



# READY TO GROW

2022 ANNUAL REPORT

## FROM OUR LEADERSHIP



When we think about 2022 in its entirety, the word that comes to mind is *gratitude*. Support came to our organization from so many different directions, allowing us to expand programming significantly in Central Ohio, and lay the groundwork for national expansion.

**We are rooted in gratitude...**

**...for the parents, grandparents, caregivers and older siblings** who set aside time to show kids that we all have a role to play in making our community a kinder, more just, more connected place.

**...for the hundreds of classrooms, scout troops, youth groups, PTAs, and sports teams** who worked with us to show kids that it's always important to think about—and contribute to—our community.

**...for our generous donors, board members, staff team and volunteers** who believe so strongly in our mission and help us carry it out all year long.

**...for our gracious nonprofit partners** who work tirelessly every day in pursuit of their missions, finding inspiring new ways to ensure kids can be a part of the work.

**...for The Columbus Foundation and the Center for HumanKindness** and the three-year, capacity-building grant that allowed us to grow our impact from just over 3,000 child participants at the start of the grant period to more than 26,000 last year.

**...for the many corporate partners** that sponsored community events alongside Seeds of Caring, from Earth Day to our MLK Day of Service, and those that entrusted us to provide family-friendly service opportunities for their teams.

**...and for the kind kids** that show up day after day, time after time, to use their hearts, hands, and minds to better their community. Throughout the year, we were reminded again and again of the power of kindness and the capacity for kids to change our world.

We are grateful for the opportunity to work with so many people and organizations to build what our kids deserve: a world that is kinder, more just, and more inclusive than the one we live in today.

As we dive into 2023, the word that comes to mind is *readiness*. We are READY for all that's in store for the coming year, and we've already hit the ground running. We're prepared to reach new kids in new places (first up: Indianapolis!), to shape more hearts and minds into the kind of leaders our community needs, and to forge the strong, positive connections we'll need to accomplish so much. To get it all done, we'll need to deepen our partnerships with existing nonprofits, schools, families, and community groups — and we'll need to make new connections along the way.

Without a doubt, 2023 is going to be a pivotal year for Seeds of Caring as we pursue our dream of reaching more kids in more communities. As we look back, we're still grateful. And as we look ahead, we're optimistic, we're eager... and **we're ready**.

Warmly,

**Brandy Jemczura, MSW, LSW**  
Founder & Executive Director

**Candace Klepacz**  
Current Board Chairperson



### OUR MISSION

Seeds of Caring empowers kids to create a kinder community with their hearts, hands, and minds.

Kids provided **\$106,481** in material donations to our nonprofit partners!

### OUR VISION

A kinder, more connected world — led by our youngest generation.

## 2022 Board of Directors

**Victoria Selhorst**, JPMorgan Chase,  
Board Chair

**Kurt Thomas**, Medtronic,  
Board Vice Chair

**Candace Klepacz**, Pepper Construction,  
Board Secretary

**Sara Leech**, Heitmeyer Consulting,  
Board Treasurer

**Laura Baker**, WOSU Public Media

**Bozana Byers**, White Castle

**Crystal Files**,  
American Family Mutual Insurance

**Joe Fullenkamp**, Encova

**Nikhil Hunshikatti**, Gannett Media Inc.

**Jennifer Kerns**, JK Communications

**Rob Littleton**, CoverMyMeds

**Keri Macwhinney**,  
Crane Renovation Group

**Melanie Moon**, CF Bank

**Kobe Osei**, JPMorgan Chase

**Justin Parisi**, Fidelity Investments

**Emily Smith**, AEP

**Todd Walter**,  
The Joseph Group Capital Management

**Brandy Jemczura**,  
Founder & Executive Director

## The volunteer team that makes it all possible:

Our team of more than 100 volunteers poured their hearts and their time into Seeds of Caring programs in 2022, helping to organize and lead projects, serve as porch drop sites, deliver donations to nonprofit partners, prep supplies, and so much more. This talented, dedicated team delivered a volunteer value of \$30,000+ (as calculated by Independent Sector), significantly reducing our program expenses. To each of you, thank you! We simply could not do it without you.



