

Annual Report

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ProfoundLadies.org

Our Value

Two years ago in the midst of a global health pandemic and social unrest, educators were looking for a place of respite and healing. The murder of George Floyd and Breonna Taylor ignited a fire in our country that could no longer be ignored—dealing with racial trauma while trying to figure out how to deliver online instruction proved too much for everyone and birthed our organization, Profound Ladies, Inc.

In our short two years we've been able to have an impressive impact in our effort to recruit and retain more educators of color. We could not have done it without you! As we enter this season of harvest, we want to express our sincere gratitude to all of you for nurturing and supporting our growth and sustainability.

Our educators have been on the receiving end of your generosity. Through all of our efforts we've been able to support the wellness of our educators and have accomplished the following this past year alone.

- 80 hours of professional development centered around Social Emotional Learning and Anti-Racism
- We've doubled our membership in over a year from serving 20 to 48 teachers!
- Our members are working in over 8 counties in North Carolina
- We've cultivated a strong community of anti-racist educators
- We have been guest speakers at over 6 speaking engagements
- We have received state level support to sustain our work (Z.Smith Reynolds, Burroughs Wellcome Fund, Duke Energy, LENS-NC and Belk)
- We have gained National recognition and support by the Chan Zuckerberg Initiative

Through this support we are confident that our efforts will help to retain more women of color in education. All of your continued support contributes to creating a more diverse teacher pipeline in North Carolina. Our students deserve representation and in order to make that happen we have to support our teachers. They deserve that and more.

Thank you for being a part of our community!

Profoundly yours,

Keiyonna Dupashi



About Us

Mission: We recruit and retain Black, Indigenous, Women of Color and then equip those women with the mentorship, training, leadership and career development pathways so their students will experience the impact of a thriving woman of color leading in classrooms, schools and communities.

Vision: To increase the retention of Black, Indigenous Women of Color in education who interrupt inequitable outcomes for all students.

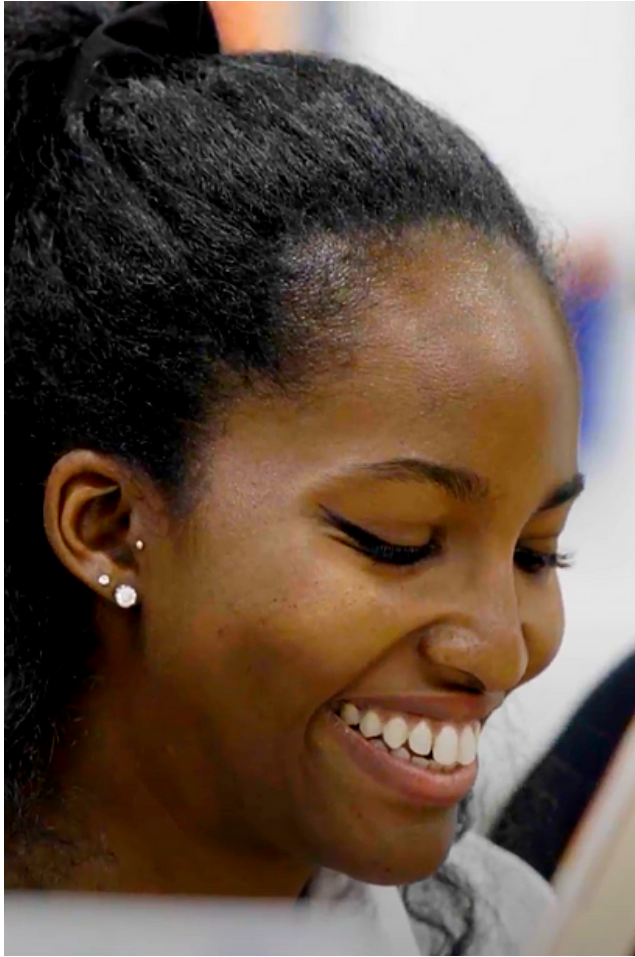


Core Values:

History: Our organization was founded in the year 2020, in response to the ongoing police brutality against Black people in this country, and the fact that 82% of our current teacher workforce is white women. There proved to be a need for teachers, specifically Black Women, to be able to assist in the processing of events that were taking place in our country and for their students everyday - more than half of our students in North Carolina are minorities. We were hearing from educators that they were not provided resources or trauma-informed spaces to digest and reflect upon how they were experiencing racism which was negatively impacting their abilities to show up powerfully for their students.

