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Caring For Others Founder, President and CEO, Eslene Richmond-Shockley, With Her Organization’s Daily Efforts and Upcoming International Poverty Forum are Focused on Ending World Poverty and Hunger



CEOCFO Interview with:
Eslene Richmond-Shockley
Founder, President & CEO
Caring For Others, Inc.
<https://caring4others.org>

<https://caring4others.org/internationalpovertyforum/>

Conducted by:
Bud Wayne, Editorial Executive
CEOCFO Magazine

CEOCFO: *Ms. Shockley, Caring For Others has been around for two decades helping those in need. What led you to start Caring For Others? Was it a personal experience?*

Ms. Shockley: No, I was called one night by the Holy Spirit to feed and clothe His people. At the time I was going through my own personal journey of struggle and in that struggle, God called me to do His work.

CEOCFO: *Do you have any mentors or people who helped you along the way as you developed your business?*

Ms. Shockley: All of my work here at Caring For Others, comes from the direction that I receive from God. People try to ask me how I did this, and where I got my guidance. My guidance comes from above. Every day God gives me where He wants me to go and what to do. I listen for that small voice of what to do. It has been a struggle, but

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CEO CFO: *What role does your board play in the running, decision making, development and direction of the company?*

Ms. Shockley: The board plays a role. However, I give the board the direction in which I would like to see the organization run. I ask them to run with me on it because I was called and so are they, called as disciples, and we have to follow those directions.

CEO CFO: *Would you tell us about some of the instances you had provided help for people during? Have you been there to help after a hurricane for example, and what type of assistance to you provide?*

Ms. Shockley: Caring For Others is a human services organization that provides a continuum of services such as food, clothing, financial assistance, catastrophic relief, and all of those services we provide here. Whatever the needs are we try to make sure that we are able to meet those needs instantly. Let's say for instance if there is a hurricane or tornado or something, we would assess and see what the needs are and spring into action.

Devastations cause poverty and we are all about giving a voice to the faces of poverty. We do whatever we can to help the person or persons out of their circumstances to get back on their feet with dignity.

CEO CFO: *Do you work with organizations such as FEMA?*

Ms. Shockley: We work with several organizations to make things work; it depends on what we have to do. We have never joined with FEMA because we always had our own supplies. We are able to get there and handle whatever is necessary for whatever needs there are. For instance, when there was a tornado in Kentucky, we were able to gather whatever support to get all of the supplies with some of my partners like WSB-TV and NOBLE (The National Organization of **Black Law Enforcement Executives**), came together and did what we had to do. We got the supplies and the money over to the people. That is how we operate.

If we are doing something in a state, we always love to have partners in the area to help us and that is what we do. We also reach out to local churches and community partners. No one man is an island, so we need everyone to come together as Jesus wanted us to do.

CEO CFO: *In 2020, you developed a food bank in Atlanta, Georgia. How has that been going?*

Ms. Shockley: That is going well, but at this time we do not have enough food for the needs of the people. Food is a big issue right now; there are lots of people that are in need. As I was sitting at my desk this morning and a young man came and said that he had been to four churches around this area and we were the last place he was going to try. He said, "I need some food." That brought tears to my eyes. I asked him if he was working and he said, "yes ma'am, but I do not have enough money to buy food." He was a very respectable young man. He said, "whatever you can do to help." He walked to get to get to us. I was able to refer him somewhere else because, we were out of food.

The working poor are struggling, with the cost of eggs are going up, transportation cost is high. I pray that we are able to do whatever we can do to help these people in need.

CEOCFO: *What is your geographic range and you like to see that change or expand?*

Ms. Shockley: We are an international organization, as well as national. We try to do as much as we can, but I am one person and you need a lot of money to do all you could do. We focus a lot here where we are on the south side of Atlanta, Georgia.

We do a lot of mission work abroad and we have some other states that I service, which are North and South Carolina. We can do this because this is God's work.

CEOCFO: *What are some of your responsibilities as President and CEO of a non-Profit? Do you spend a great deal of time fundraising?*

Ms. Shockley: We spend lots of time trying to find funds for our organization via grants and proposals. However, it is needed for everyone to go to our website caring4others.org, and donate, even it is only \$1 or \$2. Every dollar is important, every dollar will go to what HE has asked us to do.

