize the conversation surrounding mental health, peel back the layers of shame to eliminate stigma, and provide support for mental health, poverty, and youth empowerment.

**10K+**  
PEOPLE  
SERVED

**700+**  
PEOPLE  
TRAINED

**40+**  
WELLNESS  
PROGRAMS

**55+**  
COUNTRIES  
REACHED

# LETTER FROM THE FOUNDER



Dear Friends, Supporters, and Stakeholders,

I'm proud to share Silence the Shame's progress in eliminating mental health stigma.

When I founded STS six years ago, I aimed to create a safe haven for those struggling with mental health and break the stigma. Today, I'm humbled by our achievements.

This year, we expanded our reach, empowering more individuals to prioritize their mental health. Our programs and outreach touched thousands of lives, offering support during their darkest moments.

One major accomplishment was advocating for Black Children's Mental Health Awareness Day in Georgia and launching youth programs. We also raised awareness through campaigns, workshops, and seminars, partnering with schools, universities, and community organizations.

None of this would have been possible without our dedicated team, volunteers, and donors. Thank you for your commitment and generosity.

Your contributions made a real difference.

# BOARD OF DIRECTORS

## Officers

Deanna Hamilton  
Executive Director  
Georgia Legislative Black Caucus

Dee Dee Murray  
Entrepreneur

## Trustees

Rhonda Morgan  
Chief Relationship Officer  
Coldwell Bank

Ronald Boyd Devoe Jr.  
Realtor, Entertainer  
Devoe Real Estate

W. Imara Canady  
National Director, AIDS  
Health Foundation

Camille Banks-Lee  
Psychotherapist  
CBL Psychotherapy, LLC

Lonnie Johnson  
Exxon, Retired

Darrell Booker  
Corporate Affairs Specialist  
Microsoft

# BEHAVIORAL HEALTH EDUCATION

**25**  
COMMUNITY  
CONVERSATIONS

**24**  
TRAINING &  
SEMINARS

**12**  
PODCAST  
LAUNCHED

**8**  
SELF-CARE  
SATURDAYS

Silence the Shame is proud to collaborate with behavioral health experts and individuals who have personal experience to provide education on behavioral health to underrepresented groups. Check out our YouTube channel for in-depth conversations on various topics. We also offer mental wellness seminars and Youth Mental Health First Aid to further our mission.



**Sports, Entertainment, and Mental Wellness: Atlanta Hawks Night Community Conversation**



**Black Children's Mental Health Awareness Day STS Sunday Dinner**



**My Life is a Gift Suicide Awareness Summit**



**Faith & Mental Health Podcast (STS Bonus Episode)**



**Introducing - Healing In Public**



**STS Podcast Featuring Bobby Brown**



**Self-Care Saturday - Yoga w/ Talen Lane**



**The Soundtrack of Mental Health - Understanding Mental Health & Wellness Seminar**



**Role of Pharmacy as Community Mental Health Partners-The Community Health Equity Alliance in GA**

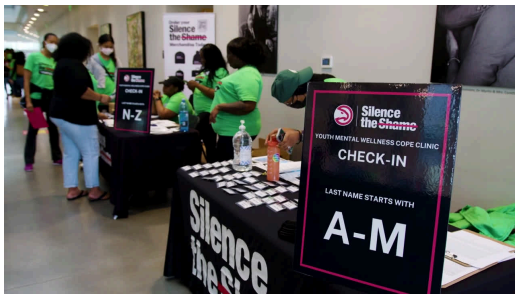
# YOUTH EMPOWERMENT & DEVELOPMENT

**400+**  
YOUTH & YOUNG  
ADULT SERVED

**20+**  
PARENTS  
ENGAGED

**10+**  
EVENTS  
HOSTED

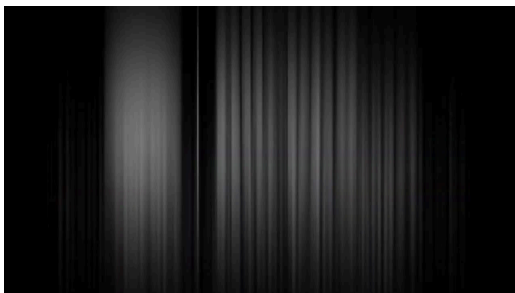
Silence the Shame has introduced two new youth programs and one young adult program. These include the Youth Mental Wellness Community Outreach Practice Effort in collaboration with the Atlanta Hawks, the Free Your Feels Teen Summit in partnership with the Georgia Department of Behavioral Health, Voices for Georgia's Children, and VOX ATL and Conversations & Care.



