KIDS' MEALS

Impact Report

2024

The Kids' Meals Mission

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.

Because no child should go hungry. EVER.

100,000
preschool-aged children in Harris County are estimated to be food insecure

1 in 4
Houston children are unsure of their next mealtime

90%
of a child's brain develops by age 5

Dear Hunger-Free Family,

Imagine you're a four-year-old, sitting on the floor of your home, hungry. You hear a honk outside and you rush to the van to receive a paper bag covered in colorful stickers. Inside? A sandwich, fruit, trail mix, and juice box (your favorite!). That simple brown bag means the world to a child who might otherwise go without a meal—and thanks to you, over 3 million of those moments happened in 2024.

2024 marked a year of incredible milestones and heartwarming moments for Kids' Meals. Together, we celebrated 18 years of nourishing children's bodies and minds.

This year, the community's resilience and generosity shone brighter than ever. After May's devastating Derecho Storms, families across Houston were left with little to no resources. Supporters like you stepped in immediately, ordering shelf-stable protein items from our Amazon Wishlist and helping us deliver emergency meals to those hardest hit.

Your unwavering support propelled us toward the future. With the groundbreaking of our new 54,000-square-foot facility—the Kids' Meals ExxonMobil Campus—your impact will grow exponentially. Thanks to ExxonMobil's remarkable gift and the support of other generous donors, we are on track to feed 26,000 preschool-aged children each day by 2031.

Every meal, every volunteer hour, and every donation this year has fueled our mission to end childhood hunger. And we couldn't do it without you.

Thank you for delivering hope in the form of a simple brown lunch bag. Together, we are changing mealtimes and lifetimes.

With hope,

Beth Braniff Harp
CEO, Kids' Meals

Carol Olson
2024 Board Chair, Kids' Meals

Best Places to Work
Kids' Meals ranked #1 in the Houston Business Journal Best Places to Work for small companies.

Derecho Storm
The Kids' Meals community showed up in the aftermath of the Derecho storm by donating over 10,000 shelf-stable protein items from our emergency Amazon Wishlist.

The Juice Box Challenge
collected over 270,000 juice boxes, with Crest Management Company winning as the 2024 Juice Box Champion.

Breaking Ground
We broke ground on the future Kids' Meals headquarters.

Kids' Meals was featured on **Good Morning America.**

Your Impact in 2024

3,053,255

Free, healthy meals made and delivered to food-insecure children

9,000+
Preschool-aged children served daily

6,000+
Families supported

$1.84
All-in average cost per meal

75,921
Volunteer hours

70+
Collaborative partners

573,446 lbs.
Fresh produce/groceries delivered

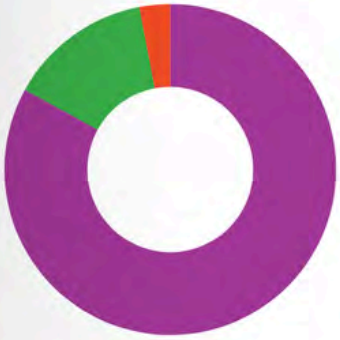
Financials

2024 Revenue

- Corporations - 28%
- Individuals - 21%
- Foundations - 25%
- Events - 11%
- Government Agency - 9%
- Non-Profit Organizations - 3%
- Places of Worship - 3%

Excluding In-Kind Donations

2024 Expenses

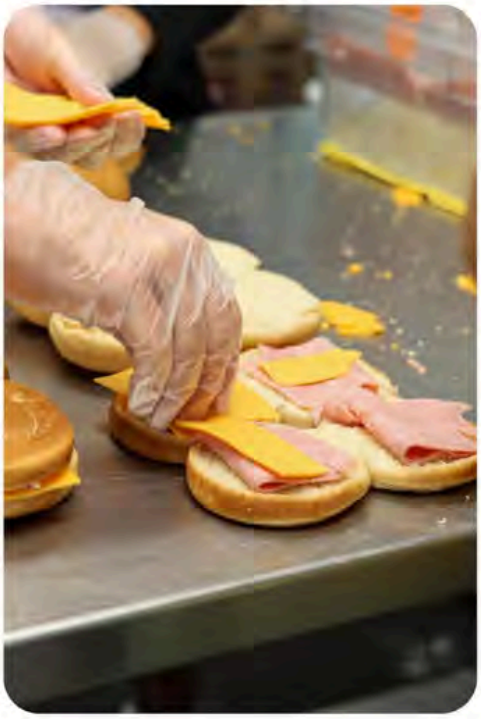


- Program - 83%
- Administration - 14%
- Fundraising - 3%

Value of In-Kind Donations	$2,291,848
Value of Volunteer Hours	$2,542,594

The numbers above reflect unaudited 2024 financials.

