



IMPACT REPORT 2023





OUR MISSION

To end childhood hunger by delivering free, healthy meals to the doorsteps of Greater Houston's hungriest preschool-aged children and through collaboration, provide their families with resources to help end the cycle of poverty.

OUR VISION

No child should go hungry. EVER.



A LETTER FROM OUR CEO

Help. It was the most powerful email of my 2023, because of that one simple word. *Help.*

It was written by a mother who needed food for her little ones, and she emailed me out of desperation looking for help. Thanks to you, we are there for her, feeding her children and thousands of others.

We had a historic year in 2023, crossing over the 2 million meals made and delivered threshold for the first time in our 17-year history with more than 2.4 million meals lovingly placed into the hands of hungry little ones. I couldn't be more full of gratitude for you, our volunteers, donors and partners who make this vital work possible.

Did you know that the average restaurant serves about 78,000 meals a year? You and our devoted volunteer workforce make millions of meals possible at a fraction of the cost. I am thrilled to say we again were able to keep our annual average meal cost at \$2 per meal landed. Our team is focused on efficiency and our DEI efforts continue with a Board lead, staff and Board training, and we created a Family Advisory Board comprised of families receiving meals across the city to seek their invaluable feedback. I am proud that our commitment to diversity is woven into every part of this organization.

Looking forward to 2024, our goal is to make and deliver 2.7 million meals and host more than 25,000 volunteers in-house and another 20,000 out in the community. The latest projections indicate upwards of 80,000 preschool-aged children in Houston live food-insecure.

Our Building Hope Capital Campaign is creating a path for our goal of feeding 26,000 children a day by 2031. We broke ground in first quarter of 2024, a significant step towards ending childhood hunger in Houston.

Thank you for delivering hope disguised as a simple brown lunch bag. The future of this city is counting on you!

With Hope,

Beth Braniff Harp
Chief Executive Officer
Bharp@kidsmealsinc.org

2023 HIGHLIGHT REEL



Kids' Meals was selected for the ExxonMobil Chairman's Gift, given to one charity annually, presented by CEO and Chairman, Darren Woods.



For the first time in our 17-year history, Kids' Meals made and delivered over 2 million meals in under one year and celebrated with a commemorative 2 millionth meal delivery.



B&L Pipe Co. won the 2023 Juice Box Challenge. Collections for the year broke all historical records with over 273,000 juice boxes and 150 teams.



The Feed 5 More Campaign launched in partnership with Houston Texans' Captain #5, Jalen Pitre, and Group 1 Automotive.



Kids' Meals was honored to be selected as the 2023 CBS Sports charity for the NCAA Final Four. CBS Sports Chairperson Sean McManus and Sports Analyst Clark Kellogg helped serve meals to families.

LOOKING BACK AT 2023



2,478,400

meals made and delivered



540,047

pounds of fresh produce
and groceries delivered



25,737

volunteer shifts



9,869

average daily meals delivered



5,346

new preschool-age
children added



77,211

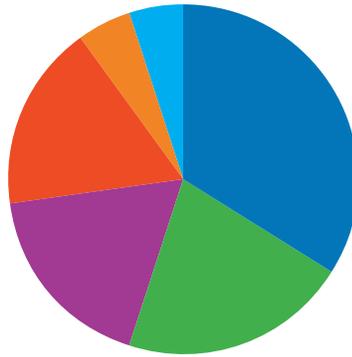
volunteer hours



70+

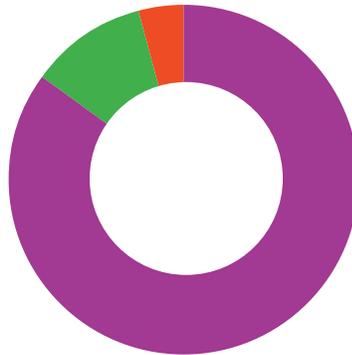
collaborative partners

2023 Income ▶
Excluding In-Kind
Donations by Source



CORPORATIONS	34%
FOUNDATIONS	21%
EVENTS	18%
INDIVIDUALS	17%
PLACES OF WORSHIP	5%
NON-PROFIT ORGS	5%

2023 Expenses ▶



PROGRAM	85%
ADMINISTRATION	11%
FUNDRAISING	4%

Value of In-Kind Donations

\$1,895,865

Value of Volunteer Hours

\$2,455,214





YOUR IMPACT



MEET LORENA

Lorena grew up healthy and strong - thanks to you.

