

Silence the Shame

2020 YEAR-END REVIEW

MISSION

Empower and educate communities on mental health and wellness.

VISION

To be a world leader on erasing the stigma and educating communities on mental wellness through Community Conversations, Wellness Trainings, compelling content, and outreach programs.

ABOUT

Silence the Shame is a nonprofit organization that focuses on education and awareness around mental health. Our programs and initiatives consist of Crisis Response Trainings, Community Conversations, Wellness Trainings, digital content, and outreach events. We aim to normalize the conversation, peel back the layers of shame, eliminate stigma, and provide support for mental well-being.

1600+

Virtual Community
Conversation Participants

400

Men Served

65

QPR
Gate Keepers Trained

8,271+

Virtual Self-Care
Saturday Views

SILENCETHESHAME.COM

LETTER FROM THE
FOUNDER/EXECUTIVE DIRECTOR
SHANTI DAS



On behalf of Silence the Shame Board of Directors and myself, we are beyond grateful for the support Silence the Shame has received throughout 2020 despite the dual pandemics of COVID-19 and systemic racism. Your support motivated Silence the Shame to respond to the disparities and inequities through thoughtful conversations, mental well-being promotion and mental health education to our networks.

We are proud of the 15 Community Conversations addressing challenges of trauma, mental illness and social determinants of health; 23 Self-Care Saturdays promoting mental/physical wellness and social connectedness during the crisis and six podcasts managed by two employees connecting with over 10,000 people across the Nation.

The challenges we faced as a nation including isolation, loss of life, senseless violence and reckless behavior driven out of fear, have shown us that we are resilient and stronger together. Silence the Shame is committed in doing our part to become a world leader on erasing the stigma and educating communities on mental wellness through community conversations, compelling content and outreach programs. With over 500,000 lives lost and millions of people impacted by those losses, we seek to engage communities around the globe to in intentional wellness strategies to improve and mitigate the emerging mental health crisis. We are excited for the coming year to build out customized and research-based wellness trainings and outreach programs to support Black, Indigenous and People of Color as well as engage all populations to practice healthy living strategies. Through these programs we hope to increase mental health literacy, reduce health disparities in underserved communities and engage Executives across industries to support the well-being of their employees. Silence the Shame is invested in driving systemic change necessary to address access to healthcare and treatment, multigenerational trauma, grief, loss and suicide while remaining focused on the social determinants of health threatening the wellness of individuals.

LETTER FROM THE
FOUNDER/EXECUTIVE DIRECTOR
SHANTI DAS

In 2021, we will continue to work towards ambitious goals, including:

- Goal 1: Financially stable and governed organization. We will strive to increase our annual budget over the next few years with a diverse portfolio of funding resources to support operations and programming.
- Goal 2: Comprehensive range of strategies to reduce the stigma associated with mental health and advance the mission for underserved, disparate populations across the nation. Outreach activities includes Community Conversations, No Reservations Needed, Self-Care Saturdays, etc.
- Goal 3: Flexible and evidenced-based supported programming to promote mental well-being. STS will work to improve mental health literacy in underserved communities. Programming includes Young Black & Well College Ambassador program and The Soundtrack of Mental Health Wellness Training.
- Goal 4: Strategic partnerships to develop, implement and evaluate global content for mental health across industries. STS will orchestrate those partnerships to create culturally responsive models of care that incorporate wellness strategies to promote mental wellness across the globe.

As you make plans for the coming year, we hope that you will commit to investing in your own growth, healing, and self-care. We need you on this collective journey, to reduce health disparities and improve mental health outcomes in vulnerable populations as we unite to be better together. In closing, I would like to express my hope that we will see the end of the pandemic to begin the process of healing and recovery. Ultimately, despite 2020's challenges, I'm proud that we stayed focused on our mission of service and for obvious reasons, mental health has never been more important. In the coming year, we're committed to making Silence the Shame better each and every day for all people. Thank you for your continued support!

Shanti Das

2020 Board of Directors

"This year Silence the Shame engaged over 1600 people in community conversations to normalize mental health and empower people to achieve wellness. This is only the beginning of engaging communities in awareness, education and advocacy to support mental health equity in black and brown communities."

