



**Silence  
the ~~Shame~~**

# 2021 Annual Report

Building **MIND**ful Communities

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# LETTER FROM THE **CEO & FOUNDER** SHANTI DAS



I am genuinely overwhelmed with the support we received in 2021. It was definitely a year of firsts since we started this work in 2016. I am proud of our employers, contractors, volunteers, and community growth.

We virtually launched our inaugural "A Brilliant Mind Gala," "My Life is a Gift Suicide Awareness Summit" and No Reservations Needed Holiday Brunch for My Sister's House residents. In addition, we were excited to launch the first series of our workplace wellness training program, "The Soundtrack of Mental Health," in partnership with Sony Music Publishing.

This year, we had some amazing partnerships including the Atlanta Hawks, Janssen Neuroscience and Georgia Department of Behavioral Health & Developmental disabilities to name a few . We created thoughtful content to increase access to culturally responsive behavioral health services and supports. We want to build on our achievements to accelerate our message and offer hope during the ongoing struggles of the pandemic.

I want to thank our community, stakeholders, and champions for their guidance and support throughout the year. Next, I would like to mention Camryn Triplett, who transitioned from Silence the Shame at the end of the year. Camryn was at Silence the Shame at its inception and is a strong supporter. We are proud of her and thank her years of dedication.

I look forward to safely seeing you all in person in 2022 as we continue to erase the stigma around the globe.

Peace and Self-Care,  
Shanti Das

# HISTORY

**May 2016**

Silence the Shame was created as a mental health and stigma reduction campaign.

**March 2017**

Launched first episode for Silence the Shame Podcast.

**May 2017**

National Silence the Shame Day Recognized.

**May 2017**

Hosted first community conversation in partnership with Young Middle School, NAMI GA, and Emory/Grady Health System.

**August 2017**

The organization was officially incorporated as a nonprofit under the name, The Hip-Hop Professional Foundation (HHPF).

**October 2017**

Partnered with Jack & Jill of America to host a National series of mental health forums to provide education and resources.

**May 2018**

Official name change from HHPF to Silence the Shame.

**August 2018**

Partnership w/ DBHDD Faith-based Capacity Building Initiative.

**January 2020**

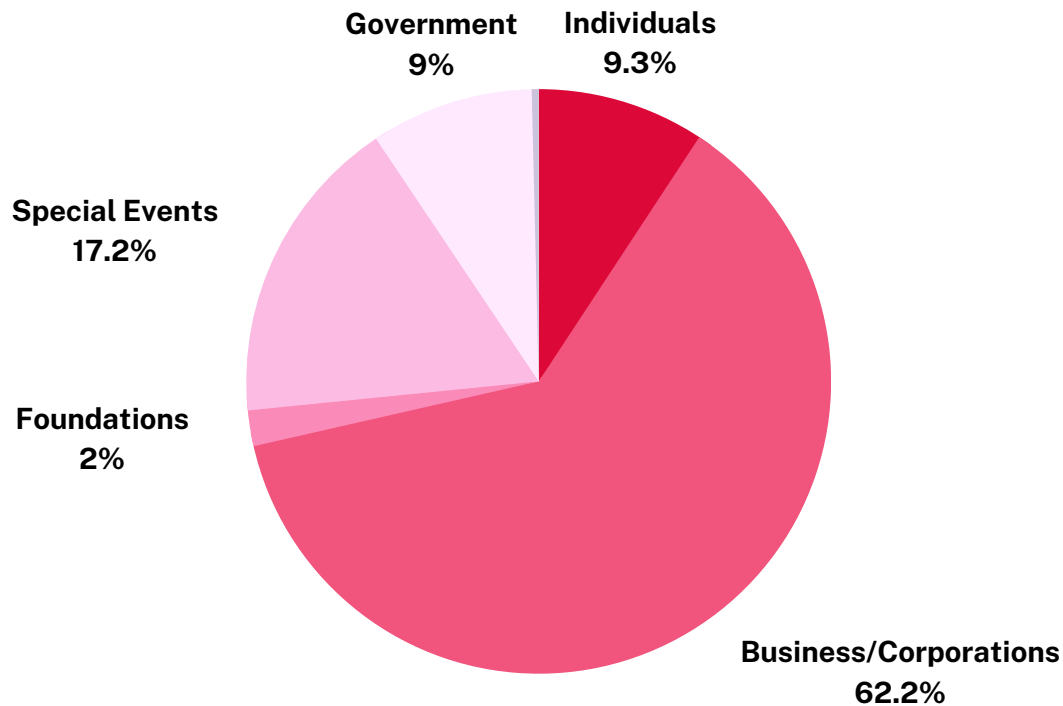
Official Partner for National Football League Player's Association (NFLPA).

