



# ANNUAL REPORT 2023



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# WELCOME



## Greetings, Flourish Friends and Family,

We are excited to share our 2022-2023 Annual Report.

Flourish Agenda is at a pivotal point. We have expanded our reach, deepened our roots, and witnessed the beauty of Healing Centered Engagement (HCE) resonating with many people nationwide.

The last year pushed, stretched, and reminded us why we do what we do. Our team has dug deep, embraced challenges with open hearts, and reached new heights in the world of HCE. We're learning what it means to transform ourselves in the process. We proudly embrace the power of "heart" and "love" when discussing our work, as these values have been the driving force behind our founders' passion for more than three decades.

As you dive into this report, we hope you'll feel the energy, dedication, and belief in everyone's power that fuels our work. This annual report is a little different. It's not just about the numbers (though those are awesome, too!). It's a celebration of the stories, the laughter, the tears, and the breakthroughs.

From our young people to the adults who champion them, we see HCE taking root in classrooms and community spaces as it progresses into larger systems.

We couldn't be more inspired by the passion and commitment we've witnessed around HCE. It's your support and trust that makes all this work possible. We're incredibly proud of the impact we've made so far. It's a testament to the deep need for healing and a belief that together, we can create a world where everyone gets to flourish.

Let's keep growing, learning, and healing together. The best is yet to come!

But before we proceed, it's important to take a moment to reflect on your well-being. We encourage you to breathe, hydrate, or offer yourself some comforting support.

With gratitude and enthusiastic optimism,

**Flourish Agenda**





# OUR AGENDA

Mission: Flourish Agenda is a national nonprofit on a mission to help unlock the power of healing. We design strategies that empower youth of color and adult allies to transform their schools, institutions, and communities.

## AND THIS IS HOW WE DO IT:

Flourish Agenda has listened, learned, and worked on the frontlines alongside young people, families, and those dedicated to change. Young people of color often face unaddressed trauma in traditional mental health services. They require support to tackle the underlying causes of trauma, reclaim their culture and identity, and drive transformative change in themselves, their communities, and the surrounding systems.

We refer to this approach as Healing Centered Engagement.

Healing Centered Engagement (HCE), coined by our co-founder, Dr. Shawn Ginwright, is a non-clinical, asset-based approach that advances a holistic view of healing and re-centers culture and identity as a central feature of well-being.

We've witnessed firsthand the profound impact of addressing trauma through culturally grounded, identity-affirming approaches. Healing is a complex, interconnected journey; it takes collective effort. That's why we collaborate with educators, youth development professionals, and community leaders, equipping them to champion healing for our young people.





# OUR APPROACH

## ● PARTNERSHIP:

We meet communities where they are, forging collaborations to develop solutions tailored to their unique needs.

## ● HEALING CENTERED PLANS:

We design plans prioritizing well-being and cultural relevance, rejecting cookie-cutter approaches.

## ● TRANSFORMATIVE EXPERIENCES:

We facilitate immersive experiences that create safe spaces for healing, growth, and empowerment.

## ● MEASURABLE IMPACT:

We believe in accountability. We track our outcomes to demonstrate the tangible difference our healing-centered work makes in the lives of young people and their communities.



# ALLOW US TO REINTRODUCE OURSELVES!

Flourish Agenda has undergone a beautiful transformation to strengthen its organizational capacity. We've expanded our team and services to scale up and spread healing strategies. Our staff are healers, educators, social workers, community builders, and more driven by a simple yet profound belief: Everyone deserves to heal and thrive. So, allow us to reintroduce ourselves! Read more about our dynamic, heart-centered team below!

## STAFF LIST



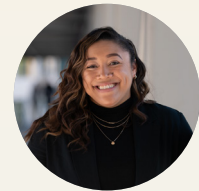
**Olafemi B. Akintunde**  
Senior Trainer



