



# McNeese Kids

Jim McNeese  
Founder and President  
McNeese Kids

December 2022

"We can play outside!"

Today's school-age children are required to have a coat to be able to enjoy outdoor activities when the temperatures drop below a certain degree. Unfortunately many children don't have the basics - much less a home to go back to or a guaranteed meal when they get there. Now imagine the additional social pressures that go along with being "different or without" and you can get a sense for what many children of poverty, abuse and neglect are experiencing.

I have always had a soft spot for children and as a father of two boys, I wanted to teach them the power of giving back. Living in a thriving Dallas suburb, you don't realize that the need is in your backyard. I founded McNeese Kids because of situations just like this. And I was proud to be able to donate over \$2,000 of coats, gloves and hygiene bags to a local Mesquite, Texas school who reached out. "We serve 560 students - close to 90% are lower socioeconomic class and 10 are homeless. Students that have their basic needs met can focus on their studies and feel confident...gain their dignity..and maybe avoid the teasing that comes with being different", said the school principal.

This is just one of many areas where McNeese Kids has been able to make 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 \$200,000 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!

And because we maintain a low 1.5% 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

## 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 5**

Children struggle with hunger



**111,000**

Texas students are homeless



**718**

Daily reports of child abuse



**Poverty**

reduces participation in extracurriculars

McNeese Kids is a 100% volunteer women-led veteran-founded 501(c)3 focused on at-risk and in-need children in the Dallas metroplex.

## Our Strategy

McNeese Kids uses Maslow's Hierarchy of Needs to inform the areas of focus and have 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	Secondary Beneficiary	McNeese Kids Grant Program	Operating Expenses
40%	15%	15%	15%	13.5%	1.5%

### 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.

McNeese Kids distributes all funds raised, less expenses and operating costs to our partners and McNeese Kids Grant Program. As of December 2022, McNeese Kids has donated over \$200,000 to the children of the Dallas Metroplex.

McNeese Kids maintains a low 1.5% operating cost model – the bare minimum needed for administrative and operating costs.

### Donations as of December 2022

Homelessness / Shelter: The Samaritan Inn

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

Abuse & Neglect / Safety: Jonathan's Place

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

Hunger / Nutrition: North Texas Food Bank

- 2021: \$10,000
- 2022: \$30,000

McNeese Kids Grant Program

- 2022: \$2,000

\*Primary Beneficiary

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# McNeese Kids

## 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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# McNeese Kids

## 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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# McNeese Kids

## McNeese Kids Foundation, Inc. Balance Sheet

Cash Basis

As of October 31, 2022

	Oct 31, 22
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking at Randolph-Brooks FC	22,618.48
Total Checking/Savings	22,618.48
Total Current Assets	22,618.48
<b>TOTAL ASSETS</b>	<b>22,618.48</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Unrestricted Net Assets	24,180.88
Net Income	-1,562.40
Total Equity	22,618.48
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>22,618.48</b>

## McNeese Kids Foundation, Inc. Profit & Loss

Cash Basis

January through October 2022

	Jan - Oct 22
Ordinary Income/Expense	
Income	
Direct Public Support	
Individ, Business Contributions	189,769.54
Total Direct Public Support	189,769.54
Total Income	189,769.54
Expense	
Advertising & Promotion	5,499.66
Charitable Contributions	135,000.00
Contract Services	
Legal Fees	1,350.00
Total Contract Services	1,350.00
Golf Tournament Event	
Event Awards	10,443.95
Facility Rental	33,013.50
Golf Tournament Expense	300.00
Total Golf Tournament Event	43,757.45
Merchant Services	1,591.59
Operations	
Office Supplies	1,689.86
Postage, Mailing Service	555.98
Printing and Copying	205.62
Total Operations	2,451.46
Other Types of Expenses	
Insurance	1,260.00
Total Other Types of Expenses	1,260.00
Travel and Meetings	447.97
Total Expense	191,358.13
Net Ordinary Income	-1,588.59
Other Income/Expense	
Other Income	
Interest Income	26.19
Total Other Income	26.19
Net Other Income	26.19
Net Income	-1,562.40

Prepared by Lawson & Company CPAs, LLC.

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## McNeese Kids Expands its Mission to Help Children in Need

November 23, 2022 | press

Dallas, Texas, Nov 23, 2022 / / - - McNeese Kids announced the creation of the McNeese Kids Grant Program and new pillar focused on a child's personal development and self-esteem.

The McNeese Kids Grant Program allows both individuals and organizations to apply for resource assistance on behalf of children struggling with hunger, homelessness, abuse/neglect or personal development and self-esteem issues. This fourth pillar will allow McNeese Kids to fund educational and recreational programs and the resources necessary for a child to participate.

"I have always had a soft spot for kids and a passion for giving back. And I have seen children going without the basics that they need to live – much less thrive. We founded McNeese Kids to address the issues in our own backyard," said Jim McNeese, Founder and President McNeese Kids.

McNeese Kids uses Maslow's Hierarchy of Needs to inform their areas of focus and have built relationships with three Dallas-based charities that align with the mission and share the board's values: Jonathan's Place, Samaritan Inn and North Texas Food Bank. Through individual and corporate sponsors, the McNeese Kids Annual Charity Golf Tournament and a modest 1.5% operating expense spend, McNeese Kids has been able to donate over \$200,000 in its first two years to these three organizations. And now with the expanded mission, McNeese Kids can respond to the immediate and urgent needs of the children of our community.

"We are proud to have been awarded the first McNeese Kids Grant. This donation provides us with coats, pants, beanies, gloves, scarves, and hygiene kits for homeless and in need children in the district this winter," said a teacher at the Dallas-area school.

In addition to funding, McNeese Kids helps to rally volunteers. With efforts like Christmas shopping for Jonathan's Place or food packing shifts at the North Texas Food Bank, McNeese Kids is hands on with its partners.

"Unfortunately, there will always be children who need our help. And as long as there is a need, there will be a McNeese Kids," said Jim McNeese.

### About McNeese Kids:

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.

McNeese Kids is a 100% volunteer, women-led, veteran-founded, 501(c)3 focused on at-risk and in-need children in the Dallas metroplex.

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