

PARENTING CULTURE

The Resource for Parenting in a Multicultural World

PRESS KIT | 2026

2021

Founded

100+

Workshops Delivered

1,000s

Participants Reached

501(c)(3)

Nonprofit Since 2023

Media Contact: dranjaliiferguson@gmail.com | www.parentingculture.org

01 ORGANIZATION OVERVIEW

Who We Are

Most parenting resources weren't built for all families.

That's not an accident — it's a design gap. When Dr. Anjali Ferguson and her co-founders began working with children and families as licensed psychologists, they kept running into the same wall: evidence-based tools that assumed a monocultural world, and mainstream parenting content that treated race, immigration, and identity as edge cases rather than daily realities for millions of American families. They built Parenting Culture to fix that.

Founded in 2021 and headquartered in Richmond, Virginia, Parenting Culture is a science-informed nonprofit that creates culturally responsive resources, education, and community for all families — with a particular focus on multicultural, multiracial, and immigrant households who have historically been invisible in mainstream parenting conversations. We believe every family deserves parenting support that reflects their actual reality. That means conversations about race, culture, identity, and equity belong at the table for everyone — not just families of color.

Our team is made up of licensed psychologists of color who are also parents. We're not applying an academic lens to someone else's experience — we're living these questions alongside the families we serve.

At a Glance

Founded	2021
Nonprofit Status	501(c)(3) — granted 2023
Headquarters	Richmond, Virginia
Website	www.parentingculture.org www.draferguson.com
Mission	To provide education, accessible resources, and information about inclusive and equitable parenting practices as they relate to children's mental health — from a science-informed lens centering underrepresented and diverse communities.

Why It Matters

Children navigating multiple cultural identities, children in immigrant families, and children of color face mental health challenges that are real, documented, and largely unaddressed by mainstream parenting support systems. At the same time, the clinicians and organizations meant to serve them frequently lack the culturally responsive tools to do so effectively.

Parenting Culture sits at that intersection — and our reach extends beyond families of color. Any family navigating cultural complexity, raising children in a diverse world, or simply wanting to raise kids who understand equity and belonging will find resources here. That universal mandate is core to who we are.

02 LEADERSHIP & SPOKESPEOPLE



Dr. Anjali Gowda Ferguson, Ph.D., LCP

Founder | Executive Director, Virginia's Association for Infant Mental Health

She/Her — Pronounced: /uhn-jah-lee/

Dr. Anjali Ferguson is a culturally responsive licensed psychologist, TEDx speaker, children's book author, podcast host, and one of the most sought-after expert voices on racial and social trauma and its mental health effects on children and families.

A second-generation South Asian immigrant in a biracial and multi-faith family, and the mother of a Blindian (Black + Indian) child, her advocacy is both professional expertise and personal reality. She is also Executive Director of Virginia's Association for Infant Mental Health, reflecting her national standing in early childhood mental health.

Her training model on social determinants of health has been adopted across healthcare and educational settings throughout Virginia, and her peer-reviewed academic work on cultural humility in clinical practice is regularly cited in the field. She has delivered 20+ lectures and workshops, 9 scholarly presentations, and 4 published manuscripts.

Media footprint spans: Today Show, The Washington Post, Oprah Daily, Vogue, Healthline, HuffPost, TMZ Live, Psych Central, Parade, Romper, Parents, Fatherly, Well+Good, Scary Mommy, Vice, Verywellhealth, and 50+ additional placements since 2022.

Available for interviews on:

Racial trauma in children, racial socialization, Blindian identity and South Asian mental health, early childhood mental health, culturally responsive parenting, AI and children, gender identity development, social determinants of health.