**Oscar Cerna**  
Director of Evaluation,  
Research, and Impact



**Evin Glaude**  
Akili Camps  
Program Manager



**Amanda Greene**  
Project Administrative  
Coordinator



**Shawn Ginwright, PhD**  
Co-Founder, President  
and CEO



**Nedra Ginwright, MS**  
Co-Founder & Chief  
Flourish Officer



**Gerricka Hamilton**  
Business Systems & Sales  
Operations Manager



**Jordan Howzell**  
Lead Program Manager –  
Creative Labs



**Julius Deshon Jackson**  
Senior Trainer



**Raana Kashi**  
Director of Community  
Engagement



**Deb Kersey**  
Executive Assistant to  
the CEO



**Chris Nguon, MSW**  
Director of Client  
Engagement



**Lee Porscha Moore,**  
**EdD, LCSW**  
Lead Senior Trainer



**Diana Quintana**  
Lead Project Manager



**Randa Powell**  
Project Manager



**Dean Rene**  
Research Analyst



**Zahra Syed**  
Project Manager



**Tahisha S. Victor, MSW**  
Chief Strategy and  
Development Officer



**Evert Zelaya**  
Chief Operating Officer

## LIST OF BOARD OF DIRECTORS:



**Kevin Nichols**  
Board President



**Carmen Copher**  
Board Treasurer



**Tracy Ward**  
Board Secretary



**Shawn Ginwright, PhD**  
Board Member



**Edward Page**  
Board Member



**Charles Cole**  
Board Member



# HIGHLIGHTS

## HCE CERTIFICATION & WORKSHOPS

Our certification & workshops equip participants with the tools and knowledge to create a meaningful impact by exploring the intricacies of trauma, gaining insights into its underlying factors, promoting cultural empathy, and strengthening support systems. This course provides detailed information and concrete actions that answer the “why” and the “how” to create the best environment for young people and the youth development professionals who serve them.

## HCE Certification Data & Testimonials



The HCE Certification course is great to refer to and review and taps into all senses to foster learning by personal processing, critical thinking, and reflecting on experiences.

The Facebook Live [sessions] allow opportunities to be in community virtually, compare notes, ask questions, get answers, share best practices and discuss barriers and struggles in real time.



These [HCE principles] give you a foundation, and then the ongoing support makes sure that you can grow from those foundational understandings to meaningful application.

My biggest takeaway has been Agency. Agency creates the opportunity for me to make my own change in my personal life and it can be empowering. Teaching others to own agency of their life situations empowers them. Victim to Victor.



**86%**

of HCE participants reported being “Very Satisfied” or “Satisfied” with their most recent Flourish Agenda trainings or services.

**90%**

of HCE participants completers reported it was “Very Easy” or “Easy” to understand the materials from the HCE trainings.

# HCE WORKSHOP TESTIMONIALS

- Loved how warm, welcoming and educated the Flourish Agenda team is and how they create space for deep conversation and learning.
- The team we interacted with were great! They make the training space comfortable for participants and allowed for everyone to really engage in each session.
- I did appreciate that the trainers were modeling the importance of self-care and caring for the adults as well as for the youth.
- The acceptance and safety of the circles and exercises that allowed for true vulnerability.



# PARTNER SPOTLIGHT

We are committed to building deep partnerships that break down barriers and unlock new possibilities for transformative change.

## SAN FRANCISCO DEPARTMENT OF CHILDREN, YOUTH, & THEIR FAMILIES

Our collaboration with the San Francisco Department of Children, Youth, and Their Families (DCYF) has had a significant impact. We had the opportunity to present at SF's Summer Learning Conference, where we reached out to 100 youth providers with our transformative approach. The workshops and the keynote address by Dr. Shawn Ginwright allowed us to share the power of Healing-Centered Engagement with practitioners. This collaboration also marks the reintroduction of in-person workshops after the COVID-19 pandemic, enabling us to establish deeper connections and facilitate experiential learning.







## LA COUNTY DEPARTMENT OF ARTS & CULTURE

Our partnership with the Los Angeles Department of Arts & Culture sparked the possibility of amplifying vital voices through art. Our HCE-aligned project has showcased the work of overlooked artists and facilitated powerful conversations between community members and funders. Together, we're crafting a framework for arts-based HCE that empowers local artists and transforms how communities heal.



## NORTH OMAHA COLLECTIVE

In Nebraska, the North Omaha Collective (NOC) has emerged as a dynamic non-profit championing healing at every level. We are proud to have brought key stakeholders together, and the HCE Certification is fueling their mission to make a lasting difference in their community.

# RETREATS



Our multi-day retreats are carefully crafted to ignite a profound ripple effect—a transformative journey delving into their individual and organizational values. By engaging in this introspection, participants examine how these values impact their relationships with others and the systems around them.



# AKILI CAMPS

Akili Camps is more than just a program—it's a transformational experience rooted in healing, cultural pride, and social responsibility. Designed for Black youth, youth of color and the adults who support them, it provides a powerful space to identify and address the challenges of systemic oppression, connect to their culture and identity, and envision a world of possibilities.

This experience offers young individuals and adults a valuable chance to engage in a 3 to 5-day retreat. During this retreat, participants can participate in workshops, engaging discussions and practical activities deeply rooted in African and indigenous wisdom.



In 2023, we expanded Akili's reach with a phenomenal launch in Philadelphia. Mirroring Oakland's rich history of activism and resilience in the face of injustice, Philly was the ideal first step in creating our National Akili Camp Model. Partnering with the School District of Philadelphia and other community leaders, we transformed the lives of both youth and adult participants.

