

The Kind Mouse

By Gina Wilkins, Founder and CEO

The Kind Mouse

Kids Quietly Filling Tummies with
Hope





In 2011

- **Upon learning of hungry children in my neighborhood I, an architectural draftsman decided to help**
- **Joining forces with Pinellas County's Pack-A-Snack program I began feeding 5 children at a local school and visiting hotels to feed the hungry children there**



- **Thus The Kind Mouse was born**
- **Working out of a back bedroom in our home, I asked my fellow small business friends to help me feed the children**
- **Before I knew it the original 5 children we were feeding led to 50, then 75 then 100. I realized this was just the tip of the iceberg.**
- **So much more needed to be done!**



- **I knew this was a travesty and the world needed to know about this horrible epidemic**
- **7000+ Chronically Hungry Children in Pinellas County**
- **36,000+ Food Insecure Children in Pinellas County**
- **I sought the help of the media**
- **I met with everyone I could think of**

- I spoke at meetings
- I held events
- But I knew I could not do this alone



- I realized that feeding children was not really the solution. It was just a band-aid.
- I needed to think long term.....
- By thinking of the next generation, possibly that would be a solution
- So "Kids Feeding Kids" was born

By teaching the next generation of children about food insecurity possibly

they would make a lasting impact on the hunger issues in our county and beyond



Mice In Training was Developed

- Ages 5 – 12
- A 12 month commitment where children
- Run their own board meetings, learn Robert's Rules and vote by majority

- Learn to speak in public
- Run food drive



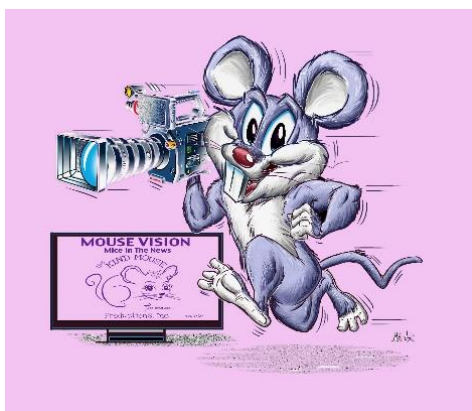
- Purchase food
- Pack food
- Raise awareness in the community
- Learn the business side of running a nonprofit
- Donor appreciation
- Each child chooses a "Mouse" name and becomes a "Mouse"
- Children from all schools were welcomed into "The Litter"

Mice In Training was Such a Success that Mice Interns Soon Followed

- Ages 13 -18
- Have the same responsibilities as Mice In Training with increased commitments
- These teens mentor Mice In Training
- Participate in Community Outreach



And then MOUSEVision was born!



- Mice In Training starting at age 11 and the Mice Interns run their own video production company
- Raise awareness of the hunger issues in our county through Social Media Videos and Commercials



**And these amazing kids even
wrote and produced a song on
hunger!**

A
Safe Place
Was Created
for
ALL
The Children

And My What a Successful Program It is!

Next Generation of Leaders #KidsFeedingKids

An Outreach Program for Children ages 5-18 Raising Awareness of The Hunger Issues In Pinellas County and Assisting in Serving Those Less Fortunate

Mice In Training Ages 5 - 12
and
Mice Interns Ages 13 -18

Nonprofit Ownership
Running Board Meetings at Age 5
Learning Robert's Rules
Voting Rights
Organizing Food Drives
Purchasing and Packing Food
Donor Relations
Speaking at Events
Starring in MOUSEVision Hunger
Awareness Videos
Summer Internships

MOUSEVision Ages 11 -18

Mice Interns and Older Mice In
Training

Write
Star
Costume Design
Makeup
Produce
Direct
Sound Mix
Shoot (Camera)
Edit

Their OWN Kind Mouse Awareness
Videos and Commercials on YouTube



Next Generation of Leaders #KidsFeedingKids

An Outreach Program for Children ages 5-18 Raising Awareness of The Hunger Issues In Pinellas County and Assisting in Serving Those Less Fortunate

Mice In Training Ages 5 - 12 Mice Interns Ages 13 -18

MOUSEVision Ages 11 -18

SCHOLARSHIPS

\$56,000

- Lily, 17

AWARDS

WEDU Shining Star Nominee –Lily, at 16
WEDU Best Video Nominee – Elizabeth, at 17
WEDU Mason Dixon Volunteerism Award – Jingles, 12

Many of these children have been in the program since inception.

Such a Success
That 2019
Was Record Breaking for
The Kind Mouse!

