



WE'RE FEEDING THEIR DREAMS.



We're
feeding
their
dreams.

2025
digital
media kit



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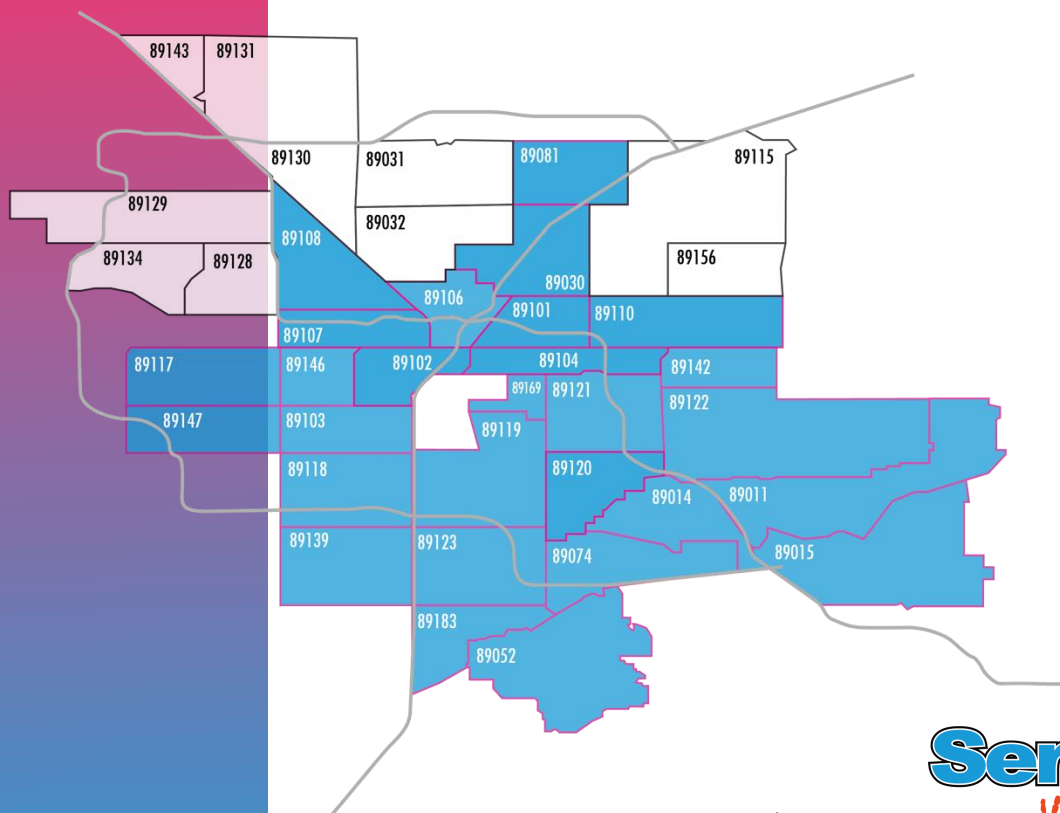
Serving Our Kids Foundation

Our Story

Every day, more than 100,000 Clark County kids don't get enough to eat. School breakfast and lunch programs feed many of these kids during the school year, but few schools provide food assistance on weekends. This means thousands of kids leave school on Friday not knowing if they will eat again before Monday.

Every week during the school year, Serving Our Kids provides more than 4,000 weekend meal bags to 98 schools, Kindergarten – 8th grade throughout the Las Vegas valley.

When hungry kids are referred to Serving Our Kids, we feed them every week for the rest of the school year. No exceptions. They can feel more secure knowing that, regardless of how uncertain their lives are, they will always receive food every Friday.



Our current service areas.



Serving Our Kids Foundation

Our Story (cont'd)

Serving Our Kids relies on donations from individuals and businesses to help fund the purchase of food and the distribution of our weekend meal bags. We actively seek additional financial and in-kind support to help:

- Fund our business operations and expenses
- Improve and expand our operations and services
- Provide more high-quality food items in each weekend meal bag
- Feed thousands more food-insecure elementary and middle school kids throughout the Las Vegas valley

Almost all of our workers and professional staff, including our CEO, are volunteers.

Founded in 2013, Serving Our Kids Foundation is a 501(c)(3) non-profit organization. All donations are tax deductible. EIN: 30-0747568.





Our Vision

To end child hunger across Southern Nevada.

Our Mission

To provide hope and a brighter future for at-risk, food-insecure children by providing them a weekly, weekend meal bag through a vast group of donors, advocates and volunteers who work to help us end child hunger across the valley.

Our Values



WE VALUE INSPIRATION

The power that reveals new ideas and new solutions that drive our mission to end child hunger across the Las Vegas Valley.

WE VALUE COMPASSION

The voice of the heart that calls and compels us to serve children who dream of a future without hunger.

WE VALUE TRANSPARENCY

The pledge that confirms the honesty and integrity of our business objectives and operations, and our respect for those who fund us, volunteer for us and rely on us.

WE VALUE EVERY CHILD



WE VALUE ACCOUNTABILITY

The conscience that guides us to make responsible and ethical decisions that justify the trust and commitment of our donors, partners, volunteers and employees.

WE VALUE COLLABORATION

The synergy created by working with talented, resourceful partners that strengthens our abilities, transcends our limitations and improves everything we do.

