

# KIDS' MEALS

*Meals on Wheels for Houston children.  
Delivered year round. Free of charge.*

Fall 2011

## Every Bite Counts



**Kids' Meals, Inc.**  
205 W. Crosstimbers St.  
Houston, TX 77018

Phone (713) 695-5437  
Toll Free 1 (800) 566-0084  
Fax (713) 695-7544  
info@kidsmealshouston.org  
www.kidsmealshouston.org

## Kids' Meals, Inc.

### What is Kids' Meals?

Kids' Meals is a 501 (c) 3 non-profit organization dedicated to providing lunches year-round free to hungry preschool-aged children living in poverty. We provide 1,400 lunches per day. Lunches are delivered directly to the homes of families who have no other means of obtaining meals for their young children on a regular basis.

### How We Operate

Kids' Meals partners with The Houston Food Bank, local grocery stores, restaurants, temples, schools, churches, foundations, corporations and individuals. Thanks to their support, Kids' Meals can deliver lunches at an organization cost of less than \$1.50 per meal.

### Why We Need Your Help

For some children this is their only meal. Hundreds of children are on the Kids' Meals' waiting list due to rising unemployment and a slowing economy. These are too often the forgotten little ones who will go to bed hungry and malnourished with headaches, stomachaches, and little hope for tomorrow.

### How to Donate

No amount is too small. Every \$1.50 contributed equals one child fed. Visit [www.kidsmealshouston.org](http://www.kidsmealshouston.org) to make a difference.



Ruth Burrell  
Executive Director

## Challenging Times - Hungry Children

Dear Friends,

We cannot escape the headlines. The economy is slow. Unemployment rates are high. Budget cuts are everywhere. Sadly, people who have typically provided for themselves are suddenly in need of our help. These are the new faces of hunger.

The good news is Kids' Meals is doing something about this crisis. Thanks to [Accenture](#) and a dynamic board of directors, we are executing an ambitious strategic growth plan. We expect to see an increase of 20 percent in 2012. Thanks to Houston's generous donors and tireless volunteers, we have a strong foundation and are currently feeding 1,400 little Houstonians a free, nutritious meal every day.

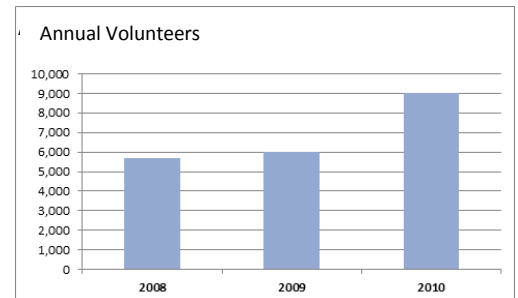
As the number of mouths to feed increases, so does the need for donations. We need your help. **I never want to hear another toddler say to me, "I've been hungry a long time. What took you so long?"**

Our little ones are in crisis. In order to stop the intergenerational transmission of poverty and malnutrition, children who are at risk must be reached during their first few years of life. Scientific evidence has shown that after age three, the impact of chronic malnutrition is irreversible. Children who are malnourished are more susceptible to infections and slower to recover from illness. Their cognitive and mental performance suffers.



**Please stand with me to make Houston the first city in America to end childhood hunger.**

Sincerely,



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 Michael McLaughlin  
 Roby Norvel  
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 Fayez Sarofim  
 David Rubenstein  
 Eric Salwen  
 Tadd Tellepsen  
 Aimee Verheck  
 Ken Verheck  
 Debbie Weil



*Jack Kins  
 Chairman*

## Kids' Meals Five-Year Projection

Dear Friends,

It has been an exciting year for Kids' Meals, and we could not have done it without your generous support. Thank you.

Since 2008, we have worked to bring the organization back to health, and we have increased meals delivered from approximately 800 to 1,400 per day.