Lorena was at Kids' Meals catering an event in September 2023. She recognized our logo and shared that she and all her siblings used to receive meals.



WATCH
LORENA
TELL HER
STORY!

"I remember seeing the white van with the logo. We would run outside when we'd hear them honk and we'd get little lunches from them every day! I remember it would be like around 11 o'clock in the morning, and so my mom would be like, 'be ready to hear the honk! You know she always honks. Y'all can run outside!' At first it just used to be me and my older brother, and then, you know, we grew up a little. Then eventually, it became my little brother and my little sister, and they also got meals. And to this day, that van still passes up and down our street and I still hear them honk some days!"

Lorena is a testament to the impact of the unwavering support from donors and volunteers like YOU that have made stories like Lorena's possible since 2006.



MEET ST. LUKE'S

In 2023, St. Luke's stepped up to feed Houston's hungriest children. They hosted an event every single week where their congregation came together to make sandwiches for thousands of children. It wasn't just about providing food; it became a symbol of the community's commitment to fighting childhood hunger.

*It wasn't just about providing food; it became a **symbol of the community's commitment to fighting childhood hunger.***



Along with fostering a sense of togetherness and shared purpose, St. Luke's hosted a whopping 40 sandwich-making events, one of which produced over 6,500 sandwiches in just one day!

St. Luke's proved that impactful change happens when a community rallies together, making a real difference in the lives of those who need it most.



Chevron has generously given over 900 hours of volunteer service.

MEET CHEVRON

Chevron is an essential ally in our shared mission to end childhood hunger. Their steadfast dedication ignites a spirit of generosity that has yielded over 900 hours of volunteer service in packing meals and delivering thousands of Thanksgiving turkeys to families facing food insecurity.

This is more than just a partnership; it is a testament to the incredible impact that can be achieved when a company like Chevron aligns its values with the urgent needs of our community. Their unwavering commitment to making a difference shines as a beacon of hope for those who need it most - our children. With Chevron's support, we are not only addressing the immediate hunger needs of families but also sowing the seeds of abundance, opportunity, and hope for a brighter future.

Their inspiring example reminds us of all of the profound change that can happen when hearts and hands come together for a greater purpose. Thank you, Chevron, for helping us create a world where every child, regardless of their circumstances, can have the opportunity to grow up healthy and happy.



MEET JULIA

Julia Gutierrez holds an irreplaceable place in the heart of our Kids' Meals volunteer team. She is not just a valued member; she is truly indispensable.

Julia embodies the very essence of grassroots service, rolling up her sleeves to actively participate in crucial tasks like sandwich making and warmly welcoming fellow volunteers as they step through our doors. With over 500 volunteer hours, Julia is distinguished by her unwavering dedication to feeding hungry little ones. Her commitment goes beyond words; it is a living example.

Julia not only embraces the mission of Kids' Meals but also extends her passion to her own children and a tight-knit circle of friends, inspiring them to join her volunteer efforts.

Julia's selflessness radiates in every interaction. She consistently asks the poignant question, "What do you need?" and stands ready and willing to offer her assistance wherever it's most needed. In Julia Gutierrez, we have found a shining example of not just service but of the very spirit that binds our volunteer community together.

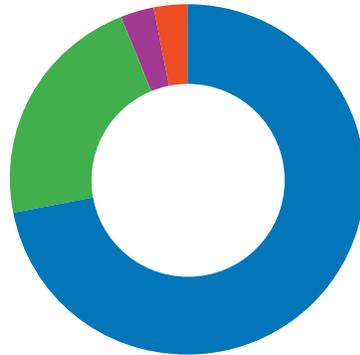
Preschool-Aged Children Served in 2023

11,405

Total Children Served

19,061

Demographics ▶ Children in our Program



HISPANIC	72%
BLACK	22%
WHITE	3%
OTHERS	3%

Age Breakdown ▶ Preschool-Aged Children



0	5%
1	12%
2	16%
3	21%
4	24%
5	22%

Age Breakdown ▶ All Children



0-2	20%
3-5	33%
6-8	18%
9-11	14%
12-14	9%
15-17	6%



CELEBRATING ONE YEAR OF IMPACT IN MONTGOMERY COUNTY

In 2023, we celebrated the first anniversary since we extended our campus to Montgomery County, and we are excited to share the amazing achievements we have accomplished together.