Simultaneously, we returned to our Oakland roots, hosting a powerful in-person Akili experience amidst the majestic redwoods for the first time post-COVID. Thanks to the support of our Akili community, our program's legacy and spirit were strengthened by embracing a return to nature.



## AKILI CAMPS - NATIONAL SPREAD

With love and outcry for the Akili Camp experience, we're developing a multi-layered national model prioritizing healing-centered leadership development for adults who guide and influence youth. This sets the foundation for a truly transformative Akili Camps experience. Partners will receive staff selection and training support, ensuring everyone involved is fully prepared to create safe, empowering spaces for young participants.



## DATA & TESTIMONIALS

**Over 70 Youths  
Attended Camp Akili**  
-PHILADELPHIA

**Over 30 Youths  
Attended Camp Akili**  
-OAKLAND

*"Before camp I was pretty anti-social, especially with adults; but after camp I'm able to talk to people like me and others that have different backgrounds."*

*"I was able to learn that sometimes it takes me recognizing my patterns of self-destruction and figuring out what I'mma do about it or have others around me help me figure it out."*

*"Adults at camp made me feel seen and heard, like when I was talking alone with an adult about my trauma and [the adult] made me feel a lot less alone."*

*"I really didn't grow up around a lot of black people, but now I have black friends from camp and even a black mentor at school now too."*

*"I definitely had a good experience, me and other people there showed out, there was good vibes, and the people who orchestrated it all made it all real and thorough for us."*

*"Even though a lot of us was from different hoods, we all got to be a brotherhood at Camp."*



## EVALUATION, RESEARCH, IMPACT

Flourish Agenda is deeply committed to expanding our understanding of the impact of HCE across various communities and sectors in 2023. We are a learning organization that conducts research and evaluation to comprehend the impact of healing better. To achieve this goal, our new Evaluation, Research, and Impact (ERI) department has developed robust tools, guidelines for collecting data, and processes to ensure insightful impact analysis.

We focus on three key areas—Comprehension, Satisfaction, and Application—to thoroughly analyze how HCE practitioners and our partners understand the skills and knowledge we provide, the quality of our services, and the application of the knowledge and skills participants learn.



# IMPACT OVERVIEW

91%

of HCE participants reported highly recommending Flourish Agenda services to other youth-serving colleagues or organizations.

88%

of HCE participants reported being “Very Satisfied” or “Satisfied” with their Flourish Agenda staff interactions.

86%

of HCE participants completers reported being “Very Satisfied” or “Satisfied” with their most recent Flourish Agenda trainings or services.

90%

of HCE participants completers reported it was “Very Easy” or “Easy” to understand the materials from the HCE trainings.

85%

of HCE participants completers reported it was “Very Easy” or “Easy” receiving help from Flourish Agenda staff in a timely manner.

83%

of HCE participants completers reported it was “Very Easy” or “Easy” to navigate the HCE Certification learning system.

Over 5,000  
participants engaged  
with HCE certification

We conducted over 60  
HCE Workshops

Partnered with over 25  
CBOs, School  
Districts, Foundations,  
& Government entities





# IMPACT OVERVIEW

## AKILI CAMPS

### PHILADELPHIA

95%

of Philadelphia youth campers reported that camp helped them make new friends

92%

of Philadelphia youth campers reported that camp helped them understand how racism impacts communities.

90%

of Philadelphia youth campers reported they feel more connected to others at camp.

87%

of Philadelphia youth campers reported that camp helped them feel more connected to their culture and background.

85%

of Philadelphia youth campers reported that camp helped them gain skills to make positive change in their communities.

81%

of Philadelphia youth campers reported that camp helped them feel hopeful about their lives.

### OAKLAND

100%

of Oakland youth campers reported that camp helped them feel more connected to their culture and background.

88%

of Oakland youth campers reported that camp helped them gain skills to make positive change in their communities.

84%

of Oakland youth campers reported that camp helped them feel hopeful about their lives.

