



**Mind the Gap**

**2025**

# **Executive Overview & Performance Report**



# Table of Contents

<b>Executive Summary</b>	<b>3</b>
<b>Impact Metrics</b>	<b>6</b>
<b>Building a Culture</b>	<b>10</b>
<b>Financial Overview</b>	<b>15</b>
<b>Thank You</b>	<b>18</b>

# Executive Summary

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**Mind the Gap launched as a website in the spring of 2025. We started from a 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 goal in 2025 was to listen to our community. We wanted to have as many conversations on the state of mental health in Mecklenburg County as we possibly could. In our first year, we focused 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.

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.

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.

We have built a meaningful network of community partnerships and volunteers, including SHARE Charlotte and NAMI Charlotte, who hosted our first Action Afternoon.

We attended numerous community events by our resource partners. We exhibited at the Mental Health Matters 5K festival, hosted by Mental Health Matters, the SE Mental Health Conference, hosted by MHA, and at the Rotary Club of Davidson's Giving Tree Village.

Throughout the year, we had conversations with hundreds of attendees. We hosted our first paid intern during the summer of '25, a psychology major from NC State University, which culminated in her Capstone project, our first Action Afternoon event.

## **Our theme for 2026 is “Roots & Relationships”**

We are committed to diving deeper in 2026 to establish our roots and strengthen our relationships. We plan to connect directly with our Charlotte Mecklenburg youth to find out what they need, and what they are thinking and feeling about mental health.

We're so energized by the conversations we have had and the words of encouragement and financial support we have received. We will continue to build our organizational structure and clearly define our 1, 3, and 5-year

strategic plan. We will officially welcome our new Executive Director, build our Board of Directors, and develop new community & corporate partnerships with organizations who share our vision & mission.

**These actions and connections will strengthen our capacity to grow and serve ALL families in Mecklenburg County across experiences, cultural backgrounds, and zip codes.**

Rolling up our sleeves, Charlotte, we are here for you!

In health and wellness,

A handwritten signature in black ink that reads "Brooks & Nerty Turner". The script is fluid and cursive, with the ampersand being particularly stylized.

Mind the Gap Co-Founders

# Impact Metrics

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## Digital Reach & 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.

- **Google Search Traffic & Website**
  - With over 15k impressions, families are actively seeking teen mental health resources. Our resource hub remains the beating heart of our organization.
- **Social Media Community**
  - 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.
- **Newsletter Subscribers**
  - 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 Connections

Our commitment to listening meant showing up, having conversations, and building trust across Charlotte-Mecklenburg:

- Connected with 40+ local mental health resources and community partners through our listening sessions
- Had meaningful conversations with 200+ community members as exhibitors at two major mental health conferences
- Attended more than a dozen community mental health and wellness events throughout the year

## 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 featuring 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

### Geographic Mapping

showing where youth-focused mental health and wellness resources are located throughout the county, revealing gaps in care, and informing future community engagement

## Building Our Foundation

**We assembled a dream team and strategic infrastructure to ensure sustainable growth:**

- Partnered with SHARE Charlotte, joining their Shareholders networking group for 2026 with access to 85+ local funders, monthly networking, and professional development programming
  - In December, SHARE Charlotte nominated Mind the Gap for WBTV's QC Life Morning Show, and we were selected to be featured in their "QC Cup of Kindness" segment—bringing our mission to thousands of Charlotte-Mecklenburg viewers
- Developed our first paid internship program, providing 300 hours of meaningful work over 10 weeks to our first intern, which culminated in our inaugural Action Afternoon event
- Built our core team: brand and website designer, marketing and social media strategist, bookkeeper and CPA, community impact and equity, and grant writer
- Hired our first Executive Director (starting January 2026) to lead organizational development, people-first nonprofit governance, and strategic growth
- Engaged a PR specialist to develop our 2026 communications strategy
- Scheduled our first official Board meeting for April 2026

## Looking Forward

**Every metric tells the same story: Charlotte-Mecklenburg needs what Mind the Gap offers, and our community is responding.**

**In 2026, we're ready to deepen these roots and expand our reach.**

# Building a Culture

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*How we work matters as much as what we build*

## **Culture-Driven Learning & Leadership**

Mental health doesn't exist in a vacuum, so we hold a holistic and care-centered approach to all we do. At Mind the Gap, we don't believe there's only one "right" way to understand mental health. People are shaped by their families, cultures, faiths, communities, and life experiences—and the care and resourcing we deliver should reflect that.

### **How we approach our work:**

- We look at the whole person from a community-centered way – relationship is health
- We learn from many traditions, cultures, and ways of healing
- We value emotional, social, spiritual, and community support alongside clinical care
- We talk openly about access, stigma, and who gets left out of traditional systems

### **Why this matters:**

This mindset shapes how we mentor young leaders internally and externally of our organization. It impacts how we design programs, choose language, and build tools for families—so support feels relevant, respectful, and real.

## **Mentorship That Builds Confidence & Belonging**

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.

### **What 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 a Mind the Gap community event

### **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

### **What our intern shared:**

**“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

When young leaders feel safe to grow, they become more grounded, capable, and ready to serve others, creating a ripple effect that not only develops the individual intern but the community they serve.

# Equity-Informed Decision Making & Language

## How culture shapes strategy

**Mental health looks different for everyone in our community, so we thoughtfully balance:**

- Professional behavioral health systems and lived community experience
- Corporate and political pathways and grassroots realities
- Clinical language and human-based language

## **This commitment influenced:**

- Website tone shifts toward warmth and accessibility
- Designing strategies that reach families with insurance and workplace benefits alongside youth navigating community centers, shelters, and juvenile justice systems
- Event design led by emerging leaders, with intern ideas directly shaping execution

## Other Triumphs

### 1. Language Is Access

Words can open doors—or close them. We choose clear, welcoming language internally and externally so support feels possible, not overwhelming. See our Instagram [@mindthegapconnects](#).

