



Caring For Others, Inc.

A Human Services Organization

2021 ANNUAL REPORT

Something special happens when...

WE ALL CARE



*When we care for others together,
we can **change the world** and eradicate poverty.*

Our Mission, Our Purpose

Giving a Voice to the Faces of Poverty

Caring For Others Inc., (CFO) is an International Human Services organization that seeks to eradicate poverty through feeding, education, clothing, and housing individuals and families around the world.

CFO is committed to giving those in need a chance to live with dignity by restoring hope and providing the tools and resources required to break the cycle of poverty and ultimately sustain the overall improved quality of life.

MESSAGE FROM THE PRESIDENT



Welcome to the Caring For Others family!

In 2021 we had a few challenges that impacted both our giving efforts and our internal structure at Caring For Others; still we were still able to have a fruitful year. We started 2021 by focusing on our Outreach Ministry, building new relationships, expanding our overseas missions, and developing stronger partnerships with local churches and agencies. With that said, we developed and launched the South Atlanta Food Bank. Through these new partnerships, we were able to assist more than 84,000 households — the equivalent of 336,372 individuals and distributed over 2.6 million pounds of food.

Last March, Caring For Others heeded the call of those tragically affected by the tornado disaster in Newnan, Georgia. We were able to deliver two full truckloads of products to those in need, and directly impacted two families of five with donations of \$2,500 each. By partnering with the Convoy of Care, our media partnership for community support with WSB-TV, we also secured a mass of volunteers from civic and law enforcement to collect donations.

August 2021 brought in Hurricane Ida, a very devastating hurricane on the Gulf Coast, displacing thousands of families, and their homes. This hurricane disaster called for the assistance of Caring For Others like none other before. Once again, our partnerships proved to be an anchor for support in this heavy time of need. By working with Thrive New Orleans and multiple donors, we were able to send five trucks of food and clothing to the Louisiana area, while also supporting many other communities along the Gulf Coast.

2021 was a year of growth and renewed perspective — full of insight that reinforces the critical importance of our mission. We established much-needed corporate partnerships which bolstered our presence internationally and touched the lives of thousands. I often tell people that Caring For Others is divinely different. These

developments have reinforced our mission of leading the charge to end poverty through our giving platforms.

Looking ahead to 2022, I am encouraged by the unbridled passion, creativity, and hard work of our Board. Because of their commitment to service, I am confident that we will accelerate our momentum and achieve more in 2022 and beyond. No man can walk this life alone. It is only with the help of genuine people, that we can eradicate poverty around the world. One of my largest visions has always been to continue the annual **"International Poverty Forum"** and I am proud to say that we hosted our third IPF at Porsche North America Headquarters on March 4, 2022. To learn more about this year's event or to get involved in the 2023 International Poverty Forum (<http://internationalpovertyforum.org/>).

As we embark upon our 22nd year of Service, I charge each of you to think BIG and dream BIGGER! This year, we can give more kindness, more charity, more love, more hope and above all MORE FAITH around the World. It all begins with you.



In God's Love,

Eslene Richmond-Shockley
President, CEO,
and Founder
Caring For
Others, Inc.



*Caring For Others South Atlanta Food Bank Grand Opening
Featuring Mark Winne and Convoy of Care partner, WSB-TV*



He said to him the third time, "Simon, son of John, do you love me?" Peter was grieved because he said to him the third time, "Do you love me?" and he said to him, "Lord, you know everything; you know that I love you." Jesus said to him, "Feed my sheep."

- John 21:17

FEED MY SHEEP



FOOD BANK LAUNCH

The need for food is something that most of us pay little mind to, but the issue of food insecurity is rapidly on the rise. Many people, both individuals and families, do not know where or when their next meal will be. Caring for Others fulfilled a dream of Eslene Richmond-Shockley, CEO, 20 years in the making, in 2021 with the opening of the South Atlanta Food Bank. With the COVID-19 pandemic sweeping the globe, more and more people find themselves out of work and out of food.

Even before the pandemic, food insecurity was on the rise, but the unprecedented events the world has faced the last few years has forced that number even higher. One in nine Americans struggle with hunger and internationally, that number is a devastating one in three. Sadly, many people are struggling to get by due to being underemployed. Their jobs disqualify them for many assistance programs, but they do not have enough money to provide food for themselves or their families.

