



# ANNUAL REPORT 2021

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# FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT



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During another year of disruption and growth, the Kellin Foundation staff and Board members are more mindful than ever of the privilege and responsibility associated with the work we do. Clients show up time and again demonstrating vulnerability and strength as they process what has happened in the past, dream about a new future, and practice new skills to support their vision. Families trust us to work with their children, with many committed to doing whatever it takes to break cycles of trauma, abuse, and addiction. Every day, brave people show up for services to chart a new course, and we're grateful to walk side-by-side with them on this important journey.

None of this is possible without generous donors, talented volunteers, and committed community partners. You helped our dedicated team provide free services to a record-breaking

number of children, adolescents, adults, and families this year while maintaining excellent quality. In a survey completed by 95 clients, 100 percent said they would recommend the Kellin Foundation services. We were also named the

Greensboro News & Record Reader's Choice for Best Counseling Service for the second year in a row.

The Kellin Foundation also charted new territory as we responded to emerging needs. We launched Seeds of Hope, a groundbreaking program providing youth who have been impacted by the opioid crisis with

a wide range of trauma-informed, evidenced-based services. To meet the growing behavioral health needs of military and veteran families in our area, we partnered with UCLA to pilot the Military-Informed, Trauma-Informed (MITI) Care for Children and Families training program – called "MITI Kids" – which will serve as a model for other communities nationwide. Our work

**100% OF KELLIN CLIENTS SURVEYED SAID THEY WOULD RECOMMEND OUR SERVICES.**

with Guilford County Schools expanded, as we supported the nationally recognized Learning Hubs and provided intensive trauma-responsive training to School Resource Officers and other personnel.

We continue to advance community resilience work within Guilford County and across the state. In November, with support from the Winer Family Foundation, we released "[Resilient NC: Supporting Statewide Efforts to Building Community Resilience](#)" outlining strategies to guide North Carolina's efforts. The Resilient Guilford Network continues to gain momentum and advance the vision set by more than 40 participating organizations.

For everyone who is struggling, the Kellin Foundation is here to provide hope. We see it every day, from the toddlers we work with in play therapy to the octogenarians we serve through telehealth. As people embrace the messiness of life and create new pathways for themselves and the people they care about, the Kellin

Foundation team will be here to support their healing and growth.

Thank you for the important role you played in making 2021 our most impactful year yet. We look forward to continuing to make a difference together.

Dr. Kelly Graves  
Executive Director and Co-Founder

Carmen Deese  
2021 Board President

# EXPANDING OUR IMPACT

## SERVING LOCAL MILITARY FAMILIES THROUGH MITI-KIDS

In partnership with Dr. Gregory Leskin at UCLA and with support from the National Child Traumatic Network (NCTSN), our team piloted a new initiative specifically for military and veteran families. Military-Informed, Trauma-Informed Care for Children and Families (called "MITI-Kids") builds knowledge about the intricacies of military service, and increases the community's capacity to provide evidence-based behavioral health services to this important population. We are proud to serve those who serve our country by becoming a MITI-Kids organization.

**"I look forward to my sessions with (my therapist) and my children do, too. We've formed a great relationship of trust with our therapist and we are thankful for her!"**  
- Client

### Anne's Story

**Kellin Foundation client "Anne" has been engaged in therapy to learn how to feel and express her emotions without relying on drugs. She recently experienced the loss of a beloved pet, which provided the opportunity to grieve many prior unaddressed losses, including the deaths of her grandfather and her best friend.**

**Previously, she coped by numbing her feelings with drugs and alcohol, but Anne has been determined to use healthy coping skills she has learned. She successfully reached her first anniversary of being drug and alcohol free, and is proud of her newfound ability to cope without using substances.**

**"Kellin Foundation has been a lifesaver! I am so glad you all are able to serve those of us who may not be able to afford full-time mental health support, but may need it the most!"**  
- Client

### NEW SERVICES FOR TEENS

The disruption experienced by teens during an already challenging life stage has been substantial. In response, we launched and participated in several efforts to improve the mental health and wellness of local teens. Our Seeds for Hope program provides counseling and support services for youth affected by the addiction crisis. We leveraged a grant from the Upswing Fund

to provide tools, training, and behavioral health services to Black, Brown and LGBTQ+ teens. We partnered with Guilford County Schools on two projects, an intensive three-day workshop for School Resource Officers to recognize and respond to student trauma effectively, and a project to support Learning Hub staff at 15 schools.

