



Assisting *Local* Families in  
Transition and Their Hungry Children

**Gina Wilkins**

Founder and CEO

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#AlwaysBeAKindMouse

**Mouse Nibbles**

WEEKEND FEEDING PROGRAM

501(c)(3)  
45-2455492

**NO ONE SHOULD GO HUNGRY**

Without *You* We Would Still Be  
Chasing Our Tails!



## MISSION STATEMENT

Our Mission is to assist families in transition and their chronically hungry children while developing the next generation of volunteers to carry on the mission of The Kind Mouse. No hardworking individual and their family should ever go hungry.



**#KidsFeedingKids**

## Gina Wilkins



### Kind Mouse Founder and CEO Retired Certified Architectural Draftsperson

Gina Wilkins is the Founder and CEO of The Kind Mouse Productions, Inc. A nonprofit established in 2012 assisting local families in transition and their chronically hungry children.

At that time, Gina was a self-employed certified architectural draftsman. Upon the decline in the economy she saw many of her friends and peers fall into financial despair. These hardworking career people were too prideful to ask for help and eventually lost their homes and businesses.

Gina, wanting to help her proud friends, saw a need to assist these displaced families and to also feed the hungry children of her neighborhood.

Since that time, Gina is proud to say The Kind Mouse has fed over 347,000 chronically hungry little tummies since it's birth and has served over 275 families experiencing job loss.

A brainchild of Gina's is The Kind Mouse Outreach Programs - Mice In Training and Mice Interns. #KMKidsFeedingKids where children from ages 5 through 18 learn leadership, how to operate a nonprofit and run their own Board Meetings. These students are the next generation of The Kind Mouse. They also run their own Video Productions Company – MOUSEVision. They proudly "Fill Tummies with Hope."

Gina and The Kind Mouse Team are members of Angels Against Abuse, The St. Pete Chamber of Commerce, Association of Fundraising Professionals, Tampa Bay Network to End Hunger, The Hunger Initiative, Burg Exchange Club, Business Professional Women, St. Anthony's Ladies in Philanthropy, The St. Pete Women's Chamber of Commerce, Woman's Service League, St. Anthony's Auxiliary, Boley Angels and Queen of Hearts, where Gina is a Princess . Gina is a previous member of BNI, The Rainmakers Business Networking Group, Junior League St. Petersburg Advisory Board and Northeast Exchange Club where she served 2 years on the board. The Lightning Community Foundation awarded Gina as a 2018 Lightning Community Hero.

Gina is extremely grateful to the community for their support with The Kind Mouse. As she likes to say, "It takes a large litter to run THIS Mouse." She knows without the love and support of her family, friends and community, The Kind Mouse would not be as strong as it is today.

Gina is keenly aware that nonprofit partnerships are key to those in need. The Kind Mouse partners with 20+ local agencies. Gina also attends as many nonprofit functions as possible, knowing that every bit of awareness will help many people and causes.

Gina and Stan have been married 25 years. Stan is a freelance photojournalist and volunteers with the MOUSEVision Team. They have 3 children, Alex, Hillary and Carl and 1 grandson, Tanner.



Gina Wilkins and The Kind Mouse Productions, Inc.

❖ Nomination, Awards, Other Recognitions:

- 2012 Wells Fargo The Greater Bay North Central Pinellas District “2012 Live and Give Community Support”
- 2012 Pacifico Paddle Challenge Charity of Choice
- 2013 14th Annual Iconic Women of St. Petersburg Celebrating Women with Vision Awards - Nominee
- 2013 Non-Profit of The Year 14th Annual Iconic Women of St. Petersburg Celebrating Women with Vision Awards - Nominee
- 2013 Lightning Community Hero – Nominee
- 2013 Northeast Exchange Club’s Ribfest Grant Recipient
- 2013 Angels Against Abuse Sponsorship Recipient
- 2013 Wells Fargo Community Partner Award
- 2013 Allstate’s Week of Service Honoree
- 2013 "9'S Everyday Hero”
- 2013 Pacifico Paddle Challenge Charity of Choice
- 2014 St. Pete Glitter Queens Charity of The Year Honoree
- 2014 Live Your Legacy Honoree
- 2014 Lightning Shout Out
- 2014 St. Petersburg Area Chamber of Commerce, 2014 Iconic Women of St. Petersburg – Celebrating Women with Vision Awards in the category of Community Service Woman of the Year – Nominee
- 2014 St. Petersburg Area Chamber of Commerce, 2014 Iconic Women of St. Petersburg – Celebrating Women with Vision Awards in the category of Non-Profit Woman of the Year – Nominee
- 2014 Allstate’s Week of Service Honoree
- 2014 Allstate’s Helping Hands Recipient
- 2014 The Exchange Club of The Burg March 2014 Charity
- 2014 The Team of Wells Fargo Bank in the Clearwater District – Charity Food Drive Choice
- 2014 Angels Against Abuse Sponsorship Recipient
- 2014 TBBJ 2014 Non Profit of The Year – Nominee
- 2014 Wells Fargo Community Connection Honoree
- 2014 Ribfest Grant Recipient
- 2014 Allstate Giving Campaign “Penny Wars” Recipient
- 2014 Positive Impact Magazine Unsung Hero Honoree

- 2014 Jenkins Foundation Recipient
- 2014 Dancing With The Stars Beneficiary
- 2014 Winners of the Give Day Tampa Bay 1990 Prize Award
- 2014 Churchill Downs Kentucky Derby "Taste of Derby" Recipient
- 2014 Best in Grassroots Marketing in LocalShops1's Best in Biz Annual Awards Nominee - LocalShops1 Best in Biz Awards
- 2014 Charles Rutenberg Realty Wine Tasting Hoedown Charity Choice
- 2014 Allstate's Helping Hands – Kind Mouse Back To School Supplies Drive
- 2014 Franklin Templeton World Can Competition Recipient
- 2014 Wells Fargo Cyber Grant Recipient
- 2014 Jr. League St. Pete Charity Choice October – December
- 2014 Jr. League St. Pete Sustainers Charity Choice, December
- 2014 Just Thai – Monthly Charity of Choice – St. Petersburg and Tampa
- 2014 Pacifico Paddle Challenge Charity of Choice
- 2014 Gulf Beaches Food Truck Rally Charity Choice, November
- 2014 WEDU Be More Awards! Be More Outspoken Nominee
- 2014 WEDU Be More Awards! Be More Humble Nominee
- 2014 WEDU Be More Awards! Be More Empowering Nominee
- 2014 Shorecrest Prep Ongoing Mouse Nibbles Food Drive Recipient
- 2014 Fly Bar Comedy Club Charity Choice
- 2014 Pacifico Paddle Challenge Charity of Choice
- 2014 IBM Pinellas County Charity of Choice
- 2014 Angler Armory John's Pass Jingle Bells Kid's Fishing Tournament & Christmas in the Pass Charity of Choice
- 2014 RNC of 2012 Recipient
- 2014 Franklin Templeton Monthly Volunteer Recipient
- 2014 Woman's Day Online Magazine – "One of 9 Hunger Heroes In The Nation"
- 2014 AmazonSmiles Participant and Recipient
- 2015 Angels Against Abuse Sponsorship Recipient
- 2015 The Exchange Club of The Burg March 2014 Charity
- 2015 Positive Impact Magazine – The Infinity Stars Honoree
- 2015 Northeast Exchange Club Ribfest Recipient
- 2015 AmazonSmiles Participant and Recipient
- 2015 Shorecrest Prep Ongoing Mouse Nibbles Food Drive Recipient
- 2015 Wells Fargo Community Partner Award Honoree
- 2015 Lady Godiva Nominee
- 2015 Jenkins Foundation Recipient
- 2015 KindSnacks – KindCauses Nominee
- 2015 AmazonSmiles Participant and Recipient
- 2015 St. Pete Brewery First Anniversary Beneficiary
- 2015 Charles Rutenberg Realty Wine Tasting Hoedown Charity Choice
- 2015 LocalShops1 Best Local Non-Profit Judge's Choice
- 2015 Give Day Tampa Bay Participant