- **Love:** Love is liberation. Love creates space for belonging through connection, vulnerability, and grace. Love disarms our fears and compels courage, risk-taking and mistakes towards our shared pursuit of justice.
- **Light:** We light the path for authenticity and inclusivity. We commit to creating safe and non-judgemental spaces that invite light in everyone whom we work with.
- **Learning:** Reflection and self-awareness is learning in action. We commit to being perpetual learners embracing our humanity and imperfections with tenderness.
- **Legacy:** We believe our legacy is in servant leadership. We commit to the legacy of being agile, responsive and respectful of the communities with whom we partner as our interconnectedness supersedes any individual contribution to collective advancement.

Community Need



>20% of our teaching workforce are Black, Indigenous, or people of color; meanwhile, more than 50% of our students are minorities. Black students who had two Black teachers were more likely to enroll in college by 32%.

72% of Black, Indigenous, People of color teachers will stop teaching within 10 years.

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Teacher shortages, lack of teacher diversity, and the teacher pay gap have all made the news repeatedly since the COVID-19 pandemic. The inequities existing in public schools - both with the students in seats and the teachers and administrators at the front of the classroom - are undeniable.

Meanwhile, our current education system continues to oppress educators and students of color from their identity, is harmful to their social and emotional well-being, and stems from racist beliefs. This has resulted in the teacher workforce ethnicity demographics in the United States being significantly misaligned with our rapidly diversifying student population having more than 50% of students identifying as minorities meanwhile less than 20% of our teachers identify as persons of color.

More specifically, only 5% of the teacher workforce in the United States are Black women whereas 82% are white women. Our current education system is rooted in racist policies and practices from the 1960's oppressing Black, Indigenous, Women of Color from thriving in our classrooms and communities.

When women of color educators are supported, they can continue to educate and lead in our school systems despite the continued hardships and discrimination. The work of Profound Ladies leads to interrupting inequitable outcomes for teachers and students of color, promotes teacher retention, addresses teacher burnout, and cultivates emotional resilience with our members so they can show up more powerfully for themselves and our students.

Our Impact



+100%

MEMBERSHIP GROWTH
FROM 20 TO 48 TEACHERS



80 HRS

SOCIAL EMOTIONAL LEARNING
(SEL) AND ANTI-RACISM
PROFESSIONAL DEVELOPMENT



STAFF

PROFESSIONAL GROWTH
INCLUDING 6 SPEAKING
ENGAGEMENT



MEMBERSHIP

SPANNING 8 COUNTIES IN NORTH
CAROLINA



What Our Members Are Saying

I loved bouncing ideas off others. It really opened my mind up to new possibilities for discussing tough topics.

**Profound Ladies Member
Guilford County Schools**

My favorite moments are the fellowship moments where we break bread with other educators passionate about the work we do.

**Profound Ladies Member
Edgecombe County Schools**

Enjoy being in a supportive space designed to grow you professionally and personally.

**Profound Ladies Member
Nash County Schools**



"We need joy as we need air. We need love as we need water.
We need each other as we need the earth we share."

– Maya Angelou



Program Highlights

Throughout the year we host events to center joy, guide members through self-reflection for personal growth, mentor and coach members to achieve professional success, and unite our community in anti-racist practices.

The Cohort Experience

- We welcome Black, Indigenous, Women of color educators to join our community and to be connected with teachers of similar experience. Profound Ladies supports three cohorts:
 - Beginning teachers with 0-3 years of classroom experience
 - Veteran teachers with 4-10 years experience
 - Principals & Administrators with 10+ years experience
- Cohorts meet monthly to actively learn how to incorporate anti-racist curriculum, participate in social-emotional learning exercises for adults, and build trauma-informed practices. The personal experiences of our Impact Leaders, all women of color educators with significant experience, and Onward: Cultivating Emotional Resilience in Educators, the framework by Elena Aguilar, shape this model and the coaching.

One-on-One Coaching

- Members of the Profound ladies network have the opportunity to receive 20 hours of one-on-one coaching each academic year to develop and execute their individualized Impact Development Plan (IDP). Impact Leaders guide and mentor members to actualize the goals set forth in the Impact Development Plans, serve as an accountability partner, and most importantly, center teacher wellbeing.
- The goals of our members vary widely depending on their experience and visions for their personal and professional futures.

Care Packages

- We believe teacher appreciation should be celebrated year-round! With a focus on SEL, we mail our members a small appreciation gift every month in our profound pink packaging. Packages include, but aren't limited to:
 - Social Emotional Learning products from BIPOC businesses
 - Mindfulness Resources
 - Self-Care Activities
 - Profound Ladies SWAG & School Supplies
- Our members have confessed to looking forward to receiving our care packages and noted that it makes them feel remembered even during the most challenging days.