### 2. Outreach Is Equity

Who you reach depends on where you show up. Dominant culture to minority culture, zip code to zip code, education access to community access, we hold all central to our hearts and strategies. No teen should fall through the gap.

### **3. Holding Our Vision**

Every choice we make comes back to one commitment: helping reach youth earlier, across backgrounds, before support is out of reach. Enact a multifaceted approach with all eyes on Charlotte’s diverse and varied communities.

## **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

Many resources appear in multiple categories—reflecting real lives at multiple intersections.

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## **What we hear from our community**

Be it a listening session, a mental health conference across the Central Carolinas, or a serendipitous coffee interaction, we hear the same thing. Families, providers, counselors.

***“This is amazing! Where were you years ago?”***

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# Financial Overview

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Mind the Gap launched in 2025 with a generous seed grant of \$50,000 and raised an additional \$6,000 through community support—validation that Charlotte-Mecklenburg believes in our mission. We've been intentional stewards of every dollar, investing in the foundation necessary to serve our community well: a robust website and resource hub, professional branding, strategic partnerships, our first paid internship program, and the team expertise needed to grow responsibly.

## **At a Crossroads**

As we close out 2025, Mind the Gap stands at a pivotal moment. The data is clear: Mecklenburg County wants and needs what we're providing. Now we must decide our path forward.

We could stay small—continuing as a resource hub and social media connector between Charlotte-Mecklenburg youth and their caregivers. Or, with committed sponsors and funding partners, we can realize our full potential: developing robust community engagement programs and reaching the young people and families who need us most.

## **Our Vision for 2026 and Beyond**

With adequate funding, we're ready to scale our impact through:

- Quarterly Action Afternoon Events that bring youth, families, and resources together.
- Expanded Internship Program providing meaningful opportunities for emerging mental health professionals.

- Create/Lead a Mental Health “Roundtable” Cohort: bring community mental health resource leaders, government representatives, and school administrators together to collaborate, streamline our work, and share resources so the mental health ecosystem in Charlotte Mecklenburg is efficient, not duplicating efforts or working in silos.
- Little Libraries Initiative: placing mental health resources directly in neighborhoods.
- Strategic Community Partnerships with schools, corporate HR departments, juvenile detention centers, police departments, and behavioral health centers—ensuring our referral materials reach those who need them.
- Create Sustainable Funding Opportunities - develop pathways to fundraising and sponsorship through grants, partnerships, corporate matching, and philanthropy. Host our first annual Fundraising Event in the fall of 2026.

## **What Success Requires**

To achieve this vision, we need sustainable funding and diversified revenue streams. Our baseline operational costs run approximately \$24,000 annually (\$2,000/month) for essential infrastructure: CRM systems, Google Workspace, bookkeeping, web hosting and maintenance, consultants, print materials, and community event participation.

Beyond these administrative essentials, we're committed to compensating our team competitively and fairly—including our new Executive Director (starting January 2026), future Community and Partner Engagement Director, and valued contractors who bring specialized expertise to our mission. Quality talent deserves quality compensation, and sustainable growth requires investing in the people doing the work.

## **The Choice is Clear**

Charlotte-Mecklenburg has shown us they're ready for Mind the Gap. The question isn't whether we're needed—it's whether we'll have the resources to meet that need. We're asking funders, sponsors, and community partners to join us in choosing growth, impact, and lasting change for our young people.

# Thank You

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**To everyone who believed in Mind the Gap in 2025—thank you.**

**To our generous donors:** You didn't just give money. You gave us permission to dream, to build, and to serve. You took a chance on an idea that existed only on paper and helped us turn it into something real, something needed, something that matters.

**To our community partners and mental health providers:** Thank you for opening your doors, sharing your expertise, and trusting us to amplify the incredible work you're already doing. You are the ones in the trenches every day, and it's an honor to support you.

**To the families, youth, teens, and caregivers who've reached out, shared your stories, and told us what you need:** You are why we exist. Every conversation, every email, every search on our website reminds us that this work is urgent and necessary. Thank you for trusting us with your journey.

**To our dream team—our talented contractors, our first intern Sofia, our partners at SHARE Charlotte, and everyone who has contributed their time, creativity, and passion:** You've poured your hearts into Mind the Gap, and it shows. This organization is only as strong as the people building it, and we're building something extraordinary together.

**To our new Executive Director and emerging Board of Directors:** We can't wait to work alongside you in 2026. Your leadership, wisdom, and commitment will help us grow from a promising start into a lasting community resource.

**And finally, to Charlotte-Mecklenburg:** Thank you for showing up. For the conversations at community events. For following us on social media. For subscribing to our newsletter. For telling your friends. For believing that our young people deserve better access to mental health support. You've shown us that this community is ready for change.

We're just getting started, and we're so grateful you're with us.

With hope and gratitude,

The logo for Mind the Gap features the text "Mind the Gap" in a bold, black, sans-serif font. The words "Mind" and "the" are on the first line, and "Gap" is on the second line. A yellow brushstroke graphic is positioned behind the text, starting from the left and tapering to the right, partially overlapping the letters "Mind" and "the".

**Mind the Gap**

### **About Mind the Gap**

Mind the Gap is a Charlotte-Mecklenburg–based nonprofit dedicated to helping teens, young people, and the adults who support them navigate mental health and wellness with clarity and compassion. By serving as a navigator, rather than a clinical provider, Mind the Gap connects families to trusted, youth-centered mental health and wellness resources that focus on the whole child. Through its curated resource hub, answers to frequently asked questions, learning library, community partnerships and programming, the organization works to close the gap between needing support and finding it.