# 2022 IMPACT

26,638 child participants\*

empowered to create a kinder community



800+ students inspired



to help their community through our 6-unit Kindness Corps program



8,349 books

collected to support youth literacy efforts



47,742 volunteer hours

contributed to the community



1,930 Buddy Boxes of food packed



for local children experiencing food insecurity



9,557 sack lunches

for hungry and unhoused neighbors



\$106,481 in material donations

to meet critical community needs



1,442 compassion kits



to support the community



54 local schools mobilized



to celebrate World Kindness Day in partnership with The Columbus Foundation's Center for HumanKindness



\*duplicated – some kids participated in one project, some participated in more  
#moreparticipationmoreimpact

98% of grown-up participants say Seeds of Caring programs **increased their kids' knowledge and understanding of community needs**

91% of grown-up participants say their kids **showed more initiative in making a difference in their community** after participating with Seeds of Caring

96% of grown-up participants say their kids **demonstrated empathy more frequently for others** after participating with Seeds of Caring

96% of nonprofit partners said Seeds of Caring **meets a real need for their organization**

and much more!



## LAUNCHING EVEN MORE KINDNESS:

### Growth beyond Central Ohio

At Seeds of Caring, we know that shaping our next generation of kind, empathetic, inclusive leaders — no matter where they live — is critical to creating a brighter future for us all.

Since our founding, we've had folks from all over the country reach out and ask us how they can get a Seeds of Caring chapter where they live. It's been our dream to make that happen — and now we're ready to make it a reality.

First up: Indianapolis. Since our Board of Directors took the diligent steps to identify Indy as our first expansion city, we've secured nine local Launch Board members, leaders who will be joining us from United Way of Central Indiana, The State of Indiana, Ascension St. Vincent Hospital and more. Our team of Indy Ambassadors—volunteers who will serve as porch drop spots, advocates, and more—are in place as well. We'll launch programming beginning this spring.

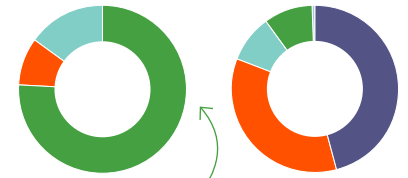
But Indy will hardly be the end of the road for Seeds of Caring. Our 10-year goal is to become the leading national nonprofit focused on youth service and volunteerism, opening doors for hundreds of thousands of additional youth to participate. We're ready if you are!

"I'm so excited to hear this! I'm originally from Columbus and have attended several Seeds of Caring events. Thank you for all you do — and thank you for expanding to share the love!"

—Marci, Indianapolis resident



## FINANCIALS



### Expenses (\$481,673)

PROGRAM SERVICES:.....	\$364,819
ADMINISTRATION & GENERAL:.....	\$43,994
DEVELOPMENT:.....	\$72,860

### Revenue (\$639,906)

INDIVIDUAL CONTRIBUTIONS*.....	\$296,862
FOUNDATIONS & GRANTS.....	\$223,512
EARNED INCOME.....	\$56,020
CORPORATE DONATIONS.....	\$61,196
OTHER.....	\$2,316

\* Seeds of Caring was the fortunate recipient of a generous, anonymous, one-time gift in 2022

"My wish is for Seeds of Caring to be everywhere so all the people in the world would be nice to each other and take care of each other."

—5-year-old child participant



"You created something amazing that really doesn't exist anywhere else. Without the options to give and programs geared toward kids, we're missing Seeds of Caring so much!"

—Erica, past participant who moved to Georgia





## KIDS LEADING KIDS IN KINDNESS:

### Our new Kid Leader program

If you attended any of our programs this year, you may have noticed some of our event co-leaders shrunk a few inches!

For several years, parents have been reaching out to ask “what’s next” for kids who were starting to age out of our traditional programs — many of whom had been with us for as many as five or six years. Seeds of Caring was listening.

In 2022, we launched the Kid Leader Program for young people ages 11-14. It was important to us to provide those kids an opportunity to grow as community leaders and change-makers, and they stepped up to the challenge beautifully. Our inaugural class of 30 kid leaders helped with In Person Events, gathered younger children in their neighborhoods to lead projects, met at our home office multiple times to prepare program supplies, and more.

As Brandy Jemczura, our Founder and Executive Director, says, “A lot of these kids have grown up with Seeds of Caring. Now, in their role as Kid Leaders, they get to empower younger kids to know they can make a difference too, just like them.”



