



2025

# ANNUAL REPORT

**Silence**  
**the ~~Shame~~**

[www.silencetheshame.com](http://www.silencetheshame.com)

# Letter from the CEO

Silence  
the ~~Shame~~

## Shanti Das

CEO/FOUNDER

Dear Family, Friends, and Partners,

As I reflect on this past year with Silence the Shame, my mind goes straight to our city—Atlanta—and to all the places where life really happens: our neighborhoods, schools, churches, and campuses. This year hasn't been easy for many of us, but it has been powerful. We leaned into the hard conversations around mental health, we showed up for one another, and we reminded our community that no one has to struggle in silence. Our roots are in Atlanta, but our reach is now truly statewide—touching communities all across Georgia.

Through our youth leadership programs, Parent Cafés, and college programming, we reached thousands of people with real support—spaces where people could be honest about anxiety, depression, stress, and grief, and leave with tools, resources, and connection. We didn't just talk awareness; we put practical help directly in people's hands and made sure our message of hope and healing could be heard in homes, classrooms, and across the state.

The moments that stay with me most aren't just the big numbers, but the individual stories: a young person who finally felt safe saying "I'm not okay," a caregiver who felt more confident supporting their child, a student leader who turned their own pain into purpose by showing up for their peers. That's the heart of this work. None of it would be possible without our staff, facilitators, volunteers, donors, partners, artists, faith leaders, and everyday champions. You are the reason this movement has both roots and reach.

As we step into a new year, I feel grateful, grounded, and determined. From Atlanta to communities across Georgia and beyond, we're shifting how our culture talks about mental health and what it really means to show up for ourselves and each other. It's still okay not to be okay—and reaching out for help is real strength, not weakness. Let's keep checking in on our people, speaking up, and choosing healing over silence.