- 2015 Raymond James Marketing August Cares Charity of Choice
- 2015 Raymond James Bank August Cares Charity of Choice
- 2015 Franklin Templeton Monthly Volunteer Program Recipient
- 2015 Franklin Templeton Corporate Giving Recipient
- 2015 American Spirits Charity of Choice
- 2015 I Like It Hot! Festival Charity of Choice
- 2015 LocalShops1 – Shopapalooza 1 of 3 Charities of Choice
- 2015 LEAN CUISINE® Phenomenal Effect Promotion Recognition First Prize
- 2015 Creative Loafing Best Nonprofit Nominee
- 2015 Allstate’s Helping Hands – Kind Mouse Back To School Supplies and Food Drive
- 2015 Wells Fargo Community Support Campaign
- 2015 WEDU Be More Empowered Nominee
- 2015 Wells Fargo Community Affairs Panelist for Leadership St. Pete
- 2015 Wells Fargo Team Building Charity of Choice
- 2015 Diva Angels of Tampa Bay Team Building Charity of Choice
- 2015 Matthews Benefit Group Philanthropy Day Charity of Choice
- 2015 Angler Armory John's Pass Jingle Bells Kid's Fishing Tournament & Christmas in the Pass One of the Charities of Choice
- 2015 LocalShops1 Shopapalooza One of the Charities of Choice
- 2015 Matrix Medical Network Holiday Charity of Choice
- 2015 Raymond James Wealth, Retirement and Portfolio Solutions Holiday Charity of Choice
- 2015 Franklin Templeton Monthly Volunteer Recipient
- 2015 City Place Charity of Choice
- 2016 WEDU Be-More Awards Finalist
- 2016 LocalShops1 Best In Biz Nominee
- 2016 Allstate’s Giving Campaign Charity of Choice
- 2016 Raymond James Charity Cares Month - Charity of Choice
- 2016 Wells Fargo Community Partner Award Honoree
- 2016 Angels Against Abuse Recipient
- 2016 Charles Rutenberg Realty Wine Tasting Hoedown Charity Choice
- 2016 City Place Charity of Choice
- 2016 Burg Exchange Club of St. Petersburg One of Two Charities of Choice – Pajama Bowl-A-Thon
- 2016 Shorecrest Prep – One of The Volunteer Week Charities of Choice
- 2016 Pasta Around The World Recipient
- 2016 Rotary Club of Central Pinellas Poker Run One of Three Charity Recipient
- 2016 Franklin Templeton Monthly Volunteer Recipient
- 2016 AmazonSmiles Participant and Recipient
- 2016 Allstate’s Helping Hands Charity of Choice
- 2016 Verizon Employee Volunteer Recipient