The South Atlanta Food Bank provides desperately needed food and grocery assistance to its partner agencies to aid communities in need in the Atlanta metro and even abroad. The South Atlanta Food Bank is love in action. Through this and other partnerships, Caring for Others assisted over 86,421

households — the equivalent of 356,871 individuals and distributed over 2.6 million pounds of food. Taking to heart the message of *John 21:17* where Jesus implored Peter to, "Feed my sheep," Caring for Others is honored to provide this much needed service to those who need it most.

INCREASE IN FOOD DISTRIBUTION

The need for food assistance is a rapidly growing problem both locally and abroad. With the USDA predicting that food-at-home costs will increase between 1.5 and two percent, Caring for Others has been taking a pro-active approach and preparing to meet those needs. Food away from home is expected to increase between three and four percent. While those percentages may seem infinitesimal on the surface, to some families, it is too big of an increase to overcome and can result in either too little food to be properly nourished or no food at all.

With global supply chain issues already affecting millions, the situation is grim. In 2021, no food categories decreased in price compared with 2020. Caring for Others has seen a marked increase in demand for food assistance. Thanks to the hard work and dedication of workers, partners, donors and sponsors, Caring for Others distributed over 2 million pounds of food in 2021.



... does not oppress anyone, but restores to the debtor his pledge, commits no robbery, gives his bread to the hungry and covers the naked with a garment, ...

- Ezekiel 18:7



The CareLoft, Atlanta's Hidden Treasure

COVER THE NAKED WITH CLOTHING



CLOTHING MINISTRY

Ezekiel 18:7 implores us to think of others and meet a need when we see it. The last part of the verse commands us "...but gives his food to the hungry and provides clothing for the naked. Caring for Others seeks to fulfill this commandment. One way we meet this commandment is through [The CareLoft](#). Also known as "Atlanta's Hidden Treasure" the store provides first quality, name brand apparel, footwear, accessories, toys, furniture, and household goods at 50-90 percent off retail prices with proceeds going toward Caring for Others.

In 2021, The CareLoft had record sales allowing greater outreach than ever before. The revenue generated helps us to, in turn, clothe those who cannot afford to do so. Through projects like this along with donations and partnerships, in 2021, Caring for

Others provided 2,530 families with furniture and distributed 1,700 coats. Each purchase of clothing and merchandise helps us fight to eradicate poverty one sale at a time.

TORNADO ASSISTANCE

Caring for Others is an organization that believes in action and not just rhetoric. When a natural disaster causes chaos and devastation, Caring for Others is the steady presence ready to bring comfort and as much stability to those affected as possible. In March 2021, when a tornado ripped through Newnan, Georgia, we were ready and able to deliver two full truckloads of products to those in need. Two families of five each received \$2,500 due to donations. Partnering with Convoy of Care and WSB-TV, dozens of civic and law enforcement volunteers collected donations.

When Hurricane Ida ravaged the Gulf Coast in August displacing thousands of families and destroying homes, Caring for Others and its partners joined together for aid. Five trucks of food, clothing and furniture were dispatched to the area. In December, a violet long-tracked tornado produced catastrophic damage across 11 counties in Kentucky and 56 people lost their lives. With help from Caring for Others and the [Convoy of Care](#), disaster relief supplies were distributed to those affected including necessities such as bottled water, diapers, and other items.

CHRISTMAS DONATIONS

For those experiencing food and clothing insecurity, the holiday season can be overwhelming. When people cannot provide even the most basic necessities for themselves and their families, something as simple as a single gift for a loved is an extreme luxury.

Through its [Community Holiday Giving](#) program, Caring for Others seeks to lift that burden for those who need it the most. With the distribution of toys, clothes, food, household goods and other items to hundreds of families who may not be able to provide a meal or warm clothing for their families during the winter, Caring for Others puts *Ezekiel 18:7* into action.



*The 2022 International Poverty Forum
Featuring Amy Grant, Deion Sanders and Tim Tebow*



There need be no poor people among you, for in the land the Lord your God is giving you to possess as your inheritance, He will richly bless you.

- Deuteronomy 15:4

INTERNATIONAL POVERTY FORUM

CARING FOR OTHERS, INC.

Caring for Others' mission is to eradicate poverty and the ills that it brings both here in the United States and across the globe. It is an ambitious goal that cannot be completed alone. With this in mind, Caring for Others hosts the **International Poverty Forum** — an annual "think tank" of sorts that brings together brilliant minds from all corners of the world to discuss the needs of the less fortunate and develop solutions-based ideas on how to defeat the monster of poverty.