With love and gratitude,

Shanti Das  
Founder & CEO



**128**

Total Activities

**7,100**

Total Reach/Participants

**184**

Volunteers

**28,000**

Resources Distributed

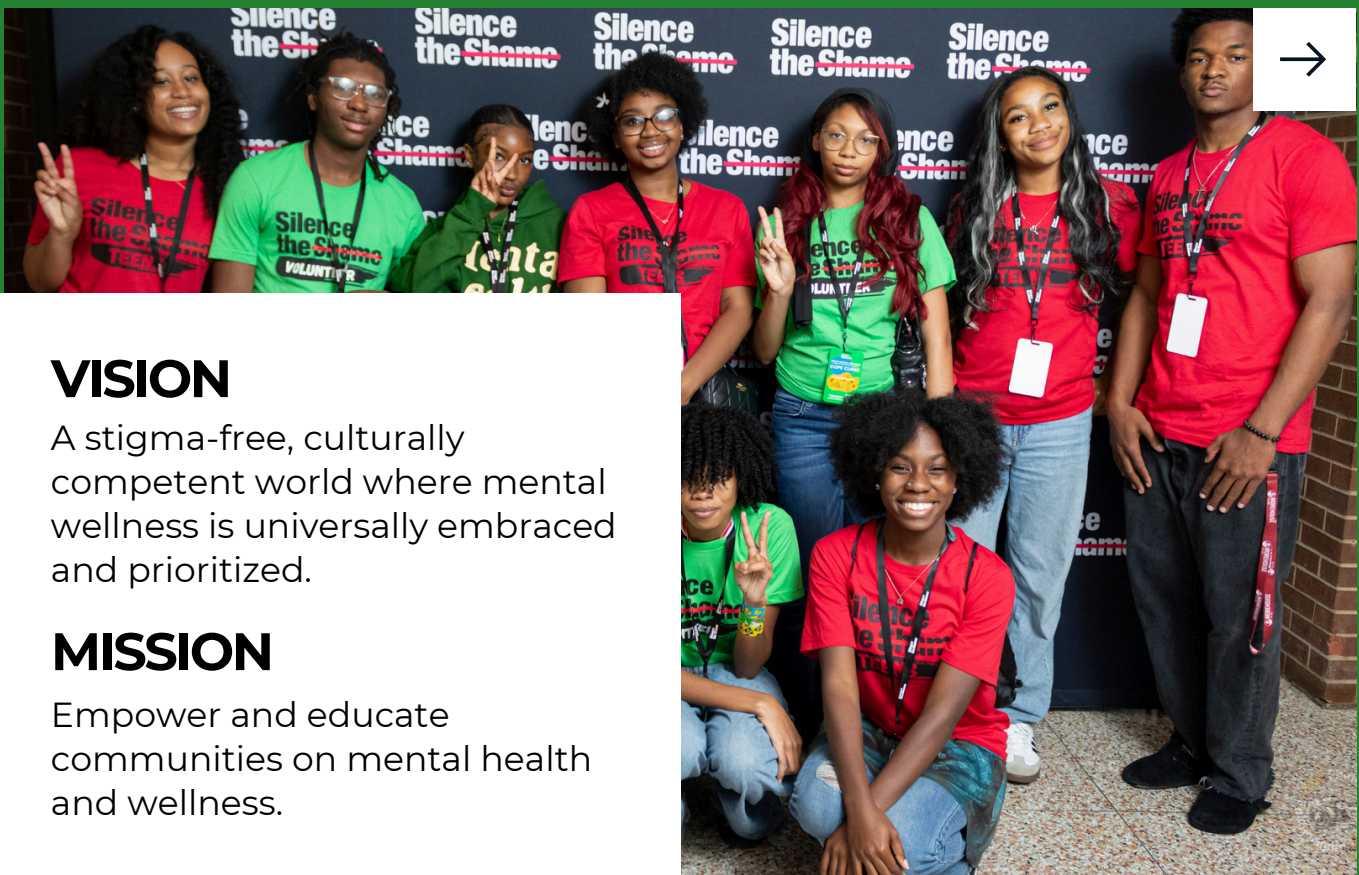
**3.4M**

Estimated Media Reach  
(TV & Radio)

Silence the Shame is focused on ending mental health stigma and lowering suicide rates, especially in communities with limited access to care.

## ABOUT SILENCE THE SHAME

Silence the Shame, Inc. is a national non-profit organization focused on building resilient families and communities, enhancing access to care, and advocating for mental wellness. By supporting youth leaders, community advocates, and delivering impactful content through programs that emphasize healing through connections, we strive to normalize mental health conversations and break down the barriers of shame.



### VISION

A stigma-free, culturally competent world where mental wellness is universally embraced and prioritized.

### MISSION

Empower and educate communities on mental health and wellness.

# Youth & Family Programs

## Program Highlights

The Youth Mental Wellness COPE Clinic is a resilience program for teens ages 13–21, designed to build healthy coping skills, increase mental health awareness, and support overall well-being. Through COPE sessions, youth-focused outreach, an expanded Youth Advisory Council, and Parent Cafés, STS engaged youth and caregivers as partners in shaping solutions. The data below highlights the reach and impact of these efforts on knowledge, confidence, and access to mental health support.

[View the Full Programming Report Here](#)

13

COPE Clinic Events

918

Youth Supported

137

Caregivers Supported

31

Partnerships Activated

32

Volunteers Mobilized

20

Parent Advisory Council Members Trained

13

YAC Meetings

24

Youth-Focused Outreach Events

65

YAC Members Recruited & Trained



## Youth & Parent Outcomes

81%



Reported greater understanding of mental health

84%



Felt more confident seeking early help

80%



Gained practical tools from vocational and stress management sessions

40%



Reported learning about 988 for the first time

~8,000

Resources Distributed

# Young Adult Programs

## Program Highlights

Silence the Shame University (STSU) is building a new generation of campus mental health leaders across Georgia Tech, Georgia State University, and HBCU campuses, in partnership with the GA DBHDD. Through our CLIMB UP Leadership Training, STSU equips student ambassadors with healthy coping skills, knowledge of behavioral health and crisis resources, and tools for peer support. The data below highlights how these young adults are driving mental health advocacy on their campuses and in their communities—and the impact of their efforts.