Examples of Impact



Meet Pepperidge Farm

Pepperidge Farm supports the mission to end childhood hunger by donating fresh bread weekly to Kids' Meals, contributing to thousands of sandwiches for preschool-aged children in Houston. Their commitment ensures children receive nourishing meals made with high-quality ingredients, transforming simple lunches into symbols of hope.

> It's hard being a parent and not being able to give your children everything they deserve but the people at Kids' Meals, the volunteers, make this world a better place and they make my 3 babies feel so special, loved and cherished.
>
> - A parent of a Kids' Meals participant

Meet MetroNational

MetroNational made an incredible impact in 2024 by donating 30,000 shelf-stable lunches to Kids' Meals—the most ever packed in a single day! Their employees' hard work provided three days of free, nutritious meals for over 9,000 children, offering vital support to families facing food insecurity. We are deeply grateful for MetroNational's generosity in fighting childhood hunger.

Meet Bob Clayton, Tracy Hayes, Marlo Lietz, and Andrea Paradis

Bob Clayton, Tracey Hayes, Marlo Lietz, and Andrea Paradis all share a commitment to ending childhood hunger, which forged a strong bond when they met while volunteering at Kids' Meals. Together, they have packed a staggering 95,000+ meals for food-insecure children. Volunteering several times each week, they have become a dynamic team, feeding the future for thousands of children.

Meet Natalia*

After losing her job, Natalia faced an impossible choice: feed her family or pay rent. Thanks to your support, Kids' Meals was there to help. Through the care and connection of her Hope Provider and the Kids' Meals Family Resource Team, Natalia was referred to First Baptist Church for rental assistance and Manna House for groceries.

With her immediate needs met, Natalia found full-time work as a front-end manager at a local grocery store.

Because of the community of care you've made possible, Natalia's children have a safe home, plenty to eat, and a brighter future.

*To protect the privacy and identities of those we serve, names and identifying details have been changed.

Breaking the Cycle of Poverty

Our mission goes beyond delivering meals—we aim to empower families to break the cycle of poverty. Our Hope Providers play a vital role in this effort. Driving the same routes each day, they build meaningful relationships with families, fostering trust and understanding.

These relationships often open the door for families to share personal struggles—like finding a stable home, securing employment, or simply making ends meet. Our Hope Providers listen and introduce them to our Family Resource Team, which serves as a dedicated resource for our families by connecting them to life-changing wrap-around services. Our collaborative partners provide services such as ESL classes, rental assistance, clothing, financial literacy, job training, and so much more.

Together with our partners, we're building a community of support, empowering families to overcome challenges and create brighter futures for their children.