“Seeds of Caring lets you make an impact bigger than most people think you can.”

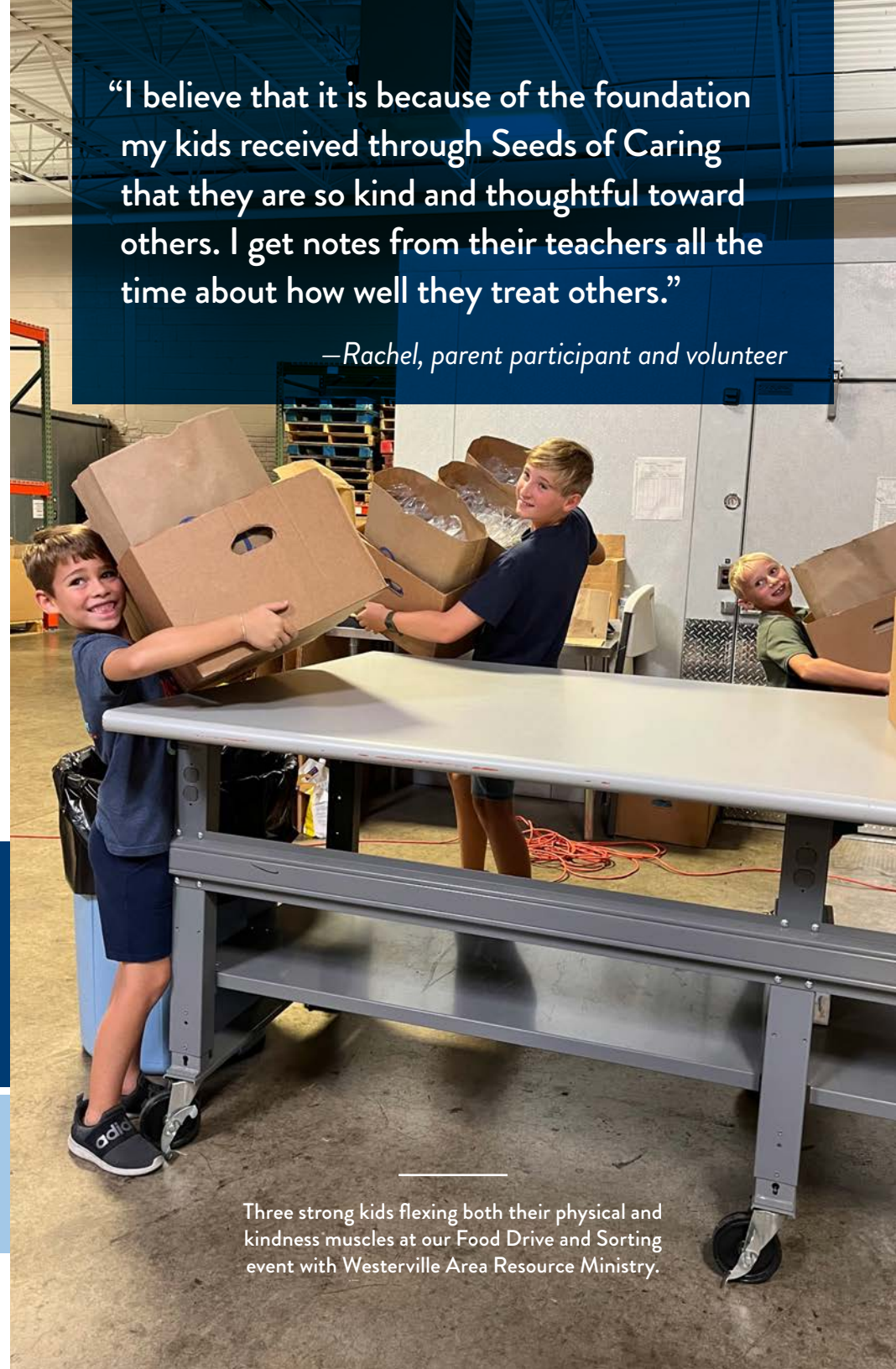
—JB, Kid Leader

“I like that the Kid Leaders program allows kids to be independent and express themselves, while also teaching them kindness, tolerance, and generally how to make the world a better place.”

