

Bringing every piece home.

2025 IMPACT *Report* MASHUP

Table of Contents



- 01 About
- 02 Demographic
- 03 Impact
- 05 Programs
- 07 Pillars
- 08 Collaborations
- 09 Engagements/Awards
- 10 Financial
- 12 Call to Action

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ABOUT

MASHUP

Bringing every piece home.

We center **black queer liberation** through holistic programming & networks of care **created by us, for us.**

We are a family of advocates creating **spaces of belonging** where our fragmented realities can return home.



**WHOLENESS
IS OUR PATH
TO HEALING**

We **celebrate the unique truths of a Black & queer intersectional experience.** Instead of perpetuating the marginalization of these multiple realities, **we collectively create the culture and programs that our community needs.** We empower our community beyond barriers and discrimination to **cultivate real equity and access.** MashUp heals through wholeness and belonging, with programming that brings every piece of our fragmented realities home.

Why MashUp! is pivotal:

83% of Black LGBTQ+ individuals reported that discrimination has negatively affected their well-being to some degree; comparatively 61% of white respondents reported the same (L. Mahowald, 2021)⁴.

"Some folks for whom openness is not about the luxury of 'will i choose to share this or tell that' but rather, 'will i survive-will i make it through-will i stay alive.' And openness is about how to be well, and telling the truth is about how to put the broken bits and pieces of the heart back together again. It is about being wholehearted." - bell hooks⁹

DEMOGRAPHICS



MashUp primarily serves Black queer adults. Through close partnerships and our fiscally sponsored programs we are able to reach broader LGBTQ+ communities.

Our social following is 6,000+ across all social platforms, making over **344,000 impressions** in 2025. Our communities age ranges from 18-50+ with our largest **core audience between 25-54** on socials, and 35-49 in person at events. Our primary geographical reach is Nashville, TN (~80%), Memphis, TN (~8%), and Atlanta, GA (~8%)

AGE:

18-25
6.6%

26-34
28.3%

35-49
46.2%

50+
18.9%

GENDER:

16.7%

LGBTQ+
Trans/Non-Binary

40.6%

LGBTQ+
Cis Women

42.6%

LGBTQ+ Cis
Men

HOW THEY FOUND US:

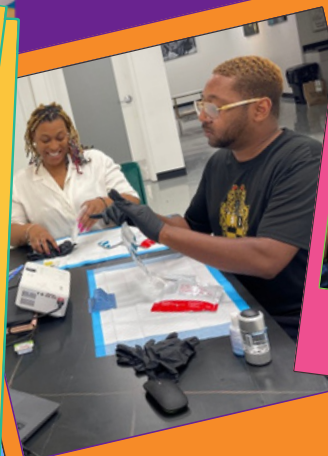
- Social media
- Word of mouth
- Email/Newsletter
- Other (various)

46.7%

35.5%

9.3%

8.4%



Our Impact

9 Years of MashUp

Since our founding in 2017, we have so much to celebrate, so many to thank, and a legacy to continue!



2018-2025

PROGRAM EVENTS

100

Plus countless activations & tabling at community events



2020-2025

DONORS

470+

80% of our budget goes right back to local Black & queer businesses



2018-2025

ATTENDEES

4,071

Local to Nashville/Middle TN

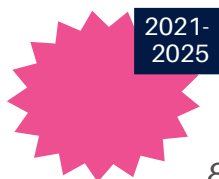


2023-2025

COMMUNITY PARTNERS

54

We build networks of solidarity

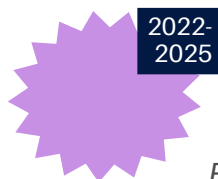


2021-2025

COMMUNITY VOLUNTEERS

41

87.5% first time MashUp attendees are inspired to take action



2022-2025

SURVEYED

612+

Black queer voices that informed our programming



2023-2025

FREE THERAPY HOURS

240

Through MMTP program & events



2023-2025

CLIENT SAVINGS:

\$42,000

Cohort clients & therapeutic event attendees saved, thanks to Mindful MashUp's free therapy

Before MASHUP

Health inequity for Black queer people. There is a disconnect between data collected and the people living the reality behind it. There is a need for community collaboration in participatory research to reduce disparities.⁽⁷⁾⁽⁸⁾



Disparities in Public Health

After MASHUP

MashUp bridges the gap between public health access and providers, giving a voice to Black queer people. Reducing disparity and building health equity and access.