### BUILDING COMMUNITY RESILIENCE

In November, we launched a roadmap for system leaders and decision-makers across North Carolina who are interested in building trauma-responsive systems and communities. The report, "Resilient NC: Supporting Statewide Efforts to Building Community Resilience," provides a summary of current work happening across North Carolina, as well as lessons learned by states from across the country. We continued community resilience work in both Forsyth and Guilford counties. Funded by Kate B. Reynolds

Charitable Trust, the Kellin Foundation team delivered "Community Perceptions: Preventing Adverse Childhood Experiences (ACEs) in Forsyth County, North Carolina," which included recommendations based on interviews, focus groups, and a photovoice project with community members. In Guilford County, the Resilient Guilford Network, consisting of 40+ partner agencies and organizations, developed and started executing four strategies to build a more trauma-resilient community.

**CLIENTS  
SERVED**

**3,337**  
Child Response Initiative

**5,586**  
Therapy Sessions

**3,807**  
Outreach & Workshops

**12,730**  
Total Served

**SURVEY  
RESULTS**

**4.94**  
Average Out of 5  
"I trust Kellin Foundation staff."

**4.94**  
Average Out of 5  
Satisfaction with Services

**4.77**  
Average Out of 5  
Satisfaction with Therapy Results

# COMMUNITY PARTNERSHIPS

## 14 YEARS OF IMPACT: CHILD RESPONSE INITIATIVE (CRI)

Local agencies and organizations recommitted to working together to support children, families and adults exposed to violence. Since its inception in 2008, CRI has helped more than 30,000 children and adults after violent or traumatic experiences.

Greensboro Police Chief Brian James said CRI provides critical support to local children and families.

“As law enforcement and police, we simply can’t do everything. We rely on partners like the Kellin Foundation and the CRI program to provide those services we can’t provide,” he said. “It’s so important because as that trauma effects that family it creates more situations going forward. We look at it not only as a service measure to that family but as a preventative measure to try to avoid post trauma crisis in the future — especially for that child.”



## SUPPORTING YOUTH

After listening to children, parents, and guardians, the Kellin Kids program underwent some exciting changes in 2021. The program is geared for elementary school aged children (K-5) who will continue to learn about community challenges and use their talents to provide solutions. In addition, the Junior League of Greensboro became a key partner in delivering the program, offering volunteers and funding for activities. The Kellin Kids enjoyed four events this year, including Paint-A-Palooza in March,

a back-to-school yoga and art event in September, pumpkin painting at the Junior League’s Touch-A-Truck event in October, and building the Kellin Kids Little Free Library in November.

In 2021, we were also delighted to award three \$500 Amanda Ireland Ward Memorial scholarships to Guilford County high school seniors to help them pursue their goals.

## FIRST ANNUAL JOURNEY AWARDS

More than 30 local individuals, initiatives, and organizations were nominated for our first ever Journey Awards. During our annual Journey to Brave fundraiser, the following were honored for inspiring others by rising above challenges while working to make the community a better place for all.

- Community: Cynthia “Cindi” Wagner, Tabitha Ministry
- Education: Cone Health’s ConeCorps Program
- Healthcare: Lisa Duck, Guilford Community Care Network

## MERGER ON THE HORIZON

In September, the Kellin Foundation and Mental Health Greensboro announced intentions to merge services under the Kellin Foundation umbrella in early 2022. The goal is to serve more people efficiently and effectively on their journey from crisis to wellness, eliminating barriers and connecting them to the right services at the right time.

The merger also provides the opportunity to explore new partnerships and to evaluate our physical space so we can continue to provide high-quality, accessible services to clients and peers. Stay tuned for more soon.



**A million thanks to Sweet Charity Productions, who staged a virtual show of “Steel Magnolias” to raise awareness and funds to support our work.**



**Cheers to the 8th graders at Lincoln Academy who learned about our services and raised \$1,079 to help support children and families!**



**Landmark Builders was a key partner, making improvements to our building, working with Kellin Kids to build a Little Free Library, and writing a big check to support our work.**

# FINANCES IN FOCUS

## REVENUE

GRANT FUNDING SOURCES	\$1,160,504.22
INDIVIDUAL GIFTS & SPONSORSHIPS	\$ 160,601.69
CLINICAL SERVICE FEES	\$ 2,610.00
TRAINING INCOME	\$ 1,500.00
<b>TOTAL REVENUE</b>	<b>\$1,325,215.91</b>