[View the Full Programmatic Report Here](#)

27

Ambassadors Completed 2025 CLIMB UP Leadership Training

52

Total Ambassadors Across 7 Georgia Campuses

325

Participants Across Five Cohort Outreach Projects

3.5K

Participants Across 45 Community Training/Events

### Additional Major Highlights:

- **Mental Health & Suicide Prevention Training Certifications:**
  - 22 certified in Youth Mental Health First Aid
  - 16 certified in QPR (Question, Persuade, Refer)
  - 25 trained in peer support

## STSU Outcomes

94%



Reported increased mental health literacy

90%



Reported greater willingness to seek help

95%

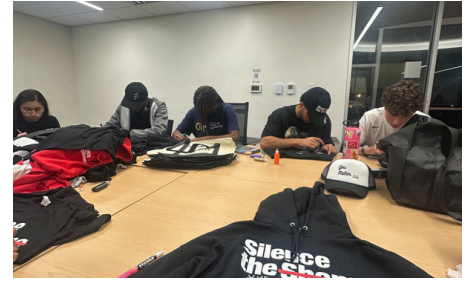


Overall event satisfaction rate

98%



Program satisfaction



~8,600

988 And Crisis Resource Materials Distributed Across 9 HBCU Campuses

# Adult Programs

## Program Highlights

The Conversations & Care Program brings adults together for honest dialogue and practical self-care, helping them put their mental wellness first. Through our Corporate Solutions for Mental Health seminars, we partner with employers to create healthier workplaces and more resilient communities. Together, these efforts—along with broad outreach and resource distribution—have reached thousands, strengthened mental health literacy, and supported adults in seeking help and sustaining their well-being. The data below highlights the reach and impact of these initiatives.

**648**

Participants Across **8 Community Conversation Events**

**114**

Participants Across **4 Conversations & Care Events**

**353**

Participants Across **11 Virtual and In-Person Wellness Seminars**

## Overall Outcomes



[Click here to watch the Conversations & Care Panel Discussion - Knock Out Stress: A Whole Health Experience for Black Men](#)

# Volunteers



Silence the Shame's programs are made possible through the generous support and commitment of our volunteers. Our Outreach Team, a dedicated group that consistently answers the call, made a powerful impact this year by supporting 45 events across the Atlanta metro area—hosting vendor tables, supporting events, and distributing essential mental health resources. Their goal is to support, educate, inform, and connect the community to mental health resources, STS events, and broader initiatives. By increasing awareness and access to support, the Outreach Team helps break the stigma surrounding mental health and ensures individuals have the tools they need to prioritize their well-being.

## Volunteers

→ 184

## # of Outreach Events

→ 45

## 2025 Volunteer Honorees



Jayden Hightower



Ava Makombe



Valencia Hicks



Lasundra  
"Sunny" Davis



Ashanti Walton

# Special Events

SILENCE THE SHAME PRESENTS

**A Brilliant  
Mind  
Gala**  
SNEAKER BALL

Silence the Shame hosted its 4th Annual A Brilliant Mind Gala on Friday, October 10, 2025, as an all-black Sneaker Ball at Atlanta City Hall featuring renowned Atlanta DJs spinning Hip-Hop and R&B.

This event aimed to raise funds for mental health programs benefiting youth and young adults in communities that need them most. Thanks to the generous supporters and sponsors present, along with a special acknowledgment to our **Co-Chairs and Host Committee Members**, we successfully raised over \$170,000 during the occasion!

As we look forward to celebrating our 10th year of impact in 2026, we invite you to consider supporting our 5th Annual A Brilliant Mind Gala on Thursday, October 8, 2026\*\*. For more information, please visit [www.silencetheshame.com](http://www.silencetheshame.com).



## 2025 Gala Honorees



Jamarrea Anderson



Morehouse College Counseling Services



Dr. Carla Sutton Moore



Rodney Bullard



Imara Canady



## May 5<sup>th</sup> - National Silence the Shame Day Field Day

In celebration of National Silence the Shame Day 2025, STS organized a Field Day at Mays High School to promote mental health awareness and holistic well-being. The event featured competitive games, wellness booths, mindful movement activities like yoga and Double Dutch, and entertainment from Magic Hot 107.5. Additional attractions included an art therapy station, a Kids' Zone with a game truck, big games, and face painting.