Selected credentials:

- Licensed Clinical Psychologist (LCP), Virginia
 - TEDx Speaker — Identity-Based Resilience
 - Executive Director, Virginia's Association for Infant Mental Health
 - 2026 National Minority Quality Forum 40 Under 40
 - 2023 Richmond Style Weekly 40 Under 40
 - Faculty trainer, Virginia Commonwealth University
 - 4 peer-reviewed manuscripts; 9 scholarly presentations
-



Dr. Ariana Hoet

Co-Founder

Dr. Ariana Hoet is a Venezuelan immigrant, pediatric psychologist, and co-founder of Parenting Culture. Her clinical work focuses on children and families navigating immigration stress, acculturation, and the challenges facing Latinx households in the U.S. healthcare system.

Like Dr. Ferguson, her work is grounded in both professional training and lived experience as a parent raising children between cultures.

Available for interviews on:

Immigration and family mental health, Latinx parenting and identity, pediatric psychology, culturally responsive clinical practice.



Dr. Jide Bamishigbin

Member at Large

Dr. Jide Bamishigbin is a Nigerian American health psychologist and professor whose research specifically examines paternal mental health in Black, Latinx, and low-income communities — one of the most underexplored corners of family health research.

He brings rigorous academic expertise to questions that affect families every day, with particular focus on the intersection of race, fatherhood, and mental health outcomes.

Available for interviews on:

Paternal mental health, fatherhood and family wellbeing, DEI in healthcare, research on Black and Latinx family health outcomes.



Dr. Vinetra King

Secretary

Dr. Vinetra King is an African American clinical child and adolescent psychologist specializing in school mental health, trauma, and adolescent substance use. She brings particular expertise in navigating the systemic barriers that prevent Black families from accessing quality mental health support.

Available for interviews on:

School mental health, adolescent behavioral health, barriers to mental health care in Black communities, trauma in children and teens.



Dr. Erica Chow

Member at Large

Dr. Erica Chow is a Chinese American licensed clinical psychologist specializing in anxiety, ADHD, trauma, and identity development in children, adolescents, and families. As a first-time mother, she is committed to making evidence-based parenting practices more inclusive and accessible across cultures.

Available for interviews on:

Anxiety and ADHD in children, culturally inclusive parenting practices, identity development, first-generation parenting experiences.

03 PROGRAMS & RESOURCES

Parenting Culture serves two audiences simultaneously: families looking for resources that reflect their reality, and the professionals and organizations working to serve those families well.

Free Resource Library

Parenting Culture's digital library offers downloadable, research-backed resources on topics that mainstream parenting content consistently underserves. Available free at www.parentingculture.org:

- Cultural Values Assessment
- Gender Identity Development in Children
- Empowering Children for Conversations About Race
- How to Address Prenatal Health Disparities
- ICE Detention Resources for Families

Workshops & Training

Parenting Culture delivers workshops and professional training to schools, healthcare organizations, community groups, and corporate partners. Topics draw directly from the clinical expertise of our founding team and reflect the real questions families and providers are navigating. To date: 100+ workshops delivered, thousands of participants reached, dozens of organizations served.

Speaking & Consulting

Dr. Ferguson and the Parenting Culture team consult with organizations building more culturally responsive practices — from healthcare systems designing patient communication frameworks to school districts rethinking family engagement. Dr. Ferguson's training model on social determinants of health has been formally published in an academic journal and is in active use across Virginia.

An Ordinary Day — Children's Book

Co-authored by Dr. Anjali and Justin Ferguson, *An Ordinary Day* places a Black child and his white classmate side by side through a single school day — revealing, with warmth and precision, how systemic racism and microaggressions shape experiences that look identical on the surface. It is both a children's story and a conversation guide, giving parents a concrete opening to talk about race in terms young children can understand. Published by EIN Presswire, August 2022.

The Parenting Culture Podcast

The Parenting Culture Podcast explores the real questions multicultural families navigate — with clinical expertise, lived experience, and none of the sanitizing that makes mainstream parenting content feel irrelevant to families of color. Past episodes available on Apple Podcasts and Spotify.

Note: The podcast is currently on pause. Past episodes remain available.

