



2023 ANNUAL REPORT



OUR MISSION & VISION

Kind Souls Foundation's mission is to provide thorough emotional support to those navigating the unexpected reality of a work-displacing healthcare event, with groups of volunteers who offer callers compassionate listening and valuable information to local resources.

Our vision is to cultivate a central line of support equipped with emotional and tangible resources that illuminates the mental health impact of job displacement.

MAJOR MILESTONES

January

- Partnered with **Ametros** to launch our services to their 18,000 members, marking a significant step in expanding our reach and supporting displaced workers nationwide.

March

- March 21, 2023 - **Workers' Compensation Research Institute (WCRI) Conference, Phoenix, AZ**: Hosted our first "**Cocktails and Connections: Networking For A Cause**" event, introducing Kind Souls Foundation to key stakeholders in the workers' compensation space.
- **First Caller**: Received our first call, a pivotal moment that brought our mission to life and affirmed the importance of our services.

Spring-Summer

- Established two key initiatives to enhance community and partner engagement:
 - **Ambassadors Subcommittee**: Industry leaders and/or visionaries who represent our mission, values, and initiatives by building partnerships through community engagement and fundraising efforts
 - **Mission Supporter Subcommittee**: Individuals that contribute to our mission by actively spreading awareness in their networks to sustain the success of the organization.
- Advanced our employer framework by meeting with a large trucking company in Utah to explore integrating our services into their employee benefits offerings.

June

- June 7-9, 2023 - **New York Self-Insurers Association (NYSIA) Conference, Gideon Putnam, Saratoga Springs, NY**: Represented Kind Souls Foundation, showcasing our mission and forming connections to support displaced workers in New York.

August

- August 21-23, 2023 - **Workers' Compensation Institute (WCI) Conference, Orlando, FL**: Hosted our second "**Cocktails and Connections**" event, building momentum and fostering valuable relationships.
- Launched the inaugural "**Kindness in Motion 5K**", a remote fundraising event that united supporters across the country in spreading kindness while promoting wellness.

September

- September 20-23, 2023 - **National Comp, Las Vegas, NV**: Held our third "**Cocktails and Connections**" event at Rí Rá,

November

- November 6-7, 2023 - **Texas PRIMA, Galveston, TX**: Expanded our presence in the public risk management sector by connecting with professionals and exploring collaborative opportunities.

DONOR IMPACT STATEMENT

Our donors' contributions directly enabled:

- **51 Listening Sessions**, including **47% repeat callers**, demonstrating the value of ongoing support.
- Distribution of **24 tangible resources** to those navigating complex challenges.

Every dollar donated brings us closer to creating a compassionate community for those affected by job displacement.

FINANCIAL SUMMARY

In 2023, Kind Souls Foundation maintained a strong financial position, driven by generous donations and prudent operational management. Here's a closer look at our income, expenses, and impact:

INCOME OVERVIEW

Total Donations and Receipts: \$150,964.41

Top Contributions:

- JAG Source: \$108,000
- Jones Jones: \$5,000
- Price Chopper: \$3,000

Additional Notable Donors:

- California Pallet Mill (CPM): \$1,200
- Alex Dell Law Firm: \$1,000
- Gain Life: \$1,000
- Ametros: \$750

Grassroots Giving:

- Contributions under \$100 totaled \$20,939.84, highlighting the broad base of community support for our mission.

EXPENSE BREAKDOWN

Total Operating Expenses: \$114,836.76

Major Expense Categories:

1. Team & Operations:

- Contractor Compensation: \$76,159.60
- Professional Services: \$3,850 (legal, consulting, etc.)

2. Outreach & Growth:

- Advertising and Marketing: \$5,733.77
- Conferences and Associations: \$1,140.00

3. Travel and Logistics:

- Travel and Lodging: \$15,051.34
- Transportation (Car Rentals, Tolls, etc.): \$455.81

4. Administrative Costs:

- Office Supplies: \$929.09
- Software and Security Systems: \$6,215.96
- Printing and Mailing: \$3,870.15

NET POSITION

- Net Surplus: \$36,127.65

IMPACT IN 2023

51 Listening Sessions: Providing a compassionate ear to callers.

47% Repeat Callers: Reflecting the ongoing trust in our support system.

24 Tangible Resources Provided: Assisting individuals with actionable steps.

Feedback Highlights:

"This resource is so helpful."

"I usually feel re-centered and focused after these talks."

"I'm glad to know that I didn't have to go anywhere and can do this at home."

"I feel like I'm being redundant, but it feels so good to get things out and talk about them."

LOOKING AHEAD TO 2024

Kind Souls Foundation is poised for an exciting year of growth, innovation, and enhanced impact. The Vision 2024 Roadmap outlines key objectives and goals to strengthen our operations, expand outreach, and amplify our mission.

INTERNAL ENHANCEMENTS

Strengthening Operations

- Launching a structured scheduling system to streamline call coverage and volunteer coordination.
- Implementing the 3-3-3 Follow-Up Strategy to ensure consistent support and engagement for callers.
- Standardizing the use of the iCarol system, including data recording, contact forms, and follow-up processes.

Expanding Volunteer Resources

- Developing a robust training program covering call handling, resource management, and system usage.

EXTERNAL INNOVATIONS

Elevating Our Visual and Messaging Identity

- Redesigning documents to create a cohesive visual and messaging strategy, including refreshed Tiers of Giving and One Pagers for employee and employer engagement.
- Collaborating with design experts to address website and document inconsistencies.

Strategic Marketing and Outreach

- Expanding the Cocktails and Connections series by providing detailed hosting guides and increasing event visibility through strategic marketing.
- Launching an Employer Implementation Guide, making it easier for companies to introduce Kind Souls Foundation as a benefit for their employees.
- Launching the COMPassion Podcast to extend our message and resources to a broader audience.

Community and Board Development

- Further engaging Ambassadors and Mission Supporters by better defining roles and creating meaningful opportunities for involvement.

EXPANDING FINANCIAL SUSTAINABILITY

Grant Writing and Sponsorships

- Evaluating grant-writing efforts and exploring retainer options for consultants like Terri Colone to ensure continuity and effectiveness.

Employer and Donor Engagement

- Strengthening partnerships with employers to drive more calls and introduce Kind Souls Foundation to larger workforces.
- Building co-sponsored materials and handouts to enhance employer involvement and engagement.

OUR COMMITMENT TO EXCELLENCE

2024 will be a year of deliberate growth as we refine our internal systems, build lasting partnerships, and empower more individuals navigating work-displacing healthcare events. With a focused vision and collaborative spirit, we are ready to achieve new milestones in service to our mission.

A SPECIAL THANK YOU TO OUR SUPPORTERS

Your generosity fuels everything we do. Whether through grassroots donations or corporate sponsorships, your contributions have directly impacted lives, creating a ripple effect of kindness and connection. We couldn't do this without you.