



2024 Annual Impact Report



About BreatheDeep, Inc.

BreatheDeep, Inc., is a research-based 501(c)(3) organization that provides restorative wellness information and resources to help marginalized communities create strategies of self-care, to increase overall wellness and to mitigate the impact of systemic and historical oppression, chronic stress and generational, personal and vicarious trauma.



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President's Message

**"Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare."
– Audre Lorde**

As I reflect on the journey we embarked on in 2024, I am overwhelmed with gratitude for what we have accomplished together. This year has been a testament to the power of resilience, collaboration, and a shared commitment to mental wellness. Through your unwavering support and belief in our mission, BreatheDeep has continued to make strides in creating spaces for healing, empowerment, and transformation across our community.



BreatheDeep
Founder & President
Dr. Melany J. Silas-Chandler

From the expansion of our school-based mental health programs to the impactful work of our Peer Ambassadors, we have seen firsthand how addressing mental health with intention and care changes lives. Over 1,800 individuals were directly impacted by our initiatives this year, and every statistic represents a story—a person who found hope, support, and strength when they needed it most. To the youth who completed capstone projects, to the families who participated in restorative wellness activities, and to the communities who trusted us to walk alongside them: thank you.

This work has also been deeply personal. As an organization, we are not just about providing services, but about modeling what it means to prioritize wellness, even in the face of challenges. Whether it was facilitating over 200 hours of free counseling or partnering with leaders and community partners to facilitate dialogue around embracing holistic approaches that remind us all to pause, breathe, and recalibrate.

Of course, none of this would have been possible without our dedicated team, partners, and supporters. Together, we raised nearly half a million dollars, with over 90% of our funding coming from grants. These resources allowed us to quadruple the number of counseling hours we offered compared to last year, proving what happens when collective efforts meet shared purpose.

As we move forward, let us continue to hold space for each other and ourselves. Let us embrace self-care as a powerful act of strength and resilience. Together, we can build a world where mental health is not just a conversation, but a cornerstone of our shared future.

Mission, Vision, & Goals

Mission: To foster holistic wellness and empower individuals through mental health education, counseling, and community-based initiatives.

Vision: A thriving, resilient community where mental health is prioritized and accessible to all.

Goals:

1. Expand access to mental health services and education.
2. Empower youth and families through targeted programs.
3. Strengthen partnerships to enhance community impact.
4. Promote trauma-informed practices across all initiatives.



Programs & Initiatives

1 Peer Ambassador Program

2 Wellness Activities

3 Individual Counseling + Group Counseling

4 Community Group Education Programs

5 School Based Mental Health Education Programs

22

Peer
Ambassadors
Trained

2

Wellness
Activity
Facilitators

18+

Culturally reflective
mental health
professionals providing
FREE mental health
counseling & coaching.

PEER Ambassadors Program

BreatheDeep proudly continues its partnership with the City of Rochester's Summer of Opportunity Program, offering paid summer and academic year internships for youth aged 14-18. Through this initiative, interns engage in an intensive exploration of trauma-informed curriculum that covers critical topics such as identity, bias, racism, stress, trauma, and resiliency.

Participants concluded the program with a capstone project, where they create video vignettes designed to educate and inspire other teens. Additionally, interns actively engage both youth and adults through a series of community workshops. The program culminates in the powerful "Doc & Dialogue" event at the Little Theatre, featuring a documentary "The Impact of Trauma" screening and a panel discussion that highlights their impactful work.

Wellness Activities:

BreatheDeep is proud to partner with Keira Wilson of Hustle & Heart Fitness and Dr. Anika Simone Johnson of Love, Light & Yoga to facilitate restorative wellness activities to the community. Our goal was to co-create safe and welcoming spaces where participants can cultivate strategies to meet the needs of their overall wellness as well as to infuse self care practices into their daily lives.

Individual + Group Counseling Services:

Our counseling services supported individuals and families through conducting individual and group counseling sessions provided to clients of diverse backgrounds.

Our culturally reflective team of clinicians and coaches engage youth and adults with free counseling services, increasing equity and access to mental health support while bypassing cultural and financial barriers to care.

