



# ANNUAL REPORT



## Dear Friends and Supporters,

Amid an ever-increasing culture war and public attacks on communities of color, a space of respite, psychological safety, and affirmation is needed now more than ever. Our unwavering commitment to serve Black, Indigenous Women of Color as they lead boldly continues to push us to new heights, innovation, and responsiveness to the needs of our communities. We've had such tremendous success and growth, and we owe it all to you for your support.

Over the past year, our membership has grown leaps and bounds. We started our fiscal year serving 38 teachers, with 58% of those teachers here in North Carolina. We are answering educators' calls nationwide, and our membership reflects that. With a growth of over 276%, it is clear that spaces like ours are very much needed and appreciated.

Our network not only increased, but the impact did as well. Knowing the needs of our most marginalized and vulnerable, underserved communities, our educators are positioned to answer the call. 100% of our members work in Title I schools. That is admirable, commendable, and a powerful statement. Our teachers are servant leaders, champions, advocates, and community ambassadors. They deserve to be supported.

Since July 2023, we have developed a new and impactful partnership with The Freedom Hill Coalition. This collaboration has been instrumental in expanding our reach and deepening our impact within the communities we serve. The Freedom Hill Coalition's commitment to social justice and educational equity aligns seamlessly with our mission, allowing us to amplify our efforts in supporting Black, Indigenous Women of Color in education.



In addition to this new partnership, we have engaged in ongoing promising conversations with various school districts. These discussions are paving the way for future collaborations that will enhance our work. By building these relationships, we are positioning ourselves to provide more comprehensive support to our educators, ensuring they have the resources and community backing they need to succeed, thereby strengthening our retention efforts.

These partnerships and conversations are vital in sustaining and expanding our work. They help us to advocate more effectively for anti-racist teaching practices and to support the wellness and professional development of our educators. Through these collaborations, we continue to create and nurture spaces where our teachers can thrive, ultimately leading to better educational outcomes for the students they serve. Let us not lose sight of the impact we can make together. In a time when our communities face relentless challenges, your support is more than just appreciated—it is essential. Every partnership we forge, every teacher we uplift, and every student we inspire is a testament to the power of collective action. By standing with **Profound Ladies**, you are not just supporting an organization; you are fueling a movement that is shaping the future of education, equity, and justice.

Now, more than ever, we need your continued commitment. Join us in this critical work. Let's keep building a future where every educator feels empowered, every student sees themselves reflected in their leaders, and every community thrives. Together, we can—and will—make lasting change.

Thank you for believing in our mission and for standing with us as we continue to push boundaries, break barriers, and create a world where equity in education is not just a goal but a reality.

In solidarity and gratitude,

*Keiyonna Dubashi*

**Keiyonna Dubashi**  
Founder & Executive Director  
**Profound Ladies**

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*With organizations like **Profound Ladies**, teachers of color have a safe space to share and the support they need to grow.*



## About Profound Ladies

### Mission

Profound Ladies diversifies the teaching workforce by recruiting and developing BIPOC women educators. We equip BIPOC educators with mentorship, training, leadership, and career development pathways to support them throughout their careers, aiming to retain teachers and maintain diversity in educational leadership, schools, and communities.

### Vision

Our vision is to increase the retention of Black, Indigenous Women of Color in education who interrupt inequitable outcomes for all students.

### History

In April 2020, amidst the upheaval of a global pandemic and the urgent call for racial justice following the murder of George Floyd, Keiyonna Dubashi founded Profound Ladies. Inspired by her work with the DRIVE Task Force under North Carolina Governor Roy Cooper, which aimed to diversify the educator workforce, Keiyonna recognized a profound need for support among BIPOC women educators facing unprecedented challenges.

Starting with a modest group of 25 members, Profound Ladies emerged as a beacon of hope, offering mentorship, training, and leadership development to empower these educators. As the world grappled with social unrest and the isolation of the pandemic, the organization quickly adapted, transitioning from virtual convenings to in-person events that prioritized wellness and healing.

By 2024, Profound Ladies had grown to nearly 250 dedicated members, a testament to its significant outreach and impact. This remarkable expansion not only reflects the strength of our community but also underscores the vital role Profound Ladies plays in uplifting and supporting BIPOC women educators during a pivotal moment in history.