WE VALUE COMMUNITY

The spirit of caring, connection and pride that unites the people and organizations of the Las Vegas Valley, and empowers us to continue our mission to end child hunger.

servingourkids.org
EIN: 30-0747568

Our Leadership

Laurie Tanakaya

Chief Executive Officer



Laurie Tanakaya is the former Vice President of Retail for Opry Entertainment, a division of Ryman Hospitality that includes the Grand Ole Opry, Ryman Auditorium and Ole Red restaurants. A retail executive for more than 35 years, Laurie has managed businesses as large as \$1.5 billion in sales. She has also held executive roles across Merchandising, Marketing and Operations with major national retailers.

Her areas of expertise include Strategic Planning, New Business Development, Operations/Process Improvement, Financial Planning and Analytics, Vendor Partnerships and Team Mentoring and Development.

Laurie led the development of a new store format that ran a 24% increase in sales, and an event that produced the single highest sales day in one venue's 94-year history. Along with her executive roles, Laurie has also held fundraising and volunteer positions with various charitable organizations. During her tenure as the volunteer President of the Pamida Foundation, a 501c3 that supported education, wellness and helping families in need, the foundation raised \$1.4 million at a single event to benefit local communities across 11 states.

Board of Directors

Lauri Perdue

Board
Chairwoman



Lauri Perdue has a 25-year career in higher education in the state of Nevada serving multiple institutions and currently serves as the Campus and Academic Director for University of Phoenix. Lauri represents more than 70,000 online students nationally and 1,200 students in the state. She also partners with community and industry leaders to address the needs of higher education and workforce development.

Lauri's roles in higher education have afforded her the opportunity to manage and train teams on a national level in the areas of market research, student service, student retention, recruitment, program development, curriculum development, and state licensure.

Lauri has spent time away from traditional education, working with highly successful women and helping them transform, gain the insight and power to reach past their known potential, achieve well-being, and balance in their lives. She partnered with behavioral experts, philosophers, and well-being professionals to help executive-level women thrive.

Lauri has also served as a volunteer with several Las Vegas civic and charitable organizations.

Board of
Directors

**Gregory
Hogan**

Board Vice
Chairman
& Treasurer



Greg Hogan began his first career in 1976, at the age of 18, when he enlisted in the U.S. Air Force. During his four years of service, he earned the rank of Sergeant and an honorable discharge.

In 1980, Greg began a new career on Wall Street that started with investment bankers Brown Brothers Harriman and led to Bradford Trust and finally The Bank of NY Mellon. There, Greg went to night school to complete his BS degree and graduated Cum Laude in 2001.

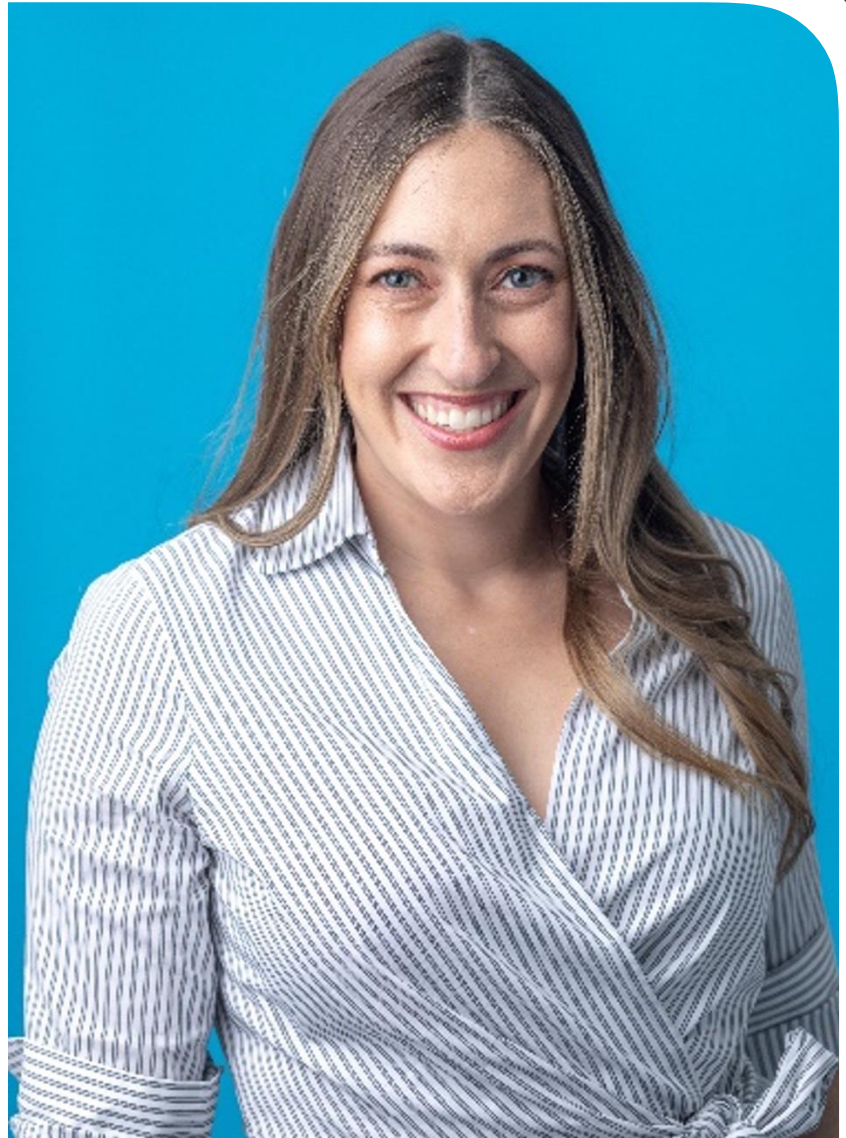
During his 27 years at Bank of New York Mellon, Greg managed multiple operational departments in US Settlements, a worldwide control group and a worldwide business continuity planning team. He also developed BNY Mellon's custody banking systems. He retired after 27 years of service with a total of 35 years of Wall Street financial experience.