Peer Ambassador Program





2024 SUMMER PEER AMBASSADORS

Aneres L.



Daniella M.



Josiah G.



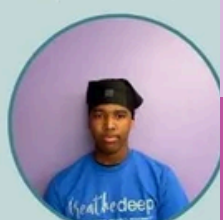
Janyah W.



Tim L.



Mekhi P.



Madison H.



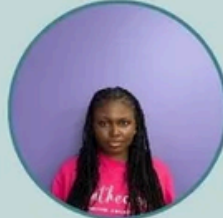
Autumn M.



Aniya B.



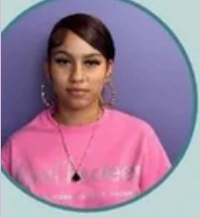
Isis I.



Gianni T.



Kimora M.



Shakeiya K.



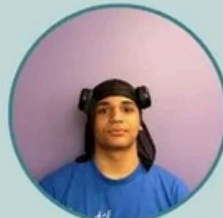
Righteous B.



Kessiah P.



Liam P.



Ayesha C.



David M.



Lanae V.



Jaylyn M.



Soniyah C.



Justin B.





950+

Unduplicated participants served through community mental health education programming, keynotes, panels, workshops and trainings.

20+

Organizations served through community mental health programming and restorative wellness professional development + training.



Wellness Activities



140+

The Total Body Workout Session +
Yoga Classes have served over
140+ participants in 2024



55+

We have conducted over 55
sessions of wellness activities
through the Total Body
Workout + Yoga Programming.



Keira Wilson
Body Building Champion & Trainer
Hustle and Heart Fitness



Dr. Anika Johnson
Certified Yoga Instructor
Love, Light, & Yoga

Individual + Group Counseling

200+

Hours of free counseling
provided to women, men and
youth in 2024.

Quadrupling our numbers
from 2023.

290

Participants served via group
or individual counseling from
direct referrals

80+

Referrals received for
individual and group
counseling/coaching
services.



Dr. Karla Hatley
Licensed Clinical Social Worker
BreatheDeep Counseling Intake Director

Under the leadership of Dr. Karla L. Hatley, BreatheDeep is committed to fostering a team of mental health professionals that culturally reflect the participants served.



TEEN EMPOWERMENT



Trinity Emmanuel
Presbyterian Church



Community Partners



Dr.Christine Brown Richards
School-Based Mental Health Education
Program Director

90+

Hours of Mental Health
Education workshops
provided to youth ages 12-18.

469

Students served through the
Changing Our Narrative:
Conversations About Mental
Health Curriculum, Project SOYL
(Saving Our Youth Lives) Program
+ Topical Workshop Sessions



Rodney Chandler
Project SOYL Director

School Based Mental Health Education Programming

165+

**Mental Health
Education
Programming
Sessions**

Community Mental Health Education Programming:

BreatheDeep continues to expand our reach through collaboration with over 10 organizations, including Rise Up Rochester, SAFE Court, HOPE 585, Leadership Rochester, and others, to meet the mental health needs of the greater Rochester community. In 2024, we conducted over 165 sessions through workshops, presentations and events designed to educate and empower our community. These sessions were facilitated by our Peer Ambassadors and our network of mental health professionals.

90+

**Sessions of
School-Based
Mental Health
Curriculum
Facilitated.**

School Based Mental Health Education Programming:

BreatheDeep expanded its school-based programming to students across multiple schools, including YWCP, Franklin Lower School, School #58, Freddie Thomas, and more. This programming was conducted through the Changing Our Narrative Program and the Project SOYL (Saving Our Youth Lives) Program:

- **Changing Our Narrative Program:** This initiative empowers youth to address issues of identity, bias, and resilience through interactive workshops. Participants are encouraged to explore their narratives, confront challenges, and foster a sense of agency in shaping their mental health journeys.
- **Project SOYL (Saving Our Youth Lives):** Focused on youth at risk for violence and disengagement, this program teaches critical life skills, emotional regulation, and conflict resolution. It creates pathways for youth to redirect their energy towards constructive engagement and community building.