Jewell Gooding, Board Chair

OFFICERS

JEWELL GOODING MBA, MA, NCC

Board President

Executive Director

Mental Health America of Georgia

DEANNA HAMILTON

Vice President

Managing Partner,

Circle One Associates

DEE DEE MURRAY

Secretary

Production Manager

DeKalb Entertainment Commission

DR. AUTHUR VAUGHN

Treasurer

Associate Professor of Business

Jack Welch Management Institute at Strayer University

DIRECTORS

KIMBERLY ALLEN WRIGHT

National Senior Manager

American Heart Association

RHONDA MORGAN

Managing Broker

Coldwell Banker Residential

LISA BONNER

Managing Attorney

Bonner Law PC

W. IMARA CANADY

National Director of Communications &

Community Engagement

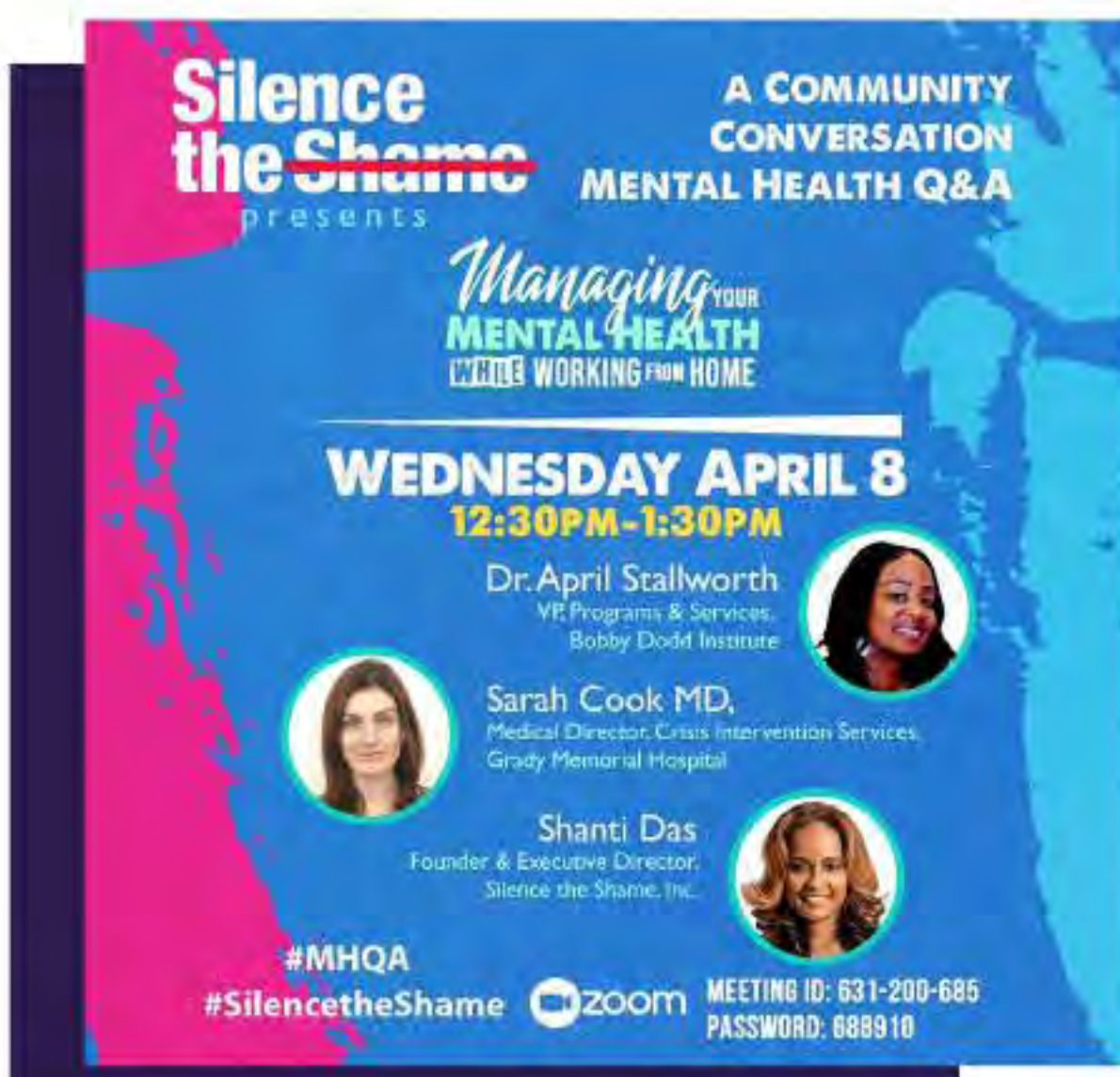
Aids Healthcare Foundation

LONNIE L. JOHNSON

Former Senior Counsel

ExxonMobil Litigation

VIRTUAL COMMUNITY CONVERSATIONS



April 8th

Managing Your Mental Health While Working From Home

Shanti Das
Founder & Executive
Dr. April Stallworth
VP Programs & Services
Bobby Dodd Institute

Sara Cook, MD
Medical Director, Crisis
Intervention Specialist
Grady Memorial Hospital



April 15th

WATCH

Managing Grief and Loss During a Pandemic

Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Dr. Ajita M. Robinson
Grief and Trauma Expert



April 21st

Stress Management With NFLPA's Andre Collins

Moderated by Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

NFLPA's Andrew Collins



April 29th

WATCH

Managing Postpartum Depression During a Pandemic

Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Dr. Ayanna Abrams, Psy.D.
Licensed Clinical Psychologist
Ascension Behavioral Health, LLC

MissMaestra
Educator, Mother of 3



May 6th

Silencing the Chains: Consistently Conquering Through Christ

In Partnership with the Historic Ebenezer Baptist Church, Atlanta, GA

VIRTUAL COMMUNITY CONVERSATIONS



May 8th

WATCH

Managing Relationships
and Mental Health

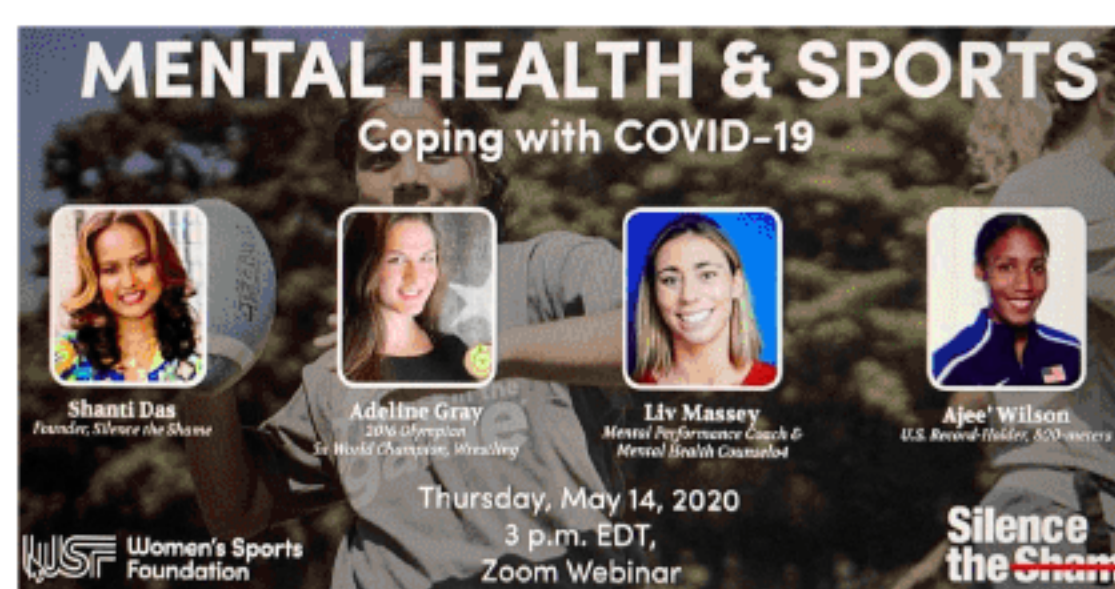
Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Dr. Joy
Licensed Clinical Psychologist,
Founder
Therapy For Black Girls

Spirit
PHD, LPC, NCC, Host &
Owner
*Love Goals & T2S
Enterprises*

May 14th

Mental Health and Sports



Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Liv Massey
Mental Performance Coach &
Mental Health Counselor

Adeline Gray
2016 Olympian, 5x World
Champion
Wrestling

Ajee' Wilson
U.S. Record-Holder
800-meters

May 28th

Mental Health Care Night
Virtual Q&A



Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Dr. Adrienne
Psychotherapist