**January 2021**

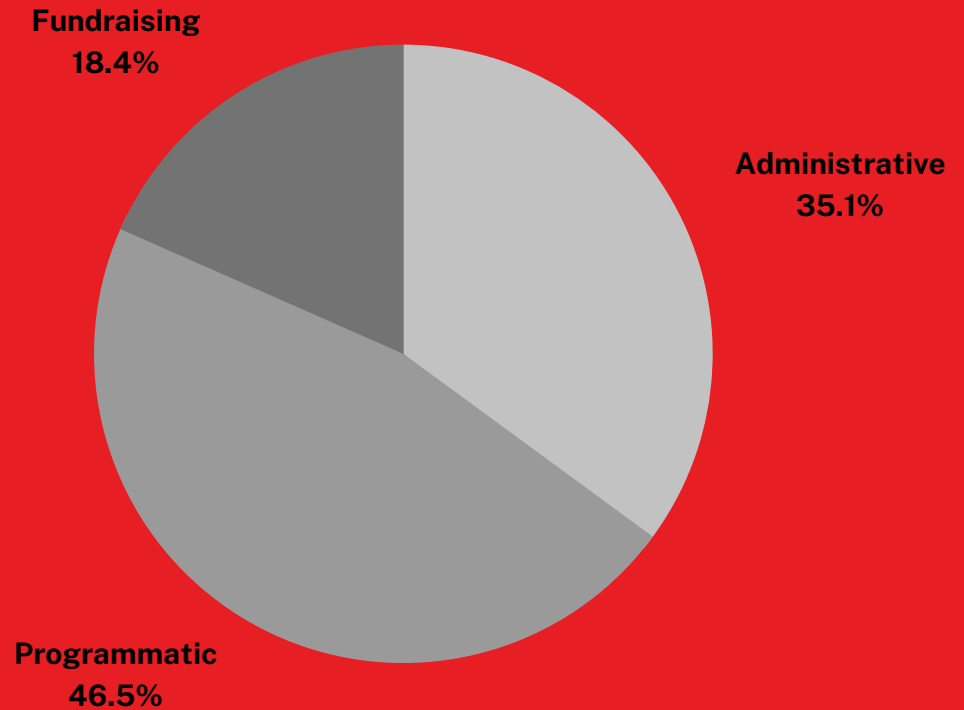
Partnership with Sony Music Publishing to support "The Soundtrack of Mental Health Wellness" Seminars.

# FINANCIALS

**Revenue**  
**\$498,035** ↑



**Expenses**  
**\$483,957**



**We will be accountable to its' stakeholders and maintain a fiscally responsible organization by completing an annual report and engaging donors to provide transparent reporting. In addition, we will strive to increase its annual budget with a diverse portfolio of funding resources over the next few years. Finally, succession plans will be maintained for the Board of Directors, CEO, and Executive Director.**

# SOCIAL IMPACT

**50+**  
countries impacted

We envision to be a world leader on **erasing the stigma** and educating communities on **mental health and wellness** through community conversations, wellness trainings, compelling content, and outreach programs.

