

THERAPINK FOR GIRLS INC.



IMPACT

REPORT

2022-2023

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Thank You!



A LETTER FROM OUR FOUNDER

Three years since I founded TheraPink and I am thrilled to continue the ongoing impact of addressing the mental health challenges within this current generation of youth. TheraPink for Girls Inc. had what I would describe as a “got it done” year. We struggled with being able to obtain funding, but did not let that stop us from doing the good work needed in the community. I created this organization as a response to the alarming youth mental health crises that increased in the midst of the COVID pandemic. It was during that time where youth experienced a shift in normal day-to-day routines to stationary, repetitive moments of isolation and disconnect.

TheraPink for Girls Inc. has worked diligently to provide safe spaces for youth to process the impacts of those experiences through free mental health programming. From well-being campaigns around bullying prevention, to providing unique ways to navigating around school anxiety, the array of programs and resources that have been provided this year is the ongoing momentum needed to ensure the safety and health of our youth.

I am thankful for the team of individuals who have contributed to making this vision a priority. I want to give a huge thanks to my fellow board members for remaining committed to the goals of the organization and trusting me to lead during high and low points of our growth. Thank you to our team of interns who volunteered their time with us throughout the year, as well as our community, individual and corporate donors, sponsors, funders, and partners, we wouldn't be able to continue this work without your support.

Lastly, thank you to the youth who have allowed us to serve. Engaging in conversations on mental health is not easy, and I wholeheartedly appreciate your willingness to be open.

As a growing nonprofit organization, we will remain committed to expanding our reach to more girls in the years to come. Our vision will remain clear through the goals we set forth, and the social impact will continue to grow, as you will notice in this report.

Dr. Jasmine Easley

DR. JASMINE EASLEY

FOUNDER & CEO

OUR STORY SO FAR

OUR MISSION

TheraPink for Girls Inc. is on a mission to improving mental health awareness among girls through easily accessible and safe space programming.

OUR OBJECTIVES

Awareness

Increase awareness and reduce stigma around mental health in minority communities through campaigns and community events.

Education & Prevention

Teach youth and families about mental health through educational workshops, social-emotional programming and ongoing research.

Self-Empowerment

Provide a safe space environment for girls to increase confidence in talking about mental health.

Community Engagement

Collaborate with community members and organizations to enhance access to mental health resources for youth and families.

OUR PURPOSE

We are building a safe space community for youth to have free access to address mental well-being needs. We want to keep the conversation of mental health present within the youth population and help to save more lives that doesn't lead to suicide.

“57%
OF U.S. GIRLS
FELT PERSISTENTLY SAD
OR HOPELESS
IN 2021”



OUR VISION

We envision access to free mental health programming and resources in minority communities, that provides safe spaces for girls to engage in conversations around mental health.

CANDID CONVERSATIONS

Program 1



1

PUBLIC SCHOOL

25

MIDDLE SCHOOL GIRLS

62

GROUP SESSIONS

Candid Conversations is our school based program implemented to provide a safe space for middle school girls to discuss mental well-being. Our partnership with Atlanta Public Schools provides us the opportunity to host small group discussions each week with middle school aged girls. Youth have an opportunity to speak candidly on various topics all associated with mental health, led by our Founder & CEO.

Each group is an hour long and includes discussion, educational and self-care activities, and snacks to fuel the body. We hosted small parties for the girls in December and May, and ended the program with a self-care college day panel that involved undergraduates from local Atlanta colleges and universities. We are excited and thankful to continue this program for year 3!

**“THE GIRLS
REALLY ENJOY
THE PROGRAM,
AND ITS
NEEDED”**

Atlanta Public Schools Staff

SELF-CARE SATURDAY

Program 2



6

COMMUNITY EVENTS

150+

GIRLS

Self-Care Saturday is our community based program implemented to promote the importance of a healthy lifestyle. This program engages the participation of youth in unique self-care activities throughout the year. We enjoyed introducing girls to wellness activities used in various indoor and outdoor spaces. This program provides time for youth to enjoy present moments and we are looking forward to continuing self-care this Fall! Take a look at the Self-Care Saturday projects implemented in the past year:

- Beyond the Body
- 100 Girl Hike
- Back to School Meditation Night
- Breast Health Matters
- My Voice is My Power
- Self-Love is in

INTERN PROGRAM

Program 3



10

COLLEGE INTERNS

1800+

VOLUNTEER HOURS

TheraPink's internship program is going strong for a 3rd year in a row! Each year we receive an overwhelming amount of responses from college undergraduate and graduate students interested to intern for TheraPink. Students from local colleges and universities in Georgia go through an application and interview process to be a part of the program and are provided an opportunity to get direct experience working with us to promote mental well-being, while also learning about managing a nonprofit.

