



Biography

ALETHEA VICTOR, MSSW, M.Ed., M.A.

Garden & Mental Wellness Coach | Educator | Content Creator | Founder, GroLeafy

Alethea Victor is a Louisville-based social worker and counselor who has spent over 20 years supporting communities' holistic well-being. As the founder of GroLeafy, LLC, she has built a thriving platform of 200,000+ followers across social media (Facebook, YouTube, TikTok, Instagram), teaching people how to grow their own food, eat healthier, and prioritize self-care through gardening.

What began in 2020 as a personal self-care gardening journey without a green thumb has blossomed into a mission to make sustainable living accessible to everyone. Drawing on her growing expertise, Alethea offers practical, judgment-free inspirational guidance for gardeners of all levels—from complete beginners to experienced growers scaling up their operations.

Alethea holds a Master of Science in Social Work (MSSW), a Master of Education (M.Ed.), and a Master of Arts (M.A.), uniquely positioning her to blend mental wellness, education, and hands-on gardening instruction. Her work emphasizes the therapeutic benefits of gardening, addressing the intersection of food access, sustainability, and holistic well-being.

Through GroLeafy, Alethea has guided over 600 people in the Louisville community in practical skills to start a garden. She offers consulting and coaching services, workplace wellness programming, team-building workshops, educational series, and custom program development for individuals and organizations. Her "Gro | Eat | Self-Care" philosophy encourages people to grow food, enjoy their harvest, and nurture their mental health through nature-based activities.

As a sought-after speaker and trainer, Alethea has presented for Evolve502, Jefferson County Public Schools, YMCA of Greater Louisville, Above the Dirt, Blackacre Conservancy, Louisville Botanical Gardens, Nerd Nite Bluegrass, Waterfront Botanical Gardens, Alpha Kappa Alpha Sorority, Inc., and numerous other community organizations. She inspires audiences to embrace gardening as a form of self-care, offering actionable steps to transform overwhelm into confidence and unused spaces into thriving gardens. Alethea believes that tomorrow is not promised, so we must take incremental steps toward a healthier lifestyle today.