Greg is a survivor of the 9-11 attacks on the World Trade Center. He managed a team effort to recover and balance billions in funds jeopardized by the attack.

Board of Directors

Connie Anderson

Board Secretary



Connie Anderson is an experienced marketing professional. With over 10 years of experience in the industry, Connie has built a reputation for creating impactful and strategic communications programs for a range of clients across various sectors. Currently, Connie is the Chief Strategy Officer and Partner at The Abbi Agency where she leads integrated strategy for clients including the Silver State Health Insurance Exchange, also known as Nevada Health Link, as well as Governor's Office of Economic Development and the Las Vegas Global Economic Alliance.

Connie holds a Bachelor of Arts degree in Journalism from University of Nevada, Reno and a Masters of Business Administration from Johns Hopkins University.

She is also actively involved in her community, volunteering her time to causes she is passionate about. When she's not working, Connie enjoys hiking, traveling, and spending time with her fur babies.

Board of Directors



Kelii Chock
Board Director



David Schultis
Board Director



Michael Aires
Board Director



Nick Giorgi
Board Director



Jane Rosenblum
Board Director



Jennifer Wilson
Board Director



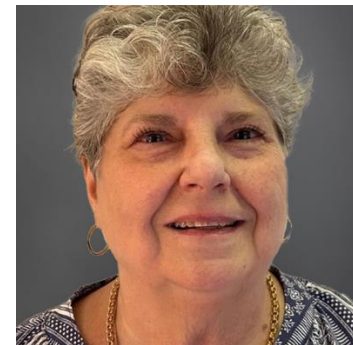
Lance Eliason
Board Director



Laurie Tanakaya
SOK CEO,
Board Director



David Archer
SOK Executive
Director



Fran Sarkett
Board Advisor

Our Partnerships



together, we can feed everyone

MEMBER OF
FEEDING
AMERICA

Three Square is Southern Nevada's only food bank and largest hunger-relief organization. Its mission is to provide wholesome food to hungry people, while passionately pursuing a hunger-free community.

Three Square collects, packages, stores, and distributes food to a network of agency partners. These partners work on the front lines distributing food directly to people in our community. With the help of community supporters, volunteers, and more than 150 agency partners, Three Square operates several programs to feed hungry families and individuals across four counties.

Since 2022, Serving Our Kids and Three Square have been strategic partners, working together to optimize our operations and resources to best serve food-insecure elementary and middle school children throughout the valley.

Our partnership enables Serving Our Kids to source and purchase much of the food we include in our weekend meal bags at a lower cost. This helps us to make the most of the donations we receive and maximize the numbers of students we serve. Three Square has also provided generous in-kind donations to help support our operations.



Speedway Children's Charities (SCC) was founded by Speedway Motorsports, which currently owns and manages 11 outstanding professional motor racing venues across America, including the Las Vegas Motor Speedway.

To date, SCC has awarded more than \$65 million to nonprofit organizations throughout the country that directly serve the needs of children. Local SCC chapters work with local leaders and organizations to identify and address the issues affecting children in their communities.

Serving Our Kids is grateful to count SCC among our close community partners. The Las Vegas chapter has provided thousands of dollars in critical grant funding over the past four years.



The Power of Good is Always On

The NV Energy Foundation (NVEF) is the philanthropic arm of Nevada's largest public utility. It provides grants and sponsorships to nonprofit organizations that are effectively addressing some of the most difficult challenges facing NV Energy customers and their communities. These include hunger and food insecurity.

In 2023, NV Energy and the NVEF gave more than \$5.3 million in financial and in-kind donations to worthwhile organizations throughout the state. And their employees contributed more than 32,000 volunteer hours.

NV Energy and the NVEF are the newest Serving Our Kids community partners. In May 2024, they awarded Serving Our Kids a \$50,000 grant that will help us to better serve thousands of elementary and middle school children throughout the Las Vegas valley who face food-insecurity and hunger every day.



Diazo Wealth is a boutique wealth management firm that provides comprehensive investment, retirement and multi-generational estate planning services to help individuals and families achieve financial independence.

Over the years, Diazo has been a constant Serving Our Kids community partner. They have been the Event Sponsor for our Annual Golf Tournament, as well as a major sponsor for many other fundraising events.

Diazo's team members have helped with creating meal bags and delivering holiday meals and gifts. And the company's in-kind donations of office furniture and equipment have helped make our work much more comfortable and efficient.

Our Partnerships



KSNV-TV Channel 3, owned by Sinclair Broadcast Group, is the key NBC-affiliated television station in Las Vegas. Community involvement is a hallmark of KSNV's operations and culture. The station participates in various charitable initiatives and public service activities, highlighting its ongoing commitment to giving back to the community.

Sinclair Broadcast is a major sponsor of the Souper Bowl Caring Telethon in eight cities across the country. In 2023, Sinclair brought this annual event to Las Vegas. In 2023, News 3 selected Serving Our Kids as its charity partner.

The telethon has raised public awareness of our organization and our mission and raised thousands of dollars to help us feed food-insecure elementary and middle school children across the valley.