- 2016 Northeast Exchange Club Ribfest Recipient 2016 St. Pete Chamber Good 'Burger People's Choice Award – Best Nonprofit
- 2016 Wells Fargo Community Partner Award Honoree
- 2016 Northeast Exchange Club Ribfest Recipient
- 2016 St. Pete Young Professional Charity of Choice Volunteer Day
- 2016 Angler Armory John's Pass Jingle Bells Kid's Fishing Tournament & Christmas in the Pass One of the Charities of Choice
- 2016 Canterbury School One of The Volunteer Week Charities of Choice
- 2016 Matrix Medical Network Charity of Choice
- 2017 St. Pete Euclid Homeowner's Association Charity of Choice
- 2017 Thrill St. Pete Charity of Choice
- 2017 Franklin Templeton Monthly Volunteer Recipient
- 2017 AmazonSmiles Participant and Recipient
- 2017 Angels Against Abuse Recipient
- 2017 LocalShops1 Top Chef Charity of Choice
- 2017 Wells Fargo Community Partner Award Honoree
- 2017 Northeast Exchange Club Ribfest Recipient
- 2017 Shorecrest Prep One of The Volunteer Week Charities of Choice
- 2017 Burg Exchange Club's Bowl-A-Thon One of Two Charity of Choice
- 2017 Canterbury School One of The Volunteer Week Charities of Choice
- 2017 Allstate's Helping Hands Charity of Choice
- 2017 Charles Rutenberg Realty Wine Tasting Hoedown Charity Choice
- 2017 Creative Loafing Best Nonprofit Nominee
- 2017 Raymond James Marketing Community Cares Charity of Choice
- 2017 St. Pete Chamber Good 'Burger Most Valuable Burger Nominee
- 2017 PARC's People of Purpose Honoree
- 2017 St. Pete Women's Chamber of Commerce Charity of Choice Sept. - Dec.
- 2017 Marquis Who's Who
- 2017 WEDU Be More Awards – Empowered Nominee
- 2017 WEDU Be More Awards – Entrepreneurial Nominee
- 2017 WEDU Be More Awards – Inspiring Mice Intern's Elizabeth Hodgson, Lily Schneider and Sarah Kingsford Nominee
- 2017 WEDU Be More Awards – Involved Advisory Board's Tonya Corder Nominee
- 2017 WEDU Be More Awards – Relevant Nominee
- 2017 St. Pete Chamber's Most Value Burger Nominee
- 2017 Angler Armory's Jingle Bells Charity of Choice
- 2017 Matrix Medical Holiday Charity of Choice
- 2017 Raymond James Marketing Charity of Choice
- 2017 Gator Club Holiday Charity of Choice
- 2017 Give Day Tampa Bay Participant
- 2017 Giving Tuesday Participant
- 2017 Connect to Christ Charity of Choice

- 2018 Queen of Hearts Court – Princess Gina Wilkins
- 2018 WEDU Be More Awards Rising Star Under 21 Finalist (Mice Intern Lily Schneider)
- 2018 WEDU Best Video Finalist (MOUSEVision - Mice Intern Elizabeth Schneider)
- 2018 Shorecrest Prep One of The Week of Service Charities of Choice
- 2018 Connect to Christ One of Their Charities of Choice
- 2018 Al Cole's and First Unity People of Distinction Humanitarian Awards "Unsung Heroes"
- 2018 Queen of Heart's Choice for their 2019 Charity of Choice at The 61<sup>st</sup> Annual Queen of Hearts Gala
- 2018 May 10 City of St. Petersburg Proclaims May 10<sup>th</sup> Kind Mouse Day
- 2018 Charles Rutenberg Charity of Choice
- 2018 St. Pete Chamber Good Burger Awards – Nomination Most Value Burger Gina Wilkins
- 2018 St. Pete Chamber Good Burger Awards – Nomination Large Nonprofit Community Conscious – The Kind Mouse
- 2018 Angler Armory's Jingle Bells Charity of Choice
- 2018 Matrix Medical Holiday Charity of Choice
- 2018 Raymond James Marketing Charity of Choice
- 2018 Tampa Bay Lightning Community Hero
- 2019 WEDU Be More Awards – Mason Dixon Award for Volunteerism – Mice In Training Sydney Merritt aka Jingles
- 2019 Queen of Hearts Recipient
- 2019 Women's Service League Recipient
- 2019 Thrill The Burg Charity of Choice
- 2019 May 10 City of St. Petersburg Proclaims May 10<sup>th</sup> Kind Mouse Day
- 2019 Connect to Christ Charity of Choice
- 2019 Matrix Medical Easter Charity of Choice
- 2019 Raymond James Marketing Charity of Choice
- 2019 Shorecrest Prep One of The Week of Service Charities of Choice
- 2019 St. Pete Rotary Recipient
- 2019 PRO and Volunteer Evelyn Nakelski – Charity of Choice
- 2019 Charles Rutenberg Charity of Choice
- 2019 Couple of The Year Nominee
- 2019 St. Pete Chamber Good Burger Awards – Nomination Most Value Burger Gina Wilkins
- 2018 St. Pete Chamber Good Burger Awards – Nomination BOD Members Stan Wilkins and Nancy Westphal
- 2019 Speer Foundation – Boy Scout Honor Featuring Kind Mouse
- 2019 WEDU Be More Awards Nominee – Be More Empowered – The Kind Mouse
- 2019 WEDU Be More Awards Finalist – Be More Entrepreneurial – Gina Wilkins

