

2025



OUR YEAR IN REVIEW

Mind
the 
Gap

A Message from our Founders

In 2025, we fortified our simple but powerful belief: Every young person in Charlotte-Mecklenburg deserves easy access to mental health and wellness support, and no family should have to navigate these resources alone.

Our biggest goal in 2025 was to listen to our community. After we launched in the spring, we focused our first year on brand awareness, community engagement, building trust, and envisioning welcoming spaces where youth, teens, and families feel comfortable having conversations, seeking help, and connecting with others who understand their journey.



Brooks & Nerty Turner

Amplifying the Good: Key Impacts

Through many “listening sessions” and community events, we've started conversations, built relationships, and helped families find the support they need. We've kept things intentionally simple in 2025—listen and connect.

180+

curated and vetted resources on our hub

40+

listening sessions with local mental health resources and community partners

12+

community mental health and wellness events attended throughout the year

200+

meaningful conversations with community members as exhibitors at two major mental health conferences





Our goal was to make sure our mission is something that truly serves its community, not built on assumptions, but built on your hopes, dreams, and needs for this space.



Our small dream team, led by our founders and an incredible group of talented contractors, has allowed us to stay nimble and responsive to our community.



We've stretched every dollar to create our brand and logo, a beautiful website resource hub with over 180 local mental health and wellness resources that truly matter to the people we serve.



We have developed a social media presence that amplifies the incredible work being done by those resources out in your Charlotte community.

Our Searchable Resource Hub: The Heart of Our Mission

Our proudest achievement is creating Charlotte-Mecklenburg's most comprehensive, user-friendly mental health resource hub, shining a light on over 180 local resources that families can search by...

50+ Specific Issues

ADHD, adoption, substance abuse, toxic friendships, trauma, problematic gaming, and more

75+ Services

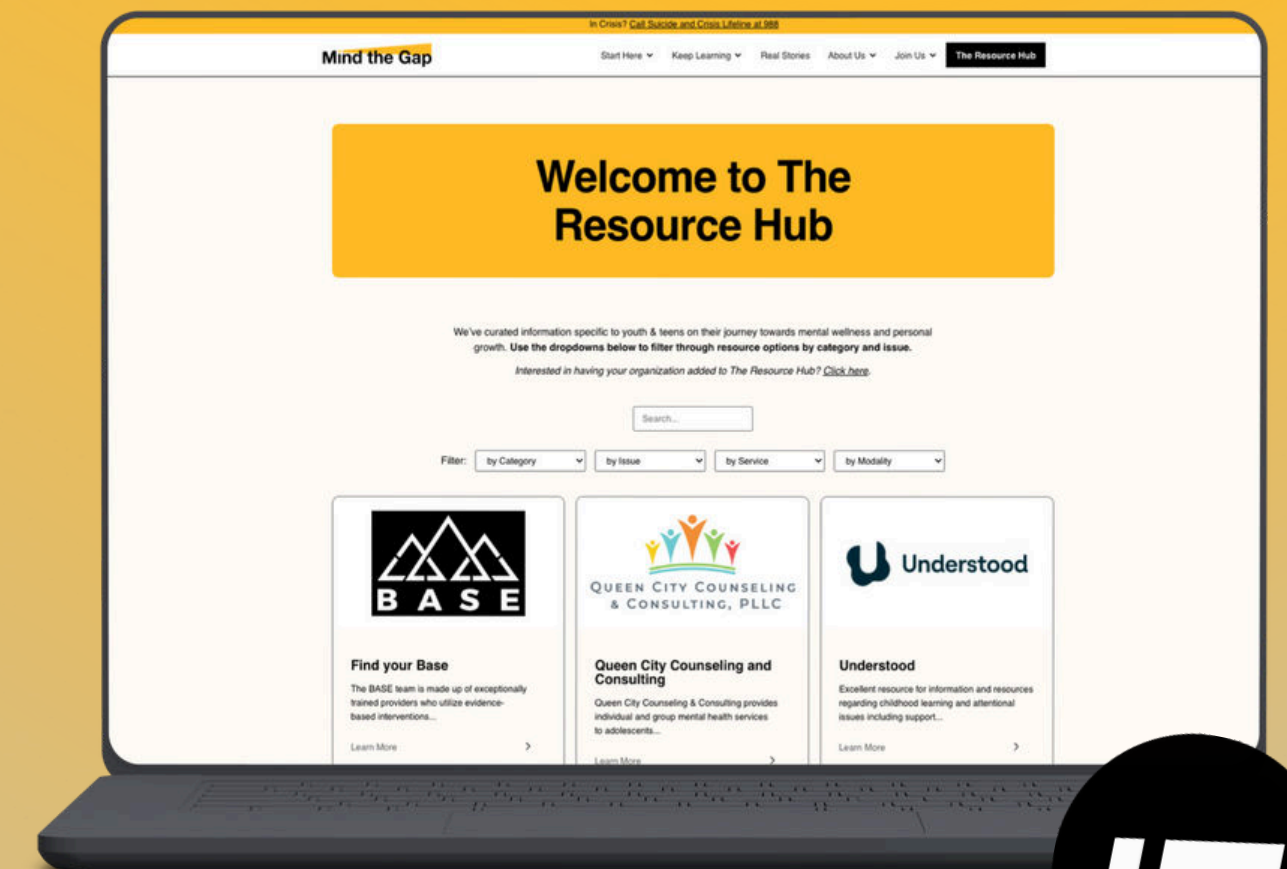
Early childhood support, BIPOC-focused care, crisis support, psychological testing, leadership training, and more

