

Silence the Shame

2018 YEAR-END REVIEW

(The Hip-Hop Professional Foundation is now being rebranded as Silence the Shame, Inc.)

Silence the Shame is a non-profit awareness, education and advocacy organization. Through community conversations, compelling content and other programs, our goals are to normalize the conversation, peel back the layers of shame to eliminate stigma and provide support for mental health, poverty and youth empowerment.

+90 MILLION
SOCIAL MEDIA IMPRESSIONS

+800
PEOPLE SERVED

+400
BACKPACKS DONATED

+2050
COMMUNITY CONVERSATION/
FORUM PARTICIPANTS

LETTER FROM THE FOUNDER/EXECUTIVE DIRECTOR SHANTI DAS



Greetings!

2018 was a stellar year for our organization. We have been busy in the trenches in the Atlanta community and across the nation making strides in erasing the stigma around mental health and poverty. Leading the way has been our mental health efforts, largely in part to the Silence the Shame (STS) movement. #SilenceTheShame is now a commonly used hashtag in the fight against stigma, especially in communities of color.

Due to the overwhelming response to the movement, programs, and outcomes, our team and the Board of Directors felt that a name change of the foundation from the Hip-Hop Professional Foundation, Inc. (HHPF) to Silence the Shame, Inc. is a better representation of our efforts and focus moving forward. The name change will occur in 2019.

The foundation's work last year was impactful and plentiful given our limited funding with the hard work of our small but mighty staff and volunteer committee. We completed a 7-city teen mental health tour with the Jack and Jill Foundation, Inc., impacting teens in New York, Texas, Illinois, California and the District of Columbia. In addition, we secured a partnership with the Department of Behavioral Health and Developmental Disabilities to curate workshops and trainings around Behavioral Health and Faith in the State of Georgia. Finally, we produced successful Community Conversations with partners in music, technology, film and entertainment.

The National Day Calendar recognized our efforts and officially proclaimed May 5th as National Silence the Shame day. We used that platform to raise funds for the foundation. Donors and supporters participated in a national text-a-thon on May 5th by donating/posting to social media. We raised over \$16K through texting and over \$10K via online donations. Celebrity supporters included Common, T-Boz of TLC, JoJo, Nick Cannon, and LL Cool J, to name a few.

We have worked hard to curate compelling content and outreach programs around mental health. Our podcast has gained momentum with 500-1,000 listens per episode. In addition, we taped our first webisode, #TeenDepressionTalk to increase awareness around teen wellness. Lastly, our outreach program, STS Self-Care Saturday, (one-hour wellness activities in Atlanta), was started with much enthusiasm and participation.

In closing, we launched a second No Reservations Needed outreach event combating poverty in the Atlanta community (for the Atlanta Mission), Father's Food & Football. Over 400 men were served and supported. The annual No Reservations Needed Thanksgiving dinner was a huge success bringing together business leaders, civic leaders and influencers to serve the men at the mission with food, haircuts and more during the holiday season.

Our sincerest thanks to our partners, donors, volunteers and supporters of HHPF/STS. Here's to an amazing 2019! Remember to take time, save a life and Silence the Shame!

Sincerely,
Shanti Das
Founder, Silence the Shame, Inc.

2018 Board of Directors

"Silence the Shame, Inc. has empowered communities to openly discuss mental illness and empower individuals to strive for mental wellness."

