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Jim McNeese  
Founder and President  
McNeese Kids

“The Kids Promise”

McNeese Kids launched a new campaign, “The Kids Promise” to stand up a recreation center for abused and abandoned children. Teaming with our partner Jonathan’s Place, we will overhaul an existing property and create an engaging and fun place for the children in their care.

“This recreation center will give kids of all ages a safe environment and an opportunity to experience new things, discover what they love and reach their full potential. We are grateful to McNeese Kids for their steadfast commitment to the children. They not only write the checks, but they roll up their sleeves and wear their hearts on them. Its why we recognized them as our 2024 Award of Service recipient”, said Allicia Graham Frye, CEO of Jonathan’s Place.

This is just one of many areas where McNeese Kids is making an impact. McNeese Kids' mission is focused on helping children to be the best version of themselves and aligns around four core areas: Homelessness / Shelter, Abuse and Neglect / Safety, Hunger / Nutrition and Development / Esteem. Through creative fundraising and amazing donors and volunteers, McNeese Kids has been able to donate over 3,000 volunteer hours and \$300,000 to our three local partner charities: Jonathan's Place, Samaritan Inn and North Texas Food Bank. We have been able to rally volunteers to staff food packing assembly lines, sponsor an Angel Tree for the homeless - and even shop for every child! We even launched a new campaign, The Kids Promise, teaming with Jonathan’s Place to stand up a recreation for at risk and in need children.

And because we maintain a low 5% operating cost model with a nimble 100% volunteer staff, we are able to maximize the dollars that go to the children.

But there is more to do - and that's where you come in!

Please consider a financial donation to McNeese Kids. I promise that we will be stewards of your dollars and a catalyst to getting the resources to at-risk and in-need Dallas area children.

We look forward to teaming with you to improve the lives of our children!

Sincerely,  
Jim McNeese

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## CONTACT US

116 Tennessee St Ste 200  
McKinney, TX 75069  
info@mcneesekids.org | 214-682-3955  
<https://mcneesekids.org/>



# McNeese Kids

Helping children from the ground up



## Our Value

### Drive dollars

Raise money through individual and corporate donations – creating new funding channels for our partner charities

### Convert interest to action

Direct people who want to give time and rallying volunteers

### Generate a sense urgency

Bring attention and visibility to the very real need in our own backyard

### Elevate awareness

Align with local organizations that share our values and have the infrastructure to execute

### Maximize impact

100% all-volunteer organization with no paid employees and minimal operating costs

## About Us

McNeese Kids believes that every child deserves the opportunity to be the best version of themselves – and to live a life free of neglect and abuse. Be it food, clothing and shelter, or programs and education, we support the core dimensions of a child’s wellbeing. By teaming with recognized charities and direct community involvement, we act as a catalyst to get resources to children who need it most.



**1 in 6**

Children in North Texas is food insecure.



**10% in Texas**

10% of all US homeless youth are in Texas



**52,345 Victims**  
of Child Abuse in Texas in 2021 – the most of any US State.



**No Opportunity**

Poverty significantly reduces participation in after-school activities

McNeese Kids is a 100% volunteer women led disabled-veteran founded 501(c)3.

## Our Strategy

McNeese Kids has built relationships with Dallas-based charities that align with the mission and share the board's values. Current partners include Jonathan's Place, Samaritan Inn and North Texas Food Bank.



**McNeese Kids raises funds by hosting the McNeese Kids Annual Charity Golf Tournament, receipt of corporate sponsorships and individual donations.**

We select one pillar each year as our primary focus and donate the majority of our fundraising dollars to that charity; however all charities and the grant program will be allocated funds each year. By working directly with these organizations, we provide financial support and volunteer resources.

**McNeese Kids rallies volunteers for activities benefiting local children in need.**

Primary Beneficiary	Secondary Beneficiary	Secondary Beneficiary	McNeese Kids Grant program	Operating Expenses
40%	25%	25%	5%	5%

### Key Facts

McNeese Kids is a 100% volunteer 501(c)3 non-for-profit organization. No board members or volunteers receive compensation and all donations are 100% tax deductible according to the US Tax Code.

