

A close-up photograph of a person's hands holding a white candle. The person is wearing a pink shirt and a ring on their finger. The background is slightly blurred, showing a wooden chair. The image is framed by a black border.

**Silence
the ~~Shame~~**

ANNUAL REPORT 2024

www.silencetheshame.com
@silencetheshame



LETTER FROM THE CEO

Dear Friends, Advocates, and Partners

As I reflect on 2024, I am filled with immense gratitude for the progress we've made together in our mission. This year has been a pivotal one for Silence the Shame, marked by incredible growth, meaningful impact, and a renewed commitment to expanding our reach and deepening our impact in communities across the nation. We built on the foundation of our programs, equipping youth, young adults, and adults with tools and resources to prioritize mental wellness.

From the third year of our Youth Mental Wellness COPE Clinic to the launch of Silence the Shame University's Climb Up Leadership Program and our Conversations & Care initiative, we remained committed to breaking mental health stigma.

A key milestone was completing our 2024–2027 strategic plan, which reaffirms our values and charts an ambitious path for national expansion. This roadmap positions us to broaden our impact, ensuring more individuals and communities have access to vital mental health education and support.

This year, our efforts spanned all age groups. We engaged youth through advisory meetings, outreach, and summits, while young adults benefited from peer support, leadership opportunities and advocacy initiatives. For adults, seminars, parent cafés, and Conversations & Care provided safe spaces for healing and connection. Through our media and digital platforms, we amplified mental health conversations, reaching thousands with messages of hope and resilience.

None of this would have been possible without the dedication of our volunteers, partners, donors, and team. Together, we are creating a world where mental health is prioritized, and stigma is replaced with compassion.

As we look to 2025 and beyond, our new strategic plan will guide us in expanding our reach, strengthening programs, and empowering more individuals to silence the shame. Thank you for supporting this mission—together, we are changing lives, one conversation and one program at a time.

Together, we are changing lives. Thank you for being a part of this incredible journey.

ORGANIZATION OVERVIEW

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.

ABOUT SILENCE THE SHAME

Silence the Shame, Inc. is a national non-profit organization dedicated to eliminating mental health stigma, increasing access to care, and promoting suicide prevention. Through community conversations, compelling content, and culturally responsive programs, we aim to normalize the conversation, peel back the layers of shame, and promote mental wellness.

2024-2027 STRATEGIC PLAN

STS Board of Directors approved the organization strategic plan to expand our reach in various communities.

Goal: Establish and strengthen strategic partnerships to improve access to behavioral health resources for all.

**PRIORITY ONE
STRATEGIC
PARTNERSHIPS**

Goal: Deliver innovative and customized programming that enhances community wellness and fosters mental health discussions.

**PRIORITY TWO
INNOVATIVE AND
COMMUNITY-ALIGNED
PROGRAMMING**

Goal: Increase visibility and impact in the mental health sector to engage and connect with a wider range of people and groups.

**PRIORITY THREE
PROMOTION OF EXISTING
RESOURCES AND
RELATIONSHIPS**

Goal: Strengthen the organization's ability and leadership to support growth in key initiatives.

**PRIORITY FOUR
ORGANIZATIONAL
RESILIENCE AND LEADERSHIP
EXCELLENCE**





In 2024, Silence the Shame engaged over

78.5 K

Individuals through programs, resources, and awareness campaigns

Shanti Das was honored in February 2024 for her advocacy with Silence the Shame:

OMBI GROUP GIVING GRACEFULLY AWARDS BANQUET

OMBI Group's Giving Gracefully Awards is a philanthropic awards ceremony that honors committed, passionate athletes and entertainers devoted to making an impact in their communities.

Shanti Das was honored in May 2024 for her advocacy with Silence the Shame:

EXCELERATEHER 2024 SUMMIT

EXCELERATEHer—A purpose-driven community for women changing the landscapes of business, wealth & wellness: one boardroom, C-Suite and cap table at a time.

Silence the Shame was recognized in May 2024:

CITY OF SOUTH FULTON PROCLAMATION

City of South Fulton & Councilwoman Carmalitha L. Gumbs presented us with a Proclamation to recognize May 1st at Black Children's Mental Health Awareness Day and the month of May as Silence the Shame Inc. Appreciation month.

ATLANTA'S RnB SOUL PICNIC

Atlanta's RnB Soul Picnic, a festival dedicated to soul healing. Live DJ's, Food, Music, Games, Vibe.

KEY ACHIEVEMENTS & OUTCOMES

In a world where
silence breeds
stigma, let us
speak with
compassion and
create safe havens
where every mind
can heal and
thrive.