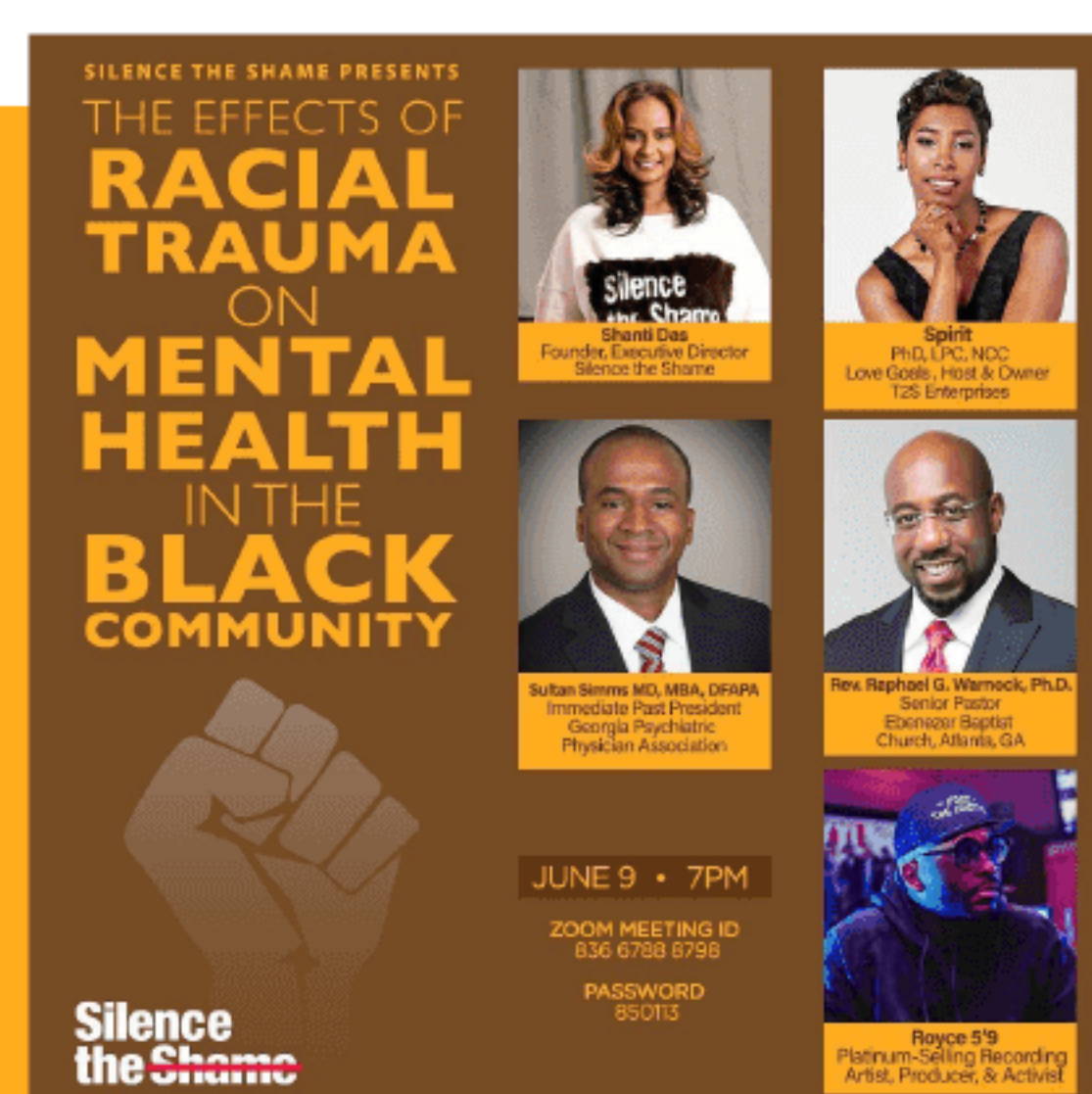
Dr. Tiffanie Davis Henry
Therapist

Dr. Ajita M. Robinson
Grief and Trauma Expert

June 9th

WATCH

The Effects of Racial Trauma
on Mental Health in the
Black Community



Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Royce 5'9
Platinum Selling Recording Artist,
Producer, & Activist

Sultan Simms, MD, MBA, DFAPA
Immediate Past President
*Georgia Psychiatric Physicians
Association*

Reverend Raphael G. Warnock, PhD
Senior Pastor
Ebenezer Baptist Church

Spirit
PhD, LPC, NCC, Host & Owner
Love Goals & T2S Enterprises

June 29th

PTSD in the
Black Community

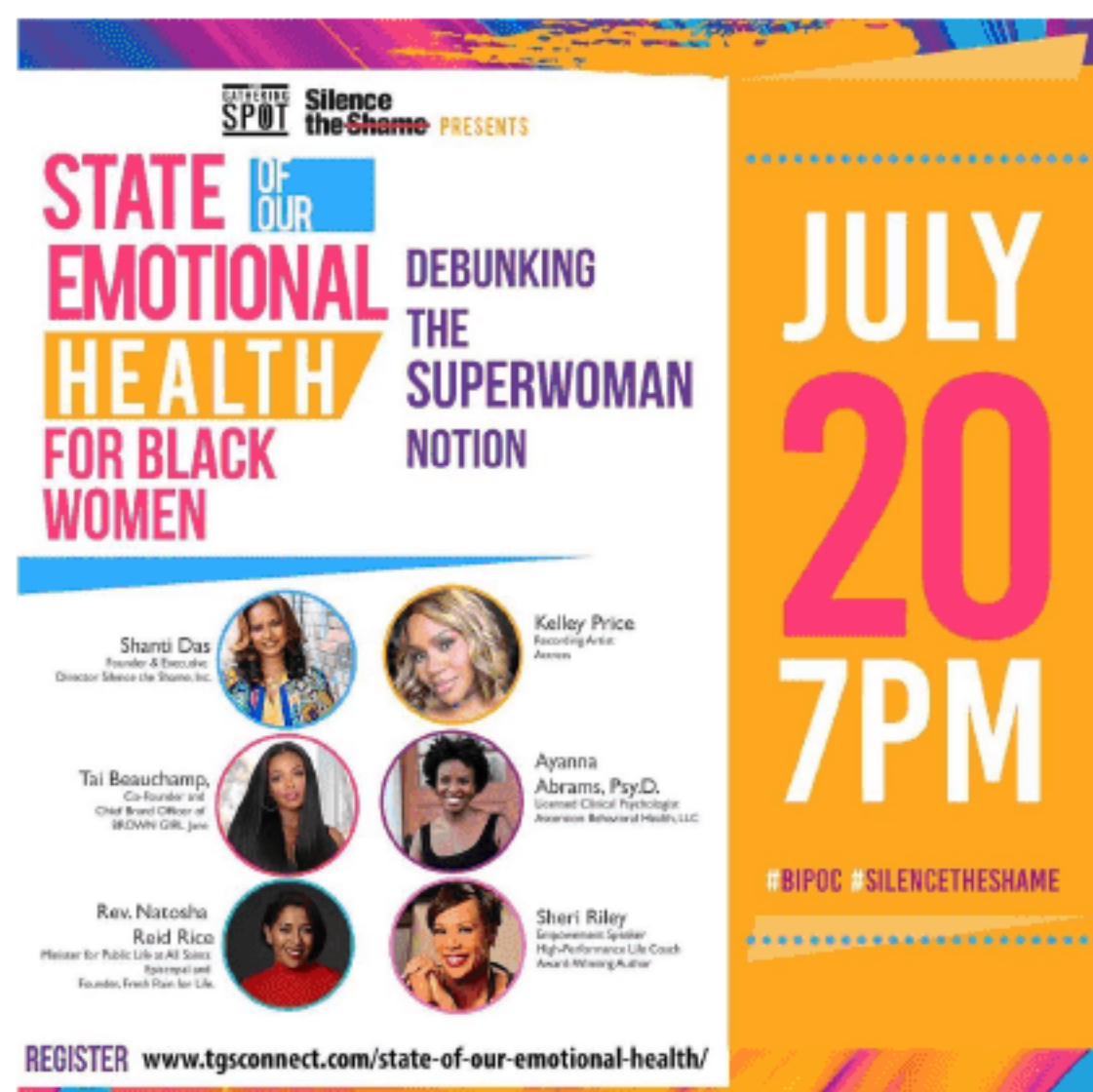


Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Dr. Felicia Berry-Mitchell
Psychologist, Author,
Speaker