McNeeseKids distributes all funds raised, less operating expenses to our partners and the McNeese Kids Grant Program. McNeese Kids has donated over 3,000 hours and over \$300,000 to support children in the Dallas Metroplex.

McNeese Kids maintains a low 5% operating cost model.

### Donations as of December 2023

Homelessness / Shelter: The Samaritan Inn

- 2021: \$42,500\*
- 2022: \$30,000
- 2023: \$38,000

Abuse & Neglect / Safety: Jonathan's Place

- 2021: \$30,000
- 2022: \$60,000\*
- 2023: \$38,000

Hunger / Nutrition: North Texas Food Bank

- 2021: \$10,000
- 2022: \$30,000
- 2023: \$60,000\*

McNeese Kids Grant Program

- 2022: \$2,000
- 2023: \$5,000

\*Primary Beneficiary

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## OUR TEAM



Jim McNeese  
Founder and President

## BOARD OF DIRECTORS



Kim McNeese  
Vice President  
Head of Community  
Relations and Volunteers



Nicole Katrana  
Treasurer  
Head of Marketing



Gregory Gorman  
Vice President  
Head of IT Operations

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## OUR PARTNERS

McNeese Kids carefully selects local charities that align with our mission, four pillars - Homelessness / Shelter, Abuse and Neglect / Safety, Hunger / Nutrition and Development / Esteem - and the values of the Board of Directors, to be the beneficiaries of our fundraising efforts.

By working directly with these organizations, we are able to provide financial support and additional volunteer resources.



The Samaritan Inn is more than just a place to spend the night. Our program takes a holistic approach that supports those experiencing homelessness with everything they need and teaches them life skills to expedite their journey back to self-sufficiency.

[saminn.org](http://saminn.org)



The mission of Jonathan's Place is to provide a safe place, loving homes, and promising futures for abused and neglected children, teens, and young adults.

[jpkids.org](http://jpkids.org)



Founded in 1982, the North Texas Food Bank (NTFB) is a nonprofit hunger relief organization that distributes donated and purchased foods through a network of more than 200 Partner Agencies in 13 counties.

[ntfb.org](http://ntfb.org)

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<b>McNeese Kids Foundation, Inc.</b>	
<b>Balance Sheet</b>	
As of October 31, 2023	
Cash Basis	
	Oct 31, 23
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking at Randolph-Brooks FC	30,848.31
Total Checking/Savings	30,848.31
Total Current Assets	30,848.31
<b>TOTAL ASSETS</b>	<b>30,848.31</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Unrestricted Net Assets	18,105.80
Net Income	12,742.51
Total Equity	30,848.31
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>30,848.31</b>

<b>McNeese Kids Foundation, Inc.</b>	
<b>Profit &amp; Loss</b>	
January through October 2023	
Cash Basis	
	Jan - Oct 23
<b>Ordinary Income/Expense</b>	
Income	
Direct Public Support	
Individ, Business Contributions	190,503.44
Total Direct Public Support	190,503.44
<b>Total Income</b>	<b>190,503.44</b>
Expense	
Advertising & Promotion	2,456.47
Charitable Contributions	113,666.19
Contract Services	
Legal Fees	1,450.00
Total Contract Services	1,450.00
Golf Tournament Event	
Supplies & Materials	689.62
Facility Rental	36,148.94
Golf Tournament Expense	21,064.60
Total Golf Tournament Event	57,903.16
Merchant Services	41.04
Operations	
Office Supplies	192.68
Postage, Mailing Service	14.45
Total Operations	207.13
Other Types of Expenses	
Insurance	2,060.47
Total Other Types of Expenses	2,060.47
<b>Total Expense</b>	<b>177,784.46</b>
<b>Net Ordinary Income</b>	<b>12,718.98</b>
Other Income/Expense	
Other Income	
Interest Income	23.53
Total Other Income	23.53
<b>Net Other Income</b>	<b>23.53</b>
<b>Net Income</b>	<b>12,742.51</b>

Prepared by Lawson & Company CPAs, LLC.

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