YOUTH & FAMILY PROGRAMS



PROGRAM HIGHLIGHTS

The **Youth Mental Wellness COPE (Community Outreach Practice Effort) Clinic** is a resilience program to equip and empower leaders and promote health coping for teens 13-21. We offered COPE activities to increase mental health awareness, equip youth with vocational management skills, and promote overall well-being. STS expanded the **Youth Advisory Council (YAC)** to amplify teen voices in advocacy and program initiatives hosting monthly meetings. In support of our families, we hosted **Parent Cafés** to provide a safe space to learn how to build resilient teens.

783

OF YOUTH SUPPORTED

33

EVENTS HELD

60

YOUTH LEADERS

11

COPE ACTIVITIES HOSTED

9

YOUTH OUTREACH EVENTS ATTENDED

7

PARENT CAFÉS HOSTED

18

COPE CLINIC PARTNERS

Additional Major Highlights

- YAC leadership played an active role in supporting the STSU college ambassador outreach events and wellness initiatives.
- YAC took the lead in hosting a 988 Training, educating youth on the importance of crisis support
- We engaged over 100 parents and caregivers through our Cafes offered virtually and in person.
- STS partnered with K-12 schools, nonprofits, afterschool programs and faith institutions to distribute behavioral health and crisis resources



83% DEMONSTRATED AN INCREASED UNDERSTANDING OF MENTAL HEALTH



86% REPORTED AN INCREASED UNDERSTANDING OF EARLY INTERVENTION STRATEGIES



91% REPORTED SATISFACTION OF TRAINING AND ACTIVITIES

YOUNG ADULT PROGRAMS



PROGRAM HIGHLIGHTS

In partnership with the Georgia Department of Behavioral Health and Developmental Disabilities, we piloted our leadership training, CLIMB UP to build capacity for **Silence the Shame University, College Ambassador Program**. STSU empowers young adults to advocate for behavioral health on campuses and in their communities. The six month training equipped students with the skills to offer peer support, share resources and promote mental health awareness.

25

OF STSU
AMBASSADORS

21

EVENTS
HOSTED

963

OF COLLEGE
STUDENTS SUPPORTED

CLIMB UP LEADERSHIP
PROGRAM DATA OUTCOMES:



100 % SATISFACTION OF THE
CLIMB TRAINING PROGRAM



92% INCREASED INTEREST IN
THE BEHAVIORAL HEALTH
FIELD



96% INCREASED INTEREST IN
MENTAL HEALTH ADVOCACY
AND BEING A MENTAL
ADVOCATE

Additional Major Highlights:

- **STSU Fest:** 304 people engaged and 96% of satisfaction rate, 88% willing to seek help and 88% Increased Mental Health Literacy
- Developed **three interns** (1 Program Specialist & 2 Health Communications)
- Cohort activated **5 Outreach Projects** (83% Satisfaction Rate & 89% Gained Mental Health Literacy)
- Offered **4 Professional Training:** YMHA Training, Financial Literacy Training, Positive Resilience Training, Cost of Care Training
- **7 colleges engaged:** Clark Atlanta University, Spelman College, Morehouse College, Kennesaw State University, Agnes Scott College, Georgia State University, Georgia Institute of Technology

ADULT PROGRAMS



PROGRAM HIGHLIGHTS

The **Conversations & Care Program** combined educational discussions and self-care activities to empower adults in prioritizing mental wellness. The **Equitable Mental Health Solutions** wellness seminars create healthier workplaces and resilient communities. We partnered with WME California and Microsoft Atlanta to offer Workplace Wellness trainings to support their employees with stress & lifestyle management.

With outreach programs and resources distributed mental health awareness reached thousands, promoting inclusive workplace cultures and supporting adults in prioritizing their mental well-being.



80% INCREASED MENTAL HEALTH KNOWLEDGE AND SKILLS



96% SATISFACTION & WOULD RECOMMEND TRAININGS



90% EXPECTANCE IN USING KNOWLEDGE/SKILLS GAINED THROUGH TRAININGS

43.7K

OF ADULTS SUPPORTED

13

WELLNESS SEMINARS FACILITATED

8

CONVERSATIONS & CARES HOSTED

10

OUTREACH EVENTS ATTENDED



"Thank you silence the shame for always allowing me to be apart of the movement. It is so important that Atlanta knows about all the services that is offered in the community. I am always happy to help."

VOLUNTEERS

ABOUT OUR OUTREACH TEAM

Silence the Shame's Outreach Team made a powerful impact by supporting 13 different events across the Atlanta metro area. This dedicated team of volunteers played a vital role in engaging with the community by hosting vendor tables, supporting our events and distributing essential mental health resources to those in need.