### FY 24 District/ Cohort Partnerships



Profound Ladies, Inc. has established impactful partnerships with Teach for America's Black Educator's Promise Grant and Elizabeth City Schools, advancing our shared commitment to diversifying the educator workforce.

These collaborations support the recruitment, retention, and professional development of Black educators, ensuring that students in these communities benefit from culturally responsive teaching practices and stronger, more equitable educational experiences.

100%

District Cohort Partnerships Retention

27

States

248

Teachers served

+68,592

Students Impacted

12.8

Average Years Tenured



# Problem and Opportunity: Educator Retention and Diversity

## Educator Retention and Diversity



BIPOC women educators face a daunting landscape, grappling with higher burnout and turnover rates fueled by racial microaggressions and the “invisible tax”—the extra responsibilities that often come without recognition or compensation. This reality not only threatens the well-being of these dedicated educators but also undermines the diversity essential for fostering an inclusive educational environment.

In response, Profound Ladies transformed this challenge into an opportunity for empowerment. Over the past year, we launched innovative mentorship programs, pairing seasoned educators with newer members in a supportive network designed to share strategies, experiences, and resilience. Our “Sister Circles” facilitated deep connections, allowing participants to discuss the unique hurdles they face while also celebrating their victories.



The impact was profound: over 80% of our members reported increased job satisfaction and a renewed sense of purpose. They shared stories of how mentorship revitalized their passion for teaching, with one member stating, “I no longer feel isolated. I have a community that understands my struggles and lifts me up.” By fostering these connections, we not only improved retention rates but also fortified a community committed to nurturing the next generation of educators, thus creating a more inclusive environment for all students.

## Systemic Barriers and Student Outcomes

In the face of systemic inequities, BIPOC women educators have disproportionately experienced burnout and turnover, often navigating the added burdens of racial microaggressions and the “invisible tax”—the extra, unpaid responsibilities that weigh heavily on their shoulders. Recognizing the urgent need for support, Profound Ladies took decisive action to cultivate a nurturing community that empowers these educators.

BIPOC students continue to confront substantial barriers to academic success, facing limited access to advanced courses and essential resources that are crucial for their educational advancement. This gap is further exacerbated by a lack of diverse educators who can act as advocates and role models, leaving students without the necessary guidance and support to navigate their educational journeys.

Understanding these pressing challenges, Profound Ladies mobilized to address systemic barriers directly. This fiscal year, we launched a robust advocacy initiative aimed at promoting equitable access to educational resources. By collaborating with local school districts and community organizations, we organized forums and discussions that highlighted the critical need for diverse representation in the classroom and advocated for policies that support BIPOC students’ access to advanced coursework.

Moreover, we implemented professional development workshops that equipped our members with effective advocacy strategies. These sessions focused on practical tools for navigating the educational landscape, fostering a sense of agency among our educators. Feedback from participants highlighted the transformative impact of these workshops: “I now feel empowered to not only teach but also to advocate for my students’ needs in my school,” one educator shared.

As a result of these efforts, Profound Ladies has begun to see a positive shift in the conversation around diversity and equity within our local school districts. Our advocacy has paved the way for meaningful discussions about creating pathways for BIPOC students, ensuring they have access to advanced placement courses and other academic opportunities.

This initiative is not just about elevating student outcomes; it’s about reshaping the educational landscape to ensure that every student, regardless of their background, has the opportunity to thrive. Together, we are building a future where BIPOC students are not only represented but also empowered to succeed.

## Problem and Opportunity: Educator Retention and Diversity Cont.

### Mental Health and Wellness

The unique challenges faced by BIPOC educators—heightened levels of stress, anxiety, and depression—necessitate urgent attention to mental health. These pressures can be overwhelming, often leading to a detrimental impact on both personal and professional lives.

Understanding the critical need for mental health support, Profound Ladies took decisive action to prioritize wellness within our community. Over the past year, we developed a comprehensive wellness program designed specifically for BIPOC educators. This initiative included a series of mental health workshops that addressed topics such as coping strategies, self-care, and resilience in the face of adversity.