Your support has also allowed us to begin focusing on the future. In the last year, we have examined the internal workings of the organization to make sure we are driving in the right direction. With the help of our tireless board and staff and in conjunction with Accenture, we created a strategic plan outlining our goal of "no hungry children in Houston" — the long-time mantra of our amazing executive director, Ruth Burrell.

In five years, we hope to more than double our effort and deliver 3,500 meals daily. We will begin taking steps toward that number in 2012. Although it is an ambitious goal, it is achievable with your help.

In addition to enhancing our infrastructure, we are strengthening our partnerships with The Houston Food Bank and Neighborhood Centers. We are working on some exciting ventures with both organizations, and we look forward to sharing our plans with you in the near future.

We want to say a special thanks to Accenture for their amazing support. In addition to leading us through the strategic planning process, Accenture helped us with a technology analysis and mapping plan exercise. Accenture spent hours documenting our existing processes, and they are currently helping us with our new processes — all in alignment with our strategic plan.

The board and staff have worked hard behind the scenes to make sure Kids' Meals will have a long, healthy future fighting childhood hunger. These strides are possible thanks to you.

Sincerely,





## Thank You, Kids' Meals

Alicia Piper-Reed  
Kids' Meals Family

My name is Alicia Piper-Reed, and I am writing this letter to the Kids' Meals program as a token of my appreciation. Approximately six months ago, my husband and I pulled into our home and were approached by a Kids' Meals driver. She handed my son a sack lunch and handed me an application. She told me whenever our children were home she would bring a lunch by the house or I could pick one up. I never acted on that opportunity. At the time I saw no need for assistance.

Then a month later I was laid off from my job. At the same time, my husband's condition (epilepsy) worsened. It was three weeks before Christmas. I had no money. My babies had nothing under the tree. And I had no idea what to do. I sat around wondering who could help us. I called several agencies, and all but one turned me down. Then I got in my car and drove around the corner to the Kids' Meals office and went inside. This experience saved my Christmas.

Kids' Meals gave me all kinds of necessities for my children and nephew. They made me feel comfortable. I was greeted nicely. I filled out my application and was immediately helped with everything from food to clothes.

I thought that was the end of what the Kids' Meals program had to offer, but I was wrong. Still to this day, the Kids' Meals staff and volunteers are part of my everyday life. Daily they deliver sack lunches to all of the children in my home, and they will occasionally add in an additional food basket.

Thank you Kids' Meals for everything you do for my family.

Sincerely,



Volunteers from The Houston Junior League, MMOB and individuals make sandwiches at the Kids' Meals' kitchen.

I thank God that *No More Victims* referred me to Kids' Meals to help with the seven grandkids I inherited. I'm so grateful to Kids' Meals. Not only did you supply me with food and very helpful resources, you truly lifted a heavy burden from me.

--Gladys (a grandmother on a fixed income)

Ms. Ruth, I want to thank you for making my day. I just came in to see if I could get my electricity turned back on. You saw the two little kids with me and understood a separate need. You explained the Kids' Meals program to us, and now we are on your delivery route. When I return to work, I will remember you. You were there for me in a time of darkness. This shed a bright light.

--T. Jones

Kids' Meals, I just wanted to send you a thank-you card for feeding all of my kids during the summer. When school is out and the teenagers, especially, are home, I spend my time performing many small jobs during the summer. What a comfort it is to know that all of my kids are being fed. Thanks for helping us out while we strive to find ways to make ends meet.

--John and Nancy



## A Decade of Dedication

If someone can be called a hero for saving a single person, then what possible word could we use to describe Gil Baker and the impact he has had on thousands of Houston's malnourished children?

This year, Kids' Meals is pleased to honor Gil Baker at our third annual Harvest Luncheon taking place at [The Junior League of Houston](#) on Thursday, November 10. Mr. Baker has served Kids' Meals tirelessly since 2002, generously giving his time, talent, and resources.