LGBTQ adults experience higher rates of substance use and behavioral health challenges compared to their heterosexual peers.¹⁴ Black adults are significantly less likely to receive mental health treatment.⁽²⁰⁾⁽²¹⁾ 25% of Black queer southerners don't have health care.⁽²⁴⁾

Addiction Support for Black LGBTQ+ People

Access to LGBTQ+ affirming resources and community spaces is significantly lower in Southern states, where fewer protective policies and higher levels of social stigma impact overall well-being and connectedness.²⁸

Wellbeing for Black LGBTQ+ People

Black LGBTQ+ elders often feel alienated not only from broader society, but from LGBTQ+ spaces themselves, which are frequently youth-centered and majority white. 59% of LGBTQ+ seniors report a lack of companionship.³³

LGBTQ+ Aging Population

Sexual health conversations are often stigmatized, clinical, or not culturally relevant. Conversations about race, identity, and sexual orientation require intentional spaces and facilitators. Queer Black communities lack identity-specific, affirming spaces for open dialogue.

Sexual Stigma & Education

33% of religious LGBT adults experience conflict between their beliefs and sexual orientation.⁴¹ 63.1% of those raised in a religion said their religion is unfriendly to LGBTQ+ people.⁴² 54.5% said their religious beliefs triggered feelings of guilt and shame when they came out as an LGBTQ+ person.⁴²

Religious Stigma & Trauma

Mindful MashUp provides free mental health resources. 13 cohort participants received over 200 hours of therapy, resulting in \$35,000 in client savings. Participants experience reduced feelings of isolation and shame; Increased emotional awareness and healthier coping strategies.

We created MashUp Weekend to celebrate joyfully and thrive! Over 800 LGBTQ+ people experience a multi-day, culturally grounded, safe and affirming experience. This program demonstrates the role that this type of event doesn't just improve Black queer lives, but enhances them! The power of safe visibility, joy and belonging is in the feedback.

Connection is the intervention, so we created Timeless Jewels. Friendship, intergenerational relationships, spirituality, & community are directly tied to improved mental health and wellbeing among Black LGBTQ+ elders.³⁴ 95% of our participants reported feeling "connected overall."

We created Dining Dialogues and created space for education. 90% of our attendees report gaining new knowledge or deeper understanding. 80-85% leave with practical tools they can apply in their lives. 65-75% report personal growth, including increased confidence and reduced stigma

We created The Wholiness Project to reclaim spiritual practices as tools for healing and challenge harmful religious narratives that dehumanize queer people. Participants report greater self-acceptance and reduced internalized shame; renewed connection to spirituality; feeling seen, affirmed, and safe in spaces that once felt inaccessible.



TIMELESS JEWELS

This signature program provides low barrier spaces designed to reduce isolation & strengthen community for older LGBTQ people through fellowship, celebration, & relationship building.

Events	Attendees	Rating	
3	44	5 ★★★★★	95% reported feeling connected

Testimonials

"Timeless Jewels reunite us and remind ourselves we are not alone."
-Phil Michal Thomas.

"The Timeless Jewels group offers a safe place for me to get information that's practical, constructive, and helpful." -Lewayne Childrey



DINING DIALOGUES

Community meals centering conversations about under represented or stigmatized health and wellness topics facilitated by educators or by those with lived experience.

Events	Attendees	Rating	
8	233	4.92 ★★★★★	90% reported new or deeper knowledge

Testimonials

"Being in a community where I don't have to spend money but get to be out of the house and discuss things with people." - Anonymous

"Initiate those conversations that are needed, even in spaces that may be taboo." -Anonymous



MINDFUL MASHUP TRANSFORMATION PROGRAM

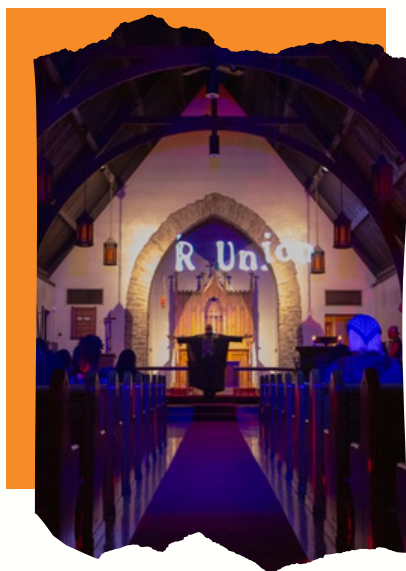
A free trauma-informed, creativity-centered approach to mental health, combining licensed therapeutic support, expressive arts, and peer-led activities to help participants address addictive behaviors, rebuild coping skills, and foster community.

