



# 2017 IMPACT Report

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2017

## WHO WE ARE

**Sista Afya LLC.** is a social impact business and website tailored to provide millennial Black women with **mental wellness education, resource connection, community support, and merchandise** that empowers them to take charge of their mental well-being. We believe in a **community support model** of mental wellness care for Black women that is sustainable for generations to come.

## WHO WE SERVE

Sista Afya's primary service population are **millennial Black women between the ages of 24-35 in the Chicagoland area.**

We secondarily serve women who are older than 35 and teens between the ages of 13-17 through our workshops and events.

In addition to our in-person services, we connect with women across the U.S. online through social media and our website.



## WHAT WE DO

- Mental Wellness Support Groups.
- Mental Wellness Community-wide Events.
- Community Education Workshops.
- Resource Information Sharing.
- Community Outreach.
- Mental Wellness Merchandise.



## OUTREACH AREAS

We serve women across the Chicagoland area and abroad. We focus our efforts in the neighborhoods to the right.

- Woodlawn
- Hyde Park
- Englewood
- South Shore
- Bronzeville
- Washington Park

# 1 YEAR IMPACT

## COMMUNITY OUTREACH

700

People reached on Chicago's Southside to share mental health & wellness information at over 20 community spaces, events, & online.

300

Black women attended a Sista Afya Event.

45

Mental health and wellness providers engaged to connect with women in search of quality services.

## CONSUMER EXPERIENCE



**4.7 out of 5**

Overall consumer satisfaction rating of our services.

100%

Of Sista Afya's consumers would recommend our services to a friend.



\* 30% of consumers evaluated.

# 1 YEAR IMPACT

## TESTIMONIALS

At Sista Afya, we strive to provide Black women with a 5-star mental wellness experience that can change the trajectories of their lives. Read below to see what Black women are saying about Sista Afya



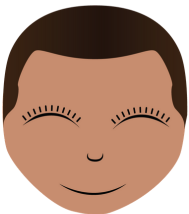
**"I enjoyed engaging with other women of color. Restored my faith in creating relationships with them."**



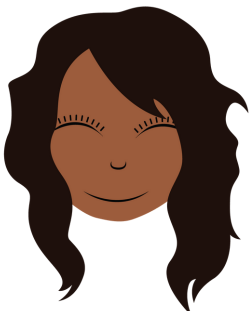
**"It was a pleasure meeting like-minded women from various backgrounds in a supportive, strengthening environment"**



**"I really enjoyed the retreat, it's always good to fellowship with sistren within the community and help heal ourselves through sharing experiences and conversation, meditation and thoughtful services. I was very pleased with the offerings!"**



**"This is much needed black girl healing time and magic!"**



**"This group has saved my life and changed the way I deal with myself in a positive way!!!"**



# 1 YEAR IMPACT

## EVENTS

**Community support and outreach is a central part of Sista Afya.** We

share mental wellness through our events across the Chicagoland area. Our events range from support groups to workshops, holistic healing retreats, and large-scale community events. Check out some of our top events last year to the right and some of our favorite moments below:

- Black Women & Youth Mental Wellness Expo
- Black Mental Wellness Weekend
- Think. Breathe. Release: Yoga on the Beach with Mila K. Marshall
- Serenity Sunday: Mini-retreat with Haji Healing Salon
- The Black Girl Project: 6th Annual Sisterhood Summit
- Sister Support Group\*
- Mental Wellness Workshops\*
- Family & Friends Support Group

\*Ongoing event.



# PRODUCTS

Sista Afya believes in not only being a top provider of mental wellness support for Black women in person, we also believe in providing products that empower Black women to prioritize mental wellness.

**Since our launch in February, we've created 4 mental wellness products:**

- Mental Wellness Warrior T-shirt Collection.
- Mental Wellness Warrior Coloring Book.
- Encourage Her Support Cards.
- Wellness Journals.



## SUPPORTING SMALL BUSINESS



**Sista Afya**

Where you can find our merchandise:

We believe in placing our products in businesses that are minority- owned, woman-owned, and have a great social impact in the Chicago community.

**We have our products online and in 4 stores in Chicago:**

The Silver Room, The Black Mall, Trap house Chicago, and Build Coffee.



**Online**



[www.webuyblack.com](http://www.webuyblack.com)



[www.sistaafya.com](http://www.sistaafya.com)

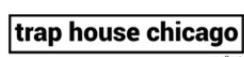
**Chicago Stores**

The Silver Room

trap house chicago

Build Coffee

The Black Mall





# GET INVOLVED

For Sista Afya to continue supporting women in Chicago, we need support from our community. There are many ways you can get involved.

**For more information about how to support Sista Afya visit:**  
**[www.sistaafya.com/support-us](http://www.sistaafya.com/support-us)** OR contact us at: **[info@sistaafya.com](mailto:info@sistaafya.com)**  
**Here are ways you can support us:**

## BECOME A SISTER SUPPORTER

**Support our work monthly or one-time by supporting at the levels below:**

### START UP

Gives 1 woman admission to a Sista Afya support group or workshop.

### OUTREACH

Covers our materials for community outreach

### SUPPORT

Provides refreshments & supplies for attendees at our events.

### COMMUNITY CARE

1 free workshop or support group for women seeking mental wellness support.

## PURCHASE MERCHANDISE

Our merchandise furthers the work that we do by providing community with tools to enhance their mental wellness journey. 10% of all our sales go towards providing free and low-cost mental wellness support for Black women.

You can find our merchandise in select stores and online at

**[www.sistaafya.com/shop](http://www.sistaafya.com/shop)**

## VOLUNTEER AT AN EVENT

For our large-scale community events such as the Black Mental Wellness Expo and Black Mental Wellness Weekend, we need a dedicated team to provide a great experience. If you're interested in volunteering, contact us at:

**[info@sistaafya.com](mailto:info@sistaafya.com)**



## Support

[www.sistaafya.com/support- us](http://www.sistaafya.com/support-us)

## Learn

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