

Mercy Mall – Executive Summary

Everyone deserves love and respect, especially in their hardest moments.

As Mother Teresa said, “If you judge people, you have no time to love them.”

Founded in 2011, Mercy Mall provides essential goods, such as clothing, household items, baby gear, toiletries, and more to individuals and families experiencing a crisis. These situations include such things as escapes from domestic violence, losing a home, house fires, etc. Mercy Mall provides these goods and services in a safe space free of judgment. They work every day to strengthen their mission of helping people in their greatest time of need and treating every individual they encounter with the love and respect they deserve.

Mercy Mall works with various stakeholders to provide more than just material items—they offer hope and dignity, empowering people to take the next steps toward self-sufficiency. Some of the other programs they offer include “Room for Change” where they provide a room redo for children who have been sexually assaulted in their rooms, “Cases of Hope” where they pack carefully curated items into suitcases for released inmates, as well as Back-to-School bags filled with clothing and shoes. Mercy Mall’s goal is to help the human spirit rebuild.

This Impact 100 grant will allow Mercy Mall to do the following:

- Secure a new space in Henrico County. Mercy Mall has spent 18 months working out of four storage units in Henrico, and this funding would enable them to create a permanent home to thrive and grow their programs. Having this home would ensure that individuals feel respected while reinforcing Mercy Mall’s reputation and permanence. With this new space, Mercy Mall forecasts a minimum of 20% increase in families they can serve. (Note: They serve around 200 clients a month from their Chesterfield location)
- Purchase a cargo van with the Mercy Mall logo to facilitate deliveries to higher-crime neighborhoods where most clients do not have transportation to pick up items.
- Hire and train additional staff to ensure sustainable programmatic support for expanded services.
- Procure and employ social media tools to enhance visibility, reach new donors and host new events with the goal of securing five new corporate sponsors to ensure long-term sustainability of Mercy Mall.

With this transformational grant, Mercy Mall can expand its mission of serving the community with love and respect. A new permanent space in Henrico paired with a Mercy Mall “wrapped” cargo van will show clients and stakeholders that Mercy Mall is a trusted and lasting resource for the Richmond community.