Events	Attendees	Rating	
5	36	5 ★★★★★	60% of our demographic surveyed have a history of addictive product use

Testimonials

"the first time my healing was celebrated, not just tolerated." - Anonymous

"The mental health tips for how to love my body at its size was very healing."
-Anonymous



WHOLINESS PROJECT

Creates spaces where spirituality and queerness are not in conflict. A 2025 highlight was collaborating with Pride in the Pews as part of the Canvas for Change convening.

Events	Attendees	100%
3	175	reported a sense of belonging

Testimonials

"I'm thankful for projects like The Wholiness Project and groups like MashUp! that I'm able to have these spaces to discover what it is about me that I love so much and how I can affirm that." - Charity



MASHUP WEEKEND

Our signature annual convening & key MashUp fundraiser. A multi-day, culturally grounded experience & celebration. We brought together 17+ vendors, 25+ educators, performers, & artists, 10+ local sponsors, 3 honorees, & raised \$22k

Events	Attendees	Rating	50%
3	800	5 ★★★★★	of attendees were new to MashUp of those, 87.5% were inspired to take action

Testimonials

Participants described the experience as "spectacular" and "the absolute best," reflecting strong levels of satisfaction, affirmation, and community connection.



MASHUP TV

Our media platform amplifying our mission through discussions, interviews, and storytelling. By showcasing these narratives, we aim to bridge the gap between the queer community and those outside of it, reduce stigma, and preserve our rich history.

THE EJR INSTITUTE

Centers Black queer youth by building leadership skills & fostering bold, impactful change. Inspired by Ernestine Eckstein & Marsha P. Johnson, the institute aims to offer business networking, skill-building workshops, learning cohorts, & life coaching.



MASHUP'S PILLARS

WHOLENESS AS A PATH TO HEALING

*IDENTITY INTEGRATION
EMOTIONAL/SPIRITUAL SAFETY
HEALING AND BELONGING*

Aligned Programs:

Mindful MashUp Transformation
Dining Dialogues
The Wholiness Project
MashUp Weekend

HEALTH EQUITY THROUGH IDENTITY INTEGRATION

*NAVIGATING CARE
REDUCING DISPARITIES
PEOPLE TO RESOURCES*

Aligned Programs:

Mindful MashUp Transformation
Dining Dialogues
The Wholiness Project
MashUp Weekend
Timeless Jewels
EJR Leadership Institute

COMMUNITY KNOWLEDGE & GENERATIONAL WISDOM

*INTERSECTIONAL DIALOGUE
INTERGENERATIONAL MENTORSHIP
SKILL BUILDING*

Aligned Programs:

Timeless Jewels
Dining Dialogues
EJR Leadership Institute
MashUp Weekend

LEADERSHIP & SOCIAL JUSTICE IN ACTION

*LEADERSHIP DEVELOPMENT
ADVOCACY, SHIFTING SYSTEMS*

Aligned Programs:

Timeless Jewels
Dining Dialogues
EJR Leadership Institute
MashUp Weekend

GLOBAL IMPACT

We aim to be a vital part of the global community by committing to the United Nation's Sustainable Development Goals (SDGs) that shape our collective future. Our focus on SDG3 and SDG10 aligns MashUp with global priorities.

SDG #3: Good Health and Well-Being

Aligned Pillars:

- 1) Wholeness as a Path to Healing
- 2) Health Equity Through Identity Integration

SDG #10: Reduce Inequality Within/Among Countries

Aligned Pillars:

- 2) Health Equity Through Identity Integration
- 3) Community Knowledge & Generational Wisdom
- 4) Leadership and Social Justice in Action



COLLABORATIONS

*MashUp is deeply committed to a **solidarity network that fosters community care** with organizations that align with our mission. These are our partners and program collaborators.*

Advocacy & Support Networks

- Trans Aid Nashville
- The Equity Alliance
- Today's Hope
- Launchpad

Helping to advance solutions to the barriers our community faces. We advocate for community needs and partner to help broaden outreach.