NEW — July 2025: Raising Kids in the Age of AI

Parenting Culture’s most anticipated release to date: a first-of-its-kind AI toolkit built specifically for families navigating the rapidly evolving role of artificial intelligence in children’s lives.

Full title: Raising Kids in the Age of AI: A Parent’s Guide to Safe, Healthy, and Responsible AI Use

Format: Downloadable PDF toolkit, also available via the Parenting Culture website

Audience: Parents, educators, and caregivers of children in elementary, middle, and high school

What the Toolkit Covers

1. What AI is and how children are already encountering it	6. Protecting creativity, critical thinking, and problem-solving skills
2. Age-by-age recommendations for introducing AI	7. Using AI as a learning tool, not a replacement for learning
3. Online safety, privacy, and digital footprints	8. Conversation starters and family discussion prompts
4. Recognizing misinformation, bias, and AI-generated content	9. Practical family guidelines and safety recommendations
5. Maintaining healthy boundaries around screen time and AI use	10.

What Parents Will Walk Away With

- A clear understanding of how AI is shaping their children’s lives
- Concrete strategies they can implement immediately
- Ability to create healthy family expectations for AI use
- Tools to help children question and verify AI-generated information
- Frameworks for protecting children’s privacy and personal information

- Skills to recognize risks while embracing educational benefits of AI
- A foundation for raising digitally literate, critically thinking, responsible children

04 FREQUENTLY ASKED QUESTIONS

For media use. A reporter who reads only this section should understand who Parenting Culture is, what it does, and why it exists.

What is Parenting Culture?

Parenting Culture is a nonprofit that creates culturally responsive resources, education, and community for all families — with a particular focus on those who have felt invisible in mainstream parenting conversations. Built by licensed psychologists of color who are also parents, we address what most parenting content ignores: race, immigration, cultural identity, intergenerational trauma, and the complexity of raising children who navigate multiple worlds at once. We believe these conversations belong at the table for every family, not only families of color.

Who does Parenting Culture serve?

All families — with deep commitment to multicultural, multiracial, and immigrant households who have historically been underserved. Our resources are also used by clinicians, educators, and organizations working to serve diverse families more effectively. Everything we create is grounded in both evidence-based research and the lived experience of our founding team, who are themselves raising children across cultures.

What makes Parenting Culture different?

Two things. First, who we are: our entire team is made up of licensed psychologists of color who are also parents. We're not applying someone else's cultural framework — we're working from inside the experience. Second, what we cover: racial socialization, identity development, systemic trauma, immigration stress, and how to raise children who are confident in who they are — in a way that is both scientifically grounded and practically usable by any family.

Who founded Parenting Culture, and why?

Dr. Anjali Ferguson and Dr. Ariana Hoet co-founded Parenting Culture after recognizing — both clinically and personally — that the parenting resources they needed for their own families didn't exist. As psychologists of color raising children in multicultural households, they were living the gap they'd identified professionally. Parenting Culture was built to close it.

Is Parenting Culture a 501(c)(3)?

Yes. Founded in 2021; 501(c)(3) nonprofit status granted at the end of 2023. Headquartered in Richmond, Virginia.

What resources does Parenting Culture offer?

A free downloadable resource library, workshops and professional training, speaking and consulting services, the children's book *An Ordinary Day*, and the Parenting Culture Podcast. The AI toolkit *Raising Kids in the Age of AI* launches in July 2025.

How is Parenting Culture funded?

Parenting Culture is supported by foundation grants and organizational partners including the Robins Foundation, the Alabama Department of Education, and Richmond Memorial Health Foundation.

How can I book a workshop or training?

<https://parentingculture.org/contact/>

05 IMPACT & ACHIEVEMENTS

100+

Workshops Delivered

1,000s

Participants Reached

Dozens

Organizations Served

4

Published Manuscripts

Beyond the Numbers

The numbers tell part of the story. The rest lives in the moments that don't get counted.