Who You Are Feeding

Ethnicity

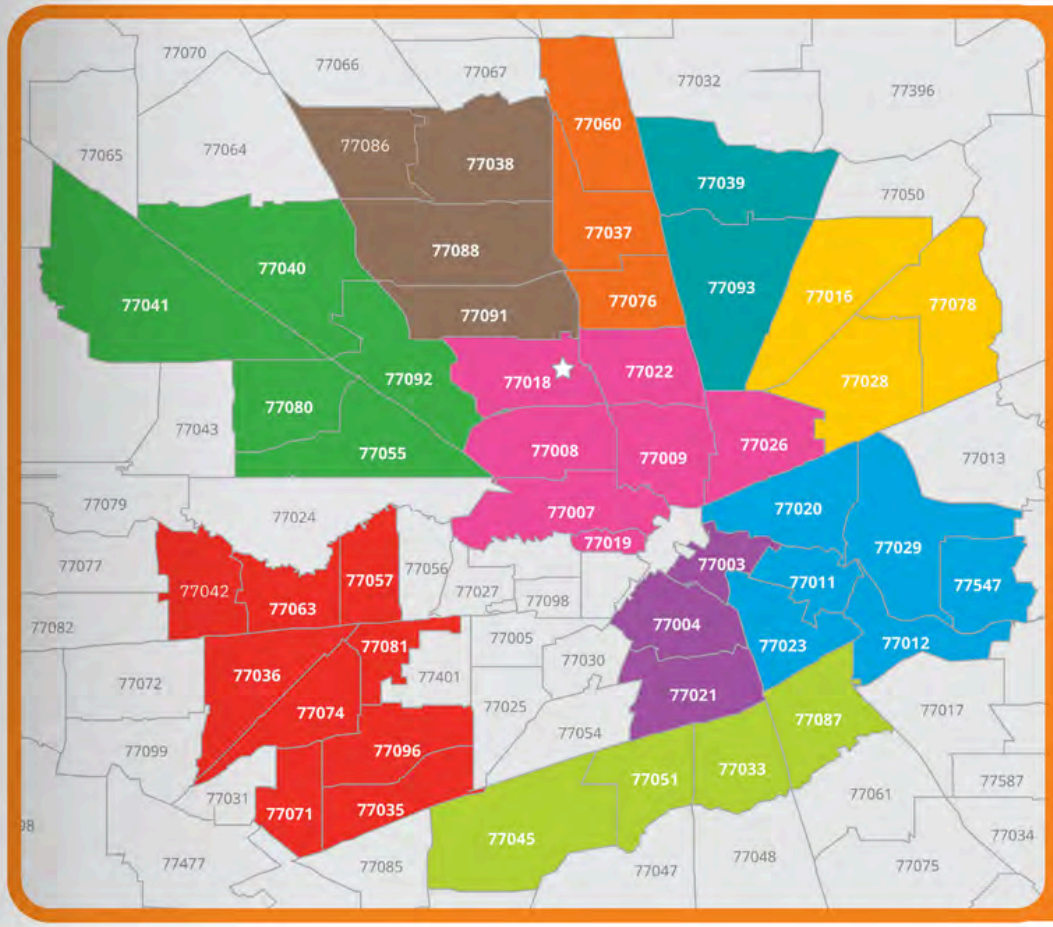
- Hispanic/Latino - 73%
- Black - 22%
- White - 2%
- Others - 3%