Jewell Gooding, Board Chair

OFFICERS

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COMMUNITY CONVERSATIONS



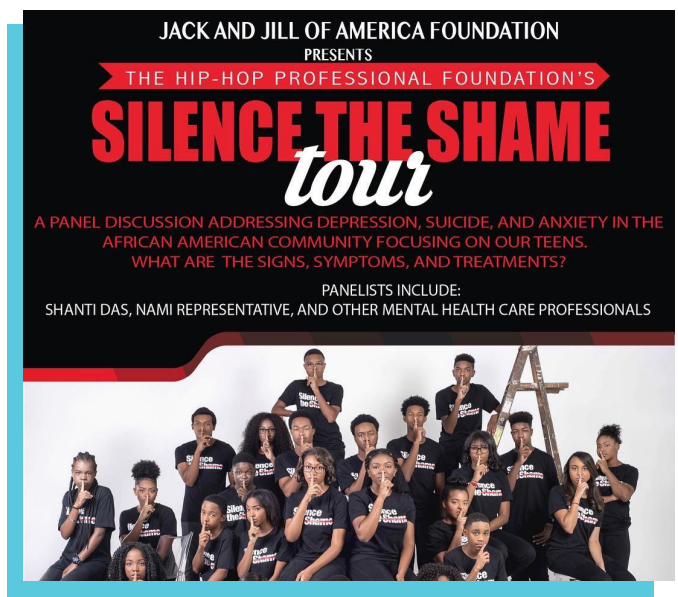
Silence the Shame in Bermuda

Silence the Shame kicked off the year with an international trip to Bermuda. Hosted by the Board of Tourism and the Savvy Foundation, Founder and Executive Director, Shanti Das moderated a panel discussion in Bermuda City Hall. **(50 attendees)**

Jack and Jill of America Foundation Presents: Silence the Shame Tour

In October 2017, Silence the Shame launched a 7-city tour with the Jack and Jill of America, Inc. and the Jack and Jill of America Foundation in Atlanta. From January to April of 2018, Silence the Shame held Community Conversations in Brooklyn, DC, Dallas, Chicago, Los Angeles, and Houston. The teens learned about signs, symptoms, and treatment around mental health and wellness. Parents gained a broader understanding of the warning signs to look out for in their own children.

(800 attendees)



Giants Fall Breaking the Silence Around Mental Health

In late February, Silence the Shame presented *Giants Fall: Breaking the Silence Around Mental Health* at the Auburn Avenue Research Library. STS screened an episode of the hit web series, *Giants*, to talk about the show's inclusion of mental health in the storyline. The panel included *Giants* producer and star, James Bland, singer/songwriter, Keri Hilson, XO Necole's founder, Necole Kane, Shanti Das, and two mental health professionals, Dr. Ayanna Abrams and Vaughn Gay.

(200 Attendees: Social media Reach 500K impressions)

Silence the Shame and MusiCares Present: The Soundtrack of Mental Health

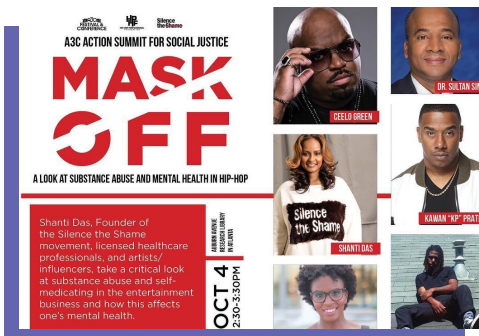
On May 9th, Silence the Shame and the Recording Academy's charity MusiCares, presented: *The Soundtrack of Mental Health*. Celebrities and influencers discussed the impact of mental health on the Music and Entertainment Industry. The panel included top Music Industry Veterans: Grammy Winning Songwriter, Bryan Michael Cox, Silence the Shame Founder & Entertainment Vet, Shanti Das, Music Executive, David Lightly, Top Vocal Producer & Instructor, Mama Jan Smith, and Licensed Professional Counselor, Vaughn Gay. **(200 attendees)**



State Of Our Emotional Health: A Conversation Around Suicide in the Urban Community

In light of the untimely celebrity suicides over the summer and with July being National Minority Mental Health Month, The Gathering Spot invited Silence the Shame to host a community conversation to address the increase of suicide rates in the urban community. **(200 attendees)**