Their goal is to support, educate, inform, and connect the community to mental health resources, Silence the Shame events, and broader community initiatives. By increasing awareness and access to support, the Outreach Team continues to break the stigma surrounding mental health and ensure that individuals have the tools they need to prioritize their well-being

Volunteer events include:

- "Love Me Pink" Self-Care and Wellness Expo
- Atlanta RnB Soul Picnic
- Men's Mental Health Expo at Westside Park
- The Powder Springs Community Taskforce
- Mental Health Day 10/10 at the Backyard
- No Reservations Needed
- Out of the Darkness Walk

250

OF VOLUNTEERS

22

**# OF OUTREACH
EVENTS**

102

HOURS SERVED



PODCAST & MEDIA

SILENCE THE SHAME PODCAST

We proudly introduced our new co-host, Llife, 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.

MOBILE APP

In partnership with Microsoft, we launched our very own mobile app that was designed to empower individuals with the knowledge and tools they need to lead healthier, more balanced lives. Through innovative technology and engaging content, we aim to dismantle stigma and foster a culture of understanding and support for mental well-being.

WELLNESS WEDNESDAYS

STS introduced Wellness Wednesdays, an informal digital program live-streamed on Instagram highlighting questions for community members surrounding mental health, lifestyle management, stress management, wellness strategies, healthy relationships, grief support, and MORE. Watch past lives on our IG @silencetheshame

17
Episodes
Launched

4,618
of viewers /
listeners

**Silence
the Shame
PODCAST**

1.4 M
People reached through
social platforms in 2024

**Silence
the Shame**

5,455
of viewers

**Wellness
wednesdays**



"True change blossoms in the heart of a community, where every hand extended in support nurtures hope, and every voice raised in unity transforms lives. Together, we are not just a network; we are a lifeline."

COMMUNITY OUTREACH

AWARENESS CAMPAIGNS

"Redefine Mental Wellness" highlights youth navigating challenging thoughts and emotions. They learn to reframe negativity into positive self-talk and recognize the importance of seeking family support during mental health struggles. The PSA's core message is to break the stigma surrounding mental illness, showcasing the courage it takes to seek help and encouraging open dialogue for a more understanding and accepting society.



32K+ VIEWS

SPEAKING ENGAGEMENTS

21

ENGAGEMENTS & APPEARANCES

45K +

PEOPLE REACHED

Silence the Shame 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. Advocacy efforts at the American Counseling Association 2024 Conference and the Mental Wealth Expo highlighted the importance of mental health education. Collaborations like Brain Love x Butter ATL and appearances on PIX TV, Good Day Chicago, and V-103 Radio further amplified the message of breaking mental health stigma and prioritizing wellness in our communities.

14.5K + RESOURCES DISTRIBUTED

RESOURCES

Youth-Focused

These resources are curated for youth, 13-18 years old. Topics include self-care, stress management, self-advocacy, and MORE!

All About You: A Self-Love Journey
Self-love is all about appreciating who you are and treating yourself with kindness and respect. It means recognizing your worth and taking care of your own needs, both emotionally and physically. When you practice self-love, you boost your confidence, improve your mood, and make better choices for your life. Remember, you're awesome just the way you are!

Did You Know?!
Negative self-talk can actually change your brain chemistry, leading to feelings of sadness. Positive affirmations can help flip the script and create a healthier mindset!

Connect with Us!
Stay in the loop—see our upcoming events and exclusive content!

Tips for Practicing Self-Love
Be Positive: Challenge negative thoughts about yourself. Replace them with affirmations like "I am enough" or "I am worthy."
Set Boundaries: Learn to say no! Protect your energy and time by recognizing what's good for you.
Make Time for You: Plan fun activities that make you happy, whether it's listening to music, reading, or hanging out with friends.
Celebrate Small Wins: Recognize your achievements, no matter how small. Did you finish a homework assignment? That's worth celebrating!

Activity Zone
Self-love is a journey, and the more you practice it, the easier it gets. You got this!
Gratitude Journal: Write down three things you love about yourself or three things you're grateful for every day.
Affirmation Mirror: Stand in front of a mirror and say positive affirmations out loud. Try to do this daily.
Mindfulness or Meditation: Spend a few minutes each day practicing meditation. Focus on your breathing and let go of negative thoughts.
Creative Expression: Draw, paint, write, or dance! Use your creativity as a way to express yourself and boost your mood.

College Student - Focused

These resources are curated for youth, 17-26 years old. Topics include stress management, personal & professional development, self-advocacy, and MORE!

Self Care Series: Social Wellness
The ability to form and maintain positive relationships, engage in supportive communities, and effectively communicate with others.