We also have a store here and generate our own revenues to do the things that we need because, we too have to purchase our food to give away; we do not get it for free. Therefore, we must keep revenue coming in. We would love your audience to give, give, give to help us do for those in need.

CEOCFO: *Tell us about your team. Are most or all volunteers? You can't be everywhere. How do you organize and run your company, and get things done? Who makes the decision where to help and where to apply your resource?*

Ms. Shockley: When I first started, we were all volunteers. Four years ago, we went into a paid staff, thanks be to God. We have lots of volunteers who come in to help us, but we have paid staff as well.

CEOCFO: *Would you tell us about your International Poverty Forum coming up on March 17, 2023? What should we look for? What inspired you to put on such a big and important undertaking?*

Ms. Shockley: This was another part of our calling, which is to bring awareness to poverty. The International Poverty Forum is a "think-tank" of the best and brightest minds, brought together to address the issue of global poverty.

Poverty is a word that nobody wants to talk about, but we realize that poverty is an epidemic around the world. Even here in Georgia, 14% of the population lives in extreme poverty. Therefore, we must talk about it and bring an understanding to it so that we know how we can address it. We cannot keep sweeping this under the rug; we have to address it. This is what my team and I have been doing for five years, and if I can help one person, my living is not in vain.

CEOFCO: *Who are some of the speakers?*

Ms. Shockley: We have some very incredible speakers at our events. Earvin "Magic" Johnson will be the headlining speaker for the fifth annual International Poverty Forum. There will also be an extraordinary group of expert speakers from across many different industries to discuss the impact of global poverty and explore solutions. The complete list of speakers includes former Atlanta Mayor Shirley Franklin, CEO of the Southern Company Chris Womack, Honorary Consulate General of the Philippines Raoul "Ray" Donato, and Kroger's Atlanta Division Corporate Affairs Manager Tammie Young-Ennaemba. Monica Pearson will serve as the moderator. Champ Bailey will be available for commentary as a brand ambassador for Caring For Others.

Our keynote speaker, NBA Hall of Famer, Earvin "Magic" Johnson; the former Los Angeles Laker star, is always wanting to give back to his community. Johnson founded the Magic Johnson Foundation in 1991 and develops programs and supports community-based organizations that address the education, health, and social needs of ethnically diverse, urban communities.

As mentioned, our International Poverty Forum Moderator will be Monica Pearson, an African-American journalist and news anchor. Pearson's career first started in Louisville, Kentucky as an anchor and reporter for WHAS-TV. Therefore, we have a star group of speakers that are going to address the issues of today, which is food insecurity, housing, economic insecurity, as well as poverty around the world.

CEOFCO: *Would you tell us about the sponsors for your International Poverty Forum?*

Ms. Shockley: Caring For Others would like to express their sincere gratitude to the sponsors who have generously supported the International Poverty Forum, helping to make this event possible. Those include: Nabaldis Partners, Georgia Power, Global Payments, UPS, Chick-fil-A and Trulieve.

CEOFCO: *Is Diversity, Equity and Inclusion (DEI) important to you and your organization?*

Ms. Shockley: Diversity Equity and Inclusion are important but there is no discrimination according to my land. It does not matter the color of your skin or your creed. Once you enter this door and you need help, we will do whatever we can to help you.

CEOFCO: *February was Black History month. What are you doing to motivate others to be the next Eslene Richmond-Shockley?*

Ms. Shockley: I have a lot of people to come every day to sit with me and be motivated. I am always here as a sounding board and someone who could advise someone. They could learn from my mistakes and journey. I am always here to lend a helping hand.

CEOFCO: *Your life, your calling and what you have accomplished are so inspirational. Are you available for speaking engagements?*

Ms. Shockley: Yes, I am available for speaking engagements.

CEOCFO: *In closing, you have already made a great contribution to society. What's next for you? Could there be a book on your great life some day?*

Ms. Shockley: Every day there is something new to do and my walk with God is very important, but with that said, I will think about writing a book one day.

CEOCFO: *I'm sure those who don't know about you and the things you are accomplishing would benefit greatly by reading your life story.*