Our Impact Leaders fostered connection amongst our members, creating safe spaces for educators to share their experiences and support one another. These gatherings fostered a sense of belonging and solidarity, reminding our members that they are not alone in their struggles. Furthermore, we provided access to licensed counselors specializing in the unique challenges faced by BIPOC educators, ensuring that our community had the resources needed to navigate their mental health journeys.

The results were remarkable. Our members reported a 75% improvement in their mental well-being, with many expressing how these resources transformed their lives. “I finally feel heard and understood,” one member shared. “These workshops helped me reclaim my mental health and find joy in my teaching again.” By addressing mental health proactively, Profound Ladies not only supports our educators but also enhances the overall educational experience for their students, cultivating an environment where everyone can thrive.



“

*I feel seen when I’m seemingly invisible doing the much-needed work in education. I feel supported and poured into it when I receive monthly packages from Profound Ladies or attend a conference with some of the most incredible educators in NC. I’m even more committed and empowered to disrupt the current state of education and ensure that our stories are told, BIPOC scholars receive top notch education, and that my colleagues of color are supported. I love the Profound Ladies organization.*

### Solutions and Programs Overview

#### Profound Ladies Membership Program

The Profound Ladies Membership Program is dedicated to empowering BIPOC women educators by addressing their unique challenges and enhancing their professional journeys. Central to this initiative is the T.E.A.C.H. portal, a flexible resource hub offering comprehensive materials on anti-racist education, social-emotional learning (SEL), and trauma-informed practices. This platform enables educators to access vital resources at their own convenience, ensuring they can engage with the content when it best fits their busy lives. This accessibility empowers educators to engage with these vital resources when it suits them best, alleviating the pressure of rigid schedules and promoting a healthier work-life balance. Importantly, these resources can be leveraged regardless of their districts’ support for SEL and advocacy—topics that have become increasingly polarizing in light of recent policy shifts, including the STOP WOKE Bill.

Recognizing that professional development is not a one-size-fits-all approach, we have cultivated professional learning opportunities based on Individualized Development Plans (IDPs). These offerings include both online and in-person options, such as education and equity workshops, annual conferences, fellowships, and wellness retreats. Our members can earn continuing education credits, further enhancing their professional credentials while deepening their expertise in key areas.

## Key Features of the Profound Ladies Membership Program:



### **Wellness Packages:**

Monthly packages are mailed directly to educators, providing essential resources to support their well-being. Each package is informed by research-based curricula focused on cultivating emotional resilience among educators, addressing the mental health challenges many face.

### **Professional Development Workshops:**

Engaging sessions tailored to meet the needs of our members, covering a range of topics from classroom strategies to advocacy skills.

### **Networking Events:**

Opportunities for members to connect and share experiences, fostering a sense of community and collaboration. Annual events such as the Winter Gala and Back to School Jam, along with quarterly events and book clubs, enhance professional networks and camaraderie.

### **Mentorship by Impact Leaders:**

Members receive guidance from experienced educators who provide valuable insights and support, helping them navigate both professional and personal growth.

### **Quarterly Workshop Week Experiences:**

Intensive learning opportunities that delve into specific topics, allowing members to deepen their understanding and practice in crucial areas.

### **Cohort Meetings and Socials:**

Monthly gatherings that encourage relationship-building and discussion among members, providing a platform for sharing successes and challenges.

### **Curated Newsletter:**

Our newsletter features a dedicated DEI corner, wellness resources, updates on policy and advocacy, and highlights celebrating members' achievements. This keeps our community informed and connected to relevant issues.

Through these diverse offerings, the Profound Ladies Membership Program not only seeks to uplift BIPOC women educators but also to equip them with the tools and support necessary to thrive in their educational environments. By fostering professional development, wellness, and community, we empower our members to create lasting impact in their classrooms and beyond.

“*Profound Ladies always comes at an opportune time; right when I'm feeling down and in need of some additional support and a pick me up. I appreciate you all so much.*”

## Key Features of the Profound Ladies Membership Program Cont.:

### PROFOUND LEADERS PROGRAM

The Profound Leaders Program is dedicated to empowering high school students, particularly those who are first-generation college applicants, by providing comprehensive mentorship and support throughout the college application process. Understanding that navigating this journey can be daunting, especially for underrepresented students, the program is designed to facilitate access and enhance success in higher education.

