

Doing Good

WHEN YOU SHOP AT DO GOOD CO. YOU'RE SUPPORTING KIDSTLC AND WAYSIDE WAIFS

Words by Emily Park



WITH SUMMER ALMOST HERE, you don't really need an excuse to update your wardrobe. But if you do need one, stop by Do Good Co.

When Janet and Pat Curran founded the nonprofit clothing shop five years ago, they set out to sell a curated collection of vintage and gently loved clothing to raise money for kids and pets in the Kansas City community.

"Our founders saw a need in the community to be able to give back in a different way," says Ashley Pinkston, Do Good Co.'s director of store operations. "They had items they wanted to give a second life to and they're super creative, so they started Do Good to give back to the community and help more people give back too."

All profits made by Do Good Co. are given to KidsTLC and Wayside Waifs, and shoppers have helped donate \$45,000 over the last five years.

Walk into Do Good Co., and you'll find an eclectic blend of eco-friendly vintage and contemporary clothing. The shop keeps about 2,000 pieces on the floor year-round, so there's something for everyone—plus furniture, home goods, and other accessories.

"Our selection is curated on seasonal style and trends that we're seeing," says Pinkston. "We really want people to have a personal style and be able to come in and find a piece they really love and use for a long time."

Supporting the Mission

Do Good Co.'s shoppers leave with not only new treasures, but with more insight into the nonprofits that do so much for the Kansas City community. In the shop, customers learn about the programs they're supporting at KidsTLC and Wayside Waifs.

"Our unique continuum of care helps children and their families as they face challenges of mental and behavioral health, developmental trauma, and autism," says Jen Simpson, KidsTLC's director of donor relations. "The crucial funds we receive from Do Good Co. go directly to life-changing therapeutic services focused on developing healthy, trusting relationships with feelings of self-worth and value."

KidsTLC offers many residential and outpatient services, as well as support groups and training for caregivers.

For Wayside Waifs, Do Good Co.'s donations provide resources to the Wayside Waifs education team and help ensure the approximately 6,000 animals the shelter takes in annually get the care they need.

"We're really passionate about not only trying to find forever homes for these animals, but we really want to help the community understand how much better the world is with animals in our lives," says Casey Waugh, communications and annual giving manager at Wayside Waifs. "So, partnering together really helps."

Through Do Good Co., KidsTLC and Wayside Waifs have teamed up to bring together the children in KidsTLC's programs and shelter animals from Wayside Waifs.

"We are working on volunteer opportunities for our kids with the pets at Wayside," says Simpson. "Things like going to read to the pets and summer activities that provide a safe way for kids to express affection and receive affection with the animals."

Do Good Co. also partners with KidsTLC and Wayside Waifs with events and activities throughout the year.

Before the school year starts, Do Good Co. invites a group of girls living on KidsTLC's campus so they can shop for the school year. "We just let them have a night that's all about them," says Simpson. "They get to shop, we build a makeshift beauty parlor, and help them build confidence and feel good about themselves."

Meanwhile, you might see Wayside Waifs pop by Do Good Co., with shelter animals in tow to meet shoppers.

"It's pretty unique," says Amanda Smasal, special events manager at Wayside Waifs. "You don't have a ton of nonprofits that give back to other nonprofits, but everyone working together really allows all of us to accomplish so much more."

How to Help

Helping Do Good Co. support KidsTLC and Wayside Waifs is as easy as a shopping spree, but there are plenty of ways to help beyond that through donating, volunteering, and attending events.

Interested in donating? Donations are handled through dogoodkc.org/collections/donate where you can select a drop-off time or give a monetary donation.

Is volunteering more your style? Do Good Co. is on the lookout for volunteers to help during store hours—especially weekends—and during events.

Do Good Co.'s next event is their annual Do Good Co. Alley Sale that runs from June 1-5. The sale is held outside in the alley between Do Good Co. and Mission Taco and will be stocked with a mix of discounted vintage and contemporary clothing, accessories, and home goods.

Stop in to shop at Do Good Co. on Thursdays through Saturdays from 11 a.m. to 7 p.m. and Sundays from 12-5 p.m. at their KC Crossroads storefront at 413 E 18th Street.