Ten years ago, Mr. Baker, a partner at [The AFP Group](#) in Houston, was attending a *Million Dollar Roundtable* event in Nashville, when he first learned about Kids' Meals, and as he describes, "it was love at first sight." With the support of his wife, Golda, Mr. Baker sought out Kids' Meals, wanting to support their effort to end childhood hunger in Houston. But in 2002 the organization was struggling. Undeterred, Mr. Baker joined the cause and took on a leadership role. He felt that feeding hungry children was more important than anything. Mr. Baker jumped in with both feet. If not for Gil Baker, Kids' Meals would not exist as we know it today, and for that, we say a heartfelt thank you.

## High Praise From A Houston Legend

Gordon Bethune via Facebook  
Former CEO, [Continental Airlines](#)

"You're gonna have to get up pretty early every morning to exceed the enthusiasm of the volunteers that Continental Flight Attendant Michelle Torsleff gathers each month for [Wings for Kids'](#) as part of Houston's Kids' Meals. We made more than 4,000 "samiches" today and packed 1,400 lunches for preschool underage children, while a team of three delivered to area needy children, and we have a separate "cheese" program that Continental Flight Attendant Aracely Serna is promoting. You should see first-hand what a few bucks or three hours of hard work will do. Best investment in yourself that you can ever make. I feel like a million bucks (and a worn out geezer) every time I go. Join us. Help yourself. Help a bunch of pre-school children who wait every day for that van to deliver lunch (might be the only meal for them that day)!"



### To Volunteer

We could not operate without our volunteers. There are many ways to assist: make sandwiches, host a food drive, deliver lunches, or plan an event. Contact our volunteer manager, Bonnie Hill, to join our effort. [bonnie@kidsmealshouston.org](mailto:bonnie@kidsmealshouston.org)

### To Donate

Please join Kids' Meals' mission to have no hungry children in Houston. Kids' Meals depends on cash and in-kind donations. Donations can be made online at [www.kidsmealshouston.org](http://www.kidsmealshouston.org) and 205 W Crosstimbers St. Houston, TX 77018.

**Kids' Meals** would like to highlight the following major donors for their exceptional kindness and compassion this year.

**Halliburton** - \$75,000

**Halliburton** is Kids' Meals single largest donor. We appreciate being selected as a beneficiary of The Annual Halliburton Charity Golf Tournament. Their sizable gift to Kids' Meals purchased two new delivery vans and provided more than 20,000 meals. Additionally, Halliburton employees regularly donate their time and energy to make sandwiches and deliver meals. They work as an enthusiastic team displaying a genuine giving spirit. Thank you, Halliburton!

**The Brown Foundation, Inc.** - \$50,000

**The Brown Foundation, Inc.** has been a generous supporter of Kids' Meals for four years, helping us deliver more than 133,000 meals. They are Kids' Meals most consistent major donor, and their generous contributions keep Kids' Meals operating year-round.

**Combined Federal Campaign** - \$ 40,000

Individual employees of Houston's Federal agencies have given selflessly to Kids' Meals through their annual campaign for more than 10 years.

**The Junior League of Houston** - \$ 35,000

**The Junior League** has partnered with Kids' Meals to prepare 1200 lunches — free of charge — every Monday night in the League's kitchen. The League also underwrites Kids' Meals' annual Harvest Luncheon. We are thankful to the League as they truly are the "hands and feet" of Kids' Meals charitable ministry to the community.

**Kappa Alpha Theta** - \$ 30,000

Thanks to Kids' Meals Board member, Elizabeth Jeffers, Kappa Alpha Theta selected Kids' Meals as a beneficiary of the annual [Theta Charity Antiques Show](#).

**Living Proof Ministries** - \$25,000

When **Living Proof Ministries** heard of Kids' Meals mission on [89.3 KSBJ](#), their hearts were touched. They surprised Kids' Meals with an unsolicited year-end gift of \$25,000 helping Kids' Meals prepare and deliver 17,000 meals in 2011.