#### PROGRAM COMPONENTS

##### Personalized Mentorship:

Each participant is paired with a dedicated mentor who offers individualized guidance tailored to the student's unique needs and aspirations. These mentors, often experienced professionals or educators, serve as role models, providing insights and encouragement throughout the application journey.

##### Application Guidance:

The program demystifies the college application process by offering step-by-step assistance. Students receive support in crafting compelling personal statements, completing application forms, and understanding the nuances of admission requirements for various colleges and universities.

##### Scholarship Support:

Recognizing that financial barriers can be a significant hurdle for first-generation students, the Profound Leaders Program provides resources and guidance on identifying and applying for scholarships. Mentors help students navigate scholarship applications, ensuring they maximize their funding opportunities.

##### College Preparation Workshops:

The program includes workshops that cover essential topics such as time management, study skills, and transitioning to college life. These sessions equip students with the tools they need to succeed academically and socially in a higher education environment.

##### Access to Resources:

Participants benefit from access to a wealth of resources, including college readiness materials, online courses, and information on financial aid. This comprehensive support system ensures that students have the information they need to make informed decisions about their futures.

### Impact and Outcomes

By focusing on first-generation college applicants and underrepresented students, the Profound Leaders Program aims to level the playing field in higher education. Over the past year, the program has:

**Increased College Acceptance Rates:** Many participants have successfully gained admission to colleges and universities that align with their academic goals and personal aspirations, reflecting the program's effectiveness in guiding students through the complex application process.

**Enhanced Confidence:** Students report significant increases in their confidence levels regarding their ability to navigate the college application process. The mentorship and support provided have instilled a sense of empowerment, enabling them to advocate for their futures.

**Fostered Community:** Through networking events and peer support groups, the program cultivates a sense of belonging among participants. Students are encouraged to share experiences, celebrate achievements, and support one another through the challenges of the application journey.

*The Profound Leaders Program stands as a beacon of hope and opportunity for high school students, ensuring that they have the necessary tools, resources, and mentorship to achieve their college aspirations. By prioritizing access and success for underrepresented students, we are fostering the next generation of leaders who will shape their communities and beyond.*



*Joining Profound Ladies during the pandemic was a transformative experience. The dedicated coaches provided consistent support, offering guidance in virtual teaching and emphasizing mental health. Quarterly workshop weeks and participation in education local, state, and countrywide conferences continued to enhance our skills. Profound Ladies' commitment extended beyond traditional teaching, encouraging exploration in coaching, administration, and reimagining education. I hope one day, I will have the opportunity to be a coach or positively impact others in the Profound Ladies and Education community.*