# MEDIA PARTNERS



# AWARDS & RECOGNITION

Health & Wellness  
Award at the  
Culture Creators,  
Innovators, &  
Leaders Brunch



# SOCIAL PRESENCE

**15+**  
speaking  
engagements

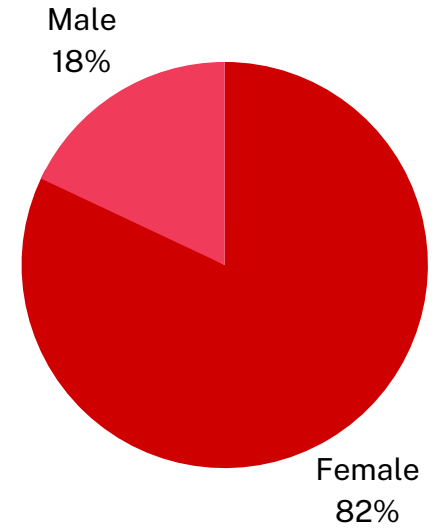
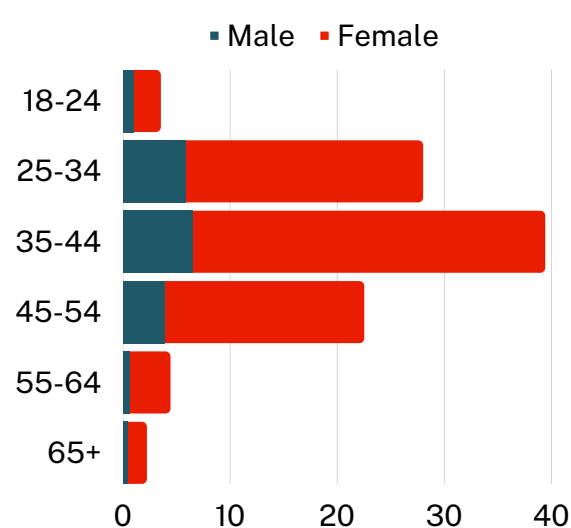
**18+**  
publications

# SOCIAL MEDIA



**27.9K**  
followers

**1M**  
impressions



# PROGRAM & CONTENT

We worked to improve mental health literacy in underserved communities. Mental health literacy is defined as “knowledge and beliefs about mental disorders which aid their recognition, management or prevention. We will work across industries to educate communities on what mental health conditions can look like and what can be done to support themselves and others.



## COMMUNITY CONVERSATIONS

Community engagement program hosting educational discussions centered around mental health, trauma, suicide, and social determinations of health. STS connects mental health professionals, equity experts, influencers, and individuals with lived experience to community members.



## STS PODCAST

Silence the Shame Podcast is a series of audio files focused on mental health and wellness topics. Co-hosted by Music Executive Veteran Shanti Das and Free the Vision. Each 30–60-minute episode invites a subject matter expert in trauma, grief, mental health, clinical interventions, community resources, etc.



## SELF-CARE SATURDAY

Virtual and face-to-face sessions engage people in wellness activities to reduce feelings of stress, manage mental illnesses and promote social connectedness. In addition, each event offers an opportunity to learn how to practice strategies at home and access behavioral health services. Activities include Yoga, mediation, Cardio, Fitness, Weight-lifting, and more!



# COMMUNITY IMPACT

## Community Conversations



**20+**  
conversations

**1000+**  
participants

## STS Podcast



**11**  
new episodes

**179**  
subscribers

**25.8K**  
listens

## Self-Care Saturday



**13**  
events

**1800+**  
participants

# THE SOUNDTRACK OF MENTAL HEALTH



**30** **1200+**  
**trainings** **participants**

Silence the Shame, Inc. and Sony Music Publishing present The Soundtrack of Mental Health, a workplace and community mental wellness training designed for artists, songwriters, employees, and the more significant music industry. The Soundtrack of Mental Health is sponsored through Sony Music Publishing's global social justice fund. In year one of this initiative, STS created and facilitated eight unique 45-minute seminars and trained over 1,200 participants. Next year, we are excited to educate 10,000 people to recognize signs of mental crisis and promote healthy living in high-stress jobs.