Focusing on the six key areas of food insecurity, clothing insecurity, shelter and homelessness, education, physical and mental health and employment and financial stability, the forum brings together panelists from every walk of life including celebrities, foreign officials, company leaders, and United Nations directors. *Deuteronomy 15:4* says, "There need be no poor people among you, for in the land the Lord your God is giving you to possess as your inheritance, He will richly bless you." The International Poverty Forum seeks to honor that direction. When the people of the world gather together with the aim of producing real change and acting on the ideas they create, poverty can and will be finished.

Sponsors included Fortune 1000 brands including **Budweiser**,

UPS, Truist, Trulieve, Good360, Georgia Power, Chick-fil-A, Regions Bank, Global Payments and more.

Sanders, an eight-time Pro Bowler, and two-time Super Bowl champion, is the only player to have played in both a Super Bowl and World Series. Currently, he is the Jackson State University football team head coach. **Tebow** is a two-time NCAA national champion, Heisman trophy winner and first-round NFL draft pick. **Grant** is the first artist in Christian music to have a platinum record and has gone on to win six Grammy Awards. Both Tebow and Grant are well known for their philanthropic work supporting various charitable causes throughout the world.

We are blessed and honored to share as a result of our combined efforts, more than \$150,000 in addition to \$40,000 of in-kind donations were raised that will support our mission of restoring hope and dignity to families impacted by poverty.

Matthew 25:35-40 says: "For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me."

THE 2022 FORUM FEATURED:

College and Pro Football Hall of Famer
Deion Sanders

Christian and Pop Music Icon
Amy Grant

NY Times Best-selling Author and Heisman Trophy Winner
Tim Tebow

The Former Executive Director of the United Nations World Food Programme
Dr. Ertharin Cousin

Best-Selling Author
Janine Firpo

Former Foreign Minister Government Of Guyana
Carl Greenidge

President, Vertical Market Software Solutions of Global Payments
Frank Young

The day following the International Poverty Forum, Caring For Others hosted a community food and appliance distribution focused on South Atlanta's seniors in need. Several hundred families were granted with fresh food and basic household necessities in addition to more than 150 area seniors receiving new appliances, including refrigerators, washing machines and televisions.



SERVICE & GROWTH



Total 2017
households:
22,563

Total 2021
households:
86,421



Total 2017
individuals assisted:
130,372

Total 2021
individuals assisted:
346,871

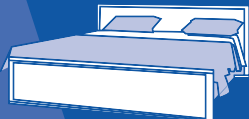


Total 2017
food distribution:
383,428 lbs.

Total 2021
food distribution:
2,645,318 lbs.



Number of
coats distributed:
1,700



Number of families
receiving furniture:
2,530



Number of families
receiving financial assistance:
65



Number of families
receiving disaster relief:
7,500



Number of families
assisted overseas:
6,250

2021 HIGHLIGHTS

*COVID-19
(continues)*

*Amazon
Partnership*

*South Atlanta
Food Bank
Opening*

*Donated Panel
Truck*

*Improvements
to Warehouse II*

*CareLoft
Records Sales!*

*Georgia State
of Hope Grant*

BALANCE SHEET

ASSETS	12/31/2021	12/31/2020
Current Assets		
Cash/Checking	178,284.85	139,639.80
Inventory	4,193,312.20	4,823,375.99
Total Current Assets	4,371,597.05	4,963,015.79
Fixed Assets	2,079,915.63	1,974,824.75
TOTAL ASSETS	\$ 6,451,512.68	\$ 6,937,840.54
LIABILITIES		
Current Liabilities	55,802.34	45,658.25
Long-Term Liabilities	1,769,280.54	1,738,195.51
TOTAL LIABILITIES	\$ 1,825,082.88	\$ 1,783,853.76
EQUITY		
Business Equity	1,697.77	1,697.77
Owners Equity	5,152,289.01	4,695,891.56
Net Income	(527,556.98)	456,397.45
TOTAL EQUITY	\$ 4,626,429.80	\$ 5,153,986.78
TOTAL LIABILITIES & EQUITY	\$ 6,451,512.68	\$ 6,937,840.54