# Podcast & Media

## Silence the Shame Podcast

We proudly introduced our new co-host, Life, who engaged with a diverse range of guests to explore the multifaceted impact of mental health. Topics included womanhood, stress and heart health, supporting college students through adulthood transitions, and redefining mental health from the perspective of professional athletes. We were also honored to feature special guests like multi-talented Trevor Jackson and Grammy Award-winning rapper and activist Killer Mike, enriching our discussions and expanding our reach.

**07**

Episodes  
Launched

**2K+**

Listens Across  
Platforms

**14K+**

Views On YouTube (Full  
Episodes & YouTube Shorts)

[View the Full Podcast Impact Report Here](#)



Amplifying the voices, stories, and insights that shaped our 2025—one episode, one post, one connection at a time.



## Social Media

**45.7K+**

Followers

**40.4K+**

Interactions

**2.2M+**

Views

Our social media platforms serve as a key resource for mental health education for both teens and adults. Through engaging posts, videos, and live conversations, we provide accessible information, practical tools, and real stories that help normalize mental health care, encourage help-seeking behavior, and connect our community to support.

# Community Outreach



**Focus:** Men’s mental health, generational healing, family dialogue, and clear pathways to 988.

**Reach and Engagement:**

- Digital reach: **200,522** impressions
- Direct video views and ongoing viewership: **6,823+**

Our Black Men’s Mental Wellness PSAs, “**The Spaces Between Us**” and “**Restoration**” were nominated for a 2025 Emmy through the Regional Southeast EMMY® Chapter

**2025 EMMY  
Nominated**

**By the Regional Southeast  
EMMY® Chapter**

## SPEAKING ENGAGEMENTS & AWARENESS INITIATIVES

[View the 988 Awareness Campaign Report Here](#)

STS expanded its reach through impactful engagements and media appearances, including The Breakfast Club, The Monica Pearson Show, Sway in the Morning, and the Randi Zuckerberg Means Business Podcast.

In partnership with the City of Atlanta and Year of the Youth, STS activated a 988 awareness campaign across the city to increase education on accessing behavioral health crisis resources through resource distribution and media.

Advocacy efforts at the Mental Wealth Expo further highlighted the importance of mental health education, while collaborations like Brain Love x Butter ATL and appearances on PIX TV, Good Day Chicago, and V-103 Radio amplified the message of breaking mental health stigma and prioritizing wellness in our communities.

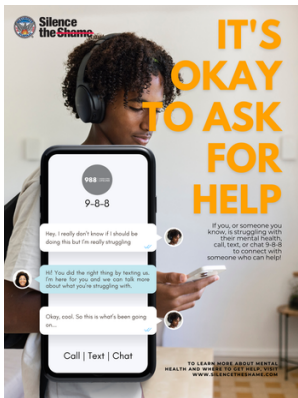
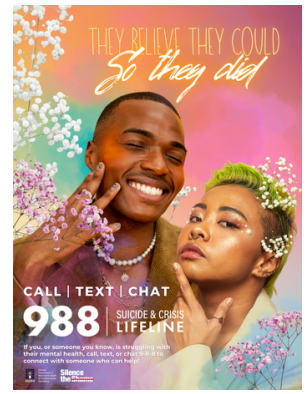
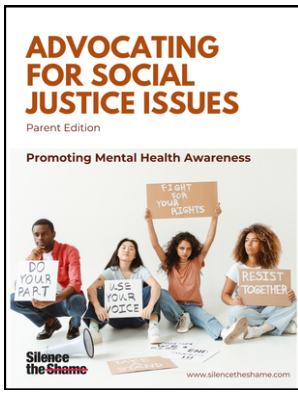
**6**

**ENGAGEMENTS & APPEARANCES**

**65,000**

**PEOPLE REACHED**





# Over 28,000 Resources Distributed - Building Stronger Communities, One Resource at a Time

Across every age and stage, our resources help youth, young adults, and adults access guidance, skills, and support. By working hand-in-hand with communities, we're turning shared challenges into shared progress.