**The Church of St. John the Divine** - \$ 20,000

Few churches in Houston are as generous with their community donations as **St. John the Divine**, and Kids' Meals is blessed to have their continued support. For 15 years, St. John's has donated both volunteer time and financial support to ensure Kids' Meals' continued growth.

**Vivian L. Smith Foundation** - \$20,000

Vivian L. Smith Foundation believes in the mission of Kids' Meals and supports its efforts to end hunger among preschool children with a generous gift of \$20,000.

**Healthy Trim** - \$17,000

Thanks to a partnership with [104.1 KRBE](#) and **Healthy Trim**, Kids' Meals was the beneficiary of Houston's Two Ton Challenge, encouraging individuals to buy Healthy Trim and collectively lose two tons. The successful event raised \$17,500 for Kids' Meals.

**Share Our Strength** - \$15,000

**Share Our Strength** is one of the nation's leading not-for-profit organizations that mobilizes individuals and industries to fight hunger. Share Our Strength has partnered with Kids' Meals to donate funds to support our program and has selected Kids' Meals as a beneficiary of the nation's premier event to end childhood hunger, [The Taste of the Nation](#).

**Accenture**

Kids' Meals is so fortunate to have a team of experts from **Accenture** who have spent countless hours researching and developing a strategic plan for the short and long term goals of the organization. This incredible effort has been lead by Kids' Meals Board Member Paul Equale. Thanks to Accenture, Kids' Meals has a strategic road map for future growth.

## Holiday Help

Food drives and donations are welcome throughout the year — especially during the summer and holiday months.

Call Kids' Meals at (713) 695-5437 or email [bonnie@kidsmealshouston.org](mailto:bonnie@kidsmealshouston.org) for details and tips on making your food drive a success.



1



2



3



4

1. *Wings for Kids* of Continental Airlines. A group of flight attendants and airline employees led by Michelle Torsleff. *Wings for Kids* volunteers at Kids' Meals once a month and shows tremendous support through food drives and donations.
2. Fluor Cares provides funding and volunteer hours to Kids' Meals. This was a large sandwich making event organized by Fluor Cares.
3. Ruth Burrell and a physician at the Houston Rockets Health Fair for Children. Kids' Meals brought many families out to the event for medical care and nutrition advice.
4. Children enjoy fresh fruit from their Kids' Meals lunch.



bbbhouston.org



Ruth Burrell receives the Krist Samaritan Award with Dr. Gerald J. DeSobe.



Executive Director, Ruth Burrell, received the Jefferson Award for Community Service



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Phone (713) 695-5437

## Kids' Meals Staff

Ruth Burrell  
Executive Director  
[ruth@kidsmealshouston.org](mailto:ruth@kidsmealshouston.org)

Margarita Ledesma  
Business Manager  
[margarita@kidsmealshouston.org](mailto:margarita@kidsmealshouston.org)

Beth Harp  
Development Manager  
[beth@kidsmealshouston.org](mailto:beth@kidsmealshouston.org)

Bonnie Hill  
Volunteer Manager  
[bonnie@kidsmealshouston.org](mailto:bonnie@kidsmealshouston.org)

Aminata Daramy  
IT /Communications Manager  
[aminta@kidsmealshouston.org](mailto:aminta@kidsmealshouston.org)

Pierre Daniels  
Program Manager  
[pdaniels@kidsmealshouston.org](mailto:pdaniels@kidsmealshouston.org)

Sixta Corrales  
Delivery Driver  
[scorrales@kidsmealshouston.org](mailto:scorrales@kidsmealshouston.org)

Catharina Gutierrez  
Delivery Driver  
[cgutierrez@kidsmealshouston.org](mailto:cgutierrez@kidsmealshouston.org)

Deschaumes Mason  
Delivery & Pick-up  
[dmson@kidsmealshouston.org](mailto:dmson@kidsmealshouston.org)

To donate, visit [www.kidsmealshouston.org](http://www.kidsmealshouston.org)  
mail to Kids' Meals at 205 W. Crosstimbers St.  
or scan the QR code with your mobile device