A father at Braids & Bordeaux, Parenting Culture's Father's Day event for "girl dads," learns a new hairstyle for his daughter and leaves with a clinical framework for talking to her about identity — on the same afternoon. A clinician in Virginia has professional development language for what her immigrant patients' families are carrying, validated in a peer-reviewed journal. A biracial child reads *An Ordinary Day* and recognizes, maybe for the first time, that their specific experience of the world is worth a story.

That's the work. The workshops and downloads are how we get there.

Recognition

- Dr. Ferguson: 2026 National Minority Quality Forum 40 Under 40
- Dr. Ferguson: 2023 Richmond Style Weekly 40 Under 40
- TEDx Talk: Identity-Based Resilience and children's mental health
- Training model on social determinants of health published in peer-reviewed academic journal
- Featured speaker: Virginia's Summit for Supporting Socially Marginalized Youth, Virginia Museum of History & Culture
- Indian American Impact Project 2023 Gala featured contributor
- 4 peer-reviewed manuscripts; 9 scholarly presentations; 20+ lectures and workshops

Media Reach

Dr. Ferguson has been sourced as an expert by more than 50 national and regional media outlets since 2022, across topics spanning racial trauma, gender identity, immigration, gun violence response, LGBTQ+ family conversations, burnout, and digital wellness. That breadth reflects both her clinical range and the degree to which journalists across beats have recognized her as a go-to source on family mental health.

06 TESTIMONIALS

From webinars, professional trainings, clinical settings, and community events.

From Professionals & Workshop Participants

Webinar Participant — Twill

“Appreciate the clear, comprehensive research on the history of trauma in our systems and how it affects us and our families today. Thank you!”

Webinar Participant — Twill

“It is eye-opening to learn about the types of trauma experiences that are more centered in a type of culture — or trauma brought on by different cultural expectations.”

Webinar Participant — Twill

“I am floored to realize — although it feels viscerally true — that I am also dealing with intergenerational trauma beyond the traumas I’ve experienced in my own life.”

Clinical Training Evaluation

“Dr. Ferguson’s approach during evaluations was particularly impactful. She demonstrated a compassionate and empowering communication style, taking time to pause and give families space to process results. Her respectful tone and trauma-informed practices modeled the importance of meeting families where they are — both physically and emotionally.”

Workshop Participant

“Fantastic empowering information on the definition of trauma, types, helpful tips and resolutions for self care, and advice on the importance of community action steps.”

From the Braids & Bordeaux Community Event — June 2025

Braids & Bordeaux Attendee — Dad

“Man oh man! A lot of tearful moments held in solidarity of dads coming together and letting iron sharpen iron! Braids and Bordeaux is the perfect blend of learning all dads can benefit from! Definitely looking forward to doing this again!”

Braids & Bordeaux Attendee — Dad

“Had a blast and learned some styles my little girl is going to love.”

Braids & Bordeaux Attendee

“Great event — the people, the venue, the camaraderie...all incredible.”

From Families

Family Testimonial

“This is an invaluable resource!”

Family Testimonial

“Amazing program, thank you so much!”

Family Testimonial

“We had such a wonderful experience and are very grateful to the team who is able to provide this service for the community.”

07 PRESS-READY ASSETS

Available Now

- Dr. Ferguson professional headshot (2023 EPK)
- Dr. Hoet, Dr. Bamishigbin, Dr. King, Dr. Chow headshots
- Parenting Culture logo — teal/purple version
- An Ordinary Day book cover — high resolution
- Event photography — Braids & Bordeaux, workshop and speaking events
- TEDx Talk video: youtube.com/watch?v=5dZKsCajFeg

- Dr. Ferguson EPK (2023)

Brand Guidelines

Primary Colors	#016678 (Teal) #AE7EA5 (Purple) #6C738F (Slate)
Fonts	Lora (body) · MotoyaMaAporo · Araboto (display, Canva)
Tagline	The Resource for Parenting in a Multicultural World
Logo Usage	Do not alter colors or proportions. Teal version on white; white version on dark backgrounds.