News 3 is the media sponsor of our annual golf tournament, hosted by Chief Meteorologist Bill Bellis. News 3 has also adopted Serving Our Kids as the charity partner for its bi-annual APEX basketball social. This popular community event unites Mario's Grocery, Smiths Grocery, Roadkill Grill, Raising Canes and other valley businesses with APEX guests and participants who donate food items we need for our weekend meal bags.

Serving Our Kids has also benefitted from Sinclair's corporate Day of Giving events, where everyone in the company joins together to serve the community. The KSLV team has helped us package 10,000 (and counting) weekend meal bags and participated in our annual Bowl-A-Thon fundraiser.



Ford Country is a nationally recognized, award winning, family-owned Ford dealership in Henderson. Ford Country owner, Gary Ackerman, is a third-generation Ford dealer who has been valued member of the Las Vegas community since 1955.

Ford Country is one of our oldest and most loyal community partners. Every two months for the past five years, their team of volunteers has helped us create thousands of weekend meal bags. The company also sponsored our annual Bowl-A-Thons and golf tournaments.

Each year, Ford Country (as a Gaudin Motor Company initiative) holds a community food drive benefitting Serving Our Kids. Their 2024 event alone brought in more than 13,700 food items that filled 1,524 weekend meal bags. In prior years, their food drives have featured members of the Las Vegas Raiders, which helped Serving Our Kids increase community awareness and engagement.

Our partnership with Ford Country is a model for all others. They contribute funding for our events, food from community initiatives and volunteers to help us provide weekend meal bags to the kids across the valley.



The partnership between **Shadow Hills Church (SHC)** and Serving Our Kids was formed long before we became an official non-profit organization. In our early years, SHC members volunteered to create and deliver weekend meal bags to schools in the neighborhoods around the church. Today, SHC delivers approximately 68,000 weekend meal bags to 18 high-need schools throughout the school year.

When we asked SHC to hold a holiday food drive to collect donations of two much-needed items for our weekend meal bags, they rose to the challenge. All of the 6,800 donations they received went directly into our meal bags. We would not be able to serve the more than 98 schools and thousands of hungry kids who rely on our help without this invaluable partner.

Our Partnerships



America First Credit Union (AFCU), one of the largest credit unions in the nation, provides comprehensive financial services to individuals and businesses throughout Southern Nevada. They are dedicated to making a positive impact on the lives of their members and the communities they serve. AFCU contributes substantial funding and resources to local non-profit organizations and charitable initiatives that support education, health care, poverty relief and improving the quality of community life.

AFCU contributes substantial time and resources to local non-profit organizations and charitable initiatives that support education, health care, poverty relief and community improvement.

In 2023 and 2024, AFCU was a major sponsor of the Las Vegas Souper Bowl of Caring. In addition to their own monetary contribution, they helped process all donations made to Serving Our Kids through those events. AFCU also sponsored our 2023 golf tournament and volunteered to help create 1,000 weekend meal bags.



Leadership Henderson, a nonprofit arm of the Henderson Chamber of Commerce Foundation, is made up of business and community leaders from within the Chamber's membership. Each year, a new Leadership Henderson class supports a worthy nonprofit organization that benefits the people of Southern Nevada.

The Class of 2024 partnered with Serving Our Kids Foundation to support its mission to feed thousands of hungry kids by volunteering their business expertise and services to help build a stronger, more effective charity.

The class included 32 business owners and professionals with deep experience in building and scaling businesses, branding and marketing, management, retail, finance, fundraising for nonprofit corporations, and more.



Smith's Food and Drug Stores are committed to making lasting, positive impacts to individuals and families in the community through charitable giving to organizations aligned with Kroger's Zero Hunger, Zero Waste initiatives.

Smith's has been a Serving Our Kids community partner for the past two years. They have sponsored the Las Vegas Souper Bowl of Caring telethon that benefits Serving Our Kids and donated food items for our APEX Basketball social event and other initiatives.

We have also benefitted from Smith's Inspiring Donations program that encourages their customers to donate a portion of their purchases to Serving Our Kids. And Smith's store managers from across the Las Vegas valley have partnered with PepsiCo to create pallets of weekend meal bags for the thousands of food-insecure children we serve.



Bay Law Injury Attorneys, a family-owned firm located in Henderson, is the newest Serving Our Kids Champion. Bay Law shares our deep commitment to helping children and joins our crusade to against child food insecurity in the Las Vegas valley.

The Bay Law team has wasted no time in proving their dedication to our cause, our kids and our community. They have already signed on as the Presenting Sponsor for the Serving Our Kids Bowl-A-Thon and created 2,000 meal bags at their first bagging session.

They're on a mission to make sure their work reaches beyond the courtroom and into the community their families and business call home. We are looking forward to a long and successful partnership that will help us fulfill our mission to end child hunger.

Our Partnerships



Picerne Real Estate Group is one of the largest and most diversified real estate firms in the country. Picerne is a well-established industry leader in full-service property management, acquisition, development, design, and construction.

They care about the communities they build and the people who live there. The company has a long tradition of charitable giving, especially to worthwhile organizations located in the nine states they serve.

Picerne has been a valued Serving Our Kids community partner for more than three years, donating thousands of dollars in unrestricted funding each year. Bottom line? They simply want to help feed more kids. However, Picerne has also supported our annual holiday events by providing toys for children in need and other much-needed resources.