Health & Wellness Initiatives

- Healing in the Margins
- Pride in the Pews
- Black Health Mental Village
- Brothers United
- Heauxly House

Helping to supply our community with resources for holistic healing and health. Our partners provide healing and harm reduction services we can't.

Social & Cultural Engagement

- Nashville Black Pride
- OutGaze
- BLAQ Link
- Music City ACC Ball
- Hoodoo Festival
- People's Pride

It takes a village to cultivate and sustain culture. We partner to help build sustainable cultural organizing, events, and community legacy.

In 2025, MashUp maintained strong community presence through vendor activations, collaborative outreach, and relationship building engagements, including events where MashUp participated without overseeing registration. This outreach reflects consistent visibility and trust across Nashville and beyond, and demonstrates MashUp's role as both a program provider and an engaged community partner.

MashUp showed up through outreach and collaboration with organizations and partners including Equity Alliance, Blaq Link, StandUp Nashville, and Nashville Radio Library, alongside campus and festival partners where MashUp served as a vendor and wellness activation partner. Documented community social events captured in the program overview include a Black Pride Happy Hour and a MashUp Spotlight gathering, with MashUp Spotlight designed to meet community where they already gather and create low pressure entry points to learn about MashUp and get involved.

Other notable community outreach included: MTSU National LGBTQ Health Awareness Week, Nashville Canna Festival with a Mindful MashUp yoga activation, Tennessee State Homecoming Block Party at Traxx Nashville, a collaborative community dinner and facilitated discussion with Nashville Radical Library, and a community altar at People's Pride.



CONFERENCES, SYMPOSIUMS, & NATIONAL SPEAKING ENGAGEMENT

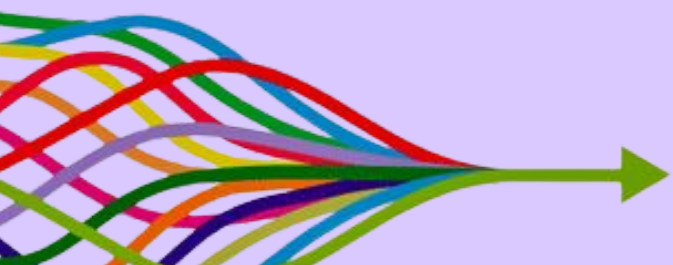
In 2025, MashUp expanded its thought leadership footprint through conference participation, invited presentations, poster sessions, ambassador roles, and leadership development convenings. This national visibility amplifies MashUp's model for wholeness and health equity, expands partnership pathways, and strengthens MashUp's credibility beyond Tennessee.

MashUp presented and contributed in spaces including the Xavier University of Louisiana Health Disparities Conference, GLAAD Hangouts for Mental Health Awareness Month, the Normal Anomaly Black Queer AF Festival, the TSU Center on Aging and Education Services CARES Speaker Series, the Compass Initiative In Person Grantee Meeting, and the State of Black Health National Conference.

Other notable conference and engagement moments included vendor participation at TRI STATE Black Pride, selection for a full scholarship to Future Forward Scenario Planning for HIV Nonprofits hosted by COMPASS Coordinating Centers and the Southern HIV Impact Fund of AIDS United, participation in the Saving Ourselves Symposium presented by Southern AIDS Coalition, and a workshop presentation hosted by Vanderbilt KC Potter Center for LGBTQ Life focused on community leadership for the next generation of queer leaders.

