



Real conversations. Real community. Real hope.

A storytelling and mental-health awareness podcast from  
Children's Home Counseling Services (CHCS)  
Boise, Idaho

# ABOUT THE PODCAST



## Our Mission

The Mindful Mic creates honest, accessible conversations about mental health—highlighting the many factors that shape our emotional well-being and connecting listeners to the community resources working to make a difference.

## Why We Exist

Mental health affects everyone. Yet conversations about struggle, healing, and support often stay behind closed doors. **We're changing that.**

Through interviews with nonprofit leaders, therapists, advocates, youth voices, creators, and individuals with lived experience, we help normalize mental-health conversations and build a more connected, compassionate Idaho.

## Produced by Children's Home Counseling Services

Children's Home Counseling Services of Idaho is a leading nonprofit organization providing comprehensive, family-centered mental health services to children, youth, and families across the Treasure Valley. Founded in 1908, we are Idaho's oldest children's nonprofit, born out of a community-driven commitment to protect and support vulnerable children.

For more than 115 years, our mission has evolved from sheltering orphaned and displaced children to delivering accessible counseling, school-based support, peer groups, and nature- and animal-assisted therapies. Our long history grounds our work in compassion, continuity, and deep community trust, ensuring every generation of Idaho's kids have a place to turn for healing, hope, and lifelong wellbeing.



"Every story shared creates a little more space for healing —  
and a little more light for someone who needs it."

## MEET THE HOSTS



**Grace Shimatsu, MPH**

Development & Programs Director at Children's Home Counseling Services, Grace helps connect community partners and mission-driven programs that support kids and families. On The Mindful Mic, she brings her passion for community connection and mental-health advocacy to conversations about resilience, healing, identity, and hope.



**Colbi Twiss**

Marketing & Communications Director at Children's Home Counseling Services, Colbi shapes the story and outreach behind The Mindful Mic. She brings creativity, compassion, and a deep passion for supporting kids and advancing mental-health care to every episode, guiding conversations that normalize lived experiences and connect listeners to meaningful resources.

## Podcast at a Glance

- Launched: June 2025
- Episodes Released: 12 in 2025
- Format: Conversational interviews (30–45 min)
- Themes: Resilience, healing, identity, family mental health, youth voices, grief, nature-based therapy, nonprofit leadership, suicide prevention, creativity, recovery, empowerment
- Distribution: Apple Podcasts, Spotify, RSS.com, [childrenshomeidaho.org/mindfulmic](http://childrenshomeidaho.org/mindfulmic)
- Rating: ★★★★★ (Apple Podcasts and Spotify)



With listeners tuning in **nationwide and worldwide**, The Mindful Mic continues to grow — earning a **5-star rating** and meaningful engagement across platforms.

## FEATURED EPISODES



We've been honored to host incredible guests — community leaders, nonprofit CEOs, therapists, advocates, survivors, and creatives — who bring powerful stories of resilience, hope, and healing. Each episode opens a window into the real experiences shaping mental health in our homes, schools, and communities.

### **Leading With Hope: Inside the Hope Squad Movement**

Learn how the peer based movement empowers students to recognize warning signs, support their peers, and lead a culture of connection, compassion, safety, belonging, and hope within their schools.

### **Flock Together: Finding Healing, Hope, and Community**

An emotionally powerful discussion on survivorship, grief, resilience, embodiment, and the healing role of community during and after cancer.

### **Raising with Pride: Supporting LGBTQIA+ Youth with Compassion**

An honest, affirming look at identity, safety, acceptance, and what LGBTQIA+ youth need to feel supported at home, in school, and in the community.

### **Where Music Meets Mental Health**

Exploring mental health in music and creative communities, peer support, and the healing power of artistic expression.

### **Mountains, Mental Health, and the Power of Storytelling with Drew Petersen**

Professional skier, filmmaker, and public speaker Drew Petersen opens up about his journey from suicidal depression to resilience and hope, sharing the story behind his documentary Feel It All. We explore how his mission is reshaping mental-health culture within mountain communities.

### **Breaking Barriers: BIPOC Mental Health**

Culturally responsive care, supporting BIPOC youth, and navigating the real emotional needs students bring into the classroom.

### **The Speedy Foundation + The Continuation Project; Suicide Prevention Advocates**

Breaking stigma, building protective networks, and advancing early intervention and community-driven suicide prevention.



# AUDIENCE SNAPSHOT AND EARLY GROWTH



The Mindful Mic is a new and rapidly emerging podcast already showing meaningful, steady growth — driven by authentic conversations and strong audience engagement.

Even in its early stages, the podcast is building real momentum as listeners return week after week. People are tuning in not only across Idaho, but throughout the U.S. and around the world, demonstrating the universal relevance of the stories and mental-health topics explored in each episode.



## Growing Every Month

New listeners join with every episode release, showing strong early traction.



## Listeners Across the U.S. and Globe

The Mindful Mic is already reaching audiences nationwide and internationally — a strong indicator of our broad appeal.



## 5-Star Listener Ratings

Our content resonates deeply with listeners, reflected in consistent 5-star reviews across platforms.



## High Listener Retention

Audiences who start an episode stay with it — a sign of compelling storytelling and strong connection.



## Shared Through Partner Networks

Each guest and community partner increases visibility by sharing episodes through their networks.



## Amplified Through CHCS Channels

Episodes gain additional traction through newsletters, social media, website traffic, and CHCS communities.

# WHY GUESTS LOVE JOINING THE MINDFUL MIC



## Authentic, heartfelt conversations

We create a safe, intentional space where guests feel genuinely seen and heard.

## Community impact

Your episode becomes a resource for families, youth, educators, therapists, and nonprofit partners across Idaho.

## Mission-aligned

Our guests contribute to conversations that inform the community, uplift real experiences, and guide listeners toward the tools, support, and resources that can make a difference.

## Expanded visibility

Episodes are promoted through CHCS's:

- Social platforms
- Newsletters
- Website traffic (high volume during campaigns & events)
- Partner organizations who share the conversation outward

## Long-term value

Episodes remain evergreen, continually generating awareness as new listeners discover the show.

“When we tell our stories, we open doors for others to find their own voice.”



# PARTNERSHIP & SPONSORSHIP OPPORTUNITIES



## Guest Collaborations

Nonprofits  
Clinicians  
Advocates  
Youth leaders  
Creators  
Survivors with lived experience

## Community Partner Features

We spotlight organizations helping Idaho's kids and families thrive.

## Sponsorship Options

- Episode sponsor
- Program supporter (aligned with training, nature-based therapy, school-based services, etc.)
- Corporate community partner

## Benefits may include:

- Logo placement
- Mention in intros/outros
- Featured in newsletters
- Website placement
- Social content integration

“Together, we can turn support into impact — and impact into meaningful change.”



## WHO WE SERVE



The Mindful Mic amplifies the Children's Home broader mission:

- 1,382 clients served last fiscal year
- Mental-health counseling in 5 schools
- Centers in Boise & Meridian
- Nature- & animal-assisted therapy programs
- Training & internships for future clinicians
- Nearly half of clients are low-income
- No child is turned away based on ability to pay

## LET'S START THE CONVERSATION



**To be a guest, collaborator, or partner contact:**

Colbi Twiss

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[www.childrenshomeidaho.org](http://www.childrenshomeidaho.org)

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