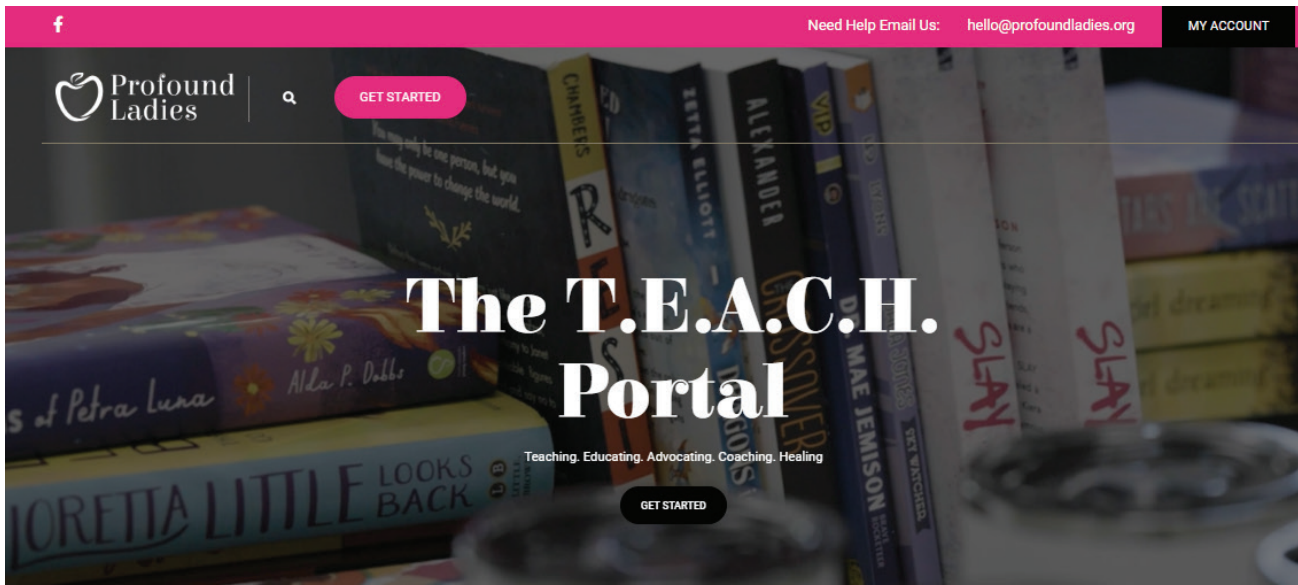
## T.E.A.C.H Portal

TOGETHER | EDUCATING | ADVOCATING | COACHING | HEALING

The T.E.A.C.H. Portal offers a wide range of educational materials, including lesson plans, instructional videos, and articles focused on anti-racist education, and social-emotional learning (SEL), and trauma-informed practices.

Members can access the portal 24/7, allowing for flexible and self-paced learning that fits their schedules.

The portal features content developed and curated by experienced educators and experts in the field, ensuring high-quality and relevant resources



“I truly appreciated the ability to learn and grow with profound ladies. Thank you for seeing me.”

### Monthly Wellness Packages

#### PURPOSE

Supporting the mental and emotional well-being of BIPOC women educators with resources and stress management.

#### CONTENTS

Includes SEL tools, mindfulness activities, and wellness products like teas, journals, and self-care items.



“Profound Ladies has helped me realize that I matter. Self care is the best vision of myself. Profound Ladies taught me to value myself.”



#### CUSTOMIZATION

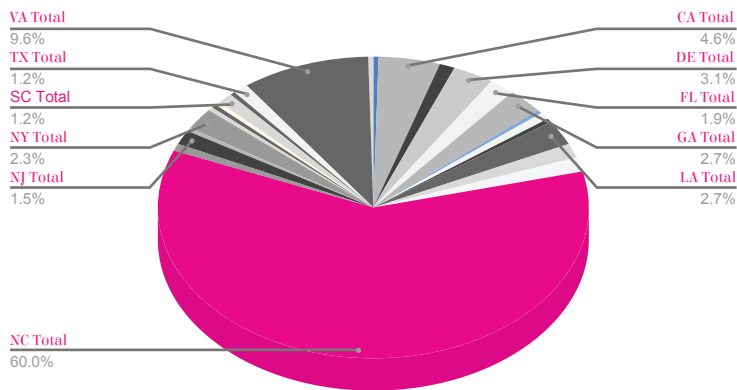
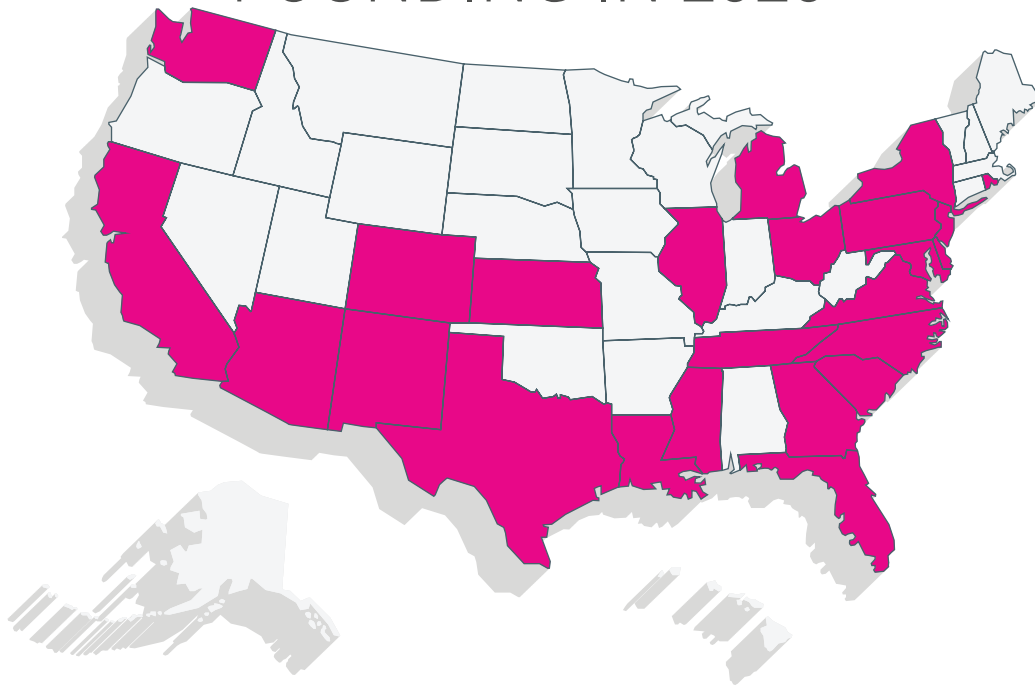
Curates to meet members' specific needs and preferences.

