



## **BLACK EDUCATED LESBIANS (BEL) Media Kit 2026**

**United in Power, Purpose, and Pride**

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### **BEL AT A GLANCE**

**Organization Name:** Black Educated Lesbians (BEL)

**Founded:** September 10, 2014

**Incorporated:** 2021

**IRS 501(c)(3) Status:** April 11, 2024

**Founder & Executive Director:** LaJoya Johnson

**Headquarters:** Metro Atlanta, Georgia

**Website:** <https://linktr.ee/black.educated.lesbians>

**Email:** [admin@blackeducatedlesbians.com](mailto:admin@blackeducatedlesbians.com)

**Instagram& Tiktok:** @black.educated.lesbians

**YouTube:** <https://youtube.com/@blackeducatedlesbians-bel>

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### **Mission**

Black Educated Lesbians (BEL) is a Black lesbian-led nonprofit organization dedicated to advancing wellness, leadership, education, economic empowerment, research, and community among Black lesbians and Black queer women.

BEL creates intentional spaces where Black lesbians can connect, heal, learn, lead, and thrive.

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## **Impact Snapshot**

### **Community**

- 5,000+ community members
- 30+ local chapters
- Members across the United States, Europe, Africa, and the Caribbean
- National virtual and in-person programming

### **Annual Events**

- 3 Annual BEL Conferences
- Spring Into Health Fair
- Wellness programming throughout the year
- Leadership and workforce development initiatives

### **Research**

- Needs Assessment of Black Queer Women (Completed April 2026)
- Seen or Dismissed? Healthcare Experiences of Black Queer Women (Pending)

### **Education & Leadership**

- EmpowerHER Leadership Initiative
- BEL Elevate Workforce Development Program
- BEL Legacy Leaders Fellowship Program
- BEL Wealth & Legacy Financial Empowerment Initiative



## **ABOUT THE FOUNDER**

### **LaJoya Johnson**

LaJoya Johnson is the Founder and Executive Director of Black Educated Lesbians (BEL), a nonprofit organization she launched in 2014 to address the need for intentional community, support, leadership development, and wellness resources for Black lesbians.

What began as a Facebook group has evolved into a national organization serving thousands of members through leadership development programs, workforce initiatives, research projects, wellness programming, community events, and an annual conference.

Professionally, LaJoya has worked for the past six years as a Behavioral Health Claims Adjuster with Optum, a UnitedHealth Group company. Her professional experience, combined with her passion for public health and community advocacy, has informed BEL's growing focus on health equity, mental health, workforce development, and research.

Under her leadership, BEL has expanded nationally, established university partnerships, launched original research initiatives, created internship and fellowship opportunities, and developed programs designed to support Black lesbians across multiple stages of life.

LaJoya is a speaker, community organizer, researcher, and advocate focused on improving outcomes for Black lesbian and Black queer women communities.

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## **MEDIA RECOGNITION**

BEL and Founder LaJoya Johnson have been featured by national and international media outlets for their work advancing community, wellness, and leadership among Black lesbians.

### **People Magazine**

[https://people.com/human-interest/facebook-launches-hall-of-her-video-campaign-celebrating-international-womens-day/?fbclid=IwAR01jhesHeHH9-dzAS\\_VbHlbt2pBjaXcyJ5t-5-1S0aO5pCYTUJZkvz9oEI](https://people.com/human-interest/facebook-launches-hall-of-her-video-campaign-celebrating-international-womens-day/?fbclid=IwAR01jhesHeHH9-dzAS_VbHlbt2pBjaXcyJ5t-5-1S0aO5pCYTUJZkvz9oEI)

Featured through Facebook's Hall of Her Campaign, celebrating women creating meaningful impact in their communities.



### **Facebook Hall of Her**

Selected by Facebook as part of its International Women's Day campaign, highlighting inspiring women leaders.

### **MadameNoire**

[https://madamenoire.com/1217693/lajoya-johnson-black-educated-lesbians/?fbclid=IwAR1x8\\_Yn3AttI5Wpmg37w-zinz5fZ4shH99klXhMr9FJcxUv30tmc9PRKls](https://madamenoire.com/1217693/lajoya-johnson-black-educated-lesbians/?fbclid=IwAR1x8_Yn3AttI5Wpmg37w-zinz5fZ4shH99klXhMr9FJcxUv30tmc9PRKls)

Profiled regarding the creation and growth of Black Educated Lesbians and the importance of community among Black lesbians.