Mask Off: A Look at Substance Abuse and Mental Health in Hip-Hop

For the 2nd consecutive year Silence the Shame held a Community Conversation at the A3C music conference. The panel included artist and producer, CeeLo Green, Music Executive, Kawan (KP) Prather, American Psychological Association Atlanta Chapter President, Dr. Sultan Sims, and more. **(200 attendees)**



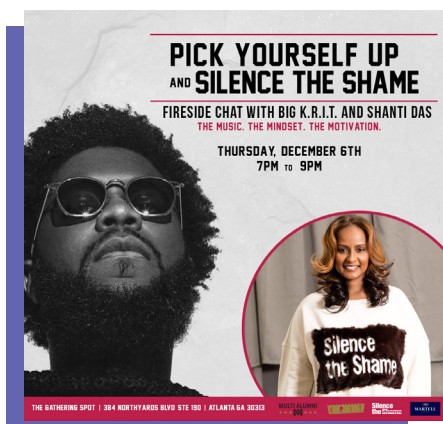
Silencing the Shame: Bringing Together Technology, Sports & Entertainment, and Academia to Address Mental Health

During National Suicide Prevention Month in September, STS hosted a Community Conversation with ATDC at the Georgia Institute of Technology. Panelists included Recording Artist/Speaker, David Banner, Former NFL Player/Speaker, Mohamed Massaquoi, Shanti Das, and other mental health professionals. **(45 attendees)**



The Faith and Community Based Capacity and Recovery Initiative with DBHDD

In December, STS partnered with the Department of Behavioral Health and Developmental Disabilities (DBHDD) to launch the *Faith and Community Based Capacity and Recovery Initiative*. Through this initiative, Faith and community leaders learned how to use their platform to support individuals with behavioral health challenges in their respective communities. After the workshops, leaders were better equipped to support individuals to live a life in recovery. The workshops included various leaders from faith-based organizations, churches, and communities in Atlanta and Macon, GA. The workshops will continue in additional markets for 2019. **(100 attendees)**

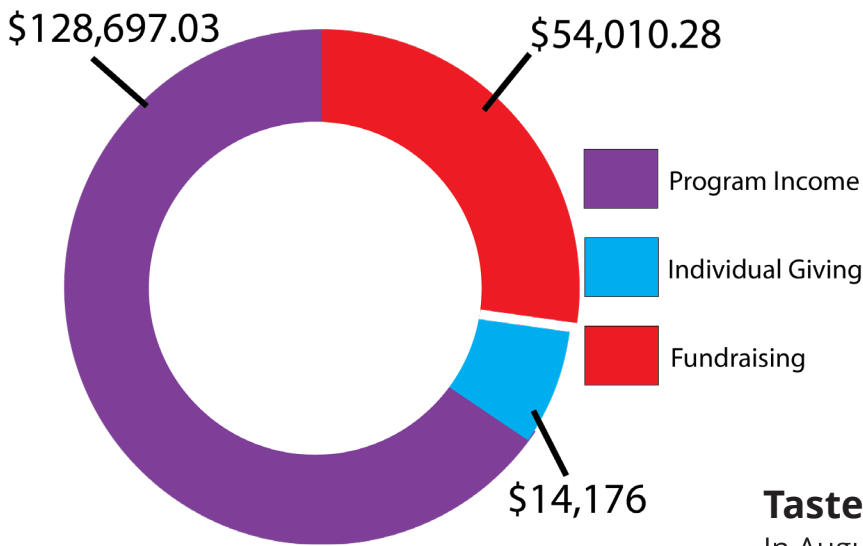


Pick Yourself Up and Silence the Shame: Fireside Chat with Big K.R.I.T. and Shanti Das

STS ended the year with a Fireside Chat with recording artist Big K.R.I.T. at The Gathering Spot. The event sold out online within a few minutes of opening registration. Shanti and Big K.R.I.T. had an enlightening conversation about his own battle with depression, self-medication and how therapy changed his life. **(200 attendees)**