14,000 Pounds of Food Was Donated
Through our Christmas Food Drive

We Filled **102,000+** Tummies

1,149 Children Received Mouse Nibbles Weekly

2,350 Agency Partner Tummies Were Filled
On An Ongoing Basis

65 Individual Family Members
Participated
in Our 90 Day Program

123,000 Pounds of Food
Served

**Look at All Those Christmas Donations! 14,000 Pounds!
Our Kids Feeding Kids are very proud of themselves.
And we are very proud of them!**



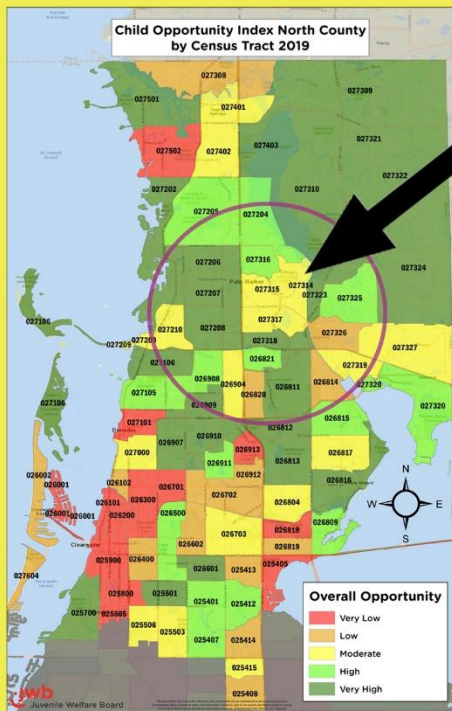
We are happy to say that we have filled so many tummies in The South County of Pinellas!

And now we are finding our newest needs are the children of **North Pinellas County. So many are being underserved.**

We have partnered with many of these agencies in the past months, but find the distance is an obstacle. Oh so many more could be served if we could only reach them.....

And so Kind Mouse is looking for Pantry #II where we could serve both the South and the North County!

Area In Pinellas County Kind Mouse Can Make The Most Impact



Hardworking Families Living Paycheck to Paycheck
One Unforeseen Mishap May Result in Missed Meals

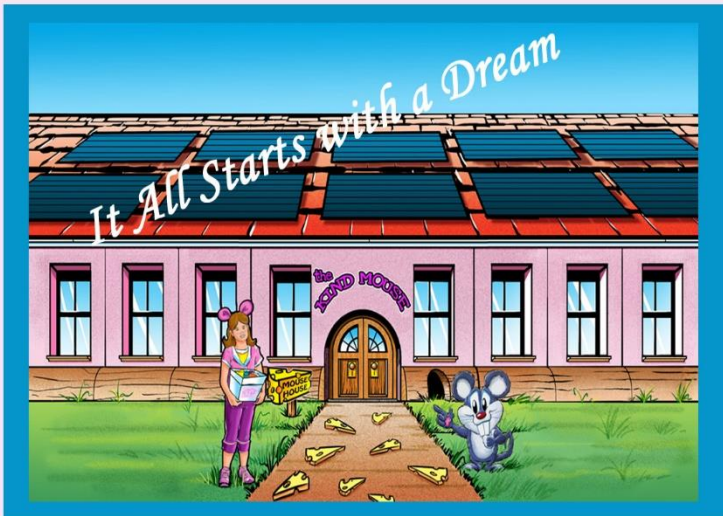


By opening up Kind Mouse Pantry II

- We can have a larger impact on
 - The children and families we serve
 - Hungry Children
 - Chronically Hungry
 - Food Insecure
- Families living paycheck to paycheck
- A.L.I.C.E. Families

PLUS!

- We can grow our #KMKidsFeedingKids program immensely!
 - Mice In Training
 - Mice Interns
 - MOUSEVision



