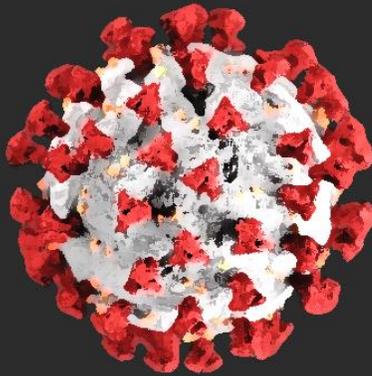


MAINTAINING THE DREAM



IN



COVID-19 RESPONSE

The

www.drmelodywilliams.org

DREAMS Institute



January 2021

Letter from the Founder

Thank you! I believe I can begin this letter with these words because 2020 was indeed an unprecedented year as a result of COVID-19, and despite this reality, we finished our second year of operation with TDI erupting in productivity. So many unique individuals watched our new live programs on social media, donated to the nonprofit, and expressed words of encouragement as we endeavored to build and support others online in this pandemic.



Since we launched in 2018, TDI has reached 43,144 interactions through engagement on our Facebook page. This year, we pivoted to build a major online presence in light of the needed restrictions from social distancing and face-to-face gathering. The Life Focus Bible Study and Prayer Challenge in their first year have had a combined total of just over 45k views. We have had significant moments of dialogue and meaningful inquiries concerning spiritual growth from viewers of our new live program rollouts.

During the year, we hit a stride and we raised the most donations via donor giving from media platforms. We were able to bring joy in a challenging time through giveaways to our online audience, impacting 35 recipients, and we partnered with 4 organizations for community outreach, providing tablets for school students returning in the fall virtually and helping with coats for kids during the winter months in Hampton and Norfolk.

I hope and pray that 2021 is another year of unexpected growth and I am hopeful that our new YouTube channel and flagship program, Life After Divorce, and the upcoming release of some new books will continue to propel us to serve our communities in the pandemic and beyond.

-Dr. Melody S. Williams



In May, we launched the *Life Focus Bible Study* streaming live from our Facebook page on Mondays at 9pm; and at years end we have:

26.6k views

To date, for our *Prayer Challenge*, we have done 185 days and totaled:

18.5k views (March 16th-Dec. 16th)

Like with Facebook, we will grow our viewership with:

1. *The Black Women's Mentoring Network*, an Instagram program and A YouTube Channel focused on spiritual wellness

THANK YOU FOR SUPPORTING US!

If you desire to donate,

You can give through these platforms:



www.facebook.com/DrMeIDREAMS/



Cash App

\$DREAMSInstitute

The www.drmelodywilliams.org
DREAMS Institute 



@DrDrMelodeee

Contact Information

E: DrMelSJ@outlook.com

T: 757-816-4635