80+ Therapy Modalities

CBT, DBT, art therapy, equine therapy, music therapy, sensory play, life coaching—if Charlotte offers it, we help you find it

Geography Mapping

showing where resources are located throughout the county, revealing gaps in care and informing future community engagement



Equity You Can Search For

Our values are built into our resource hub. Every resource is researched, categorized, and reviewed with culture and access in mind, and we're growing. Many resources appear in multiple categories, reflecting real lives at multiple intersections.

Families can intentionally find:

41

BIPOC-Centered Resources

49

LGBTQ+-Affirming Organizations

31

Spanish-Speaking Providers

24

Spiritually Supportive Services

10

Identity-Based Discussion Groups

51

Community-Impact-Centered Organizations



Building Community in Charlotte



- Built a growing network of community partners and volunteers, including SHARE Charlotte and NAMI Charlotte
- Hosted numerous listening sessions which deepened our relationships with you and showed us what's on your minds and hearts
- Engaged hundreds of community members at regional mental health events and our resource's community events, including the Mental Health Matters 5K, MHA's SE Mental Health Conference, and Rotary Club of Davidson's Giving Tree Village
- Launched our first paid summer internship program with an NC State psychology major
- Culminated the internship with our inaugural Action Afternoon, co-hosted with NAMI Charlotte, as the intern's Capstone project

Building Confidence Through Mentorship

People grow when they feel supported, trusted, and heard. In 2025, we launched our first paid internship to grow future leaders with care, not pressure.

The experience included:

- 10 weeks of paid, hands-on work at 30 hrs/week
- One-on-one mentorship and guidance
- Time to reflect, ask questions, and learn by doing
- Real responsibility, including leading and planning our inaugural Action Afternoon, bringing together Charlotte mental health advocates and leaders

What changed:

- Greater confidence and self-trust
- Clearer sense of purpose and direction
- Stronger communication and leadership skills
- Deeper commitment to working with people and communities

“This experience taught me to believe not just in the process, but in myself and the people around me. Through working closely with others, I grew more confident in how I communicate, how I show up, and how I share what I want to pursue. I appreciated the encouragement throughout my internship.”

Sofia Worters

Summer '25 Mind the Gap Intern



Dream Team & Infrastructure for Sustainable Growth

Strategic Partnerships, Team Development, Leadership & Governance



Partnered with SHARE Charlotte: joined Shareholders networking group, with access to 85+ local funders, networking, and professional development programming



Developed our first paid internship program, 300 hours of meaningful work over 10 weeks



Engaged a PR Specialist to develop our 2026 communications strategy



Built our core team: brand & web designer, marketing strategist, bookkeeper & CPA, community impact & equity coordinator, and grant writer



Hired our first Executive Director to lead organizational development, people-first nonprofit governance, and strategic growth



Scheduled our first official Board of Directors meeting for April 2026

“Kimberly, is a mission-driven leader with more than two decades of experience guiding nonprofit and mission-centered organizations through strategic growth, organizational transformation, and sustained community impact, bringing a strong record of aligning strategy and people.”

Brooks Turner

Co-Founder, Mind the Gap, on Kimberly Walker-Thurmond, Mind the Gap's Executive Director

We were nominated by Share Charlotte for WBTV's QC Life Morning Show ("QC Cup of Kindness) segment!



Online Community Building

Our digital strategy prioritizes clarity over volume—surfacing meaningful, human-centered content that connects. Families are finding us, communities are engaging, and resources are accessed.



Website

With over 15k impressions, families are actively seeking teen mental health resources. Our resource hub remains the beating heart of our organization.