HONORS AND RECOGNITION

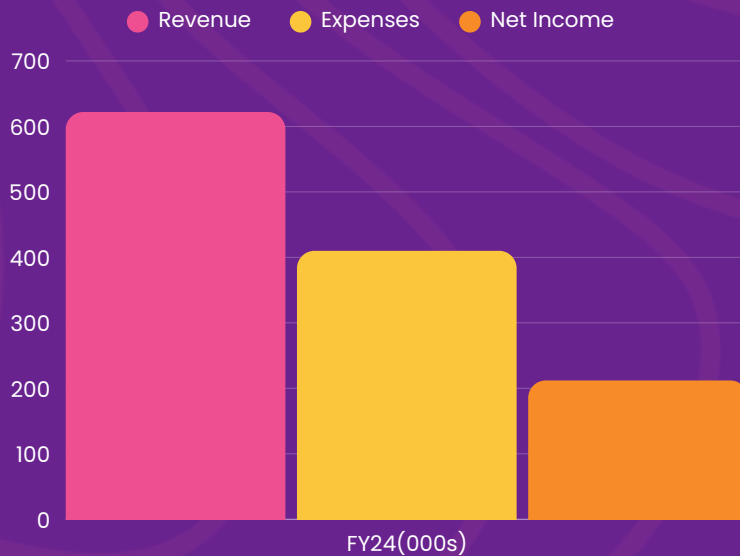
- Music City ACC Ball Tennessee Honors, Community Partner Award (April 2025)
- MashUp nominated for 2025 Nonprofit of the Year by the Tennessee Pride Chamber
- Portara Ensemble hosted a benefit concert for MashUp titled One Vision for World AIDS Day (December 2025)