- **Dedication to Daily Delivery:** Our Montgomery County location delivered an average of 434 meals every weekday.
- **109,017 Meals Delivered in 2023:** You made it possible to deliver over 109,017 meals to hungry children in Montgomery County in 2023.
- **7,587 Volunteer Hours Given in 2023:** Healthy meals are made by dedicated volunteers who give their precious time to feed hungry children in Montgomery County.

THANK YOU

In the rural expanse of Montgomery County, hunger takes on a distinctive face. Unlike urban areas, where a person may be able to ride a bus to the grocery store or walk to a gas station, the vastness of the countryside creates food deserts that span miles. For food-insecure families who cannot afford transportation, healthy food is simply out of reach.

Your support means that parents in rural Montgomery County can depend on free, healthy lunches for their preschool-aged children and weekly produce and groceries for their families. A mother recently shared her joy and gratitude for the newfound ability to provide her son with nutritious vegetables, fruits, and juice that once felt like a distant luxury.

Thank you for not only filling bellies but sowing seeds of hope, cultivating a bright future for every child in our community.



MONTGOMERY COUNTY KPI



109,017

meals made and delivered



434

average daily meals delivered



307

new preschool-age children added



2,529

volunteer shifts



7,587

volunteer hours



8

collaborative partners





BUILDING HOPE CAPITAL CAMPAIGN

Kids' Meals' Building Hope Capital Campaign is an endeavor that has garnered unprecedented support from donors across the entire city of Houston. The success of this initiative owes much to the dedicated efforts of Capital Campaign Chair, Earl Hesterberg, Building Campaign Chair, Wyatt Hogan, the entire Campaign Cabinet, and our many generous donors who are making this project possible.

Facility Expansion Imperative

Over the past 17 years, Kids' Meals has operated out of leased spaces. Regrettably, we have outgrown our current facilities, facing constraints in food storage, volunteer space, and parking. This inefficiency impedes our ability to achieve the organizational goal of producing and delivering 26,000 meals daily by 2031. In response, our Board of Directors has deemed it imperative to pursue the design and construction of a purpose-built facility.

Addressing Food Insecurity Challenges

The stark reality of food insecurity, particularly among children in Harris County, as highlighted by Feeding America's 2020 study, underscores the urgency of our mission. Recent studies from Texas Children's Hospital and the Center on Budget and Policy Priorities illuminate the lasting economic impact of the pandemic on struggling families, especially those with children of color. With at least 80,000 preschool-aged children in our area facing food insecurity, our ambitious goal is to "Build Hope" by feeding 26,000 a day by 2031 while fortifying our organizational infrastructure.

Building Hope Campaign Progress

In 2023, we entered *Phase II* of the Building Hope Campaign, with the objective to raise \$22 million to construct a 50,000 square foot, purpose-built campus on five strategically designed acres. Notable achievements include the completion of Phase I in 2021, the acquisition of property in Spring Branch, and the full payment of associated loans. Presently in Phase II, we have raised nearly \$16 million toward the \$22 million construction goal.

The Mabee Foundation Challenge

On October 10, 2023, the Mabee Foundation granted Kids' Meals a challenge gift of \$2 million to finish the campaign. To unlock these funds, the campaign must secure an additional \$5 million in cash and pledges by October 10, 2024, and we are well on our way to accomplishing that goal.

Strategic Partnerships and Project Timeline

Kids' Meals enlisted the services of Kirksey Architects, Pin Oak Interests for project management, Satterfield & Pontikes as the general contractor, and Pappas Restaurants, contributing significant in-kind expertise. A groundbreaking and site work are slated to commence in March 2024.

THANK YOU

We extend our sincere appreciation for your ongoing support. Together, we are not merely constructing a facility; we are building hope for a future free from childhood hunger.