Through tailored mental health education, these programs addressed resilience, emotional regulation, and peer engagement. They created safe spaces for students to explore mental health topics and seek support, fostering an environment where mental health awareness and care are normalized within the school setting.



Vertus
HIGH SCHOOL



School Based Partners

Program Summary by the Numbers

370+

**Mental Health Education
and Wellness Sessions
Provided**

520+

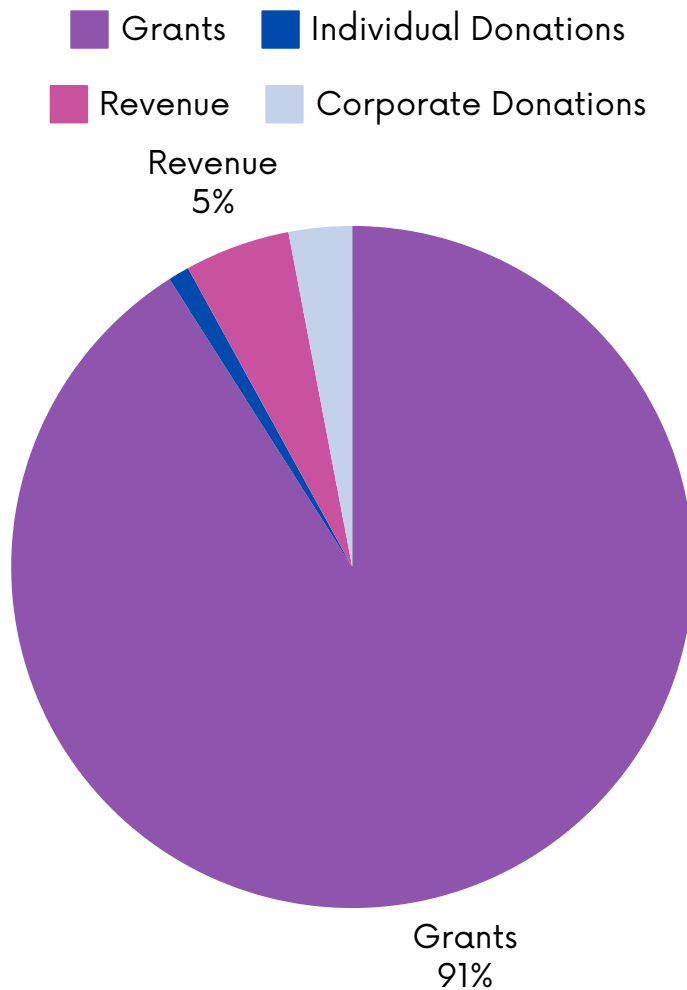
Hours of Service

1875+

**Community
Members Served**



Financial Summary



**TOTAL
REVENUE
\$464,311.78**

BreatheDeep received the majority of our funding via local grants.

Other funding was received in 2024 included individual donations, in-kind donations, corporate donations and some revenue services. Portions of the overall revenue were restricted funds to complete programming for the 2023-2024 and 2024-2025 year.

2024 Grant Funders Included:

- ESL Federal Credit Union
- Excellus Blue Cross Blue Shield
- Greater Rochester Afterschool & Summer Alliance (GRASA)
- Max and Marian Farash Charitable Foundation
- Presbytery of Genesee Valley
- The Greater Rochester Health Foundation
- The Rochester Area Community Foundation
- The Rochester City School District
- Wegmans
- The William and Sheila Konar Foundation
- The Wilson Foundation

2024 Board of Directors



DR. DONNA HARRIS
Board Chair



KELLY GLOVER
Board Member



TAMIKA WILLIAMSON, CPA
Board Treasurer



TYNISE EDWARDS, ESQ
Board Compliance Officer



CARLET CLEARE
Board Secretary

Staff Acknowledgements



BRITTANY READ
Communication & Marketing
Coordinator

TONYA DICKERSON
Executive Project Manager



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@breathedeepinc



BreatheDeep, Inc.

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www.breathedeepinc.org

United Way Donor
Options Agency #3427