STATEMENT OF INCOME

INCOME	2021	2020
CareLoft	955,063.79	376,467.07
Individual/Agency/Corporate/Foundation Donations	668,405.90	540,399.14
Events	—	—
Other	23,400.00	36,176.16
TOTAL INCOME	\$ 1,646,869.69	\$ 953,042.37
COST OF GOODS SOLD		
CareLoft	70,167.54	17,745.83
GROSS PROFIT	\$ 1,576,702.15	\$ 935,296.54
EXPENSES		
Professional Fees	400,890.29	270,269.80
Supportive Services	283,561.93	301,614.89
Labor/Payroll	307,793.52	95,368.37
Interest - Mortgage	95,246.91	145,332.02
Utilities	84,656.86	44,420.68
Other	289,108.02	152,608.92
TOTAL EXPENSES	\$ 1,461,257.53	\$ 1,009,614.68
NET INCOME	\$ 115,444.62	\$ (74,318.14)
Total In-Kind Income	4,161,336.01	7,400,901.85
Total In-Kind Expenses	4,804,337.61	6,870,186.26
NET INCOME: IN-KIND	\$ (643,001.60)	\$ 530,715.59
TOTAL NET INCOME	\$ (527,556.98)	\$ 456,397.45



Eslene Richmond-Shockley

*Founder, President & CEO
Caring For Others, Inc.*

Ashley Robertson

*Recording Secretary
Account Manager, PakSouth*

Tyrone Webb, Jr.

*Sr. Director, Strategic Sales Initiatives
of North America and APJ Skillsoft*

Dr. Gilles A. LaMarche

*VP, University Advancement
Life University*

Binh Lee

*Catering Director
Saigon Restaurant Group*

Crystal D. Khalil

*Chairwoman
President, Crystal Khalil & Associates*

Yvette Cook-Darby

President, Doyenne Coach

Meagan Howell

*Vice President & General Manager
Uptempo*

Keith Landers

Independent Consultant

Aidoo Osei

*Vice President, Global Product & Innov.
Global Payments Inc.*

MESSAGE FROM THE BOARD CHAIR



Caring For Others, Inc. is determined to lead the discussion and action of eradicating poverty globally. We are bound and committed to addressing the direst challenges facing our communities — food & clothing insecurity, homelessness, education, physical & mental health, employment & financial instability.

Now, more than ever, we are firmly committed to giving a voice to the faces of poverty and serving the underserved in humility and excellence. This is no small feat and the recent political climate, financial crisis, and global pandemic have exacerbated old problems and created new concerns for the future.

According to the USDA, food-at-home costs are expected to increase between 1.5 and 2 percent, and food-away-from-home prices are expected to increase between 3.0 and 4.0 percent in 2022. The beef and veal category has had the largest relative price increase (8.7 percent) and the fresh vegetable category the smallest (0.9 percent). No food categories decreased in price in 2021 compared with 2020 and 2022 is not demonstrating improvement so far.

Global supply chain issues have caused unprecedented and simultaneous shocks to supply and demand that impacted the entire supply chain and caused significant shifts in demand patterns. This has further limited access to fresh food and vegetables for impoverished communities already living in food deserts.

In this 22nd year since our founding, I am excitedly optimistic to increase our global reach, exposure, and access to resources that serve our most vulnerable communities. Despite the global challenges of the last few years, 2021 was our most impactful. We distributed over 2 million pounds of food, strengthened, and increased our network of donors, sponsors, and nonprofit partners enabling us to reach more families in need.



A special congratulations to our amazing President and CEO, Ms. Eslene Richmond-Shockley for being honored with a United States Presidential Volunteer Service Award amongst other prestigious recognitions. Our progress on these difficult issues would not have been made possible without her servant leadership and sacrifice. She has taken the organization to new heights and established Caring For Others firmly at the helm of the conversation on eradicating poverty. I am looking forward to joining forces with our generous donors, committed supporters, and trusted advisors to magnify our collective impact that has stemmed from the extremely successful, 2022 International Poverty Forum.

It is my privilege and honor to continue serving beside the Caring For Others exceptional Board of Directors, Senior Leadership, consultants, nonprofit partners, and staff to be a force for good in the community. On behalf of the Caring For Others Board of Directors, I want to thank all volunteers, donors, and community supporters for being our destiny helpers in this time.



Keep shining your light.

Crystal D. Khalil
Chairman of the Board
President,
Crystal Khalil
and Associates





Caring For Others, Inc.

A Human Services Organization

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