2023 BOARD OF DIRECTORS

Carol Olson - Chair of the Board 2023-2025, Vice Chairman 2020-2022, Managing Director, **J.P. Morgan Private Bank**

Tiffany Sanders Roland - Past Chair 2019-2020, Secretary 2021-2024, Executive Director, **J.P. Morgan Private Bank**

Michael Magilton - Vice Chair 2023-2025, Treasurer 2020-2024, Chief Financial Officer, **Encino Energy**

Wyatt Hogan - Governance Chair, Building Chair, Past Chair 2016-2017, Chief Commercial Officer, **JADEC, LLC**

Pooja Amin - General Counsel, **Greater Houston Community Foundation**

Lara Bell - Publisher, **Swoon Media**

Jim Braniff, III - Senior Vice President, **USI Southwest**

David Endelman - Executive Managing Director, **Cushman & Wakefield**

Shine George - Junior League Board Representative

Dr. Niccole Greeley, M.D - Pediatrician, **Texas Children's Pediatrics**

Kevin Haggard - Chief Financial Officer, **Callon Petroleum**

Steve Harris - Promo Planning Group Lead, **The Kroger Co.**

JR Irvin - Montgomery County Chair 2022-2023, Past Chair 2017-2018, Vice President, Co-Founder, **Beir Logics, Inc.**

Jeanne Jankowski - EVP, Head of US Energy Casualty

Myra Johnson - DEI Chair 2023, President, **Ephesus Investments**

Jack Kins - Past Chair 2011-2013, Co-Chair 2014, SVP of Acquisitions and Mergers, **Perry Homes**

Keely Drouet Langkowski - Managing Director, **Accenture**

Kendra Lee - Chair of the Board and CEO, **Merichem**

Tim McKeon - Sr. Vice President & Treasurer, **Halliburton**

Rosalinda Martinez - Associate State Director of Outreach and Advocacy, **AARP**

Nick Neblett - Strategic Planning Chair 2023, Entrepreneur

Ba Nguyen - Associate General Counsel, **Western Midstream Partners LP**

Peter Remington - Chief Possibility Officer, **Prepare 4 More**

Chase Robison - Past Chair 2009-2011, Founding Member/Partner, **Alta2 Partners, LLC**

Neil Russell - Past Chair 2020-2022, Senior Vice President of Corporate Affairs - Chief Communications Officer, **Sysco**

Laura A. Schlameus - Secretary 2019-2020, Business Development Commercial, **Independence Title**

Kyle Schuenemann - Past Chair 2015, Managing Director, **MFS Investment Management**

Michael Walton - Vice President, **Goldman Sachs & Co. LLC.**

Connie Kwan Wong - Philanthropist, Founder & Publisher, **CKW Magazine**

Meghan McConomy, Joined October 2023
Senior Director, Go-to-Market Strategy, **NRG**



THANK YOU TO OUR PARTNERS

Leslie L. Alexander
Foundation

ALTAR'G STATE
stand out for good



BANK OF TEXAS
Powered by BOK Financial



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MDPC
Memorial Drive Presbyterian Church

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MONTGOMERY COUNTY
COMMUNITY FOUNDATION

Montgomery County
Community
DEVELOPMENT

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the Palmer
foundation

The Patrick Family
Charitable Fund



Enrico and Sandra Di
Portanova Charitable
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CHARITABLE

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STERLING McCALL
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Good things
come from
Sysco

Texas Children's
Hospital

Texas Children's
Health Plan

TRAFIGURA
FOUNDATION

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Healthcare



Walmart
Foundation

WASTE CONNECTIONS, INC.

Whalley
Foundation

THE WOODLANDS COMMUNITY
PRESBYTERIAN CHURCH

John R. Wright and
Eloise Mountain
Wright Foundation

ZURICH



GET STARTED



DECORATE LUNCH BAGS

Deliver a smile with each bag!

- **Gather** standard 6lb. brown lunch bags (6" x 3.5" x 11.1")
- **Decorate** with art, colors, riddles, jokes, and more! Please, no glitter or staples.
- **Drop off** your bags M-F, 9am-2pm, or mail them to us.

PACK DIY LUNCHES

Assemble meals for hungry children from your location!

- **Gather** pre-packaged, non-perishable foods and standard lunch bags.
- **Assemble** as many as you want (be sure to include protein, fruit snack and drink in each from our approved list of items)
- **Drop off** your bags M-F, 9am-2pm or mail them to us.



SCAN TO
LEARN
MORE!



HOPE WINS



www.kidsmealsinc.org

Because no child should go hungry. Ever.



DONATE



VOLUNTEER