—Ava, Kid Leader

“I believe that it is because of the foundation my kids received through Seeds of Caring that they are so kind and thoughtful toward others. I get notes from their teachers all the time about how well they treat others.”

—Rachel, parent participant and volunteer



Three strong kids flexing both their physical and kindness muscles at our Food Drive and Sorting event with Westerville Area Resource Ministry.



“Our time with Seeds of Caring allows us to have some really important and powerful conversations. These experiences are truly invaluable for children.”

—Elizabeth, parent participant

7-year-old Charlotte uses her creativity—and her voice—to express what change she wants to see in her community at a Seeds of Caring event, in collaboration with Pint Size Protesters

always,  
remember  
you matter  
your important  
and you are  
love and you  
bring things

“This project has evoked empathy that I just can’t teach otherwise. Through participation with Seeds of Caring, my kids have shown me that we are really going to be okay in years to come. We just have to keep caring!”

—Molly, parent participant

“Everyone in our community deserves to be loved.”

—Henry, 10 years old

## INCLUSIVITY:

### Cultivating a community of belonging

2022 offered ample opportunities to dig in deep and be intentional about how we’re going to build the kinder, more just, more inclusive community our kids deserve.

From racism, to supporting LGBTQIA+ youth, to coping with grief, we continued to start conversations early — and didn’t avoid big topics. We increased access to our programs through partnerships with Columbus Metropolitan Housing Authority, Columbus City Schools, and Columbus Recreation and Parks. ALL of our child participants learned that they’re never too young to make a difference.

We focused on how we talk with kids, and what our message should include in order to help shape their hearts and minds.

We encouraged them:

**To see every individual in the community around them as worthy of respect and kindness.**

**To remember that we all need help sometimes, and we can all give help sometimes.**

**To find commonalities between themselves and someone who may be experiencing hardships at this time, such as a person experiencing homelessness.**

**To begin thinking about systemic injustices**

Young kids may not be able to understand the nuances behind every need, but planting those seeds of kindness, empathy, and questioning will help us grow a new generation of leaders — kids who will stand up for what’s right.

## LITTLE STEPS, BIG CHANGE:

### What kids can do when given the chance

Ever wonder what could happen when you let young people take the lead? We mobilized thousands of kids across our community to make a huge difference for nonprofits — and did they ever deliver! We were blown away by their responses, their actions, and their willingness to step up, step in, and get big things done.

Just take a look at a small sampling of what our kids accomplished throughout 2022:



Learned about the ripple effects of kindness and directed **\$15,000 in donations to 50 community nonprofits**, through a partnership with the Center for HumanKindness



Assembled **600 good luck kits for Special Olympics athletes**



Provided **267 Mother's Day encouragement kits to new moms in every NICU across Central Ohio**



Collected **8,349 books to support youth literacy efforts** across the community

**AND SO MUCH MORE!**

## WE ASKED A GROUP OF KIDS...

*"If every kid volunteered with Seeds of Caring, how would the world be different?"*

More people would be happier!

People who need clothes get clothes.

More people would do what is right not what is easy!

EVERY BODY WOULD BE EQUAL

We would be one big community

There would be more food to rely on for homeless people.

Scan to see the rest of their amazing thoughtful heartfelt creative empathetic kind goose-bumpy answers!



# THANKS TO OUR SUPPORTERS

## 2022 Lead Supporters

Jane Arthur-Roslovic	Sarah & Jeremy Jorgenson	Aaron McGreevy	Alan & Peg Scantland
Ray Crook	Sonali Kandhari	Melanie Moon	Emily Smith
Nancy Curley	Candace Klepacz	Kobe Osei	Gretchen Taylor
Stephen Gibson	Sara Leech	Justin Parisi	Kurt Thomas
Jenny & David Graham	Tom Louters	Molly Parisi	Brenda Tobey
John Habanek	Tim & Natalie McCarthy	Sandy Pond	Aaron & Stacie Ware
The Tim & Marge Heron Family		Sheila Radcliff	Nancy Willis
		Pam & Ed Reik	The Wilson Family

## 2022 Community & Corporate Supporters



A huge thanks to our 2022 Kindness Coalition members, each of whom raised \$1,000+ to pave the way for growing Seeds of Caring's impact and programs.