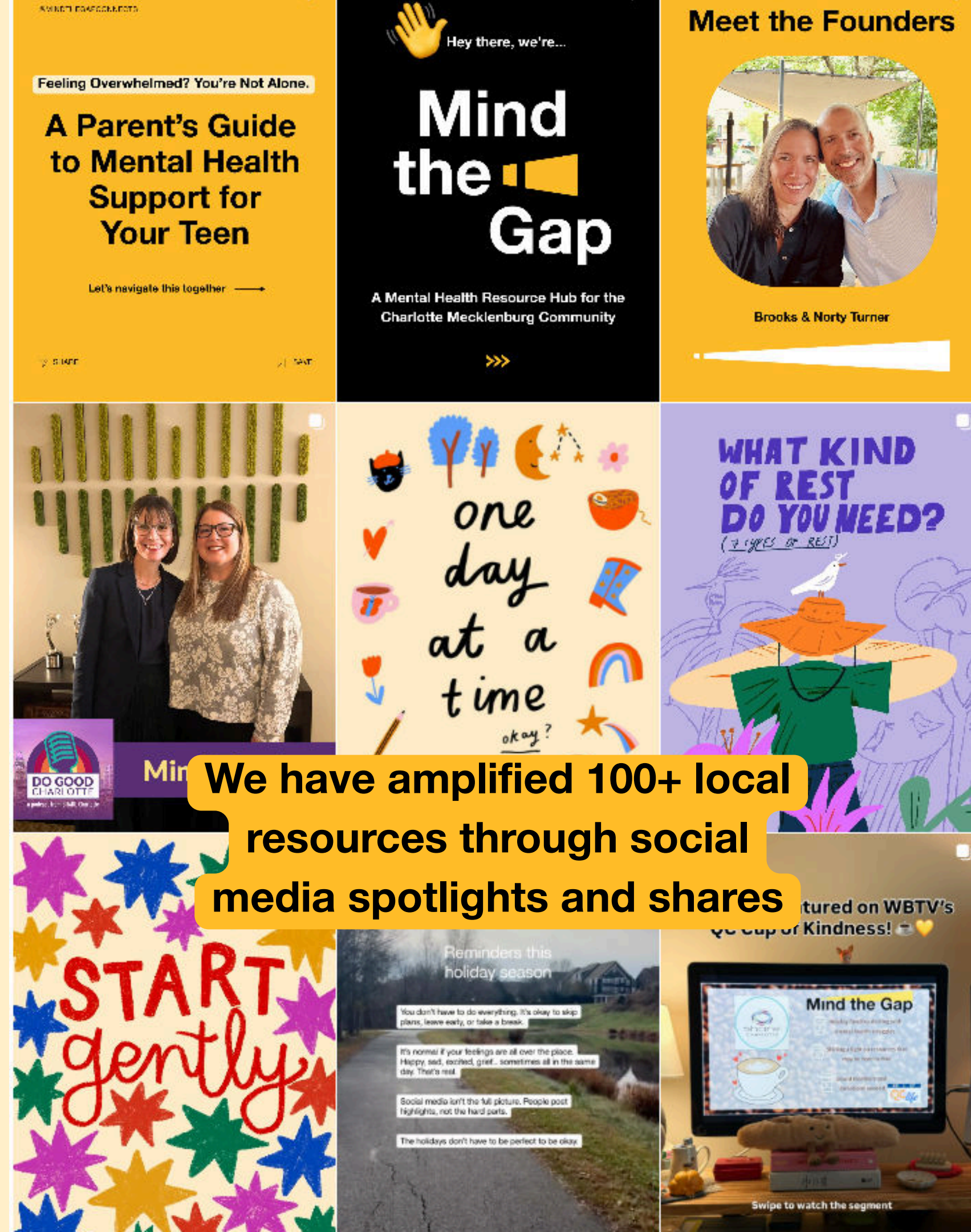
Social

We continue to build connectivity and credibility on our social channels by amplifying our partners, local resources, and impactful stories. Our social engagement tells us what Charlotte connects with: **authentic connection, real faces, and actionable resources.**



Email

Our newsletter exceeds the nonprofit average open rate of 25-30% with 60-85%. This is a lifeline for families, where we share additional critical resources and content every month, feature events and further amplify our vetted resources.



Community Listening & Feedback

We asked Charlotte what barriers prevent access to mental health resources.