# OUTREACH EVENTS

Silence the Shame is committed to creating content and outreach programs to support resilient communities and improve mental health outcomes in vulnerable communities.

## INAUGURAL "A BRILLIANT MIND GALA



**800+**  
views

STS inaugural A Brilliant Mind Gala immersive experience of hope and healing in mental health highlighting people with mental challenges healing in public through recovery awareness. Honoring mental health champions in the community.

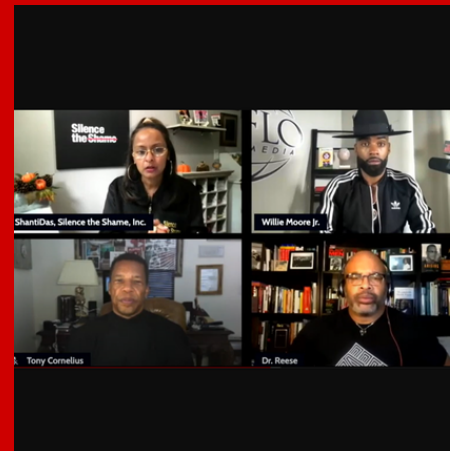
## BACKPACK BLESSINGS



**100**  
backpacks

Back-to-school supply drive for at-risk students to start the school year off empowered. Young Jean Child Middle School received \$10K school supplies, transportation giftcards, and wellness tips to manage stress during the school year.

## MLG: SUICIDE AWARENESS SUMMIT



**200+**  
participants

My Life is a Gift (MLG) Summit is designed to explore experiences of suicide in vulnerable populations. In September 2021 STS launched inaugural virtual summit with over 200 participants in attendance to discuss suicide in the Black Community.

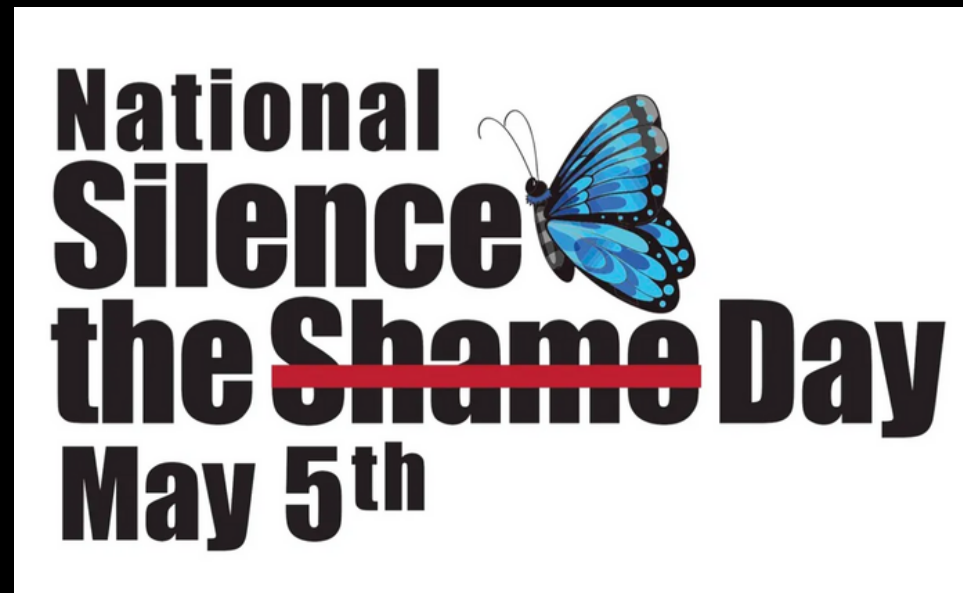
## NO RESERVATIONS NEEDED



**300+**  
men, women & children

No Reservations Needed (NRN), a homeless outreach initiative served 150 unhoused men at the Atlanta Mission and 150 women and children at My Sister's House authentic holiday meals. In addition, they participated in fitness classes and therapeutic puppet show.