08 PAST MEDIA COVERAGE

Dr. Ferguson has been sourced as an expert by 50+ national and regional outlets since 2022, across a remarkable range of topics. Selected highlights below. For a complete list contact dranjali.ferguson@gmail.com.

National Outlets — Selected Coverage

Today Show	Types of friendship & social wellbeing (Aug 2022)	today.com
Oprah Daily	Reverse bucket list; building community; therapist book recommendations (2024–2025)	oprahdaily.com
The Washington Post	Cultural parenting & family mental health	washingtonpost.com
Vogue / Vogue India	Avoidant relationships; body neutrality; family wellness	vogue.com · vogue.in
HuffPost	Multiracial families; ridiculous things said; children & school (2022–2024)	huffpost.com
TMZ Live	Clinical psychology expert commentary (Feb 2023)	twitter.com/TMZLive
Parents / Parents Kindred	LGBTQ+ coming out; multiracial identity; best toys for Black kids (2022–2023)	parents.com
Healthline / MedicalNewsToday	Teen depression; workplace discrimination & health	healthline.com
Romper	Talking to young kids about abortion (May 2022)	romper.com

Fatherly	Parenting mistakes & child aggression (Sep 2023)	fatherly.com
Well+Good	Unresolved trauma; LinkedIn mental health	wellandgood.com
Psych Central	Children's room-cleaning tips; ongoing expert sourcing	psychcentral.com
Parade	Anxiety screening (Oct 2022)	parade.com
Vice / Vice India	Office party culture; body neutrality	vice.com
Scary Mommy	Pride flags for kids; audiobooks & child development	scarymommy.com
Verywellhealth / VeryWell Family	Gender-affirming care; biracial identity conversations	verywellhealth.com
Life Hacker	When your child comes out (Jun 2023)	lifehacker.com

Regional & Specialty Coverage

WTVR CBS 6 (Virginia This Morning)	Braids & Bordeaux Father's Day feature; Richneck shooting response; sextortion	wtvr.com
WAVY-TV NBC	Richneck shooting; school investigations	wavy.com
Richmond Times / Daily Progress	Local family & community coverage	dailyprogress.com
Daily Dot	Race Change to Another (explained)	dailydot.com

CBS 12 News (Boca Raton)	Antisemitism expert commentary (Feb 2023)	cbs12.com
PedsDoctalk	Black History Month: kids are not colorblind (Facebook video)	facebook.com/pedsdoctalk
Represent Asian Project	Asian female therapists feature (May 2022)	representasianproject.com
Black Ballad	Raising children away from religion	blackballad.co
BCK Online / Next Avenue	Multiracial families & Black culture; music & memory	bckonline.com

Awards & Recognition

National Minority Quality Forum	40 Under 40 – 2026	nmqf.org/40-under-40-26
Richmond Style Weekly	40 Under 40 – 2023	styleweekly.com/anjali-ferguson-35
Indian American Impact Project	2023 Gala featured contributor	usawire.com
TEDx Talk	Identity-Based Resilience in children	youtube.com/watch?v=5dZKsCajFeg

09 BOILERPLATE & TAGLINES

Copy-ready text for press releases, media pitches, social posts, and partner materials. Use the version that fits the format.

Taglines

Primary (one line)

Parenting Culture: The Resource for Parenting in a Multicultural World

Alternate options

- Built by parents of color. For all families.
- Parenting is personal. It should also be culturally yours.
- Evidence-based. Culturally grounded. Made for every family.