**2022 Youth Mental  
Wellness COPE Clinic:  
Silence the Shame x  
Atlanta Hawks**



**2022 Silence the Shame  
x Science Gallery  
Atlanta: Conversations  
& Care Recap 8.6.2022**



**2022 Silence The Shame  
x Atlanta Hawks Teen  
COPE Activity**



**Free Your Feels Teen  
Summit Recap  
9.24.2022**

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HOSTED



# COMMUNITY OUTREACH

STS is committed to educating communities on integrating mental health practices into various settings. This year, we have expanded our program in partnership with Texas Southern University, NAMI, and the Girl Scouts of America. We also hosted our annual A Brilliant Mind Gala; My Life is a Gift Suicide Awareness Summit, No Reservations Needed with the Atlanta Mission Shepherd Inn, and NRN Brunch with My Sister House events.



**Texas Southern University Culture Fest**



**5th Annual National Silence the Shame Day**



**Girls Scouts of Greater Atlanta 2022 Teen Empowerment Summit**



**A Brilliant Mind Gala Awards Program**



**My Life is a Gift Suicide Awareness Summit**



**No Reservations Needed**

# ADVOCACY & AWARENESS



**Georgia's Black Children's Mental Health Awareness Day was officially designated on May 1st. This initiative garnered support from more than 75 organizations and individuals, including Senator Tanya Anderson, who backed the resolution.**



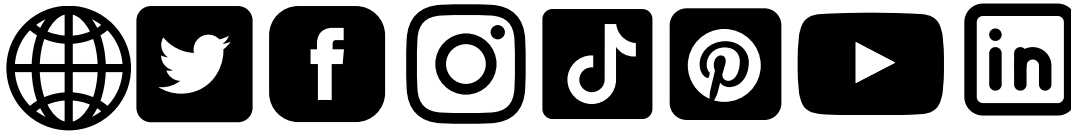
**STS has initiated and backed three campaigns to raise awareness about behavioral health and has also been involved in coalitions and workgroups to enhance mental health outcomes for both young people and adults. For more information about these projects, please visit our website.**



