

For Our Common Good Is Bringing Attention To Unsung Heroes

The Backbone of Their Communities

Featuring Kelly Hamilton, Executive Director, KinderMourn LLC

Over the past year, communities have faced endless struggles with financial hardships and the loss of family, friends, and co-workers taking their toll on people's mental health. During these challenging times, people have relied more than ever before on the unsung heroes who are the backbone of their communities.

This past year has been difficult for our unsung heroes throughout the country. These unsung heroes, the backbone of our communities, are our local non-profit organizations, and they are critical to us all. For the most part, non-profits saw between a 5 to 10 percent drop in their revenue due to the temporary restrictions on fundraising last year, with 63% of non-profits reporting decreased funding due to COVID-19.

For Our Common Good is a Raleigh, NC non-profit whose mission is to bring attention to our unsung heroes.

KinderMourn Inc. is a non-profit based in Charlotte, NC, that provides counseling services to grieving kids and teens not only in Charlotte but the small surrounding towns, as well. During the past year, they've been fortunate enough to maintain their services, thanks to generous contributions from long-time donors.

Kelly Hamilton, the Executive Director of KinderMourn, Inc., spoke to Sherry Kelly, Executive Director of For Our Common Good, about their experiences this past year. *"We have been able to maintain our normal level of service thanks to our long-time generous donors. It is their assistance that has made it possible for us to not only serve kids and teens in Charlotte but in smaller communities nearby that don't have the resources that we provide. We realize there are so many small non-profits who have not been as fortunate. This is what makes For Our Common Good so helpful - bringing attention to the smaller non-profits - those that don't have long-time donors they can rely on. Most people don't realize that we are the only organization providing this service in Charlotte. It can put a strain on our resources, but we get creative and find solutions."*

More than ever, creative fundraising is a necessity for smaller non-profit organizations. Ms. Hamilton pointed out that from the very first lockdown last year, KinderMourn had the foresight to pivot to tele-services. This helped to continue counseling services while in-person sessions weren't allowed. Instead of their normal annual fundraising event, KinderMourn held a virtual event. This quick thinking helped keep their doors open, figuratively, to those in need during one of the most difficult times of their lives. Although they had their long-term donors to fill in the shortfall, they didn't have the option of forgoing their fundraising efforts. This wasn't always possible for smaller non-profits.

Sadly, many small non-profit organizations have been pushed to their limits this past year and have struggled to continue their great work. Join For Our Common Good and help them bring attention to these unsung heroes - the backbone of our communities.