- 2019 WEDU Be More Awards Nominee – Be More Humble – The Kind Mouse
- 2019 WEDU Be More Awards Nominee – Be More Involved – Stan Wilkins and Volunteer Evelyn Nakelski
- 2019 WEDU Be More Awards Finalist – Be More Relevant – The Kind Mouse – MOUSEVision Program
- 2019 WEDU Be More Awards Finalist – Be More Encouraged – The Kind Mouse
- 2019 Allstate Helping Hands Holiday Charity of Choice
- 2019 Angler Armory's Jingle Bells Charity of Choice
- 2019 Matrix Medical Holiday Charity of Choice
- 2019 Gulfcoast Chapter of FAMP Charity of Choice
- 2019 Wells Fargo Day of Volunteering
- 2019 Maple Street 3 Month Charity of Choice
- 2019 State Farm Helping Hands Charity of Choice
- 2019 Music Bingo Nation Charity of Choice
- 2019 Thrill The Burg Charity of Choice
- 2019 Iowa Club Charity of Choice
- 2019 Grow Financial Credit Union Website's Charity Showcase
- 2020 Broaderick Family Foundation Long Table Charity of Choice
- 2020 Beer Breakfast 20<sup>th</sup> Anniversary Charity of Choice
- 2020 PRO – One of Their Charities of Choice
- 2020 Connect to Christ Charity of Choice
- 2020 Music Bingo Nation Charity of Choice
- 2020 St. Paul's Catholic Church and School Food Drive Charity of Choice
- 2020 Jabil Volunteer Day Choice
- 2020 USF Volunteer Day Choice
- 2020 Shorecrest Prep Week of Service Charity Choice
- 2020 Mastry Brewing Chili Cookoff Charity of Choice
- 2020 Cody's Roadhouse Grill Golf Tournament 1 of 3 Charities of Choice
- 2020 Suncoast Mustang's Charity of Choice
- 2020 Gulfcoast Chapter of FAMP Charity of Choice

❖ Media Presence

- 2013 ABC Action News
- 2013 Studio 10
- 2013 Bay News 9 Local Hero
- 2014 CBS Radio
- 2014 WFTS (Oct. 20, 2014)
- 2014 ABC Action News (Oct. 27, 2014)
- 2014 News Talk Florida – Hellview Event. Kind Mouse Mentioned
- 2014 News Talk Florida – Mousequerade
- 2015 Fox 13
- 2015 A TASTE of Tampa Bay AM Radio (Sept. 12, 2015)



- 2015 Studio 10
- 2015 Fox 13 News Anchor Linda Hurtado Promo
- 2017 Fox 13 News
- 2018 ABC Action News
- 2018 CBS News 10
- 2018 Fox News
- 2018 JWB Internal News
- 2018 Duke Energy Internal News
- 2018 WFLA Tampa
- 2018 WFLA Tampa with David Jolly
- 2018 WFLA Tampa with Ryan Gorman
- 2019 Studio 10
- 2019 WEDU PBS
- 2020 Fox 13

❖ Print

- 2013 Mayhem Magazine
- 2013 Transformations Magazine
- 2013 Good Living Magazine
- 2014 Tampa Bay Wellness Magazine (April Issue)
- 2014 Atlantis Magazine (June Issue)
- 2014 Positive Impact Magazine
- 2014 Good Living Magazine – December
- 2014 Woman's Day Online Magazine – "Hunger Hero"
- 2015 St. Pete Patch - Sept.
- 2015 The Flight Deck Blog
- 2016 The Island Reporter
- 2017 St. Pete Life – December
- 2018 Green Bench Magazine
- 2018 83 Degrees Media
- 2018 Tampa Bay Time Social Scene
- 2018 Tampa Bay Times – August 2018
- 2018 Tampa Bay Magazine
- 2019 Tampa Bay Times Bay Magazine October 2019
- 2019 400 Beach Seafood and Restaurant Menus
- 2019 Parkshore Grill Menus