## EXPENSES

PERSONNEL	\$964,660.31
SUPPLIES AND MATERIALS	\$ 38,768.34
FACILITY RENT	\$ 35,100.00
UTILITIES/TELECOMMUNICATIONS	\$ 13,050.54
EVENT SPACE/CATERING/TRAVEL	\$ 12,166.26
PURCHASED SERVICES	\$ 7,041.35
INSURANCE	\$ 6,694.66
EQUIPMENT - COMPUTERS	\$ 4,832.73
ADVERTISING AND PRINTING	\$ 2,375.98
OTHER	\$ 3,007.88
<b>TOTAL EXPENSES</b>	<b>\$1,087,698.05</b>

**NET INCOME \$ 237,517.86**

## HIGHLIGHTS

The Kellin Foundation had a solid financial year in 2021 despite ongoing challenges resulting from pandemic-related disruptions.

Revenue from individual gifts and sponsorships increased, while grant funding remained steady.

Total expenses (excluding one-time expenses in 2020) were slightly lower in 2021 than in the prior year due to pandemic-related travel restrictions and increased telehealth options.

Almost 89 percent of total expenses were related to pay and benefits for our highly-qualified staff, followed by supplies and materials (3.6 percent) and rent (3.2 percent).

Figures are preliminary.

# GRANT FUNDERS



# DONORS & SPONSORS

We are grateful to the many individuals, businesses, and organizations who supported our work financially in 2021.

**\$50,000**  
Landmark Builders

**\$40,000**  
David and Claudia Babb  
Reich Family Foundation

**\$25,000**  
Robert Higgins

**\$5,000+**  
Betty Jo Forest  
Celtic Physical Therapy  
Cone Health  
Cotrone Family  
Dwight & Lisa Crotts  
Jessica Dalton  
Lincoln Financial  
Foundation  
The Dew It Foundation

# MORE DONORS & SPONSORS

## \$1,000 – \$2,499

Anonymous (2)  
Cemala Foundation  
David & Alicia Bouska  
First Baptist Church  
First Presbyterian Church  
Gate City Advisors  
KPMG, LLP  
Kelly Graves  
Linda N. Patino  
Pilar Powell  
The Academy at Lincoln 8th Graders

## \$500 – \$999

Anonymous (2)  
Christine Staub  
Clint & Jeanie Ireland  
Congregational United Church of Christ  
Fleet Feet  
J. McLaughlin  
Jodi Lorenzo  
Karla Munden  
Kristin Reagan  
Tamieka Howell

## \$250 – \$499

Anonymous (7)  
Greg Current  
Joanie Rufo  
Julie Haviland  
Justin Dodge  
Lost Runners, LLC  
Mary Herbenick  
Michelle Gill-Moffat  
Sari Rose  
Primo Partners LLC  
Shutter and Shade Solutions  
Susan Ridenour  
The Afro Science Kid  
The Blackbaud Giving Fund  
Wesley Reid

## \$100 – \$250

Anonymous (5)  
Andrew Fuller  
Barbara Rodriguez  
Beth & Randy King  
Brigitte Hampton  
Carl Cohan  
Carolyn Deese  
Catherine Herbenick  
Dennis & Sandra Anderson  
Elaina (Horton) Strayer  
Jane McLelland  
Janie Hobson  
Jean Workman  
Jeff Betker  
Jennie Weekley

Jenny Gustin  
Joella Kittrell  
Josie Feather  
Kharen Hauck  
Kimberly Riley  
Lisa Moore Duck  
Lylan & Chris Wingfield  
Lynda Howell  
Madonna Campbell Greer  
Marikay Abuizuaiter  
Mark White  
Marva Edwards  
Mary Farlow  
Maurice McKinney  
Meadow Norwood  
Melinda Gordon  
Melissa Morford  
Miguel Rodriguiz  
Mitchell Perry  
Morgan Love  
NC Fusion Foundation  
Palmer McIntyre  
Pam DiDonato  
Paula Pile Psychological Consulting  
Rebecca & Daniel Astrup  
Rebecca Eller  
Serena Duncan  
Susan Dailey  
The Servant Center  
Thomas McKenna  
Tommi Alyse Pait  
Tricia Faircloth  
Valerie Bryan  
William T. Furjanic Jr.