SUMMARY OF GIVING

PROGRAM INCOME	\$128,697.03
INDIVIDUAL GIVING	\$14,176.00
FUNDRAISING	\$54,010.28
TOTAL	\$196,883.31



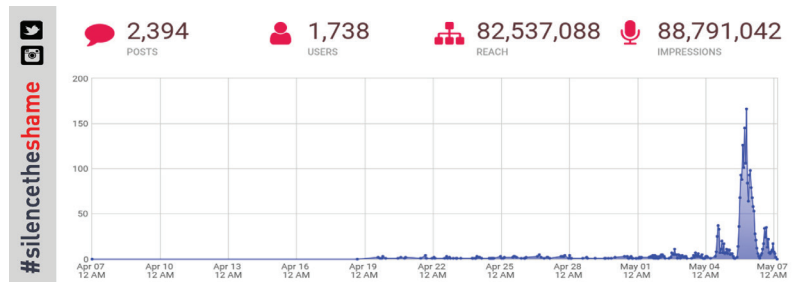
National Silence the Shame Day

May 5, 2018, was the first Nationally recognized Silence the Shame Day by the National Day Calendar. The Gathering Spot hosted our first annual text-a-thon fundraiser powered by Pledgeling. On that day STS raised over \$16,000 and over \$10,000 through online donations. Celebrities and influencers across the country participated in *National Silence the Shame Day* by encouraging their followers to donate and open up about mental health, and posting on their social media platforms.

(Almost 90 million impressions on social media)

Taste of the Town Decatur

In August, Silence the Shame was the beneficiary of the annual Keller Williams Taste of the Town (Decatur Georgia) Fundraiser. STS received \$15,000 to provide Mental Health First Aid Training to communities to recognize signs and symptoms of mental illness. Special thanks to our committee member Rhonda Morgan, who nominated STS as a beneficiary, and Communications Manager, Camryn Triplett who pitched Silence the Shame to the Keller Williams Atlanta team. **(\$15K raised)**



CONTENT: PODCAST



In 2018, the Silence the Shame Podcast had the opportunity to truly amplify the conversation around mental health and wellness. Shanti Das and her co-host Free The Vision spoke with a myriad of guests on some very impactful topics. They included facing the stigma of mental illness with the cast of the web series *Giants*, bridging the gap of Faith and Mental Health with Pastor Raphael G. Warnock of Ebenezer Baptist Church, overcoming depression with singer/actress Michelle Williams, and understanding PTSD with Dr. Felicia Berry-Mitchell, to name a few. As we continue to forge forward into 2019 we look forward to keeping the conversation going!

WEBISODE

Teen Depression Talk Webisode

Silence the Shame produced its first 5-minute webisode called #TeenDepressionTalk, the webisode will be utilized in 2019 to help erase stigma within that population.



OUTREACH EVENTS



Silence the Shame Sunday

May 6, 2018, was our Second Annual *Silence the Shame Sunday*. 13 Churches (50 via satellite) participated nationwide spreading the message of the importance of mental health awareness.

(13 churches)





Father's Food and Football

In July STS hosted its first Annual *No Reservations Needed: Father's Food and Football* Pre Father's Day celebration, at the Atlanta Mission Shelter. Over 15 former NFL players attended including: Bobby Howard, Jordan Mabin, Marshay Green, and James Thortan. Players volunteered to serve food, play video games, enjoy music, and fellowship with the men at the mission. Local barbers also came out and donated their time and service. **(400 men served)**



Harlem Run, Walk and Chat

STS partnered with New York Based organization Harlem Run to do a 5K in Harlem. Spirited runners and mental health advocates participated to bring awareness to the cause. Special thanks to Under Armour, who sponsored the t-shirts for the run. **(50 attendees)**