G-Herbo
Rapper & Mental Health
Advocate

VIRTUAL COMMUNITY CONVERSATIONS



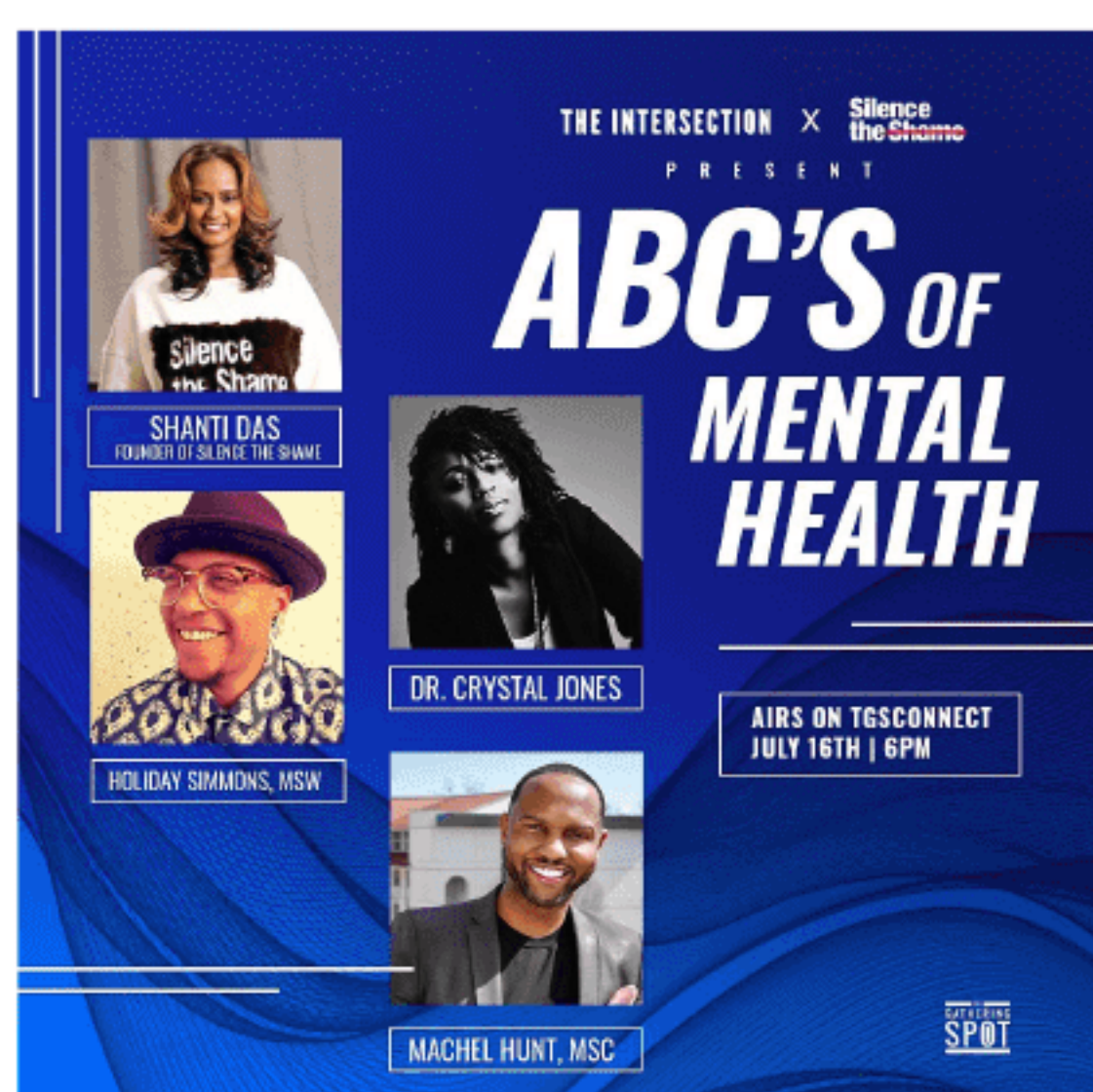
July 20th

WATCH

State of our Emotional Health
For Black Women:
Debunking the Superwoman Notion

Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.
Tai Beauchamp
Co-Founder and Chief Brand
Officer
Reverend Natosha Reid Rice
Minister for Public Life &
Founder

Kelly Price
Recording Artist, Actress
Dr. Ayanna Abrams, Psy.D.
Licensed Clinical Psychologist
*Ascension Behavioral Health,
LLC*
Sheri Riley
Empowerment Speaker,
High-Performance Life Coach &
Award-Winning Author



July 22nd

WATCH

ABC's Mental Health

Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.

Dr. Crystal Jones
Holiday Simmons, MSW
Machel Hunt, MSC



July 28th

Protect Your Peace: Discovering Your Path To
Emotional & Mental Wellness

Shanti Das
Founder & Executive
Director
Silence the Shame, Inc.
Dr. Joy Harden Bradford
Founder
Therapy for Black Girls

Linda Goler Blount, MPH
President and CEO
BWHI
Eboni K. Williams
(Moderator) Esq. Host & Executive
Producer,
Revolt Black News
Keri Hilson
Singer, Songwriter



July 30th

Managing Mental Health & HIV
During a Pandemic

Shanti Das
Founder & Executive Director
Silence the Shame, Inc.
Dr. Cynthia Lewis
Director
*Johns Hopkins Adult Psychiatric
Emergency Services*

Dr. Nadia Richardson
Founder & Executive Director
No More Martyrs
Dr. Angelica Geter
Chief Health Officer
City of Atlanta
Gabriel Moldando
Chief Executive Officer
TruEvolution