Workshop Weeks

- In order to deliver our programs effectively and to accommodate the very busy schedule of teachers, we developed monthly virtual workshop weeks. Through participation in workshop weeks members work to interrupt inequity, contribute powerfully, and cultivate community. Each day of workshop weeks was themed:
- Mondays focused on building habits centering concepts such as purposefulness, acceptance, and optimism.
- Tuesdays used clips from films and documentaries such as “A Time for Justice”, “Selma”, and “Becoming” to discuss racism and the shift of racist beliefs over time.
- Wednesdays presented lively round table discussions inviting community leaders in the education field, friends of Profound Ladies, and our members to share about their lived experiences.
- Thursdays prioritized self-care with virtual workshops to build happiness, create self-loves, shed the negative weight, and cultivate compassion.
- Fridays were for fun! We held virtual trivia, paint sessions, lead yoga exercises, played team-building games, and shared our favorite recipes.

EVENTS

Back to School Jam

- Our Back to School Jam was hosted in September 2021 to bring together members of Profound Ladies to examine a world of possibility through a liberatory lens. This community gathering united the most dynamic leaders across our broader network to pursue joy, excellence and liberation by diving deep into our own self work and exploration.
- To fulfill our vision of The Pursuit of Liberation: Leading Through Change we held three breakout sessions.
- Juggle Struggle: Values, Identity, and Power over Imposter Syndrome: This was a guided session focusing on identifying the spaces where we feel most and least powerful and pivoting from internalized negative self-talk.
- Journaling in the Pursuit of Liberation: This session explored the importance of journaling to express emotions, thoughts, and center mindfulness in our everyday lives with a splash of creativity as members vision-boarded the covers of their journals.
- Mindfulness & Painting: The action of painting and creative expression was paired with a social-emotional learning activity to unite attendees in the art of self-reflection.

Winter Gala

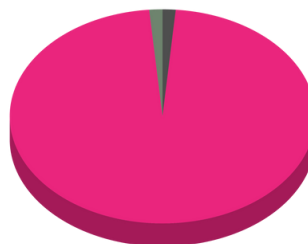
- Joy is an act of resistance, so we celebrated our incredible work and the successes of our members by dancing the night away at our inaugural Winter Gala in December 2021. Enjoying a plated dinner at the McKimmon Center on the campus of North Carolina State University, we honored being “our ancestor's wildest dreams.” To incorporate our generational growth, we invited ladies of all ages to share their experiences, including our Profound Little Ladies in high school, the 2021 Burroughs Wellcome Teacher of the Year, and our very own Executive Director, Keiyonna Dubashi. This night of celebration and fundraising started a new tradition for Profound Ladies.

Financials

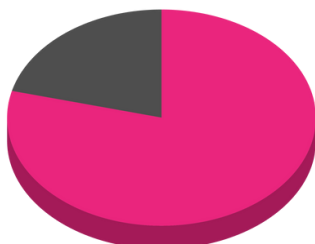
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Revenue

- Individual Donations: \$8,557 (1.3%)
- Grants: \$599,720 (97.2%)
- Events: \$8,629 (1.5%)



Revenue



Expenses

Expenses

- Programs: \$79,170 (78.97%)
- Operations: \$21,078 (21.02%)
- Fundraising: \$1 (>0.1%)

To Our Funders

Thank you to the grant makers, individuals, and community partnerships that make our work possible. It is your belief in Profound Ladies that has propelled our efforts to retain more women of color in education. We want to express our sincere gratitude to all of you for nurturing and supporting our growth and sustainability.



Z. Smith Reynolds
FOUNDATION

BURROUGHS
WELLCOME
FUND 



TEACHFOR
AMERICA



Individual Donors

- Jason Terrell
- Allison Kerivan
- Katie Sutton
- Jenny O'Meara

All of your continued support contributes to creating a more diverse teacher pipeline in North Carolina. Our students deserve representation and in order to make that happen we have to support our teachers.

Our Team

Keiyonna Dubashi Asya Toney

Founder & Chief
Executive Officer

Chief of Staff

Patrice Frilot

Impact Leader

Timoshanae Wellmaker

Impact Leader

Jia Lin

Impact Leader

Amber Jackson

Impact Leader

Tamara Crochran

Impact Leader

Nevaeh Travis

Community & School
Partnerships

Leaundra Clay

Social Media
Intern

Our Leadership

Anna Almore

Board President
Doctoral Candidate,
University of Michigan

Donnell Cannon

Board Member
Executive Director
Maureen Joy
Charter School

Jenny O'Meara

Board Member
Partner, Transcend
Education

Courtney Parker West

Board Member
Managing Director of
Capacity Building,
Teach for America

Gina Zhang

Board Member
Data Analyst,
North Carolina
Department of
Public Instruction

Taylor Gonzalez

Board Member
Director of
Partnerships,
WorkMonger

Leah Sutton

Board Member
Vice President of
Policy &
Engagement,
BESTNC

Thank You



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