### **DIVA Magazine (United Kingdom)**

<https://diva-magazine.com/2026/05/14/what-started-as-a-place-for-connection-quickly-grew-into-something-much-bigger-diva-meets-the-founder-of-black-educated-lesbians/>

Featured in an international interview discussing BEL's growth from a Facebook group into a nonprofit organization serving Black lesbians across the United States and beyond.

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## **SIGNATURE PROGRAMS**

### **Mind, Body & Soul**

BEL's wellness initiative focused on mental health, mindfulness, self-care, healing, and holistic wellness.

Programs include:

- BEL Wednesday Focus
- BEL Sunday Reset
- Meditation and mindfulness programming
- Healing circles
- Wellness workshops

**Black Educated Lesbians**  
**admin@blackeducatedlesbians**  
Excellence · Uniqueness · Sisterhood



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### **BEL Wealth & Legacy**

Financial empowerment initiative providing:

- Financial literacy
- Homeownership education
- Entrepreneurship support
- Wealth-building strategies
- Legacy planning

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### **Be Strong & Healthy**

Physical wellness initiative focused on:

- Nutrition
- Physical activity
- Preventive health
- Health education
- Community wellness challenges

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### **EmpowerHER**

Leadership and mentorship initiative supporting youth, college students, and emerging professionals through mentorship, leadership development, and educational support.

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### **BEL Elevate**

Workforce development initiative providing:



- Career readiness support
  - Resume development
  - Professional networking
  - Interview preparation
  - Workforce education
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### **BEL Legacy Leaders Fellowship**

Internship and fellowship program providing practical nonprofit leadership, research, and workforce development experience.

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### **SoulRoot Collective**

The environmental justice initiative focused on sustainability, community engagement, and environmental awareness.

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### **RESEARCH INITIATIVES**

#### **Seen or Dismissed?**

A national research study examining healthcare experiences among Black queer women.

The project explores:

- Healthcare bias
- Access to care
- Mental health experiences
- Preventive care
- Reproductive health
- Aging and chronic disease management



The study seeks to elevate the voices and experiences of Black queer women while informing future research, policy, and practice.

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### **COMMUNITY IMPACT**

#### **Spring Into Health Fair**

<https://photos.app.goo.gl/tfVteFFYMjXRVeb38>

May 2026-Metro Atlanta

The inaugural Spring Into Health Fair brought together nearly 100 attendees and more than 20 health, wellness, financial, and community organizations.

Focus Areas:

- Physical Health
  - Mental Health
  - Women's Health
  - HIV Prevention
  - Financial Wellness
  - Nutrition
  - Community Resources
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#### **BEL Annual Conference**

<https://blackeducatedlesbians.com/bel-conference>

The BEL Conference is the organization's signature event, bringing together Black lesbians and Black queer women from across the country for a weekend focused on wellness, leadership, education, and community.



## **2025 Conference Highlights**

- 85 attendees
  - 15 vendors
  - Multi-state attendance
  - Workshops, panels, networking, and wellness experiences
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## **3RD ANNUAL BEL CONFERENCE**

### **Thriving in Power: Liberation, Legacy & Leadership**

September 18-20, 2026

Embassy Suites Atlanta Airport North

Atlanta, Georgia

#### Conference Topics:

- Physical Health
  - Mental Health
  - Financial Wellness
  - Entrepreneurship
  - Leadership Development
  - Women's Health
  - Healthy Relationships
  - Aging & Legacy Planning
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## **COMMUNITY VOICES**

### **Conference Participant**

"This was the first time I felt completely seen, understood, and supported in a space designed specifically for Black lesbians."

### **Conference Participant**

"I left with new friendships, valuable information, and a renewed sense of purpose."

### **Spring Into Health Fair Participant**

"I enjoyed the opportunity to connect with other organizations and community members who held the same passion of helping others."

### **Spring Into Health Fair Participant**

"I enjoyed seeing so many people interested in community resources regarding their health and well-being."

### **Spring Into Health Fair Vendor**

"The connections made with other vendors were invaluable."

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## **PARTNERSHIP OPPORTUNITIES**

BEL welcomes collaboration through:

- Sponsorships
- Speaking Engagements
- Research Collaborations
- Vendor Partnerships
- Employee Resource Group Programming
- Product Donations



- Community Partnerships
- Educational Workshops

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## CONTACT

### **LaJoya Johnson**

Founder & Executive Director

Black Educated Lesbians (BEL)

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[admin@blackeducatedlesbians.com](mailto:admin@blackeducatedlesbians.com)

Website:

<https://linktr.ee/black.educated.lesbians>

Schedule a Meeting:

<https://calendly.com/bel-admin/30min>

YouTube:

<https://youtube.com/@blackeducatedlesbians-bel>

Instagram & TikTok:

@black.educated.lesbians