Pink Jeep Tours, a leader in off-road adventures, proudly reaffirms its long-standing commitment to giving back to the communities it serves. As a company deeply rooted in family values and community spirit, Pink Jeep Tours Las Vegas is dedicated to supporting local charities and organizations that make a meaningful impact—especially those focused on the health, education, and well-being of children.

From fundraising initiatives to hands-on volunteer efforts, Pink Jeep Tours Las Vegas partners with a variety of local nonprofits to ensure that children in our community have access to the resources they need to thrive.

At Pink Jeep, we believe that true adventure includes lifting up the communities around us. “We are honored to support organizations that work tirelessly to create brighter futures for children and are committed to making a difference where it matters most—right here at home.”





Our Results

Twice every school year, Serving Our Kids conducts surveys of the 98 Clark County schools that distribute our weekend meal bags to eligible elementary and middle school students. School meal bag coordinators provide feedback on our services, and on the impact of the weekend meal bag program on the children who consistently receive them. The most recent survey conducted in December 2025 with 86% participation showed the following results.

- 58.6% said they observed overall improvement in health and wellness
- 53% observed school attendance improvement
- 52.7% observed improvement in academic performance
- 95.7% of respondents were Very Satisfied/Mostly Satisfied with our program



Food Insecurity



What is Food Insecurity?

The lack of access, at times, to enough food for an active, healthy life.

– U.S. Department of Agriculture

The limited or uncertain availability of nutritionally adequate and safe foods, or the limited or uncertain ability to acquire acceptable foods in socially acceptable ways.

– The Journal of Nutrition

The consistent lack of food to have a healthy life because of your economic situation.

– Feeding America



Food Insecurity in The U.S.

According to Feeding America, a nationwide network of food banks, food pantries and local meal programs:

- 47 million people in the U.S. are food insecure
- **This includes 13.8 million children**

According to Feeding America and the U.S. Department of Agriculture, in 2023:

- 17 million U.S. households were food insecure at some time
- 6.2 million households with children were affected by food insecurity
- 33% of households headed by single mothers experienced food insecurity
- **7.3 million children (under 18 years old) lived in food insecure households**





Food Insecurity in Nevada.

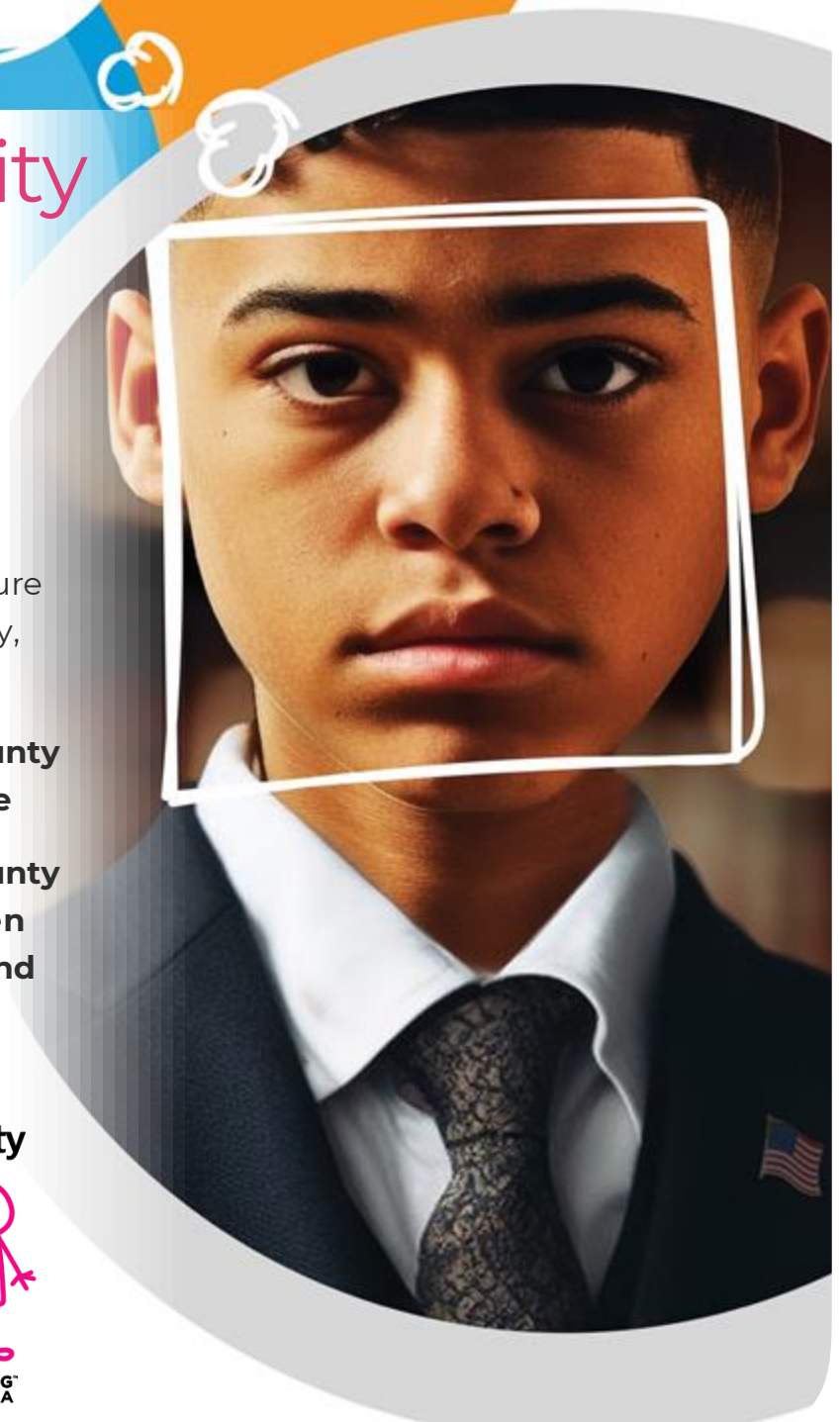
According to statical data from Feeding America, in 2023:

- More than 136,000 Nevadan children were food insecure
- 81.3% of Nevada's food insecure children lived in Clark County, Nevada's largest county
- **More than 111,000 Clark County children were food insecure**
- **Nearly one in five Clark County children were not sure when their next meal would be and where it would come from**

Nearly 1 in 5 kids in Clark County



alone are food insecure. — FEEDING AMERICA





Key Drivers of Food Insecurity

Several key factors prevent families from accessing sufficient nutritious food for all members, especially children:

Economic Instability: Financial hardships, such as low household income, unemployment or underemployment, are major causes. When families struggle financially, they may not have the resources to consistently purchase enough food, leading to periods of food insecurity. (U.S. Department of Agriculture)

The High Cost of Living: Many families living in areas where housing, healthcare and transportation are expensive have less money available for purchasing food. (The Economic Policy Institute)

Access Issues: Some families live in areas where fresh, affordable food is not readily available. Limited access to grocery stores that offer healthy food options can increase reliance on convenience store food or fast food restaurants that may not provide the nutritious meals children need. (U.S. Department of Agriculture)

Lack of Social Support: Insufficient access to social safety nets like food assistance programs (e.g., SNAP school meal programs) can cause food insecurity. Barriers to access include, being ineligible to receive

assistance, a lack of awareness, or the social stigma associated with using these services. (Feeding America)

Health Issues: Medical expenses or caring for a family member with chronic health conditions can be overwhelming. This can reduce the resources available for food. (Centers For Disease Control and Prevention)

Racial and Ethnic Disparities: Discrimination in the job market, income inequality and unequal access to resources result in higher rates of food insecurity in minority populations, especially among people of color. (Food Research and Action Center)

Educational Disparities: Parents with lower levels of education can have fewer opportunities to hold well-paying jobs. Lower income levels can result in increased food insecurity.

Food insecurity is considered a critical public health issue. Understanding these factors is essential for effectively addressing child food insecurity through public policy, community support programs and targeted interventions.



The Effects of Child Hunger Caused By Food Insecurity

Increased Health Problems

Children who do not receive sufficient nutrients are at a higher risk of serious health complications, such as stunted growth, weakened immune systems and increased susceptibility to diseases and infections. The lack of essential vitamins and minerals can severely affect a child's energy levels and cognitive functions.

Persistent hunger among children can lead to negative mental and emotional effects, such as higher rates of anxiety and depression. The stress of not knowing when or where their next meal will come from can create a state of constant worry and fear, which can hinder cognitive development and impair learning. Studies have shown that food-insecure children are more likely to struggle in school, have lower academic achievement and exhibit behavioral issues.

The social stigma associated with food insecurity can affect a child's self-esteem and social interactions. Food-insecure children are more likely to feel isolated or different from their peers. This can affect the development of effective social skills and lead to social withdrawal. The combination of physical, mental and social challenges feeds a cycle of debilitating health issues that can be difficult to break without timely and effective interventions.

Developmental Challenges

Food insecurity can have significant negative impacts on a child's physical and emotional well-being. The first few years of life are critical to the normal development of the body and mind. Inadequate nutrition can alter the brain's structure and impair its function. This can directly result in reduced:

- Cognitive and memory capacities.
- Language and motor skills.
- Abilities to concentrate, comprehend and learn.

Food insecurity also impacts emotional and behavioral development. Child hunger can induce stress responses, which can lead to long-term emotional problems. It can make food-insecure children:

- More prone to behavioral issues.
- Less able to develop social skills that help form healthy relationships, which can lead to social withdrawal and isolation.
- Less able to cope with the normal challenges of childhood and adulthood.

The Effects of Child Hunger Caused By Food Insecurity (cont'd)

Poor Academic Performance

Numerous studies consistently show that food-insecure students are more likely to experience difficulties in school compared to their peers who have regular access to nutritious meals.

- Children who are food insecure are more likely to score lower on standardized tests, especially in math.
- A report by the No Kid Hungry campaign found that hungry children are less able to focus on academics and are more likely to repeat a grade.
- According to the American Psychological Association, food insecure children are more likely to miss school and are 40% more likely to be suspended from school.
- Schools with higher rates of food insecurity among their students report higher dropout rates and less engagement in extra-curricular activities.
- Programs that address child hunger have been shown to improve attendance, cognitive performance and, ultimately, academic success.



Ensuring that children receive adequate nutrition is not only a matter of public health but also a critical component of educational policy and community support that fosters an environment where all students have the opportunity to succeed.