Ages of Preschoolers

- 0 - 17%
- 1 - 17%
- 2 - 17%
- 3 - 20%
- 4 - 17%
- 5 - 12%

Ages of Older Siblings

- 6-8 - 41%
- 9-11 - 30%
- 12-14 - 19%
- 15-17 - 11%

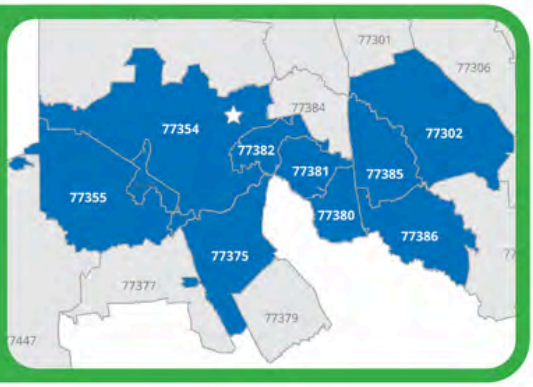


46

ZIP codes served in **Harris County**

10

ZIP codes served in **Montgomery County**



☆ Kids' Meals Locations

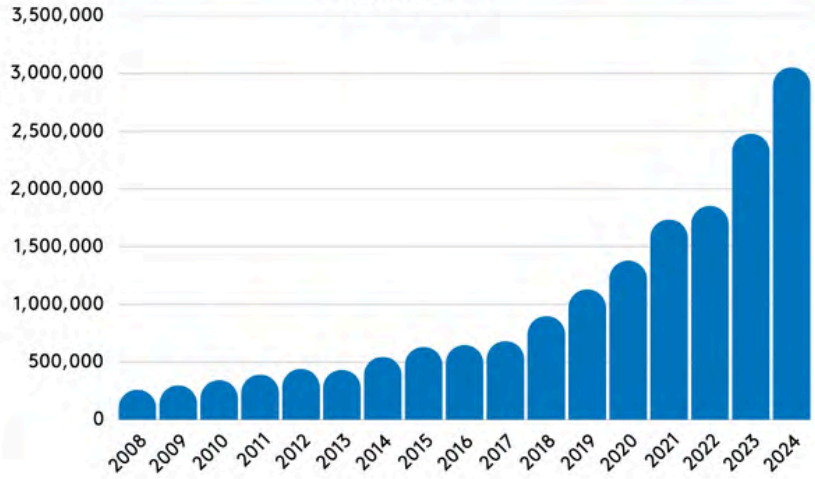
When Kids' Meals began 18 years ago, the dream was simple: ensure no preschool-aged child in Houston goes hungry. Back then, we were making meals out of a tiny kitchen and hand-delivering them from just two vans. Today, thanks to supporters like you, we've grown beyond anything we could have imagined, but our mission remains the same: end childhood hunger.

18 Years of Growth & Impact
Thanks to You!

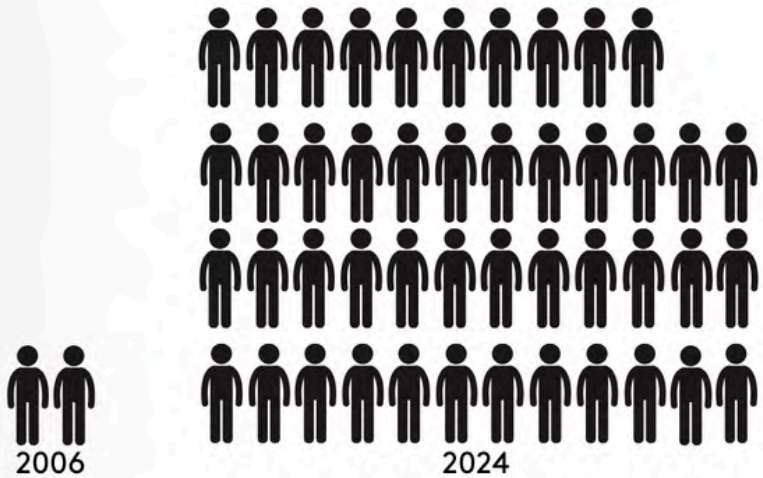
17+
MILLION MEALS
delivered since 2008

Cost Per Meal
Just $2 or less since 2008

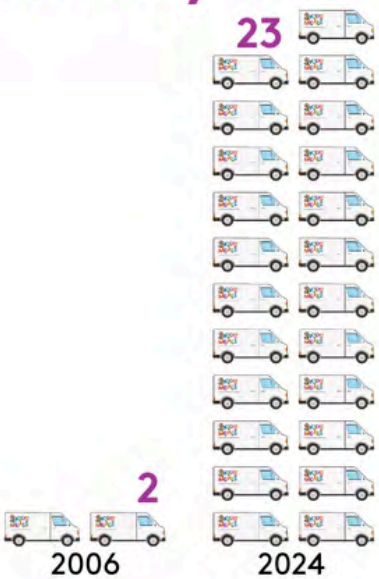
Meals Delivered By Year
Since 2008



Over the years, we've grown from 2 to 46 employees!



Delivery Vans



We broke ground on the future home of Kids' Meals

The Kids' Meals ExxonMobil Campus is being brought to life thanks to the incredible support of the Houston community.

Located in Spring Branch, Kids' Meals' new headquarters, designed by Kirksey Architecture and built by Satterfield & Pontikes Construction and Pin Oak Interests, will be purpose-built to provide a vital boost in space for food preparation and storage, volunteer efforts, meeting and office space, and an enhanced van loading dock area.

We will be able to hold more volunteers, store more food, pack more meals, and deliver more free, healthy lunches to the children in our community who need them most.

The 54,000 square-foot facility will have the capacity to feed 26,000 preschool-aged children each weekday by 2031.

