



ANNUAL IMPACT REPORT 2020

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FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT



The Kellin Foundation team entered the new decade with great optimism and a collective commitment to flawlessly execute our strategic plan. We soon learned that 2020 had different plans in store for all of us that would test individual, organizational, and community resilience like never before.

This report highlights how the Kellin Foundation adapted to serve the growing behavioral health needs of Triad residents during the COVID-19 pandemic. **In 2020, we served 34 percent more children, adults and families than in 2019.** This was made possible by your continued support for bringing high-quality, evidence-based services to our neighbors who otherwise would not be able to afford them.

In 2020, we learned to adapt and to pivot on a daily (sometimes hourly) basis to show up for community members who needed us. We challenged our own assumptions about what was possible in order to be more responsive to community need while proactively identifying new ways to serve.

Over the March 13 weekend, our team shifted all services to telehealth so clients would have access to services without disruption. While some may prefer in-person sessions, many have expressed that telehealth has eliminated barriers to on-site services, including challenges around transportation and childcare. We continue to operate via telehealth today with plans to offer clients the flexibility to receive services in-person (when it's safe to do so) or online in the future.

In April, we launched “Virtual Villages” to support those most impacted by the stress and isolation caused by the pandemic. Throughout the year, we held dozens of sessions to bring together and support first responders, health care professionals, behavioral health professionals, teachers, parents, students, cancer patients and more.

Peer support groups moved online. Certified peer support specialists continued providing safe places where adults with mental health and/or substance use concerns could build confidence and well-being. We expanded online offerings, launching support groups for cancer patients and for adults who have lost family members to gun violence.

As COVID-19 and ongoing racial injustices heightened awareness of historical and collective trauma, Kellin Foundation conducted numerous online trainings about preventing and healing trauma, reaching broader audiences than ever before. New relationships and opportunities for increased impact continue to evolve.

"The Kellin Foundation has truly helped me gain the tools and resources I need to heal and move forward in my life."

- Kellin Foundation client

Events also took on a new flavor. Pinwheels for Prevention, our signature event to bring awareness and action to preventing child abuse, moved online. Our fourth annual Journey to Brave Fundraiser, Auction, and Benefit in September was a smashing success as a result of our committed Board, staff, volunteers, and change makers like you.

In recognition of our 2020 impact, the Kellin Foundation was named the *2020 Nonprofit of the Year* by the Guilford Nonprofit Consortium and the Volunteer Center of the Triad. In a year when so many nonprofits were stretched to meet their mission, we were honored and humbled to receive this award.

There is much work ahead as we learn from this year and continue to build a resilient community, state and nation. We are grateful for your continued support to make sure we can continue delivering much-needed services in 2021 and beyond.

Dr. Kelly Graves
Executive Director and Co-Founder

Carmen Deese
2020 Board President

2020 Board of Directors

Carmen Deese - Board President
Altium Packaging

Dr. Kelly Graves
Executive Director, Kellin Foundation

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2020 HIGHLIGHTS

Recognition for Service Excellence

Our team continued building our reputation as a key provider of high-quality, evidence-based behavioral health services to those in need.

Kellin Foundation's designation as a National Child Traumatic Stress Network (NCTSN) Community Treatment and Services Center – one of only about 100 centers nationwide – gives our team the ability to engage with a national network of practitioners who specialize in preventing and healing trauma. Our team has access to the latest research and best practices for treating trauma, which we leverage with clients in every session. We have also share this expertise with Traid-area practitioners to help grow capacity within our community.

In addition to serving 34 percent more clients in 2020, our retention rate for clients remains far above industry standards. National studies show that only 20-67 percent of clients with post-traumatic stress, substance use, or trauma-focused cognitive behavioral disorders return for services after an initial visit. In comparison, 72.8 percent of Kellin Foundation's clients return for services.

The Kellin Foundation also received external recognition for service excellence. The organization was selected from 85 nominees for the *2020 Nonprofit of the Year* award from



the Guilford Nonprofit Consortium and the Volunteer Center of the Triad in November 2020. We also received the *Best Counseling Service* award in the Greensboro News & Record's Readers' Choice contest in October 2020. Our Executive Director, Dr. Kelly Graves, was one of three *Remarkable Women of the Triad* finalists by WGHP-TV.

"The Kellin Foundation has been a lifeline for me since I lost my job and all my benefits this year. Everyone has been so kind and professional and extremely helpful."

- Kellin Foundation client

Building Our Capacity to Serve

The Kellin Foundation continued the trajectory of growth and expansion it has enjoyed since its launch in 2013.

We hired five staff members who bring expanded expertise to our team. Two staff members became nationally certified trauma specialists. Eleven interns worked under staff supervision, which gave Master's level students the opportunity to learn from seasoned clinicians while enabling our team to provide more high-quality services.