No Reservations Needed

November 20th, Silence the Shame and Keshia Knight Pulliam's Foundation, Kamp Kizzy hosted the 7th Annual *No Reservations Needed Thanksgiving Dinner* at the Atlanta Mission Shelter. Men from the mission and the local homeless community enjoyed a top-notch Thanksgiving Dinner with all the trimmings and fresh hair cuts from local barbers. Radio powerhouse V-103 and their sister station WAOK, provided live broadcasts for the 7th consecutive year and Ebenezer Baptist church delivered the opening prayer. Over 50 people volunteered including local influencers, civic leaders and members of the local business community. **(400 men served)**



Backpack Blessings

STS Hosted its 6th Annual *Backpack Blessings* to help students in underserved communities during the back-to-school season. STS collected donations from the community to provide backpacks filled with school supplies for youth in need throughout the Atlanta Public School System. **(400 bags donated)**



Silence the Shame Self-Care Saturday

August marked the inaugural *Silence the Shame Self-Care Saturday*. STS empowered participants with a Hip-Hop Yoga Session at Moods Music in Little Five Points. The goal of our Self-Care Saturday is to provide a free event for the community that promotes overall emotional health and wellness. The events have a maximum of 30 participants to ensure a more intimate environment for self-care. In 2019 the events will occur on a bi-weekly basis. **(25 attendees)**



**SILENCE THE SHAME WOULD LIKE TO THANK OUR PARTNERS,
SUPPORTERS AND FRIENDS**

Jack and Jill of America, Inc
 Jack and Jill of America Foundation
 Department of Behavioral Health and
 Developmental Disabilities
 American Heart Association
 Aids Health Foundation
 Keller Williams of Atlanta Decatur office
 MusiCares
 Giants TV Show
 The Gathering Spot
 Savvy Foundation
 A3C Music Conference
 Boys & Girls Club of America
 BMW
 ONE Musicfest
 ATDC
 Means Street Studios
 Choose ATL
 Ebenezer Baptist Church
 Harlem Run
 Ellsworth Hawkins Tax & Accounting
 V-103
 WAOK
 Majic 107.5
 Praise 102.9
 Atlanta Mission
 Auburn Avenue Research Library
 Moods Music
 Under Armour
 NFLPA
 The Breakfast Club
 Sister Circle TV
 Power 105.1
 WBLS
 HLN
 Red Bull Amiphiko
 Grady Behavioral Health
 Emory University, Department of Psychiatry and
 Behavioral Sciences
 National Suicide Prevention Lifeline
 NAMI Georgia
 Mental Health America of Georgia
 Pledgeling
 DiDi Hirsch
 Crisis Text Line
 Atlanta Hawks
 LuLu Lemon Atlanta
 Girlfriends Pray
 City of Atlanta
 City of Baltimore

Congressman John Lewis
 Congressional Black Caucus - ALC
 Gather For Good
 Warner Chappell Music
 Georgia Power
 Dr. Grayson Norquist
 Michael Clays
 Phyllis Rosen
 DL Warfield
 Eddie Bridgeman
 Keri Hilson
 Dr. Walter M. Kimbrough
 Dr. Leroy Reese
 Brandi Harvey
 Michelle Williams
 Tichina Arnold
 David Banner
 Big K.R.I.T.
 Dr. Ayanna Abrams
 Paige Gaines
 Bianca Danielle, The Crying Voice Project
 Rob Vaka
 Bevy Smith
 Angela Yee
 Jasmine Griffin
 James Bland
 Maria More
 Big Tigger
 Frank Ski
 Reggie Rouse
 Hurricane Dave
 Derek Harper
 Skip Dillard
 Ronald Williams
 Dr. Adrienne Berry
 Joyce Littel
 Kirk Barnes
 Phillana Williams
 Imara Canady
 James Andrews
 Jon Platt
 Ethiopia Haptemariam
 Lovette Russell
 Dr. Sultan Simms
 Dr. Erica Goodwin
 Wal-Mart on Howell Mill
 Courtney Coprich Studios, LLC
 Rawr Yoga
 George Butler