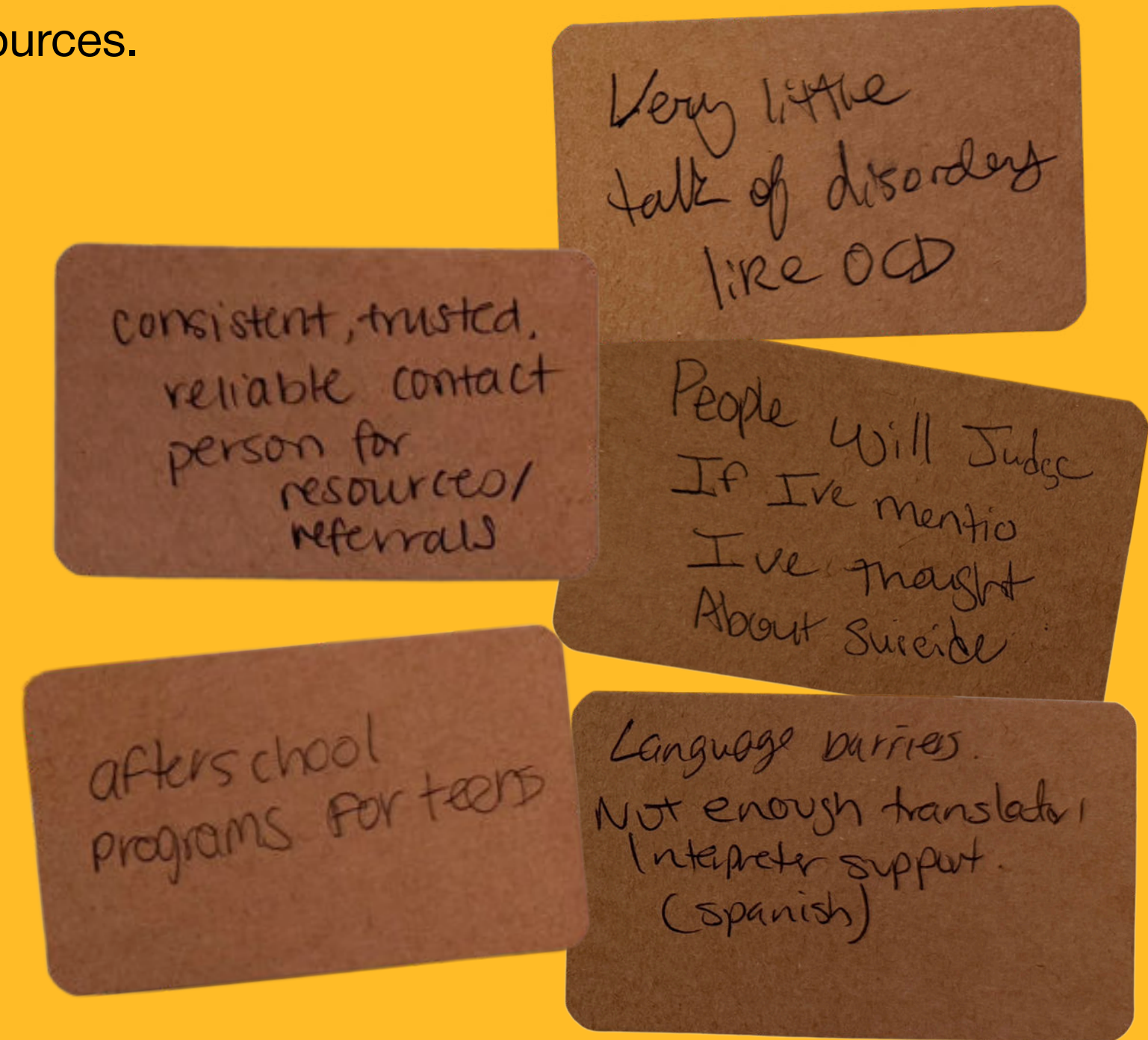
Here's what you told us:

stigma → **#1 Barrier**

awareness or limited understanding of resources

accessibility ↘ **Tied for #2**

This feedback directly informs our 2026 strategy: reducing stigma through community events, increasing awareness through our community engagement and grassroots partnerships, building awareness of our resource hub and social media, and improving accessibility through our Little Libraries initiative and partnerships.



Responses from the community

The Year of Roots & Relationships

2026

We are committed to diving deeper in 2026 to establish our roots and strengthen our relationships. These actions and connections will strengthen our capacity to grow and serve ALL families in Charlotte-Mecklenburg—across experiences, cultural backgrounds, and zip codes.



Build organizational structure

Officially welcome our Executive Director and build our Board of Directors.

Define our 1, 3, and 5-year strategic plans with our leadership team.



Develop more partnerships

Deepen our community engagement across Charlotte and establish corporate partnerships that share our vision and values.

Continue to connect and invest in the Charlotte community and amplify local resources.



Connect directly with youth

Engage with local youth to better understand their mental health needs, perspectives, and lived experiences.

Center youth voices to guide future programming and resources.



Rolling up our sleeves, Charlotte!

We are here for you.

Every metric tells the same story: Charlotte-Mecklenburg needs what Mind the Gap offers, and our community is responding. Families are finding us, engaging with our content, and accessing the resources they need.

In 2026, we're ready to deepen these roots, build those relationships, and exponentially expand our reach.

Our ear is to the ground, and our heart is yours.

In health and wellness,
The Mind the Gap Team

We are deeply grateful to the community that makes this work possible. Let's continue to bridge the gap.

Mind the Gap