# 5TH ANNIVERSARY SILENCE THE SHAME DAY



**\$27.7K**  
raised

**25,000+**  
impressions

**350+**  
supporters

On May 5th, National Silence the Shame Day brings an opportunity to continue the conversation about mental health and wellness and erase the stigma associated with mental illness. Like any other health concern, mental illness is diagnosed at different stages. It may have fewer symptoms and impact our daily functioning from time to time. It is also essential to know that mental illness is treatable and possible recovery.

In May 2021, STS had over 25K impressions and raised \$27K to expand mental health programs and increase awareness of mental well-being and mental health resources.

# OUR TEAM



**SHANTI DAS**  
**CEO & FOUNDER**

Shanti Das is the founder and CEO of Silence the Shame, Inc. She is an accomplished entertainment industry veteran, speaker, author, and Philanthropist. Due to the loss of her father and close friends to suicide, Das uses her platform to share her story of depression and suicidal ideation in hopes to peel back the layers of shame to access mental health professional help. Das has become internationally recognized as a mental health advocate for communities of color. She innovatively shares messages of hope and wellness for high-stress communities—a message to a wide variety of audiences.



**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**  
**PROGRAMS DIRECTOR**

Maegan-Charjoi Pringle, MPH, is the Director of Programs 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.



**VICTORIA DELHAGEN**  
**COMMUNICATIONS SPECIALIST**

Tori Delhagen is a mission-driven videographer and communications specialist who seeks to use media to raise awareness about important subjects, share meaningful stories, and provide hope to others. Originally from Allentown, PA, she graduated with a B.A. in Media Studies & Production and a B.A. in Spanish from Temple University.

# BOARD OF DIRECTORS

## OFFICERS

### Deanna Hamilton, Vice-Chair

MANAGING PARTNER, CIRCLE ONE  
ASSOCIATES

### Dee Dee Murray, Secretary

PRODUCTION MANAGER, DEKALB  
ENTERTAINMENT COMMISSION

### Dr. Arthur Vaughn, Treasurer

ASSOCIATE PROFESSOR OF BUSINESS,  
JACK WELCH MANAGEMENT INSTITUTE AT  
STRAYER UNIVERSITY

### Lisa Bonner

MANAGING ATTORNEY, BONNER LPC

### W. Imara Canady

NATIONAL DIRECTOR OF COMMUNICATIONS  
& COMMUNITY ENGAGEMENT, AIDS  
HEALTHCARE FOUNDATION

### Ronnie Devoe

MANAGING PARTNER, CIRCLE ONE  
ASSOCIATES

### Patrice Thompson Francis

HEAD OF SCHOOL, SOUTHWEST  
ATLANTA CHRISTIAN ACADEMY

### Lonnie L. Johnson

FORMER SENIOR COUNSEL,  
EXXONMOBIL LITIGATION

### Rhonda Morgan

MANAGING BROKER, COLDWELL  
BANKER

# PARTNERS & SUPPORTERS

## TOP DONORS



Raymond James  
The Steve & Marjorie Harvey  
Foundation  
Naked Cashmere  
The Gathering Spot  
Breakfast at Barney's  
Movemeant Foundation  
Lundbeck  
The Mental Health Coalition  
Publix  
Gio's  
Lifeline Financial Group  
Emory University Dept. of Psychiatry  
Atlanta Mission  
EA Sports  
Coldwell Banker Realty Care  
Foundation  
Michelle Falconer  
ICF, Inc.  
Rhonda Morgan  
Lonnie Johnson  
Ronnie Devoe  
Deanna Hamilton  
W. Imara Canady  
A3C Festival

# Silence the Shame

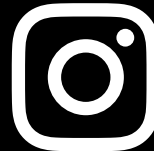
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**PODCAST**



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