# Community & Program Partnerships

- 626 Events
- A Time to Create, LLC
- Adversity University
- Agape Afterschool Program
- AIDS Healthcare Foundation
- AJR Events Photobooth
- Alliance of Therapy Dogs
- Alpha Kappa Delta Mu Chapter
- Amazon Music
- American Foundation for Suicide Prevention – Georgia Chapter
- American Heart Association
- Amerigroup
- Association of Black Psychologists Student Circle
- Atlanta City Hall
- Atlanta Glow
- Atlanta Growing Leadership of Women
- Atlanta Housing Authority
- Black Coffee
- Black Male Initiative
- Black Men Lab
- Black Students in Psychology
- Blissful Lemonade
- Bloom Therapy
- BMI
- Boys and Girls Club, Lawrenceville
- Bryant Group Ventures Operation Hope
- Buck Davis & Company
- Bussin Slushy
- CareSource
- Carol Jones – State Farm
- Carter Center
- Children's Healthcare of Atlanta
- City National Bank
- City Of Atlanta (MYSP)
- Claratel Behavioral Health
- Clark Atlanta University & Counseling Center
- Comcast
- Delta Community Credit Union
- Do Not Disturb Spa
- Psychological Services
- DripNPaint Atlanta
- Eat Plants and Prosper
- Emory University
- Ernest Greer
- Flourishing Minds LLC
- Fulton County DBHDD
- Fulton Dekalb Hospital Authority
- Fusion Academy
- Future Seekers
- G.K.S. Photography LLC
- GA Tech Wellness Empowerment Center
- Geeked About Treats
- Georgia Department of Behavioral Health and Developmental Disabilities
- Georgia Health Policy Center
- Georgia Mental Health Alliance
- Georgia State University (GSU)
- Georgia Tech Safety, Health and Environmental Services
- GSU Community Wellness Center
- GSU Public Health Club
- GSU Trio Support Services
- Helping Hands
- Hope Heritage (Tamiko Hope)
- Hopebound
- Innovative Artists
- Innovative Therapy Works LLC
- Integrated Counseling Center & Consulting Services LLC
- Kabian Brown, LCSW
- Kaiser Permanente
- King of Pops
- Lexicon Strategies
- Lotus Performing Arts
- Love Ya Self Co. (Marquis Hill)
- Mays High School
- MCK Cares Foundation
- Mom Biz Boss / American Moth
- Morehouse College
- Morehouse College ABPsi
- Morehouse College Boxing Club
- Morehouse Counseling Center
- Morehouse School of Medicine
- Moving in the Spirit
- My Life Is a Gift
- NAMI Georgia
- NAMI Gwinnett
- Oak Film
- Paramount Consulting Group
- Peach State Health Plan
- Personality Matters
- Plural Wellness
- Portrait Coffee
- Radio One / Hot 107.9
- Rickki McCoy
- Rising Phoenix Health and Wellness Empowerment Center, LLC
- S. Fahie Consulting Services
- S.P.E.A.K LLC
- Scratch Out Loud
- Shiloh High School
- Skyland Trail
- Sneaker Doodle
- Sony Music Group
- Spellz Production, LLC
- Spelman College & Counseling Center
- Studio W.I.P
- Success Brand Behavioral Health
- T2S C.A.R.E.S.
- The Pause Practice
- The Tuffest Class In Town
- Tito's Handmade Vodka
- VOX ATL
- We are Glover
- YELLS, Marietta

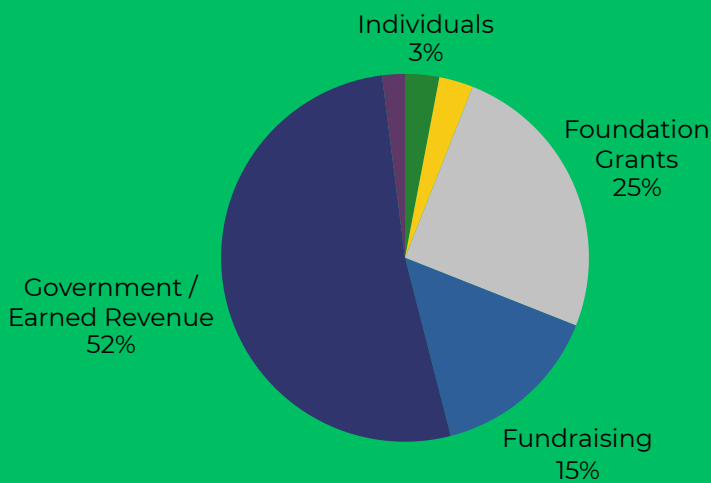
We want to thank our partners, sponsors and supporters for an amazing year to empower and educate communities on mental health and wellness.