FINANCIAL HIGHLIGHTS

FY2025

STATEMENT OF ACTIVITY



\$622K

Revenue

Revenue increased
100% vs. last year

\$410K

Expenses

Expenses increased
69% vs. last year

\$212K

Net Income

Net Income increased
100% vs. last year

STATEMENT OF FINANCIAL POSITION

\$330,558 ↙

Assets

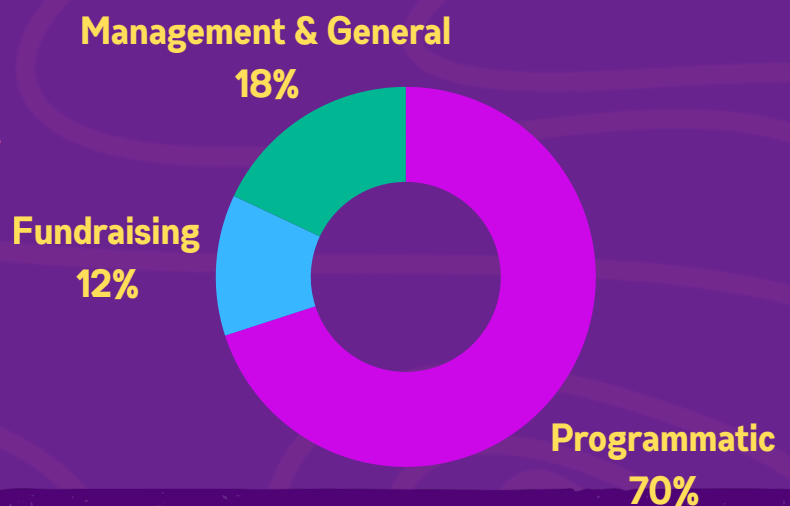
\$38,198 ↙

Liabilities

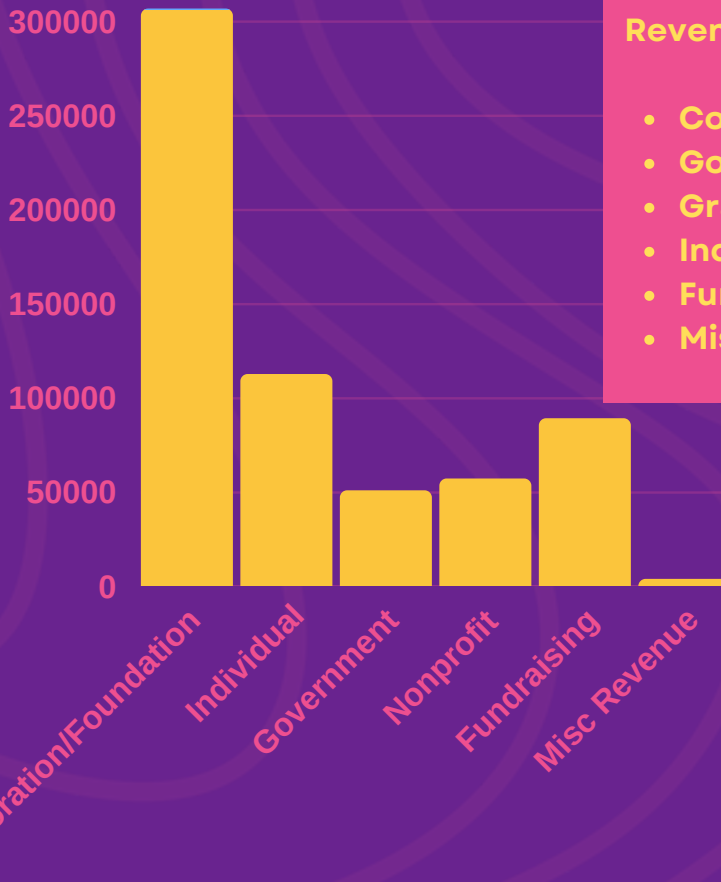
\$292,390 ↙

Net Assets

PROGRAMMATIC EXPENSES



FY25 REVENUE \$622,331

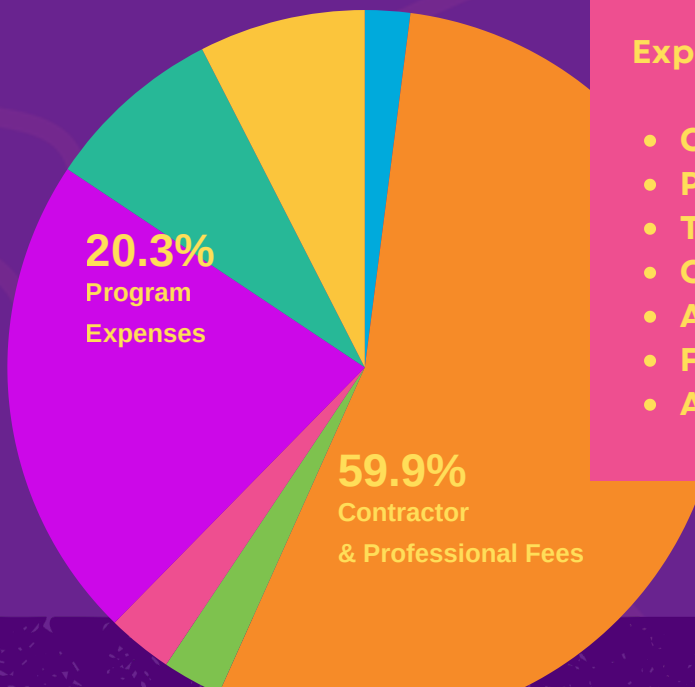


Revenue increased by 100% year over year:

- Corporate/Foundation contributions: \$306,537
- Government grants: \$51,172
- Grants from other non-profits: \$57,446
- Individual donations: \$112,918
- Fundraising income: \$89,442
- Misc revenue: \$4,156

MashUp! contributes over 80% of our budget to local minority/queer professionals/small businesses. We invest in the communities we serve.

FY25 EXPENSES \$409,785



Expenses increased by 45% year over year:

- Contractor & Professional fees: \$215,435
- Program Expenses: \$86,799
- Travel & Meetings: \$31,990
- Occupancy: \$11,666
- Awards & Grants to others: \$10,576
- Fundraising & Events: \$29,647
- Advertising & Mktg: \$8,053

CALL TO ACTION

BECOME A MONTHLY DONOR, OR SEND A ONE TIME DONATION!



How to connect with us:

General inquiries: info@mashupnation.org

Want to plan an event?

Email: marketing@mashupnation.org

Want to partner with us or collaborate on a project?

Email: e.rector@mashupnation.org

What to sponsor a MashUp program?

Email: development@mashupnation.org

Have a proposal?

Email: j.ivery@mashupnation.org

Follow us!



@mashup.nation



@mashupfamily

THANK YOU FOR YOUR CONTINUED SUPPORT!

“

"MashUp has silently transformed my life this year and I would say that the impact that you all are making supersedes the LGBTQ+ community. It's for everyone because at it's foundation is genuine love. It's my hopes that as organizations and foundations continue to find nonprofits to support who are truly making a difference in the community that they are drawn to MashUp. You all are saving lives."

”

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