Kate Atwood
 Ann Cramer
 Nicole Smith
 Spoonful of Hope Foundation
 The Weatherspoons
 Angela Watts, 10 Squared
 Stitch by Stitch
 The Black Media
 Faculty Design
 Phyllis McElroy
 Alexandria Pham
 DJ Pnut
 Chef Earl Cameron - 2 Guys & A Grill
 Andra Hall
 Cami Cakes
 Jay Anthony
 Corey "Mr.Hanky" Dennard
 Traci Gage
 Keshia Knight Pulliam, Kamp Kizzy
 Aiyisha T. Obafemi
 Crystal Betts
 Black Celebrity Giving
 Quality Control Music
 Solid Foundation Management
 KidxKam
 DJ Caution
 Dre the Barber
 Prince/ Tonja
 The Crying Voice Project
 Annia Forney
 Copeland's of New Orleans
 Eboni Elektra
 Andrea Carter
 Joli Cooper
 Jay Anthony, Hyde Enterprises
 American Psychiatric Association Foundation

And thanks to any and everyone that volunteered, donated,
 participated in a panel, provided advice/resources/coverage or
 posted in support of Silence the Shame and HHPF!

2018 Silence the Shame Committee

Tanya Waldon
Founder of My Life is A Gift
 Rhonda Morgan
Real Estate Agent, Keller Williams
 Vaughn Gay
*Associate Director of Counseling, Morehouse
 School of Medicine, LPC*
 Tia Robinson
Certified Meditation Coach, The Pause Practice
 Hillary Dunson
Development Manager, March of Dimes
 Jasmine Chapman
Marketing Consultant, Power Up Marketing
 Layla Fitzgerald
Program Manager, DBHDD



2018 **Silence the Shame** COMMITTEE

Before Silence the Shame was able to hire a small staff, an amazing committee was formed to implement programs, fundraisers and outreach events. We would like to thank each and every one of our committee members, we could not have done any of this without you. Thank you for your unwavering support and hard work. Each and everyone of our volunteer committee members bring a unique skill set to the table including social media, marketing, mental health advocacy, fundraising, curating content and more. We salute each and every one of you for your invaluable service to the Silence the Shame team.

COMMITTEE MEMBER OF THE YEAR TANYA WALDON

Tanya Waldon has been one of Silence the Shame's biggest supporters since the very beginning. She has been a mental health advocate since 2012 and focuses on survivors of suicide attempts. Thank you for cultivating important relationships in the mental health field and always being our biggest cheerleader.

Tanya Waldon is an Atlanta native, mother and advocate. After a rewarding career in the recording and fashion industries, Tanya's life took an abrupt turn when her only child had a near fatal suicide attempt. Soon after, she founded My Life Is A Gift, an awareness organization for Survivors of Suicide Attempt. My Life is a Gift validates new life, educates families and brings worldwide awareness to the uncomfortable subject of suicide. Tanya joined the Silence The Shame team in its developing stages and has had the pleasure of knowing Shanti Das for many years. Together they are making a difference and saving lives.



In Memoriam **Nakia Valentine**

(August 17, 1980 - June 2, 2018)

The Silence the Shame committee experienced a significant loss when Nakia passed away last summer. Nakia was an integral part of connecting Silence the Shame to various mental health resources. She was the Garrett Lee Smith Youth Suicide Prevention Director at DBHDD, and worked incredibly hard to help to decrease the youth suicide rates in Georgia. She was not only an asset to our committee, she was our friend. Nakia we miss you and will continue this fight of suicide prevention in Georgia and around the world in your honor.

www.silencetheshame.com

We Appreciate Your Support!

2019 Silence the Shame Staff

Shanti Das

Founder/Executive Director

Camryn Triplett

Communications Manager

Porscha Sinclair

Program Consultant

Freeman Warren

Content Consultant/Podcast Co-Host

Carla Givens

Program Manager



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**Silence
the Shame**

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#TakeTimeSaveALife

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