ExxonMobil's transformative gift has given our new headquarters a name:

Kids' Meals ExxonMobil Campus

Thank You to Our Boards

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Vice Chair

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Kristen Latta
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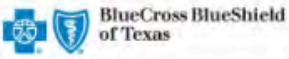
Emily Miller
Rossitsa Nicolova
JW Parnell

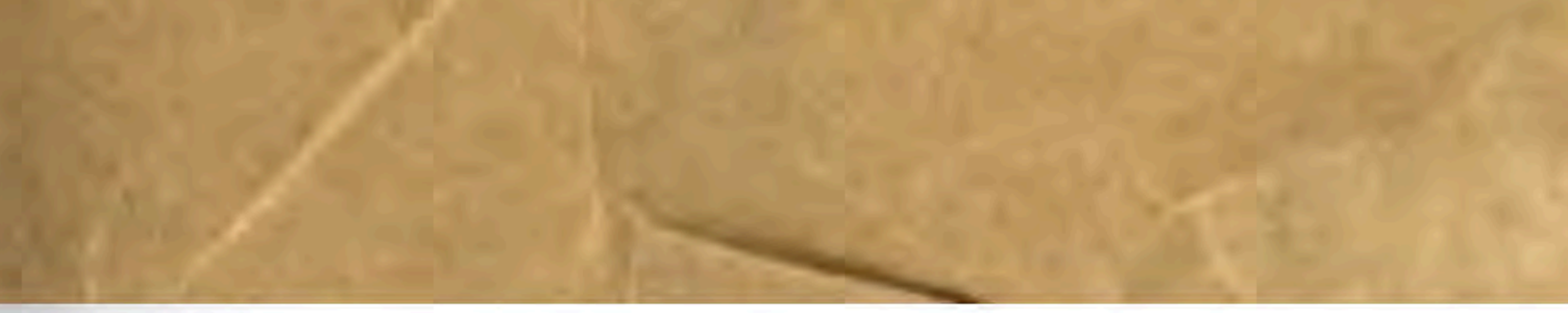
Bhavesh Patel
Dipali Patel
Matt Pond
Megan Pond
Leslie Sloan
Donna Vo

Funding the Future

Thank you to our partners

accenture





Allstate Foundation

ALTAR'D STATE
stand out for good

THE AMISH CRAFTSMAN

AmRisc GROUP

BURNS McDONNELL FOUNDATION

community

CALLON PETROLEUM

CALPINE

Chevron

THE CIGNA GROUP FOUNDATION

Classic Lake, LLC

Coca-Cola

DawnFoods FOUNDATION

Domino's

Elevation CHURCH

ENBRIDGE

FRANCO BUILDERS, INC.

THE FRIEDKIN GROUP

GOYA

GREAT WOLF LODGE

H-E-B

Hope City

HOUSTON CHAPTER CREDIT UNIONS

houston foodbank

JUNIOR LEAGUE OF HOUSTON

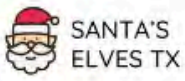
Kirksey ARCHITECTURE

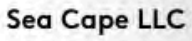
LINK

LONESTAR ELECTRIC SUPPLY

Funding the Future

Thank you to our partners (cont.)





MDPC
Memorial Drive Presbyterian Church

MetroNational

Montgomery County foodbank

MPS
Supplies & Rentals
mpsupply.com
281.578.7473

Olerey

THE PAPA JOHN'S FOUNDATION
FOR BUILDING COMMUNITY

PENNINGTON
WEALTH MANAGEMENT
Powered by Ameriprise Financial

PEPPERIDGE FARM

reliant.
an NRG company

RIO ENERGY
INTERNATIONAL, INC

RMHC
Greater Houston

ST. MARTIN'S
EPISCOPAL CHURCH

SECOND BAPTIST CHURCH

Shipt

SilverBow
RESOURCES

STERLING McCall
AUTO GROUP
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stewart

Sysco

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TRUIST

TNT SPORTS

Tyson Foods

United Healthcare

WASTE CONNECTIONS, INC.

Wolters Kluwer

THE WOODLANDS COMMUNITY PRESBYTERIAN CHURCH

ZURICH

Because no child should go hungry. Ever.

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