This year we had 10 amazing individuals take on various positions with TheraPink, from assisting with social media campaigns, community program events, grant writing, research, and program development. Students participated in weekly individual meetings, and monthly group meetings that included presentations by guest speakers on all things career development. We are thankful to continue this program and looking forward to additional improvements with organization partnerships.

I really enjoyed my time as a TheraPink for Girls, Inc. Intern. Thank you all for granting me this opportunity and assisting me in upgrading my skills and experience in a professional field.

2022-2023 TheraPink Intern

1

in 3 teen girls considered
suicide in 2021

“MINORITY YOUTH LIVING IN LOW

income communities are exposed to a greater
number of adverse childhood experiences”



FINANCIAL HIGHLIGHTS



SOURCES OF REVENUE

Board of Directors- Individual Donors- Fundraising Campaigns- Merchandise (TheraPink journals)- Corporate Donors



USE OF FUNDS

More than 65% of our funds go towards programming costs for our Candid Conversations and Self-Care Saturday initiatives. Additional funds are utilized to keep operations of the organization stable and equipped to carry out our mission.



FINANCIAL EXPANSION

Increasing knowledge around nonprofit financial stability- Building and maintaining stronger connections with funders- Board member expansion- Purposeful campaign strategies- Grant writing improvement- Donor retention

WHAT'S NEXT...



MENTAL HEALTH RETREAT

We're kicking off summer 2024 with a one day youth mental health retreat!

AMBASSADOR PROGRAM

It's time to extend our reach to high school students. This program will be youth led for girls across the globe in grades 9-12 interested in speaking up about mental health for their generation.

ADVISORY BOARD

Starting at the beginning of 2024, we will begin to build our first advisory board to assist TheraPink in working on expansive wellness projects.

THERAPIST DIRECTORY

A digital directory of resources for youth and families to seek out black female providers for mental health needs.

Thank You

To our undergraduate and graduate college interns!



Briaja



Angel



Alaina



Ruth



Victoria



Antionette



Catie



Chandler



Bria



Trinity

THANK YOU TO OUR BOARD OF DIRECTORS



Dr. Jasmine Easley
President (CEO)



Myesha Johnson
Vice President



April Tarver
Treasurer



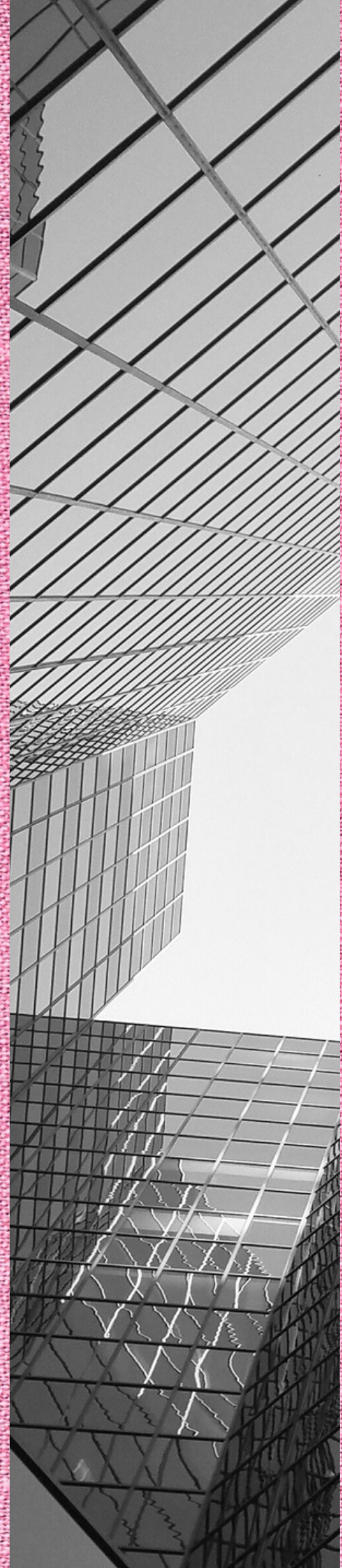
Dajai Livingston
Community Strategist



Jerrica Davis
Fundraising Expert



Jataun Cobb
Mental Health Expert



Get Involved

The work is always better when we can
work together!

Join our Board of Directors

Partner

Volunteer

Join our Advisory Board

Donate

Sponsor a girl or event

Like + Share on Social Media



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Girls Inc.**



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WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR MISSION