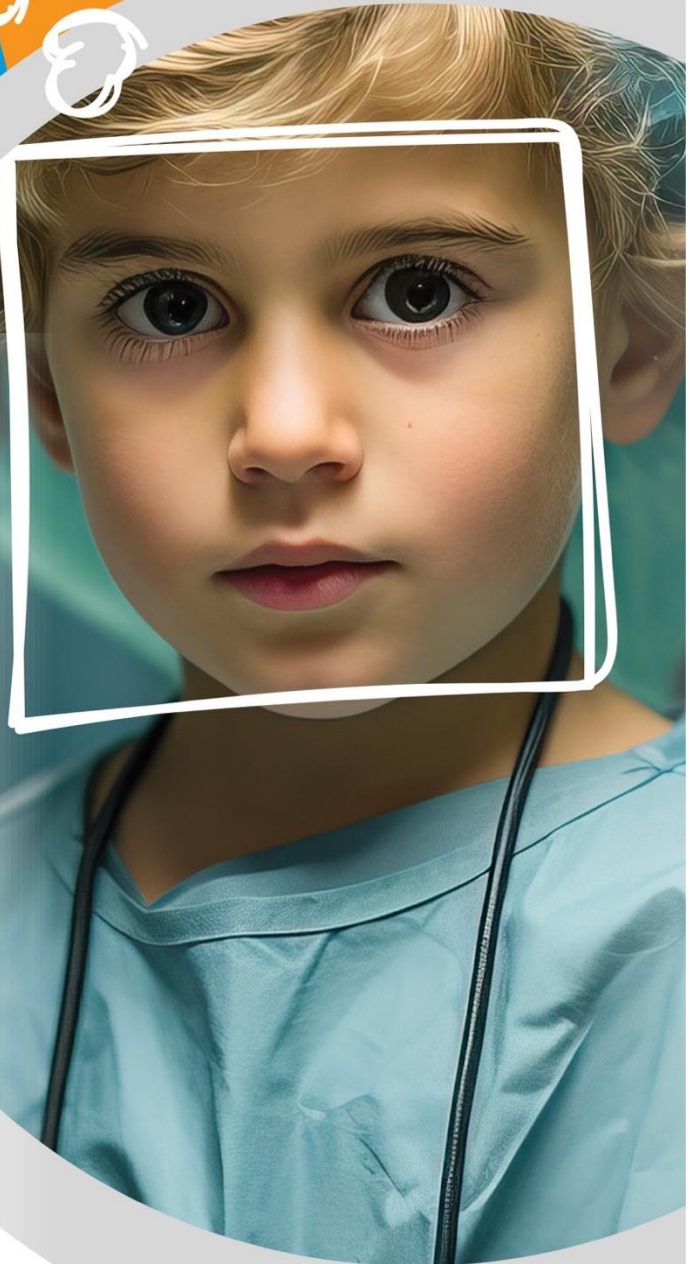


We're Feeding Their Dreams

Serving Our Kids challenged the **Leadership Henderson Class of 2024** to meet three critical objectives:

1. Explode public awareness of the foundation and its mission to fight child hunger in the Las Vegas valley,
2. Significantly increase donations from individuals, corporations and sponsors, and
3. Significantly increase public awareness, participation and support for the foundation's three major annual fundraising events – The Souper Bowl of Caring Telethon, The Serving Our Kids Bowl-A-Thon and the Serving Our Kids Golf Tournament.

Leadership Henderson responded by developing a comprehensive, strategic marketing, communications and fundraising plan designed to drive substantial growth throughout 2024 and beyond.



Class members also leveraged their relationships with valley businesses to secure in-kind and cash donations, provide more high-quality food for weekend meal bags and help implement a new, integrated advertising and public relations campaign.

We're Feeding Their Dreams (cont'd)



WE'RE FEEDING THEIR DREAMS.

The campaign's theme, **"We're Feeding Their Dreams,"** highlights a stark reality facing food-insecure children. While most kids dream of the future, hungry kids dream of food. Instead of looking forward to tomorrow, they are looking for their next meal. Serving Our Kids helps fulfill their dreams of having enough to eat and empowers them to dream of the future – a future with unlimited possibilities, a future without hunger.

Leadership Henderson created and produced a wide range of campaign assets, including TV spots, billboards, social media and website graphics, press releases and media alerts, and key messages to potential donors, sponsors and partners.

The class secured major support from local media companies. KSNV-TV donated significant airtime for Serving Our Kids TV spots and broadcasted an interview with CEO Laurie Tanakaya. Wilkins Media donated billboard space in prime locations throughout the valley to promote the foundation and its 16th Annual Bowl-A-Thon and 13th Annual Golf Tournament.

Leadership Henderson also expanded fundraising efforts by building dedicated donation pages on Mightycause, a major charity fundraising website, and challenging various Southern Nevada businesses to match all online donations to Serving Our Kids made during specified time periods.



We need your help to expand our services throughout the Las Vegas Valley.

Every week during the school year, Serving Our Kids provides weekend meal bags to 4,000 food-insecure children in 95 elementary and middle schools throughout the Las Vegas valley.



You can help feed their dreams, too.
Donate today at ServingOurKids.org



SCAN TO DONATE

Having enough to eat empowers hungry kids to dream of the future - a future without hunger, a future with unlimited possibilities.



We Need Your Help.

We rely on a team of dedicated, generous volunteers who donate their time, energy and skills to feed thousands of hungry kids.

Join our team and help feed their dreams. We need:

- **Volunteer Meal Baggers**
three nights each week during the school year. Individuals and groups are welcome.
- **Volunteer Leaders**
who help supervise meal baggings to ensure consistency and compliance.
- **Volunteer Drivers**
who deliver meal bags to 2-3 schools each week during the school year. Each delivery run takes about 2 hours.
- **Event Volunteers**
to help set up our event presence and share our mission and objectives with attendees.
- **Fundraising Volunteers** who excel at large-scale fundraising and event planning.
- **Technical Volunteers**
with expertise in social media and/or video production.
- **Volunteer Ambassadors**
who tell our story to local business and community groups and encourage their participation and donations.