The Ware Family	Erin Johnson	Kristin Memmer	Nancy Willis
Bobbi Jo Cea	Gretchen Taylor	Laura Baker	Rob Littleton
Bozana Byers	Jennifer Meyer	Lindsey Fischbach	Sheila Radcliff
Brian Steginsky	Justin Parisi	The Dudley Family	Susan Stein
Emily McKenna	The Macwhinney Family	The Wilson Family	The Fullenkamp Family
Emily Smith		Michelle Bath	
Erin Brown			



Many thanks to our 2022 Caring Collective members who are partners in kindness and contribute to Seeds of Caring on a monthly basis, allowing us to sustain and expand our impact far and wide.

Becca Apfelstadt	Melissa Garrison	Janet Lanka	Kevin Rieber
Laura Baker	Jenny Graham	Sara Leech	Douglas Riggle
Brittany Beck	Erin Huffman-Richards	Matthew & Tegan Lehman	Torie Selhorst
Skylar Blannin	Brandy & Tomasz Jemczura	Aromal Lilly	Heather Shea
Stephanie Botkin	Kristen Johnson	Robert Littleton	Emily Smith
Shirley Brooks-Jones	Sarah Jorgenson	Alison Lyon	Lisa Tappan
Erin Brown	Noelle Juday	Keri Macwhinney	Gretchen Taylor
Denise Burdette	Ritwik & Anwasha Chatterjee	Melanie Moon	Kelli Traber
Ritwik & Anwasha Chatterjee	Michael Kellner	Jamee Parish	Libby Villavicencio
Megan Collins	Candace Klepacz	Alisa Paulsen	Stephanie Vulhop
Emily Cornett	Jennifer Knotsmed	Julie Porr	Phirunny Wang
Tammy Drenzo	Wendy Korwin-Pawlowski	Jocelyn Probasco	Stacie Ware
Blair Everett		Phil Radliff	Shanda Welch

“The world is a little better because of what you all do.”  
—Cindy, parent participant





## THE POWER OF PARTNERSHIPS:

### An interview with a PTO volunteer

With more than 75 local schools engaging in some way with our programs, and more than 20 schools participating in our six-unit Kindness Corps program, we've measured significant growth in our number of school partnerships.

Throughout the year, teachers reached out to tell us how students in their class shared all about the Seeds of Caring projects they had done with their families. Conversely, we had kids show up to programs with their families and tell us about a recent Seeds of Caring project they'd done at school. We think educators are superheroes, and we're so thankful for how hard they work and how much they care. We are grateful to be able to meet this need for our local schools. It's awesome for kids to learn — both at home and at school — that they can choose kindness, make a difference, and be a friend to anyone.

To dive a bit deeper into our work with the schools, we spoke with Cristin, a PTO volunteer with Cassingham Elementary in Bexley, OH.

**SOC:** Tell us why Cassingham students, staff, and parents chose to do Anywhere Projects in place of more “traditional” holiday celebrations.

**CRISTIN:** Cassingham staff and parents strongly believe in empowering students of all ages to help their community. We want to connect the Anywhere Projects with the curriculum; for example, for first graders learning about books from a variety of cultures, we connected the fall book drive. For the Valentine's party, we connected our social emotional learning (SEL) curriculum to “Show HeART for Hospitalized Kids.”

We want to empower every child to create positive change in their world, and to encourage them to think about others and grow their empathy.

**SOC:** How have you seen these projects benefit the students?

**CRISTIN:** Students have gained empathy skills — they're writing cards more powerful than anything you could find in a store. When they're given the opportunity to think about a broader sense of community, they see how the material they are learning can be applied in their lives, and that they have power to create change.

“Students have gained empathy skills — they're writing cards more powerful than anything you could find in a store.”



**SOC:** What's it like to see the entire school participating in projects?

**CRISTIN:** It is powerful to see the school come together through helping their bigger community. They know that they did it together! They made an impact and that, in turn, bonds the grades and students together.

**SOC:** If you're describing a Seeds of Caring project to an educator, what would you say?

**CRISTIN:** As an educator myself, I've never seen such seamless opportunities to create a meaningful experience connecting curriculum to empathy and empowerment. With a variety of projects and beneficiary organizations, educators can easily incorporate the projects into their learning experiences. And since the lesson materials are created for you, it's one less thing on your very full plate!