September 30th

WATCH

The Soundtrack of Mental Health Vol. 3:
Wellness in the Black Community

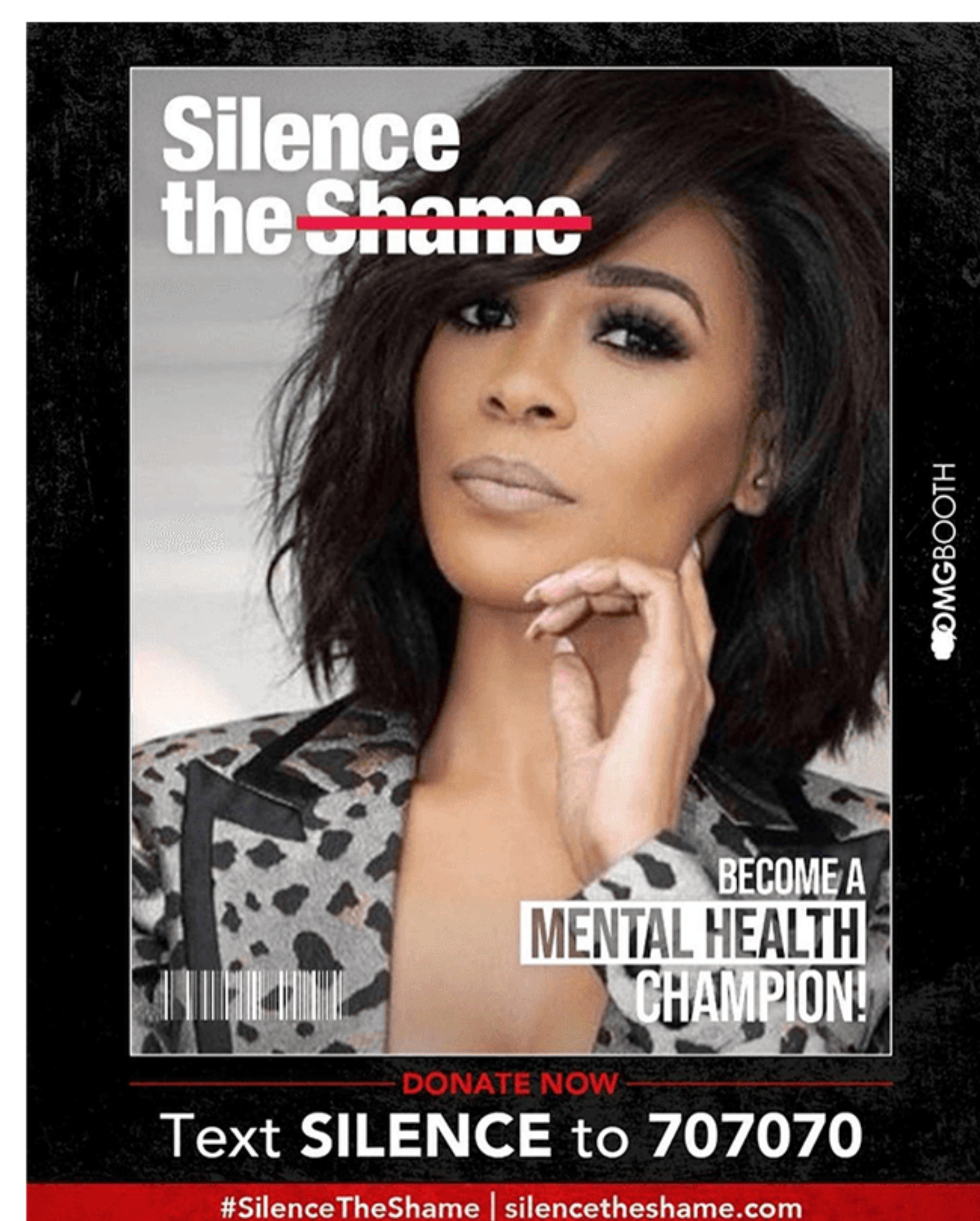
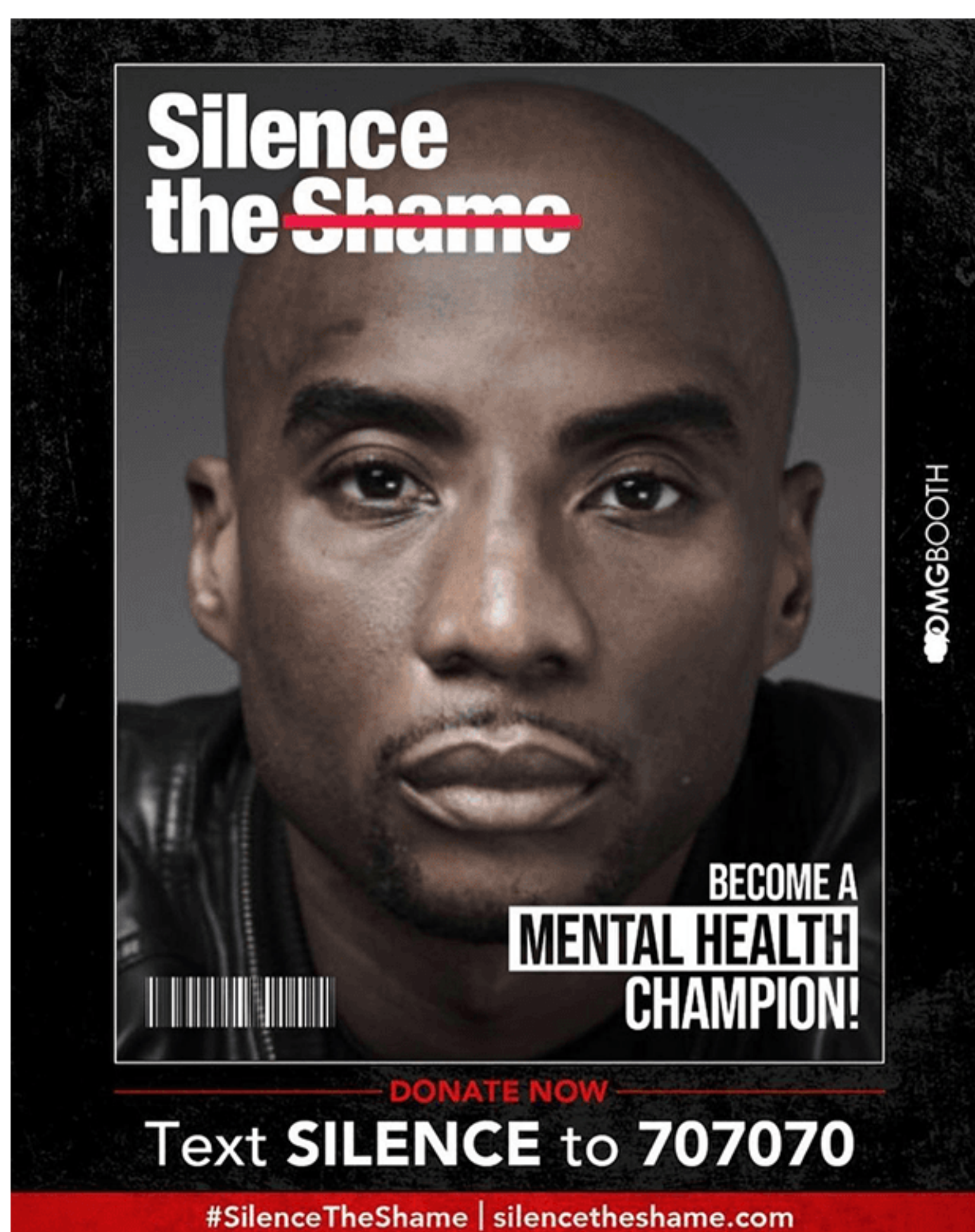
Shanti Das
Founder & Executive Director
Silence the Shame, Inc.
Dr. Vaughn Gay
LPC Executive Director
Holistic Atlanta
Kodie Shane
Recording Artist

Dr. Ericka Goodwin
Child Psychiatrist, CEO
Goodwin Wellness Enterprises
Christopher Patterson
Manager
Brandon Phillips
Producer & Owner
WATIA Music

MAY RECAP

May is Mental Health Awareness Month. Despite the challenges of the dueling crises, STS was humbled and grateful by the community support for our fundraising and awareness activities to eliminate mental health stigma.