## UP TO \$100

Alan Cooper  
Alexander Ricketts  
Alexandria Thompson  
Amanda Lehmert Killian  
Andrea Becker  
Andrea Willoughby  
Andrew J. Young  
Angela Dant  
Angela Michos  
Ann J. Cahill  
Anne Sparks-Baumgartner  
Antoine Bergantino  
Ashley Phipps  
Autumn Deese  
Barika Barboza  
Bill Wright  
Bonnie Meyer  
Brian Heller  
Bridget Gwinnett  
Cara Pounds  
Carey Smith  
Carmen Deese  
Carol Frank  
Carole White  
Carter Boyles  
Cary Ann Root  
Charity Pierce  
Charles Goodrich  
Chris Crites  
Christopher Kiser  
CiCi's Pizza  
Cindy Beck  
Courtney Pope  
Cynthia Shaner  
Danielle Crosby

David Robinette  
Davida Horwitz  
DeAnna Hay  
Deborah Mattes  
Don Thompson  
Donnie Thompson  
Ebony Burnett  
Elissa Schroeder  
Elizabeth Nee  
Ellyn Kramer  
Eric Davis  
Eric Proulx  
Family Life  
Frenchella Strickland  
FV & DE Encarnacion  
Gail Clements  
Gail Williams  
Gary Gartner  
Genette R. Irlbeck  
Heather Adams  
Holly Bessey  
Hope Thompson  
Ilene Fisher  
Isaiah Thompson  
Ivey Ghee  
Jacqueline Yourse  
Jamonica Rolle  
Janice Penn  
Jeannie & Lee Proctor  
Jeff Stenberg  
Jenna Gerber  
Jennifer Reich  
Jocelyn Martich  
Joe Simpson  
John Wolfe  
Josephine Gorman  
Joyce Wes  
Judith Dodge  
Judy Pellarin  
Julia Ridley Smith  
Julie LeMond  
Karen Ann Brudnak-Slate  
Kate Sabella  
Katherine Dorsey

Katherine Miller  
Kathryn Beam  
Kathryn Ely  
Kathryn Maroney  
Kathy Newsom  
Kathryn Corey  
Kelsie Bowser  
Kenneth Gruber  
Keri Jones  
Kristin G. Vaughn  
Kristine Barnette  
Kurt Palmer  
Lakeisha Barnes  
LaKeisha Ward  
Leland Thompson  
Levi Thompson  
Lin Story-Bunce  
Lonnia Beam  
Lori Reed  
Louis Allen  
LouMecia Staton  
Makenzie Thompson  
Manda Ridsen  
Margery D. Kiehn  
Mary Bryan-Stewart  
Mary E. Amundson  
Mary Jo Abinader  
Meagan Dewan  
Melanie Garner  
Melanie Pittman  
Melea Rose-Waters  
Melissa Fleming  
Melissa Hassard  
Melissa Martin  
Melissa Webb  
Michael Hyland  
Michelle Makenin  
Miriam Vines  
Molly Logan  
Monica Hunt  
Nailed It  
Naleigh Thompson  
Nicole S. Adams  
Nicole Pietrantoni  
Noelle Barlow

PJ Whiskeyman  
Quakish Williams Liner  
Rachael Parente  
Rachael Robinovitz  
Richard White  
Rina Bryant  
Robert & Linda Gil  
Robert Hampton  
Rosa Cambridge  
Rose Ann McLelland  
Ross Emery  
Sara Herrity  
Sarah Bianco  
Saul Berenthal  
Stacey Robinette  
Stephanie Mardis  
Stephen Edgerton  
Sue Spidell  
Susan Eubanks  
Susan Fannin  
Taleeka Jones  
Tami Kress  
Teresa Chandler  
Thea DeLoreto  
Tim Baum  
Timothy Crotts  
Tracy Clark  
Tracy Fulk  
Velina Hammond Ebert  
Veronica Salvador  
Vicki Strayer  
Victoria Jessup  
Wendy Jones  
William McKinley

## GIFTS MADE IN HONOR OF:

Amanda Ireland Ward  
Jenny Boyles  
Lindy Beauregard  
Louis Koonce Jr. & Ethel M. Koonce  
Patricia Myers  
Robin Copeland

## GIFTS MADE IN MEMORY OF:

Alyssa & Georgia Graves  
Cary Root  
Holly Copeland  
Robert & Carolyn Deese  
The Afro-Science Kid  
The Children of Guilford County

**“I have someone who cares about me and listens to my needs. I thank God for the Kellin Foundation.”**  
- Client

**THANK YOU!**



## CONTACT US

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Facebook & Instagram: @KellinFoundation

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**"KELLIN FOUNDATION HAS  
NEVER GIVEN UP ON ME."  
- CLIENT**