Kind Mouse Future Growth

Kind Mouse Pantry II

Energy Efficient

Kid Friendly

Lots of Parking

Easy Access To Those
in Need

Clean

Safe

Functional

Bright and Cheery

Fun

A Place Volunteers
and Staff Would
Want To Go To



#KMKidsFeedingKids Room



Mouse Nibbles Room



Mouse Nibbles Wash Room & Office



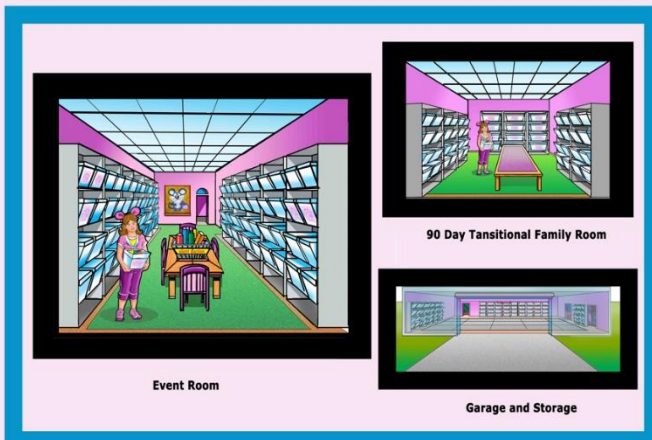
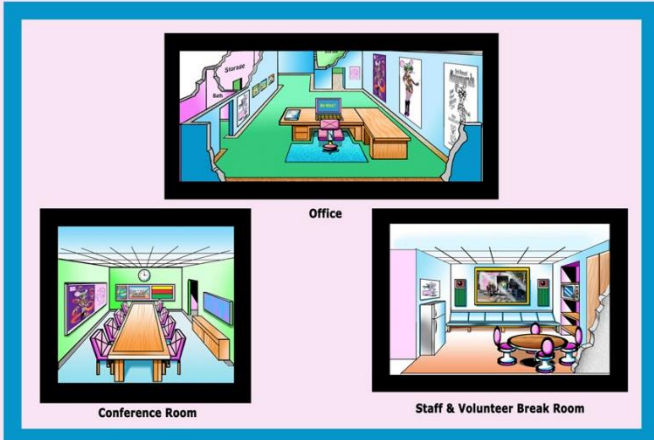
MOUSEvision Studio

Kind Mouse Pantry II

The 2020 Kind Mouse Capital Campaign Committee

Lauren Carlan
Donna Cothron
Brian Harrington
Noreen Hodges
Steve Hodges
Jeanette Imai
Jennifer McGarry
Janecha Petrou
India Riggs
Brett Vickers
Norman Walker
Nancy Westphal
Steve Westphal
Stan Wilkins

A Place for All Kids To Go



Safety is the most important factor to The Kind Mouse. We want a safe place for our Kids Feeding Kids, our Volunteers, Our Staff and Our Clientele. Yes, for all The "Mice".

Energy efficiency is also key. If we all do a little, a lot will get accomplished.

Collaboration Is Key - Our Community Partners

Angels Against Abuse
Bee's Learning
Boley Center
Coral Heights Outreach
Early Learning Coalition of Pinellas County
Foundation for Sustainable Families
Hands Across The Bay
Heels To Heal
Juvenile Court
Juvenile Justice Department, DIVERT Program
JWB's Community Partners
Mattie Williams Neighborhood Center
New Hope Youth Ministry
PCS Gibbs High School Football Team
PCS Innovation Academy
PCS Jane's Pantry Emergency Food Program
PCS John Hopkins Middle School
PCS Lakewood Elementary School
PCS Sawgrass Lake Elementary
PCS Shore Acres Elementary
PCS Woodlawn Elementary
Prayer Tower
Serve St Pete
SPPF MASTRS KIDS
St Anthony's Hospital Referral Program
St Pete Free Clinic
US Coast Guard (During Government Shutdown)
USFSP Summer Camp
Volunteers of America
Women With Purpose
Youth Farm at Enoch Davis

**We know
these
partnerships
will grow in
size and
number once
we reach
North
County**

Thank you to the support of our Board of Directors, Our Board of Advisors and Building/Capital Campaign Committee

The 2020 Kind Mouse Board of Directors

Lauran Carlan
The White Family Foundation

Stan Wilkins
Talking Dog Productions

Jennifer McGarry
Franklin Templeton

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St. Anthony's Hospital Foundation

Brett Vickers
The Speer Foundation

Brian Harrington
Harrington Law

Nancy Westphal
GoToSteve's Restaurants

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Pharmacist

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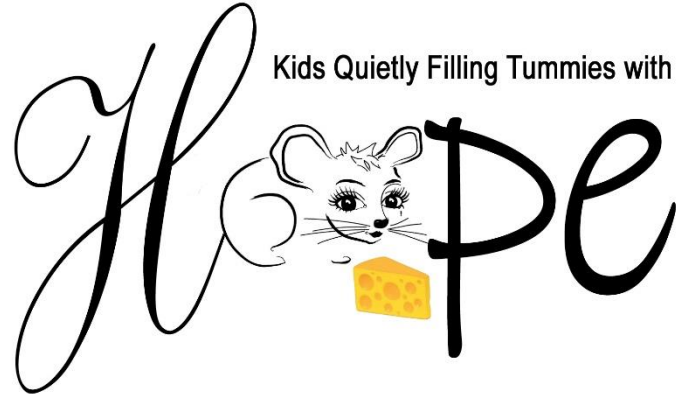


And thank you to our Next Generation of Leaders!

#KMKidsFeedingKids

My Succession Plan

The Kind Mouse



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.

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