



FOR IMMEDIATE RELEASE

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Over \$1 Million donated for Victims of 9/23 shooting

100% disbursed directly to victims' families, survivors, and those impacted

Collierville, TN | March 28, 2022 – The National Compassion Fund, the 501(c)(3) nonprofit that distributes charitable contributions in the aftermath of mass casualty crimes, today announced that \$1,182,335 has been donated to the Collierville Survivors Fund by hundreds of individuals and businesses for the benefit of the victims of the September 23, 2021 shooting at a Kroger grocery store in Collierville.

The Collierville community Steering Committee, led by Harry Smith, approved a distribution plan that will pay 100% of the funds to 75 validated applicants who were shot, suffered psychological trauma, or are surviving family members of Olivia King who was murdered.

“Something terrible occurred on September 23, but the Collierville community—together with people from around the country and around the world—countered that evil by responding with incredible acts of generosity and compassion. We have simply been stewards of these funds committed to honoring the intent of donors to help those directly impacted,” said Harry Smith.

Donations ranged from ten dollars to the \$1 million gift from the Kroger Foundation. Large donations were also made by FedEx, Helena Agri-Enterprises, CommentSold, and Pink Coconut Boutique. Many local donations were collected and aggregated through the Collierville Strong campaign. Nearly half the donations to the Collierville Survivors Fund were made through the crowd-sourcing site, GoFundMe

In the immediate aftermath of the shooting, the Community Foundation of Greater Memphis invited the National Compassion Fund, which has assisted victims of many recent atrocities, including those in Orlando, FL; Las Vegas, NV; Parkland, FL; and El Paso, TX, to manage the unified community response to benefit survivors.

“Victimization means that at one moment in time, someone else was in control,” said Jeff Dion, Executive Director of the National Compassion Fund. “We are empowering victims and survivors to decide for themselves how their individual gift can best be used to help them move forward from this terrible event.”

About the National Compassion Fund

The National Compassion Fund is a 501(c)3 nonprofit that collects and distributes charitable contributions in the aftermath of mass casualty crimes. It is a subsidiary of the National Center for Victims of Crime, the nation’s leading resource and advocacy organization for crime victims and those who serve them. nationalcompassion.org