

ANNUAL IMPACT REPORT

STARTING WITH TODAY

2023 IN REVIEW



MISSION: To create, sustain, and enhance professional, mental, and financial wellness by providing customized training and resources to underserved adults

Starting With Today (SWT) promotes Black wellbeing and liberation through community programs and advocacy training. By strategically partnering with small Black businesses and community hubs in Wards 7 and 8 of Washington DC and Prince George's County within the Beltway. SWT creates safe learning spaces for adults to organize, raise awareness, create collective solutions, heal, and have tools, language, and training to better advocate for ourselves, our families, our communities, and the Black collective.

2023 HIGHLIGHTS

610

participants

IN-PERSON PROGRAMS

2023 was SWT's full year back in-person since the onset of the COVID pandemic in March 2020. Our in-person programming includes The Shape Up, community pop-ups, and conferences.

14,101

digital viewership

DIGITAL PROGRAMMING

Key partnerships were vital to continuing to expand our digital reach across all social media platforms that also led to an increase our in-person participants.

17

partnerships

KEY PARTNERSHIPS

We don't and can't do this work alone. SWT strategically partners with corporations, local Black & minority-owned businesses, and other nonprofits to move our communities forward.

MAJOR FUNDERS FOR 2023 PROGRAMMATIC YEAR

- ALFRED STREET BAPTIST CHURCH
- ELC (THE EXECUTIVE LEADERSHIP COUNCIL)
- THE MORRIS AND GWENDOLYN CAFRITZ FOUNDATION
- NATIONAL COOPERATIVE BANK
- DIVERSE CITY FUND
- GIVING TOGETHER GIVING CIRCLE
- INDIVIDUAL DONORS

**THANK YOU TO OUR
GENEROUS FUNDERS FOR
POWERING AND
INVESTING IN THE
WELLBEING OF OUR SWT
COMMUNITIES!**

SWT IMPACT DATA

For the past 2 years, SWT has been under the hood with all things data both internally and externally thanks to our data partners- **DataKind, JPMorgan Chase, and Optum Health Consulting.**

During the Spring of 2023, SWT surveyed our community members to have them define what **wellness** means to them. Based on those answers, SWT created new KPI areas and with DataKind created a new internal survey tool to evaluate those areas with our participants. We are still very early in beta mode of launching the new survey, but here's what we know so far:

2023 SWT DATA HIGHLIGHTS

90 %

of survey participants **feel better prepared to cope with their life's normal stresses.**

90 %

of survey participants **feel better prepared to make actionable plans to achieve their future vision they have for themselves.**

100 %

of survey participants **would recommend the workshop/event to others.**

Huge thanks to our **Data Advisory Committee** for leading these efforts.

Zuri Hunter, SWT Board Member/Committee lead, Data Engineer

Byron Gaskin, PhD, AI Expert/Data Scientist

Brandon Coates, Security Expert

From the CEO

Together we have been able to reduce access gaps to wellness services and resources in Southeast DC and the surrounding areas and nationally with our digital programming. We have done this while still fighting fires perpetuated by the pandemic and economic inflation. But we are still here. And there is still much work to do.

We are asking for your support to achieve this following:

2024 GOALS

Add 2 more therapists as paid contractors.

SWT's programmatic goals will require us to add 2 more therapists to activate more touchpoints to mental wellness services within our region.

Hire 2 personnel members.

To sustain and grow SWT's programs, SWT will need funding to hire at least 2 internal positions to include a local/in-person executive assistant and a program manager.

Activate 4 sites as wellness hubs.

SWT aims to activate as least 4 sites that includes both long term and one-time activations. We are looking forward to delivering more services and resources in our communities that have the greatest need. Join us.

My ask is simple:

- Donate (monthly) as you are able. Every bit helps move the needle forward.
- Invite SWT to rooms and spaces to share and elevate our work.
- Connect SWT to potential donors and funders who share our wellness values.

Thank you, truly, for joining us on this journey!

In service, gratitude, and love,
Charlyn Anderson, Founder & CEO

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SWT Board of Directors

A huge thank you to our esteemed Board of Directors who push and power our work and mission forward.

Queshia Bradley, Trust Advisor, Board Chair
Kyle Bacon, Community Development
Lawrence Cosby, Esq., Legal Counsel
Zuri Hunter, Data & Evaluation
Jasmine Lipford, Marketing
Conrad Woody, Corporate Relations



SWT 2023 Partners

Thanks so much to our 2023 partners who made this work possible!

Lee's Barbershop
NAMI
DC Greens
D.C. United Soccer Team
TuneTheFork
Let's Talk Bruh
Families4Families
TLI Leadership Institute
Tariiq Walton of Insight Marriage and Family Therapists, LLC

CNHED
JPMorgan Chase
DataKind
Optum Health Consulting
Service Never Sleeps
The Black Leaf Tea & Culture Shop
J Hall of WJH Media
Candi Williams Photography

Here's to an epically amazing and progressive 2024!!