# FUNDRAISING

TOTAL INCOME  
**\$1,209,374**

TOTAL EXPENSES  
**\$1,149,117**



**STS generated total revenues of \$1,209,374, versus a budget of \$989,000**, primarily due to

- higher foundation/grant income,
- government/fee-for-service income, and
- strong special events, including the STS Field Day and A Brilliant Mind Gala

**Total expenses were \$1,149,117 compared to a budget of \$989,000**, driven mainly by

- program personnel and
- outreach activities

**The organization ended the year with a positive net income of \$60,258**, reflecting both revenue growth and strategic investment in mission-related programs.

### Board Members

Imara Canady  
Lonnie Johnson  
Dr. Camille Banks-Lee  
Terry Francis  
Laurence Humphries  
Tracie Payne  
Reginald Matthews  
Candice Mitchell  
Terrill Hill-McFarland

### Advisory Board Members

Patrice Thompson Francis  
Dr. Kensa Gunter  
Dr. Ayanna Abrams  
Joya Hampton-Anderson, PhD  
Dr Dan Reidenberg, Psy.D.  
Dorian Lamis, PhD, ABPP  
Roderick Douthit, MBA  
Rhonda Morgan  
Dr. Spirit, PhD, LPC, NCC, CPCS  
Adell Flowers, Ph.D., LPC

### Fundraising Host Committee

Lovette Russell, Honorary Chair  
Chaitra Bryant, Honorary Chair  
Kelly English, Co-Chair  
Clark Seydel, Co-Chair  
Tharon Johnson  
Sue Hrib  
Andrea Smith  
Councilmember Matt Westmoreland  
Sean Norman  
Bernie Tokarz  
Zak Wallace  
Dr. Angelica Geter

## SPECIAL THANKS

# Getting Involved

## LEAD THE MOVEMENT: SERVE ON STS BOARDS AND COUNCILS

We invite passionate individuals to join our **Board of Directors**, **Advisory Board**, **Youth Advisory Council**, or **Parent Advisory Council**. Whether you're a professional, youth advocate, or parent, your unique voice and expertise can help expand our impact and inspire others to break the silence around mental health. Together, we can transform lives and foster a stigma-free future.

## BECOME A SILENCE THE SHAME CHAMPION

Silence the Shame Champions are passionate advocates driving change in their communities. By hosting fundraising events these dedicated individuals help spread awareness, break the stigma around mental health, and support vital mental health education. **Join us in our mission**—use your creativity and network to make a meaningful impact today!

## JOIN OUR NETWORK TO EMPOWER COMMUNITIES

Join the movement to transform mental health in our communities with Silence the Shame! As a behavioral health professional, wellness facilitator, youth mentor, local provider, program partner, or volunteer, your unique skills and passion can help us break mental health stigmas and drive lasting change. Together, we connect communities to vital resources, foster meaningful local partnerships, and expand access to critical mental health education. Be a part of our mission to sustain hope, healing, and awareness. **Join our network today** and let's silence the shame, one conversation at a time!

## BECOME A HEALING HERO

Join a community of dedicated supporters, **by becoming a recurring donor**, you'll be named one of our Healing Heroes, helping Silence the Shame provide vital mental health education and resources to those in need.

## WHAT TO EXPECT NEXT...



In 2026, we are celebrating 10 years of Silence the Shame! Make sure you tune in to attend events and support our mission!



# CONTACT US

## Silence the Shame



-  [www.silencetheshame.com](http://www.silencetheshame.com)
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-  [Silence the Shame, Inc](https://www.linkedin.com/company/Silence%20the%20Shame,%20Inc)

 Text STSCares to 707070 or click [HERE](#)



**IN CRISIS?  
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For our financial statements, visit [www.silencetheshame.com](http://www.silencetheshame.com)