Virtual OMG BOOTH (Photo Booth): Thank you to Mose of OMG Booth for donating a virtual graphic to create greater awareness of mental health and eliminating stigma in our communities.

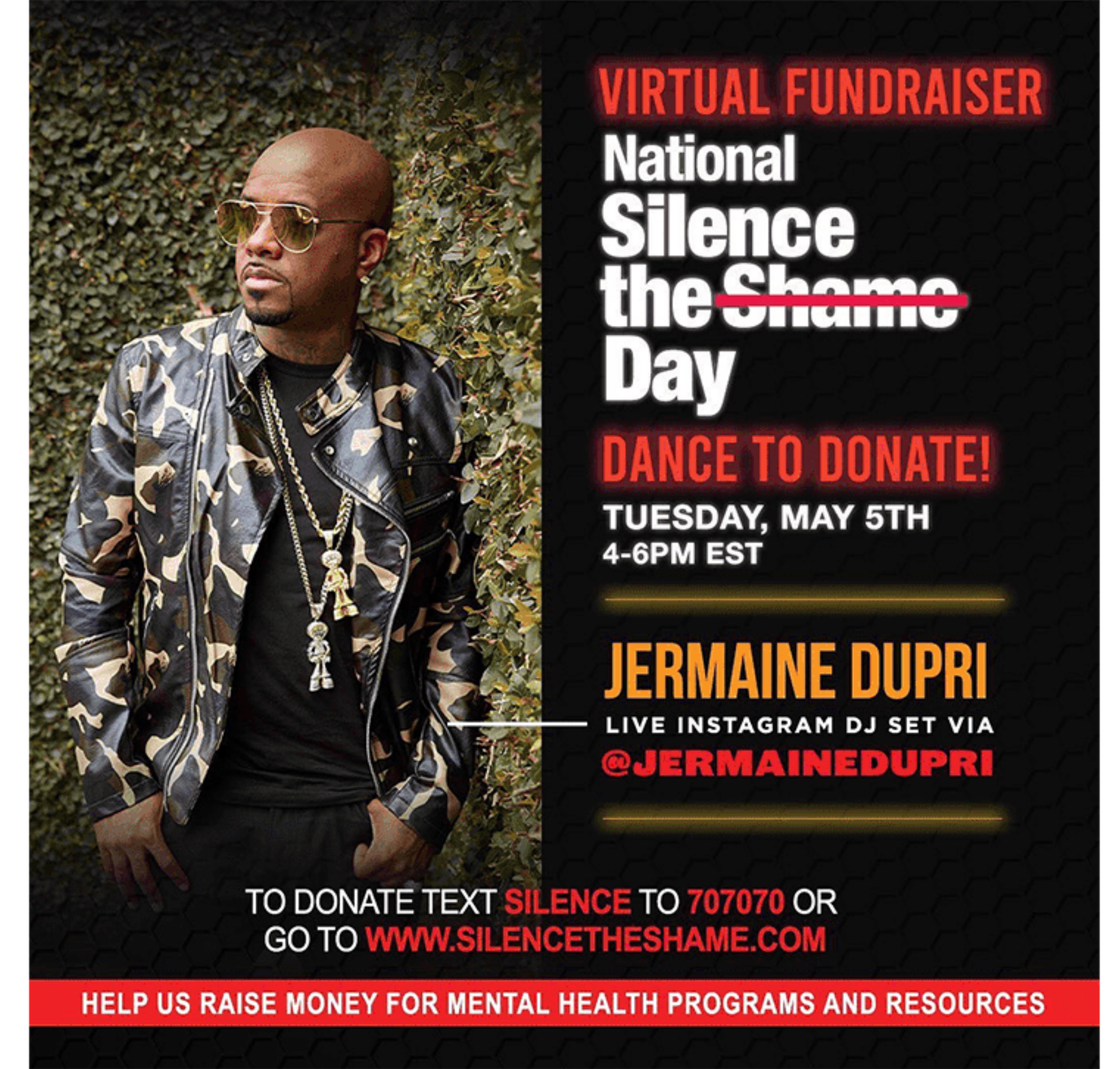
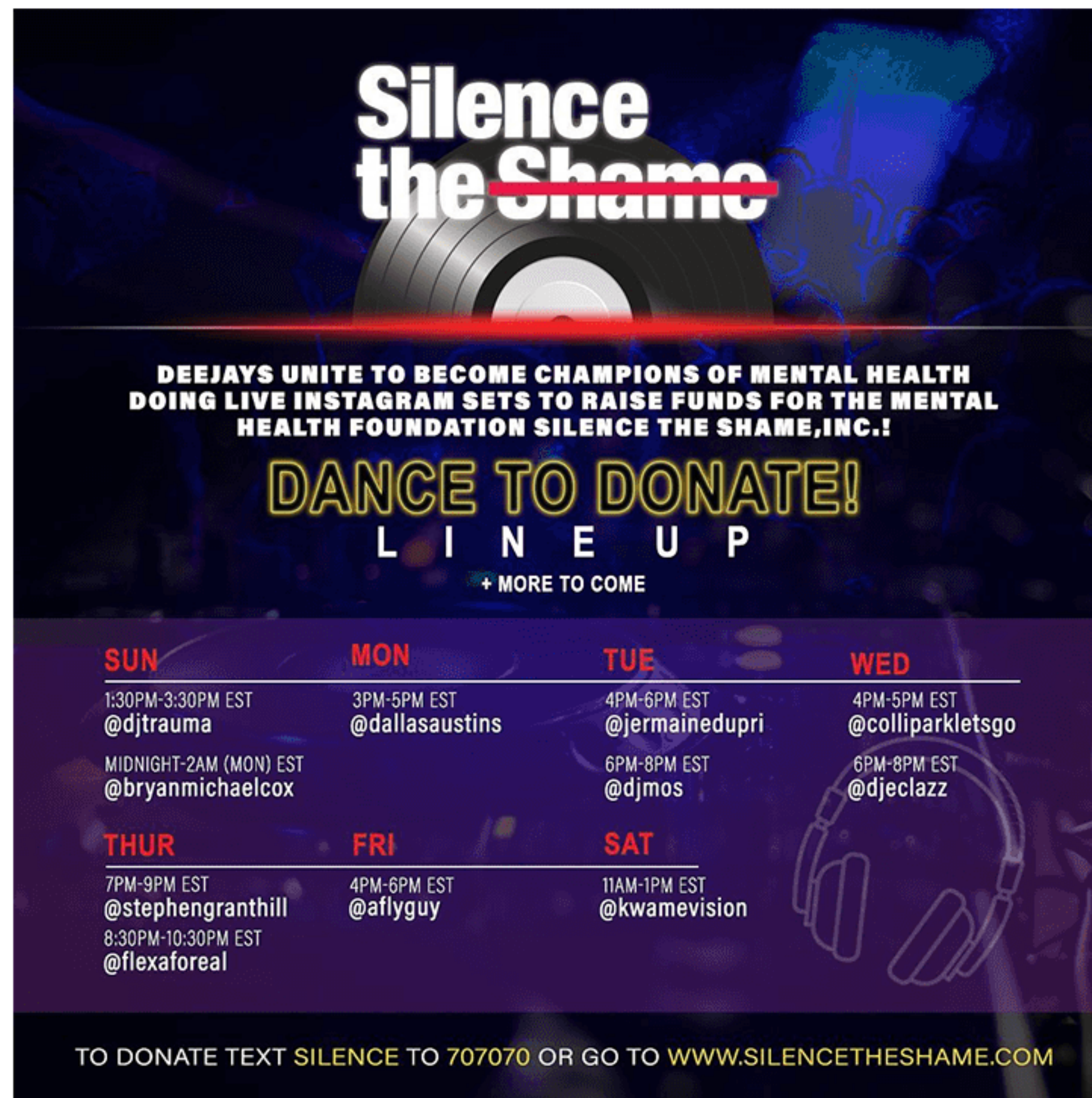
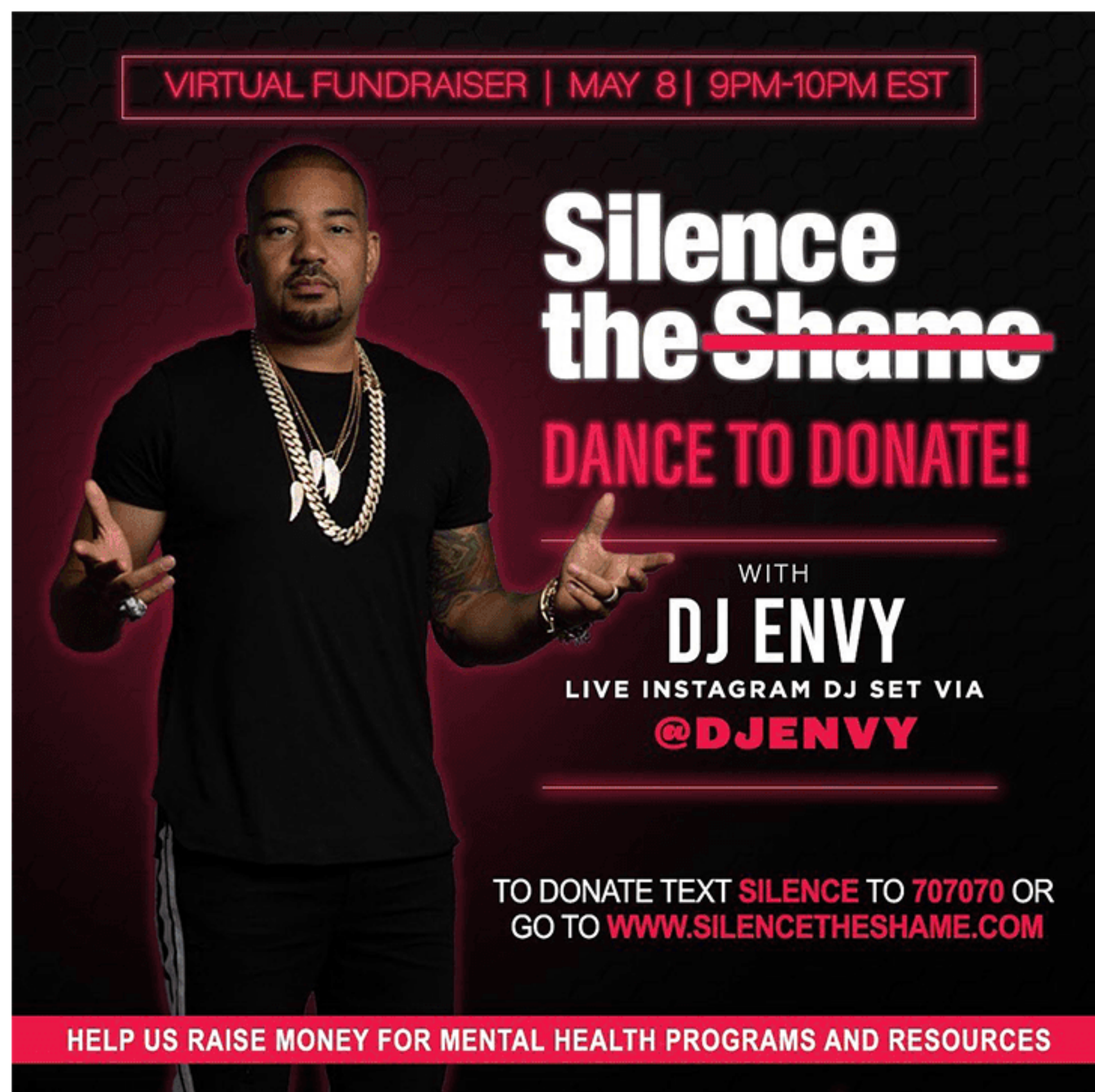