BENEFITS
✔ Increased sense of belonging and purpose
✔ Stronger support networks during difficult times
✔ Better communication and interpersonal skills
✔ Increased opportunities for personal and professional growth

RESOURCES
Community Centers: Many local community centers offer free social activities, classes, and support groups.
Public Libraries: Libraries often host free events, book clubs, and educational programs for teens and students.
College Forums and Support Groups: Websites like Reddit, Health Unlocked, and DailyStrength provide spaces for college students to connect and support each other.
Volunteer Organizations: Volunteering with organizations like Habitat for Humanity, food banks, or animal shelters can provide social interaction while giving back to the community.
Social Media Platforms: Platforms like Facebook, LinkedIn, and Twitter can help you connect with friends, family, and like-minded individuals.
Workshops and Events: Many local businesses, colleges, and universities offer free workshops and events open to the public.
Religious and Spiritual Groups: Churches, mosques, temples, and other religious institutions often offer free social and community events.

DID YOU KNOW... CONTACT US!
Engaging in social activities and maintaining strong relationships can reduce the risk of chronic illnesses like heart disease and improve overall life expectancy.
Check out our socials and email us at info@silencetheshame.com

Adult-Focused

These resources are curated for youth, 18-65+ years old. Topics include self-care, stress management, mental health & illness awareness, and MORE!

BLACK MEN FROlicking
Self-Care that Sparks 'Black Boy Joy'

[Download Here](#) →

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COMMUNITY & PROGRAM PARTNERSHIPS

- Aflac
- African American Health Information & Resource Center
- AIDS Healthcare Foundation
- Amazon
- Amazon Music
- Amerigroup
- Amy Dickson Integrative Counseling
- Atlanta Public Schools
- Atlanta Parks & Recreation
- Benchmark
- Behavioral Health Link
- Beta Zeta Chapter Omega Psi Phi
- Betty & Davis Fitzgerald Foundation
- Blackmaled Productions
- Boys & Girls Club of America
- Braves Foundation
- CarMax Foundation
- CareSource
- Chatham Co Dep. of Public Health
- Chatham Co Safety Net Planning Council Inc.
- Children's Healthcare of Atlanta
- City of Atlanta
- City National Bank
- Clayton County School System
- College Prep Professionals LLC
- Communities in Schools
- Creating Health Communities
- Delta Community Credit Union
- Dep. of Veteran Affairs
- Devoe Real Estate
- Diamonds in the Rough
- Delta Community Credit Union
- Drew Charter School
- Eastlake Foundation
- Elephant Room
- Emory University
- Engage Life's Choices INC.
- EVECE Foundation
- Family Connections
- Fayette County Area Chapter of Jack & Jill of America, Inc.
- First City Pride Center
- Ford Foundation
- Free Your Feels
- Fulton County Sheriff's Office
- Fulton County Department of Behavioral Health & Developmental Disabilities
- Georgia Department of Behavioral Health
- Georgia Department of Public Health
- Georgia Parent Support Network
- Georgians for a Healthy Future
- Georgia Health Initiative
- Gwinnett Community Coalition
- Gwinnett County Public Library
- Guide Inc.
- Highland Rivers
- Imlay Foundation
- Imperative Fund
- Inner Explorer
- Ivy Collaborative Healthcare
- Jack & Jill of America
- Jean Childs Young Middle School
- Kaiser Permanente
- Kate's Club
- Latin Association
- Lighthouse Care Center of Augusta
- Live Better Now
- Live Oak Public Libraries
- Master View Productions
- Mack Gaston Community Center
- Mehra Foundation
- Mental Health America of Georgia
- Microsoft
- Migrant Equity Southeast
- Mothers Against Drunk Driving
- My Healing Collective (Michelle Adair)
- NAMI Gwinnett Inc
- National Center for Civil and Human Rights
- NFLPA
- Novartis
- Oak Film Media
- Partnership Against Domestic Violence
- Patchwerks
- Peach State Health Care
- Promise Place
- Puma
- Resilient Georgia
- Russell Innovation Center for Entrepreneurs
- Salvation Army - Kroc Center
- The Same House
- Savannah City Government
- Serenity Behavioral Health Services
- S. Fahie Consulting Services
- Shiloh High School
- Skyland Trails
- Spellz Production, LLC.
- StockX
- Target (Suwanee)
- Tia Robinson, The Practice Pause
- The Deep Center
- The Front Porch
- The LGBTQ Institute
- Thompson Buckhead Hotel
- Thrive Research Lab
- United Way
- United Way of Gwinnett County
- United Way of North Georgia
- Usher's New Look
- ViewPoint Health
- Voices for Georgia's Children
- VOX ATL
- Westside Cultural Arts Center
- Yoga Unbound, Daniel Edwards
- York Promotions

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

GETTING INVOLVED

JOIN SILENCE THE SHAME'S BOARDS AND COUNCILS: BE A CATALYST FOR CHANGE

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.

JOIN OUR COMMUNITY 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 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!

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.





THANK YOU!

CONTACT US



www.silencetheshame.com



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[Silence The Shame TV](https://www.youtube.com/SilenceTheShameTV)



[Silence the Shame, Inc](https://www.linkedin.com/company/Silence%20the%20Shame%2C%20Inc)



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