In 2020, our physical footprint also expanded. We rented 1,000-square feet of additional space at the 2110 Golden Gate Dr. property, and renovated the building in order to optimize the space. One part of the space is now designed specifically for use by children and adolescents, and we added an art therapy room and larger group meeting space. Staff developed and executed a "Safe at Kellin" re-entry plan so we could meet our mission while protecting the health of clients and staff.

In addition, we recruited eight new members to serve on the organization's Board of Directors, almost doubling the size of the Board.



Building Resilient Communities

As public consciousness about healing trauma and building resilience intensified in 2020, our team engaged in systems level efforts to build resilient communities.

In Guilford County, the Kellin Foundation started mobilizing community partners as part of the Resilient Guilford Network. This effort brings together agencies, organizations, businesses, faith communities, and collaboratives to build and execute a vision to ensure *all* community members are safe, valued, connected, and able to thrive.

We also started a Forsyth County project that centers family voice and experiences in the development of strategies to prevent adverse childhood experiences (ACES), heal trauma and build resilience.

We continue to work at the state level with a variety of organizations to think about what's needed to build a resilient North Carolina. To all of our work, the Kellin Foundation team brings a trauma-responsive, racial equity centered, and pandemic-sensitive framework.

Focus on Youth Development

The Kellin Kids program offers children ages five to 18 the opportunity to be part of something bigger than themselves in service to the community, while also growing leadership skills and making new friendships. In February, almost 30 youth and families made care packages for our unhoused neighbors. Kellin Kids continued to meet by Zoom for the remainder of 2020, including a virtual Kellin Kids Summer Camp in July. In the fall, Ben & Jerry's at the Friendly Center developed a "Kellin Kids Creation Sundae" with proceeds supporting the program.



"My life has been changed because of the Kellin Foundation and I cannot express in words how amazing and helpful my therapist is. She is patient, she listens, and gives amazing advice. The women working in the front office are also extremely kind and patient. This office is amazing and I recommend it to anyone."

- Kellin Foundation client

New and Expanded Partnerships

Central to our mission is building and nurturing authentic partnerships to better serve the community. We continued to strengthen the Community Response Initiative (CRI), which includes a network of 30 plus providers working together to connect children, adults and families who have been exposed to trauma to needed care and resources. We started working more closely with Guilford County Schools on a variety of initiatives, and with numerous organizations seeking to build trauma-informed approaches into their everyday operations.

2020 BY THE NUMBERS

99%

of all services were provided to people who were uninsured or underinsured.

862

adults with mental health and substance use disorders served by Helping and Empowering All Survivors (HEALS.)

98%

of HEALS clients report overall decrease in use of drugs or alcohol or improved control.

1,779

children provided sessions with through nationally recognized Treehouse program.

685

people served by High Risk Mental Health Team.

1,344

children served by the Child Response Initiative victim advocates.

34%

more people served in 2020 than last year.



KELLIN
FOUNDATION

Nonprofit of the Year

Guilford Nonprofit Consortium

Best Counseling Service

News & Record Reader's Choice Awards

FINANCES IN FOCUS

Highlights

- Kellin Foundation had another strong financial year in 2020.
- Grant revenue increased by more than 40 percent over 2019.
- The vast majority of Kellin Foundation revenue is used to pay staff, allowing us to provide free services to 99 percent of our clients.
- Figures below are pre-audited and preliminary.

Revenue

Individual Gifts and Sponsorships	\$	75,812
Service Fees	\$	1,500
Indirect Cost Reimbursements	\$	77,936
Grant Funding Sources	\$	1,177,158
Total	\$	1,332,406

Expenses

Personnel	\$	891,369
Facilities and Equipment	\$	49,003
Supplies and Materials	\$	27,687
Furniture*	\$	26,194
Event Space/Catering/Travel	\$	13,854
Utilities/Telecommunications	\$	9,779
Purchased Services	\$	14,817
Advertising and Printing	\$	4,024
Other	\$	85,229
Total	\$	1,121,956

Income **\$ 210,450**

* One-time expense due to office renovation and expansion.

Grant Funders



Kellin Foundation adheres to GuideStar best practices for nonprofits.

SPONSORS & DONORS

A million thanks to the following donors who gave \$100 or more in 2020. This list includes the donors that provided cash donations. We also appreciate the many generous donors who provided in-kind or item donations throughout the year.

\$5,000+

The Dew It Fund
Jeanie & Clinton Ireland

\$2,500 - \$4,999

Dwight & Lisa Crotts
David & Liz Johnson
Zeke Vantreesee/Green City Goods

\$1,000 - \$2,499

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Cemala Foundation
Gate City Advisors
Greensboro Police Department
Intelligent Visibility, Inc.
Pilar Powell (Keller Williams)
Wesley & Lorrie Reid

\$500 - \$999

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NAMI Guilford
Rebecca & Daniel Astrup
Rebecca Eller
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\$250 - \$499

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\$100 - \$249

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\$100 - \$249 (cont.)

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