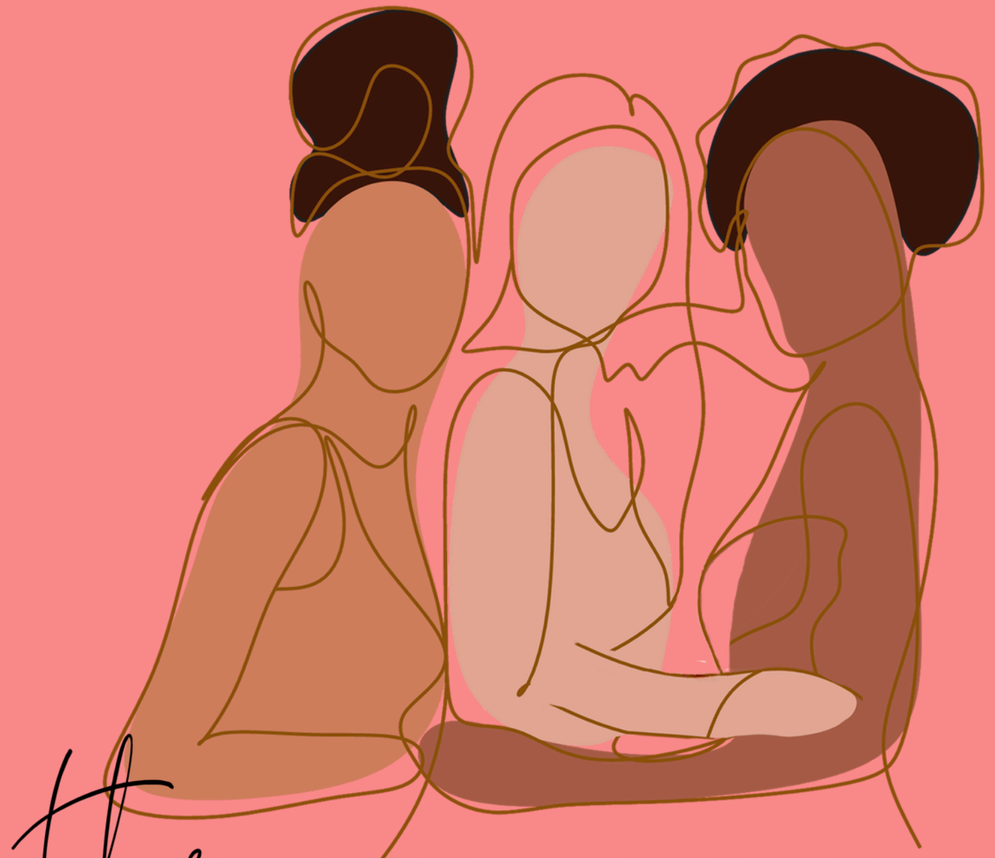

the UNFOLDING

PRESENTED BY

the LOVELAND foundation

The Unfolding Podcast presented by

The Loveland Foundation

2026 Overview

MISSION STATEMENT

We want to live in a world where every Black woman and non-binary individual has access to high-quality, culturally competent therapy. To make this dream a reality, The Loveland Foundation covers the cost of therapy for our community, provides mental health resources, and invests in the professional development of BIPOC therapists. We believe if we reimagine a mental health care system accessible to Black women, we can create a system that benefits everyone.

THE UNFOLDING PODCAST



Our podcast is a network of conversations grounded in identifying abundance in us all. At the heart of these dialogues, two people are meeting, in a distilled moment, and process, with gratitude. Showing up for the journey to receive and give - showing up for reciprocity - knowledge that we do not always emphasize in Western cultures but need to in order to fully divulge and embrace the complicated nature of self. It is in these rituals of nourishing the spirit that we can also prioritize community, compassion, and responsibility.

The Unfolding is a gift to embrace wholeness, together.

CLICK TO LISTEN

14,600+

Downloads since 2021 launch





WALK FIRST, ADULT LATER WITH JASMIN SAVOY BROWN

AUDIENCE OVERVIEW

Age Range: 25 – 45
Primary Location: United States (88%)
Global Reach: 82 countries
Top International Markets: Canada, United Kingdom, Germany

Top Cities: Brooklyn | Los Angeles | New York City | Chicago | Washington, DC | Charlotte | Philadelphia | Jersey City | Atlanta | Oakland

Audience Profile: Young professionals, creatives, and culturally engaged listeners interested in mental health, personal growth, healing, and community-centered conversations.

Core Audience: Black women and femmes seeking thoughtful storytelling around wellness, identity, and collective care.

GUEST FEATURE

Celebrity partnership amplified awareness, engagement, and financial support for community mental health.

With our special **World Mental Health Day podcast episode with Sara Bareilles,** we saw increased engagement, views, and donations through her podcast appearance and collaborative Instagram posts.

SOCIAL MEDIA IMPACT NUMBERS

The Loveland Foundation's social media serves as a gateway to accessible mental wellness, making therapy, tools, and trusted experts visible and actionable. Our original content educates, inspires, and amplifies BIPOC wellness voices while centering collective healing, joy, and meaningful community engagement.

445K
likes

11M
accounts reached

4.6%
engagement rate

Instagram metrics for 2025

YouTube Threads

JOIN OUR COMMUNITY AND SUPPORT OUR MISSION.

LISTENER FAVORITES



Grief & Vulnerability
with Sara Bareilles



You're Masking, Babes
with Dr. Raquel Martin



Reciprocity of Friendship
with Dr. Joy



Right to Rage
with Dr. Jenn



Cut The Bullsh*t, Just
Reschedule
with Phoebe Robinson

CONTACT US

mental health care is for
EVERYONE

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