#### IMPACT

Enhances holistic support, ensuring that members have access to resources that foster their well-being both inside and outside the classroom.

## Impact and Growth Metrics

# PROFOUND LADIES MEMBERSHIP HAS GROWN 9x SINCE ITS FOUNDING IN 2020



**27**  
States

	FY 21	FY 22	FY23	FY 24
Years	2020-2021	2021-2022	2022-2023	2023-2024
Active at End of FY/ Current	25	38	143	243
Retention	100.00%	95.00%	96.62	97.98%
Rate of Growth from Previous Year	N/A	N/A	276.32%	69.93%
Membership Goal for FY	50	50	100	150
Rate of Growth	N/A	0.00%	100.00%	50.00%



I have been a member of Profound Ladies for a little over a year and I have loved every minute of it! I am proud to stand with an organization that fights to disrupt systematic racism. I am proud to be with women that have the same values, morals, and ideals that I share. This organization has molded and shaped me to be an even better educator and human being! Ever since I have joined Profound Ladies I am more intentional and more aware of my impact that I have not only with my students but with other people as well. I am overjoyed that I am a part of something that is bigger than me and I'm excited to share the good news of all the work Profound Ladies has done and what they will continue to do!"



## Thank you to our Funders



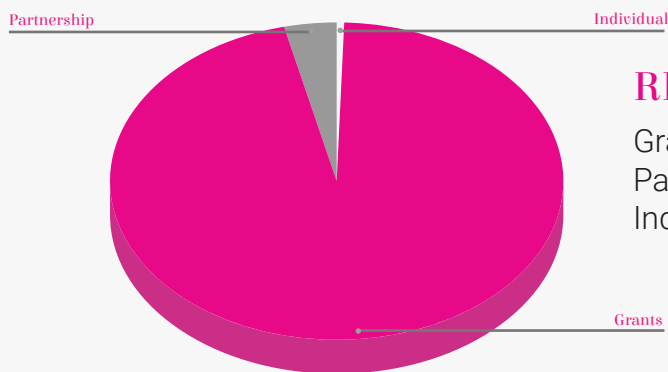
Louise Oriole Burevitch  
Endowment- NCCF



Black Educators Promise Alumni Fellowship



## Financial Report

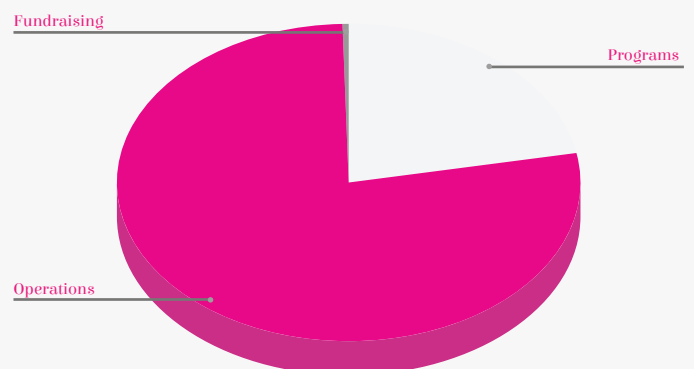


### REVENUE

Grants: 91%  
Partnerships: 8%  
Individual Donors: 1%

### EXPENSES

Operations: 77%  
Programs: 21%  
Fundraising: 2%



## Thank you to our individual donors

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