



A MESSAGE FROM OUR DIRECTOR

Restaurants are an essential part of our community. They drive revenue, support surrounding businesses, provide employment, fuel tourism, serve as social and cultural hubs, and create experiences that bring people together. Imagine life without restaurants. At their core, restaurants are about people - their stories, their energy, their personalities. Celebrate Wellness exists to support those people.

As I reflect on 2025, I am deeply grateful for the growth and recognition Celebrate Wellness experienced. The shift we made at the beginning of 2024 to focus primarily on mental health proved to be a meaningful and impactful one.

Our success was reflected not only in increased therapy hours and fundraising, but across the board. Awareness of our work grew both within the community and among industry partners. Restaurant workers know about us and are talking about it. Celebrate Wellness received the Industry Impact Award from the Delaware Restaurant Association, a significant recognition from the very community we serve. I was also honored to be named Ambassador of the Month in December by The Burnt Chef Project, an international organization dedicated to improving mental health in hospitality.

Our most important achievement, however, is the people we helped. We supported local hospitality workers not just one person at a time, but as a recognized and trusted service within the restaurant community. We saw more than a 65% increase in paid therapy sessions, and more participants completed their full course of sessions, with very few dropping out early. Over half of our referrals now come from individuals who have been exposed to our work — a sign that this is becoming more than a program; it's becoming a movement. To me, this signals growing awareness of the importance of mental health and a meaningful reduction in the stigma around talking about it.

Looking ahead, we are deep into the development of an educational module for hospitality leaders, with a target completion in late fall. This program will help leaders recognize when a team member may be struggling, guide them in preparing for potentially difficult conversations, clarify what they can and cannot say, and provide a library of resources for support. Above all, we will continue to focus on helping people, one at a time.

Growth like this does not happen without the unwavering support of our donors, volunteers, advocates, and broader community. Your generosity and belief in our mission have allowed us to make significant strides, and for that trust, I am truly grateful.

Kathy McDonald

272

Hours of
professional
therapy covered

65%

Increase in covered
therapy sessions

60

Hospitality employees
connected to vetted
resources

FUNDING SUMMARY

\$90,320

EVENTS	\$32,066
GRANTS	\$20,000
3RD PARTY FUNDRAISERS	\$19,476
SPONSORS	\$14,687
TRADE DONATIONS	\$6,900
INDIVIDUAL DONORS	\$4,091

EXPENSE SUMMARY

\$61,531

THERAPY	\$29,085
EVENTS	\$21,063
DEVELOPMENT	\$6,400
LICENSES + OPERATING	\$3,646
MARKETING	\$2,238

WHAT THEY ARE SAYING



This past year, I found myself navigating significant personal challenges—family dynamics, addiction, grief, multiple losses, and burnout. Even as someone who holds space for others in the wellness world, I realized there were deeper layers I needed to address. Through Celebrate Wellness, I began a new therapeutic practice with new tools and resources, and within just a few weeks I genuinely feel like a hundred energetic pounds has lifted. The support was timely, accessible, and truly life-giving. The affects of this energetic shift is being felt and visibly seen in both my energy in the restaurant as well as growth on my own.



Celebrate Wellness provided necessary mental health resources I was unable to afford otherwise and made it easy for me to get started and remain engaged in the process of healing.



Celebrate Wellness has changed my life in the most positive way. For someone who has been in therapy before, the practice I was referred to is a place of professional help, non judgment, and a very comfortable environment. I'd like to extend a shout out to this program as they helped me on my journey to mental recovery and healing.

We couldn't have done it without your generous *support.*

La Vida Hospitality

Barefoot Landing

Broadway at the Beach

Sysco

Highmark DE

Carl M Freeman Foundation

G+G Outfitters

U.S Foods

Produce Dude

Farm Art

NKS

Standard Distributing

Gallo Gives

WSFS

Starboard

Amoretti

Monument Southby

Pratt Insurance

L+W Insurance

Dewey Beach Lions Club

Bethany Blues

Atlas Restaurants

Pepsi

NMB Chamber

Marie Chaisson Real Estate

Freedom Boat Club

Alison Diler

Alison Schuh

Amy Sweeney

Ava Cannon

Carl + Christina Molter

Corey Houlihan

Dan Matta

Dave Furio

Denise Allen

Denise Hyde

Erin Lavin

Ginny Hyde

Jeffrey Warner

Jen Carroll

Jessica Williamson

John Harrington

John Pitchford

Joseph Garner

Karen McGrath

Kim Blanch

Kristen Miller

Kristy Chmelewski

Lo Tibbets

Margaret Rapp

Mary Beth Hutton

Meg Gardner

Mitchell Resnick

Mitchell Rosenfeld

Molly Williams

Nancy Derrickson

Nancy Silver

Nicole Kirby

Pam George

Patricia Malandra

Patti Drago

Patti Grimes

Rachel Hersh

Rita Poore

Ronnie Cavelius

Rose Furio

Sarah Gilmour

Sarah Hyde

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Stephanie Lanchoney

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Steve Levine

Susan Sokowski

Tara Gush

Thank you
to all our donors