# MEDIA PARTNERS



# Online Impact

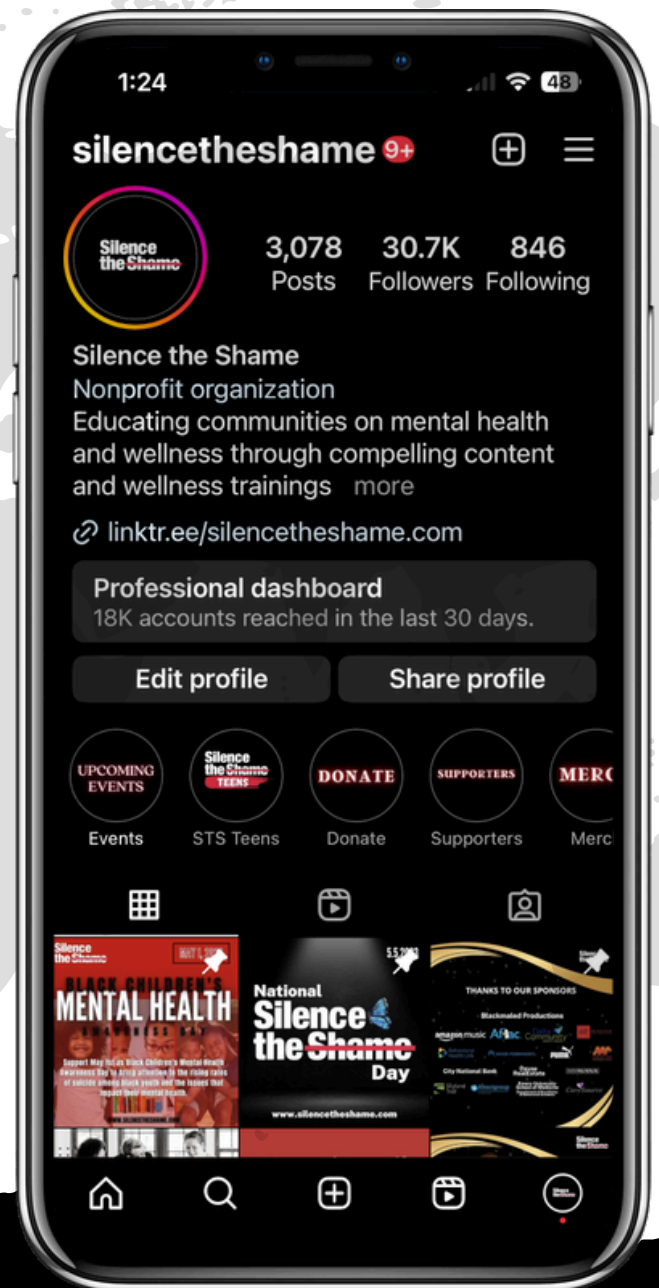


**1.4 MILLION**  
Impressions

**40,000+**  
Followers

**29,000+**  
Website  
Visitors

**1,000+**  
Resource  
Downloads



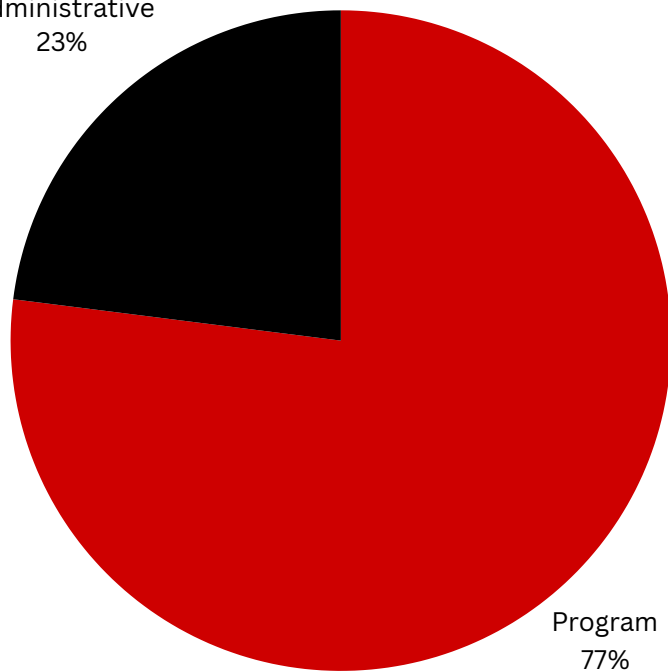
# Financials

## Total Income

**\$934,159** ↑

Silence the Shame's increase in revenue was due to the spike in available funding for youth mental health through various foundations, organizations and Georgia's Department of behavioral Health & Developmental Disabilities.

Administrative  
23%



**\$783,672**  
Total Expenses

# LEADERSHIP TEAM



**SHANTI DAS**  
FOUNDER & CEO

Shanti Das, the Founder, and CEO of Silence the Shame, Inc., is an accomplished entertainment industry veteran, speaker, author, and philanthropist. With over 25 years of experience in the entertainment business, Shanti decided to establish her own nonprofit organization, The Hip-Hop Professional Foundation, Inc., due to her extensive community work. The foundation was later rebranded as Silence the Shame, Inc., the leading mental health movement since 2016. Throughout the years, Shanti has dealt with depression and anxiety and witnessed the impact of mental health disorders on her loved ones.



**JEWELL GOODING, MBA, MA, NCC**  
EXECUTIVE DIRECTOR

Jewell H Gooding MBA, MA, NCC is the Executive Director for Silence the Shame, Inc, mental health education and awareness non-profit. She is a National Certified Counselor with 20 years of experience in mental health services and support. In addition, she has over ten years of experience in management and leadership. Mrs. Gooding holds a BS in Psychology from Tennessee State University, MA in Mental Health Counseling from Roosevelt University, and MBA from Georgia.



**TAIMERE WOOD**  
OPERATIONS DIRECTOR

Taimere Wood has been in the nonprofit sector for more than ten years with the mindset that it's everyone's responsibility to give back to the community. She graduated from Clark Atlanta University with a Bachelor's degree in Criminal Justice. As the Operations Director for Silence the Shame, she hopes to continue her community impact worldwide as the organization envisions expanding globally.



**MAEGAN-CHARJOI PRINGLE, MPH**  
CREATIVE DIRECTOR

Maegan-Charjoi Pringle, MPH, is the Creative Director for Silence the Shame. She has worked in programming for over three years, building curricula, piloting programs, and educating communities nationally. She received a Master's in Public Health with a concentration in Behavioral Science and Health Education from Emory University Rollins School of Public Health in May 2018.



# Thank you for your support



Georgia Department of Behavioral Health & Developmental Disabilities



Healthcare Georgia Foundation  
grantmaking for health

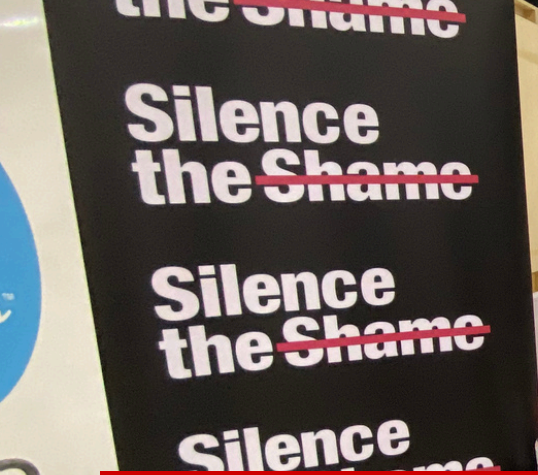


The Baccara Group



Chandler Chicco Agency





**CONNECT WITH US**

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@SilenceTheShame  
@Silencetheshameteen



@SilenceTheShame



Silence The Shame, Inc.



Silence The Shame TV



**IN CRISIS?  
TEXT "SILENCE" TO  
741741 OR CALL 9-8-8**

***TAKE TIME, SAVE  
A LIFE & SILENCE  
THE SHAME***

**Silence the Shame  
235 Peachtree St. NE., Suite 400  
Atlanta, GA 30303**