80%

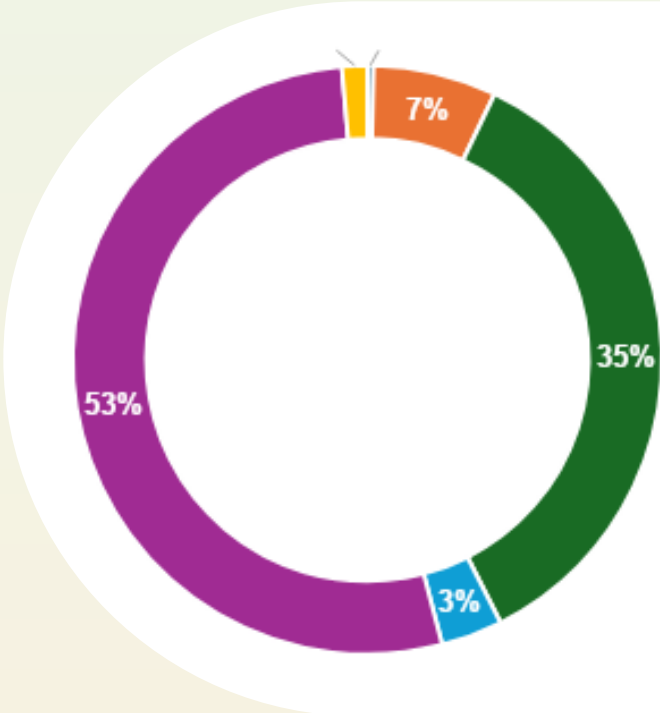
of Oakland youth campers reported that camp helped them feel more connected to others.

88%

of Oakland youth campers reported that they feel more connected to others.

# FINANCIALS

We rely on crucial support from funders who share our dedication to serving young people of color and their communities. By collaborating with these partners, we can maintain and enhance our services while assisting them in achieving their priorities and objectives. Our partners help us raise awareness of our local and national work and provide opportunities to spread love, acceptance, and hope nationwide.



<b>53%</b> School Districts & Community Partners	
<b>35%</b> Foundation	<b>07%</b> Corporate
<b>03%</b> Government	<b>02%</b> Other Income

To learn more about supporting Flourish Agenda’s work, [visit our page](#).

# LOOKING AHEAD

## STRATEGIC PRIORITIES

Flourish Agenda has identified four strategic priorities that guide our efforts to spread healing-centered strategies nationwide. These priorities serve as our compass to reimagine a future full of possibilities and actively shape it through our united efforts.

- Organizational Excellence
- Building and Promoting the Flourish Brand
- Identifying and Growing Our Impact
- Scaling and Spreading



## NEW INITIATIVES

The path toward healing, liberation, and systemic change requires a strategic, multifaceted approach.





# LOOKING AHEAD



## HEALING CENTERED LEADERSHIP

Healing-centered leadership (HCL) is a leadership approach that prioritizes creating a nurturing environment supporting individuals' and communities' well-being and wholeness. This approach is based on Dr. Shawn Ginwright's framework, The Four Pivots, and goes beyond just a strategy. HCL serves as a transformative roadmap for both organizational and community change. The Four Pivots framework equips leaders with the tools and perspectives to lead from within, ensuring their actions and decisions are grounded in healing centered values. By working closely with field leaders over the next year, we aim to gain invaluable insights into how the Four Pivots can best support their leadership and create tools to drive transformative leadership and solutions within their organizations.

## CREATIVE LABS

We're thrilled to announce that our most recent service offering, Creative Labs, has been officially relaunched. This announcement directly results from our commitment to innovation and making a positive impact. Our program is uniquely designed to assist HCE-certified practitioners in expanding their knowledge of HCE, surpassing certification requirements, and incorporating healing-centered practices into real-life situations. Participants will have the chance to engage in a curated selection of learning experiences, cultivate a supportive network of HCE professionals, refine their abilities through hands-on application, and collaborate with Flourish staff to develop and implement HCE strategies for their communities.

To learn more, [click here](#).



# THANK YOU

We are incredibly grateful for the beautiful community that makes our work possible. Your trust in our mission, generous support, and willingness to collaborate have enabled us to create healing, growth, and transformation spaces. We want to express our heartfelt thanks for being essential to our journey. Together, we have witnessed the incredible power of your contributions. Every donation, every shared story, and every partnership has fueled our transformative work with young people of color and their communities.

To our vibrant and forever Flourish family—fellows, healers, keynote speakers, community builders, and HCE leaders—we want to express our gratitude for your passion and commitment to uplifting Black and Brown communities and spreading healing and joy. We deeply appreciate the positive impact you create alongside us and are thankful for the work you do. We love yall!

Our journey continues, and we would greatly appreciate your ongoing support. We invite you to become more involved with Flourish Agenda in the following ways:



## DONATE [↗](#)

Your financial support is essential to our mission, allowing us to reach more young people and their communities through our transformative programs. Every contribution, no matter how small, makes a meaningful impact.

## SHARE

Become an advocate and help us spread the word about our work. Share our mission on social media, tell your friends and family about us, and help us amplify the importance of healing centered engagement.

## ENGAGE

Explore our programs and services to invest in your healing and empowerment. You can also champion healing centered approaches in your community and help us create positive change.