 **OMGBOOTH**



MAY RECAP

MENTAL HEALTH AWARENESS MONTH



Dance-to Donate: Thanks to all of the DJ's who played live sets on IG. From their in-kind support, we raised almost \$3K.

@djtrauma | @bryanmichaelcox | @dallasaustins | @djeclazz | @djmos | @colliparkletsgo | @stephengranthill | @flexforeal | @djenvy | @willpowerpacker | @frankski | @djmars | @aflyguy | @djscratch

Silence the Shame Sunday:

Historic Ebenezer Baptist Church and other churches participated in Silence the Shame Sunday promoting mental health and wellness to their members. Thank you to all who honored mental health awareness.

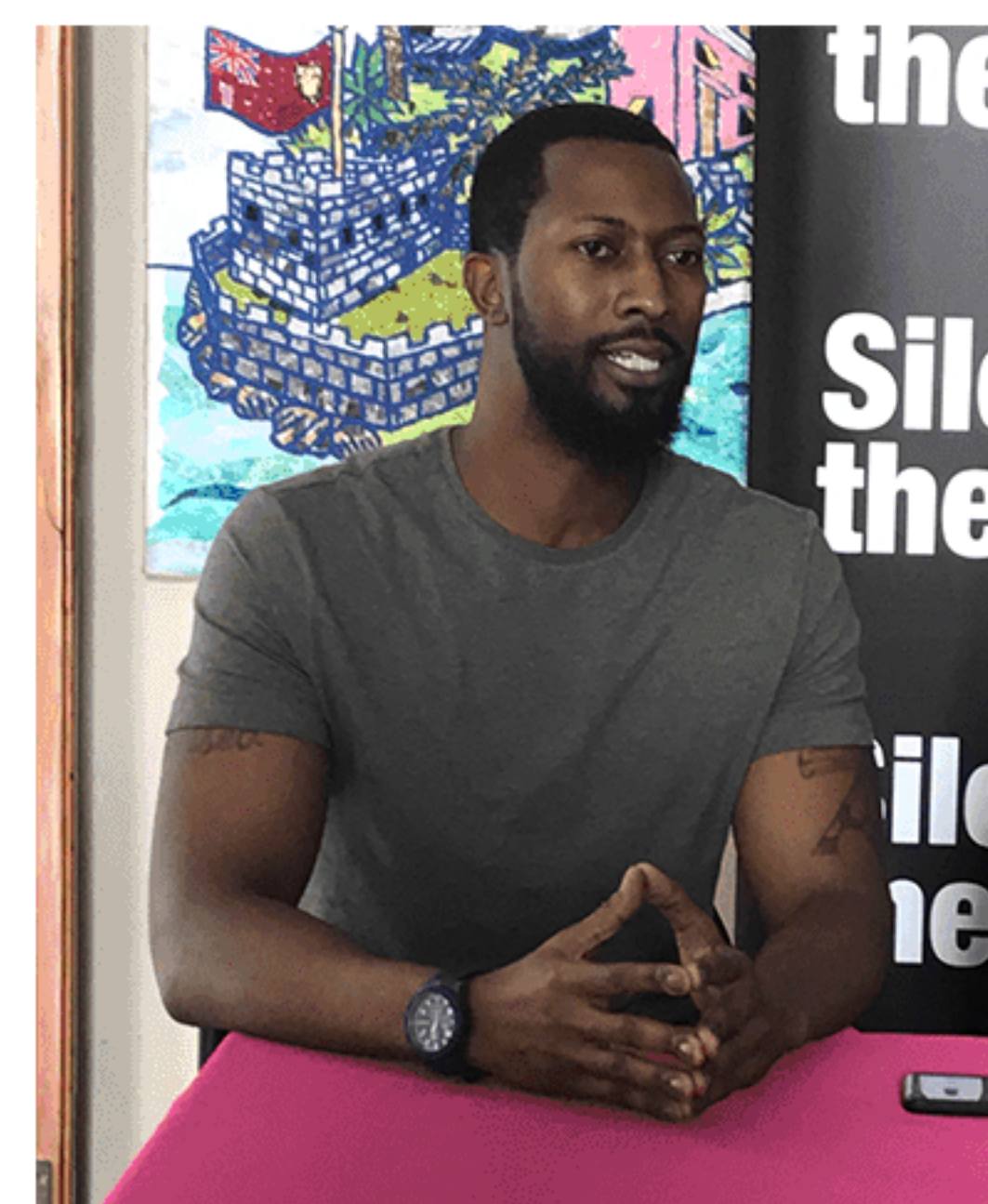
Churches who Participated:



Ebenezer Baptist Church | Springfield Missionary Baptist Church | House of Hope | The Impact Church | The Healing Center | Hillside International Truth Center | Living Waters Bible Church | New Horizon Church International | Kingdom Life Church | First Presbyterian Church of Covington

COMMITTEE MEMBER OF THE YEAR DR. VAUGHN GAY

Dr. Vaughn Gay joined the Silence the Shame Volunteer Committee in 2017 as a licensed professional counselor, and in July 2020, he completed his Doctoral degree in Social Work. Dr. Gay is one of our resident mental health professionals for our Community Conversations, and we truly value his voice and expertise. In 2018 he accompanied the team to Bermuda for a community conversation and also participated in other panels, including the A3C Music Conference and Giants Premiere Panel. Vaughn participated in various radio interviews with Shanti and Silence the Shame, the most notable being the V-103's Big Tigger interview during Suicide Prevention Month (September) in 2018. He has also appeared on several podcast episodes for our organization. Thank you for all that you do for Silence the Shame and the Atlanta community. You are an invaluable part of our team.



Dr. Vaughn Gay's Practice



www.holisticatlanta.com

HONORS AND AWARDS



NAMI, the **National Alliance on Mental Illness** awarded **Silence the Shame** and **Shanti Das** their **2020 Multicultural Award**

ESSENCE

Essence Magazine named our founder, **Shanti Das** an **Essential Hero in Mental Health** during the pandemic.

THE ARTHUR M. BLANK
FAMILY FOUNDATION

Click **HERE** to watch our grantee spotlight!

OUTREACH EVENTS:

SELF-CARE SATURDAY



We shifted to a virtual model for self-care Saturday and offered programming via our Instagram page. That virtual model allowed us to work with instructors from all over the country, and the majority of our classes are available on our IGTV.



Yoga with @dr_e@k



Sound Bath with @SistersofYoga

The 1st Self-Care Saturday of the year was supposed to be the beginning of a partnership with Exhale Spa at the Loews Hotel in Midtown, Atlanta. Despite the pandemic, Self-Care Saturdays offered on-going wellness activities to promote healthy living. A special thanks to all of our instructors who adapted to our virtual model.

3/7	Yoga	At Exhale Studios
4/11	Cardio	@darealcc
5/2	Yoga	@rawryoga
5/16	Meditation	@themindfulcoach
5/22	Yoga	@sistersofyoga
5/30	Sound Bath	@sistersofyoga
6/27	Cardio	@aperfectparker
7/11	Yoga	@in_my_lane
7/25	Yoga	@yogaplayground
7/27	Cardio	@aperfectparker
8/22	Meditation	@themindfulcoach
9/5	Cardio	@aperfectparker
9/12	Meditation / Yoga	@livosgraceful
9/19	Restorative Yoga	@annatretter_
9/26	Sound Bath	@sistersofyoga
10/3	Meditation	@themindfulcoach
10/10	Cardio	@fit_with_fallon
10/24	Meditation	@themindfulcoach
10/31	Yoga	@rawryoga
11/14	Yoga	@ashleetuck_
11/21	Yoga	@_alciaoctavia
12/5	Yoga	@dr_e2k
12/19	Meditation	@themindfulcoach

Total Reach: 18,495
 Total Views: 8,271
 Total Shares: 81

CONTENT

PODCAST

In 2020, STS recorded some powerful podcasts in response to the dueling crises. Our first virtually adapted podcast featured former NFL player Mohamed Massaquoi and discussed the new normals living in a pandemic. See episodes below.



April 29th	New Normals with Mohamed Massaquoi
September 16th	The Benefits of Suicide Prevention and QPR Training featuring Fonda Bryant
September 24th	Swervin' Through Stress feat. G Herbo and Dr. Leroy Reese
October 1st	The Lasting Impact of Police Brutality feat. Leon Ford & Dr. April Stallworth
November 4th	Divorce and Depression featuring Dee Dee Murray and Dr. April Stallworth
December 2nd	Spotlight: Skyland Trail with Dr. Adam Meadows

PARTNERS & SUPPORTERS



bloomingdale's

ESSENCE



THREDUP



UNIVERSAL MUSIC GROUP