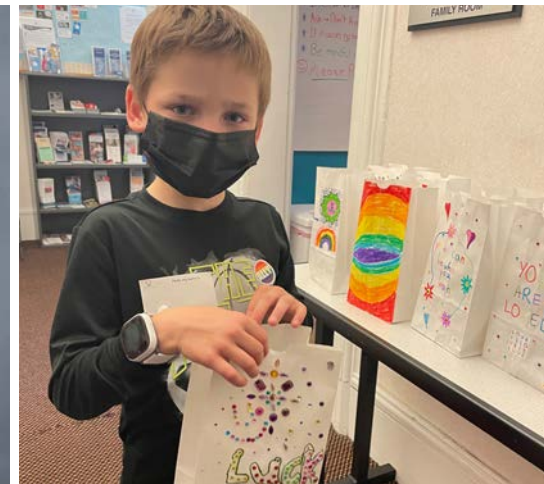
Scan to learn more about how we partner with groups and schools!

## NATALIE AND HELEN:

### The lasting impact of kindness

Recently, Stephanie, a Seeds of Caring staff member, was enjoying a Tunes & Togetherness program at a StoryPoint retirement community. Families and seniors were mingling, enjoying music from folk artist Joanie Cale, when a resident named Helen pulled Stephanie aside to ask if she was Natalie's mother — and reminded her that, during COVID, she and Natalie had been connected as pen pals through a Seeds of Caring program. Anyone else have goosebumps?

Helen was thrilled to meet Natalie in person, and remembered so many details from Natalie's letters — even that she'd just celebrated her ninth birthday. Since being reunited, Natalie hasn't missed a StoryPoint event. Whenever she and her mom are there, they spend extra time with Helen and even got a personal tour of her apartment! If Natalie is making crafts at a Tunes & Togetherness event, she puts all her time and love into one specifically for Helen, who recently asked if she could call Natalie her granddaughter. Theirs is a truly special connection, proving, as Natalie's mother says, "Our kindness has a lasting impact, even years later."



## MEET JACKSON:

### Kindness is his super power

During COVID, Jackson gave his siblings three post-it notes and asked them to write how they were going to change the world. He put them on a poster board by the mailbox — he wanted to make people smile when they walked by. Jackson and his family got involved with Seeds of Caring in 2021, when he said he didn't want to play hockey alongside his siblings — instead, he wanted to help people "so they won't be sad."

His mom Scottye tells us, "Everyone is amazed that a nine-year-old would be so invested in other people. I tell them he's always been this way." What's Jackson have to say about being a kind kid? "It's better to care for others than to only care just about yourself. Caring about other people is the right thing to do." We 100% agree, Jackson! Thank you for always choosing kindness.

## HOW YOU CAN HELP

### PARTICIPATE IN A PROJECT

Want to help your kids or students build empathy and realize their potential to make an impact? Register for a service, social action, or community-building project today!

### PARTNER WITH US

Are you a nonprofit, an educator, a business, or a community leader who believes in the power of kindness and the capacity for kids to change our world? Let's talk!

### SHARE YOUR SKILLS

Interested in becoming a leadership team volunteer, helping behind the scenes with supply prep, or contributing your talents in technology, photography, or another skill? Contact us.

### MAKE A DONATION

Help us grow our capacity to empower thousands of young children — our future leaders — to work for the change they want to see. We have big plans for creating a more inclusive world — join us by making a generous donation, including us in your planned giving strategy, or providing an in-kind gift. And don't forget, Seeds of Caring is now able to accept gifts of stock and other appreciated assets.

Visit [www.seedsofcaring.org](http://www.seedsofcaring.org) for more information on how to get involved with Seeds of Caring.

WE ARE GRATEFUL FOR OUR 2022 NONPROFIT PARTNERS!



“We are so grateful for Seeds of Caring. At this point I don’t know how to express how much these kiddos have learned and grown from being involved in Seeds of Caring...it is so much a part of how they see the world and themselves.”

—Kristen, parent participant and volunteer

 SEEDS of CARING.  
LEARN MORE AT  
[www.seedsofcaring.org](http://www.seedsofcaring.org)