Standard Boilerplate — Long

For press releases and media pitches

Parenting Culture is a nonprofit organization that creates culturally responsive resources, education, and community for all families — with a particular commitment to multicultural, multiracial, and immigrant households who have historically been invisible in mainstream parenting conversations. Founded in 2021 by licensed psychologists of color who are also parents, we address what mainstream parenting content consistently overlooks: racial socialization, intergenerational trauma, cultural identity, immigration stress, and the mental health of children navigating multiple worlds. With 100+ workshops delivered, thousands of participants reached, and resources accessed across dozens of organizations, Parenting Culture is building the infrastructure that all families deserve. A 501(c)(3) nonprofit headquartered in Richmond, Virginia. www.parentingculture.org.

Short Boilerplate — Social / Intro

For introductions, social media, and partner materials

Parenting Culture is a science-informed nonprofit built by psychologists of color for all families. We create the resources, education, and community that multicultural families need — and that mainstream parenting content has never provided.

Dr. Anjali Ferguson — Speaker Bio (Short)

For event programs and speaker introductions

Dr. Anjali Gowda Ferguson is a licensed clinical psychologist, TEDx speaker, children's book author, and founder of Parenting Culture. She is Executive Director of Virginia's Association for Infant Mental Health and a nationally recognized expert on racial trauma, cultural identity, and children's mental health. She has been featured in The Washington Post, Oprah Daily, Vogue, Today Show, TMZ Live, HuffPost, and 50+ additional outlets. She is a 2026 National Minority Quality Forum 40 Under 40 honoree and 2023 Richmond Style Weekly 40 Under 40 honoree.

10 PARTNERSHIPS & SUPPORTERS

Funders & Institutional Partners

Robins Foundation	Funder
Alabama Department of Education	Partner
Richmond Memorial Health Foundation	Funder
Virginia Commonwealth University	Faculty training partner

Academic & Professional Affiliations

- Virginia Commonwealth University — faculty training partner
- Virginia’s Association for Infant Mental Health — Dr. Ferguson serves as Executive Director
- Society of Pediatric Psychology — conference presenter
- Indian American Impact Project — featured contributor

Community

Events like Braids & Bordeaux — Parenting Culture’s Father’s Day experience for “girl dads” — demonstrate the organization’s ability to build community around culturally specific parenting experiences. The June 2025 event drew community-wide engagement and was featured on WTVR CBS 6.

11 UPCOMING EVENTS & CALLS TO ACTION

July 2025: Raising Kids in the Age of AI — Toolkit Launch

Parenting Culture's most anticipated release arrives this July. *Raising Kids in the Age of AI: A Parent's Guide to Safe, Healthy, and Responsible AI Use* is a first-of-its-kind resource designed to help all families navigate the rapidly evolving role of artificial intelligence in children's lives — with particular attention to how AI systems interact with race, representation, identity, and equity. Media inquiries welcome at dranjali.ferguson@gmail.com.

How to Engage

- **Visit:** www.parentingculture.org Access free resources
- **Contact:** dranjali.ferguson@gmail.com Book a workshop or training
- **Contact:** dranjali.ferguson@gmail.com Book Dr. Ferguson as a speaker
- **Contact:** dranjali.ferguson@gmail.com Media inquiries
- **Instagram:** [@parentingcultureorg](https://www.instagram.com/parentingcultureorg) Follow Parenting Culture
- **Instagram:** [@dranjali.ferguson](https://www.instagram.com/dranjaliferguson) (3,300+ followers) Follow Dr. Ferguson

12 CONTACT & SOCIAL MEDIA

Media Contact

Dr. Anjali Gowda Ferguson, Ph.D., LCP

Founder, Parenting Culture | Executive Director, Virginia's Association for Infant Mental Health

dranjali Ferguson@gmail.com

www.parentingculture.org | www.draferguson.com

Social Media

Instagram (Org)	@parentingcultureorg — 927 followers
Instagram (Dr. Ferguson)	@dranjali Ferguson — 3,300+ followers
Newsletter	Mailchimp — 188 subscribers
Podcast	Apple Podcasts · Spotify (on pause; past episodes available)
YouTube	TEDx Talk and select media appearances
Facebook	@parentingcultureorg
TikTok	@parentingcultureorg