The Serving Our Kids Foundation is a 501(c)(3) non-profit organization. All donations are tax deductible. EIN:30-0747568.



WE'RE FEEDING THEIR DREAMS.



GET INVOLVED!

Click below to sign-up today!

[Become a Volunteer](#)

Press Releases & Media Alerts

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About Serving Our Kids

Since 2013, the Serving Our Kids Foundation has been dedicated to fighting child hunger. Today, it provides weekend meal bags to more than 4,000 hungry elementary and middle school kids, in 98 Las Vegas valley schools, every week during the school year.

Serving Our Kids actively seeks monetary and in-kind donations from individuals and organizations to help improve its services, increase the number of food items in each meal bag, and reach more of the 100,000+ food-insecure kids in Clark County, Nevada.

It partners with generous community and corporate sponsors on three major fundraising events each year: The Souper Bowl of Caring, The Bowl-a-Thon and its Annual Golf Tournament. The Foundation is a 501(c)(3) non-profit organization. All donations are tax deductible. EIN:30-0747568.

We Need Your Help. Donate today at ServingOurKids.org.

Serving
Our **Kids**
Foundation



Press Releases & Media Alerts



Diazo Presents the 13th Annual Golf Tournament November 3 at Legacy Golf Course to Support Serving Our Kids Foundation

Serving Our Kids has been a non-profit in the Las Vegas Valley since 2013. Their mission is to feed food-insecure children grades K-8, a weekend meal bag to bridge the weekend “gap” when food may not be available for the child at home due economic circumstances. According to Feeding America’s new statistical data there are more than 113,000 food insecure children in Clark County, that is nearly one in four children within our community that don’t know where their next meal will come from.

Diazo is proud to partner with Serving Our Kids Foundation as Presenting Sponsor for the 13th Annual Golf Tournament as the presenting sponsor. “Serving Our Kids’ mission truly speaks to our values at Diazo, because we know how important it is to invest in our community and the impact it makes on bettering children’s lives and their futures,” said Laura Long, Founder and Chief People Officer.

“The golf tournament is one of three major fundraising events that Serving Our Kids presents every year to raise money for food insecure children throughout Southern Nevada,” said Laurie Tanakaya, CEO of Serving Our Kids. “We are so grateful to have this amazing opportunity to support our community in partnership with Diazo.”

In addition to the generosity of our presenting sponsor, our Nicklaus Sponsors include Ford Country, McCarthy and Brownstein. Enix Air is our Golf Ball Drop Sponsor and Sundance Helicopters is executing the golf ball drop on hole one and you don’t have to play golf to participate, just purchase a \$50 golf ball and join the fun for a chance to win. First ball in the hole or the closest ball to the hole wins \$2,000 cash, second closest wins \$1,000 and third closest wins \$500. You need not be present to win.

“We are proud to announce the event is sold out thanks to our generous sponsors and golfers that are supporting Serving Our Kids and our commitment to feed food insecure children in Southern Nevada,” said Greg Hogan, Vice Chairman and Treasurer. “Even though we’re sold out for golfers and sponsors, we encourage the community to join us in fundraising opportunities for gift boxes, prize donations and silent auction items. This critical funding provides the oxygen that allows our foundation to breath.”

Serving Our Kids provides approximately 4,000 weekly, weekend meal bags/backpacks to food insecure children in the Clark County School District. They are fighting to end child hunger across Southern Nevada. Operated predominately through a large group of volunteers, 80% of each donated dollar goes directly to purchasing food for the weekend meal bags.

DATE: Sunday, November 3

LOCATION: Legacy Golf Club Las Vegas, 130 Par Excellence Dr., Henderson, NV 89074

TIME: 7:30 AM – 2:00 PM

INTERVIEWS AVAILABLE: Laurie Tanakaya, CEO, Lauri Perdue, Chairwomen and Greg Hogan, Vice Chairman/Treasurer of Serving Our Kids Foundation as well as Andrea Blue, General Manager of Tivoli Village and Golf Committee Member/Community Advocate for Serving Our Kids Foundation.

Press Releases & Media Alerts



NV Energy Foundation to Host Two Back to School Meal Bagging Events to Support Serving Our Kids Foundation

Serving Our Kids has been a non-profit in the Las Vegas Valley since 2013. Their mission is to feed food-insecure children grades K-8, a weekend meal bag to bridge the weekend "gap" when food may not be available for the child at home due economic circumstances. Operated predominately through a large group of volunteers, including the CEO, 80% of each donated dollar goes directly to purchasing food for the weekend meal bags.

NV Energy Foundation is proud to partner with Serving Our Kids Foundation to kick-off the 2024/2025 school year by providing a grant of \$50,000 and rallying NV Energy employees to volunteer. "This pivotal event will provide 10,000 meal bags for food insecure children throughout Southern Nevada," **said Laurie Tanakaya, CEO Serving Our Kids.** "We are so grateful to have this amazing opportunity to support our community in partnership with the NV Energy Foundation."

"I first learned about Serving Our Kids' mission during the Leadership Henderson Program. This organization ensures that Southern Nevada kids have access to free and healthy food—a program that the NV Energy Foundation supported with a \$50,000 donation," **said Shannon Gregory, NV Energy's Director of Electric Delivery in Southern Nevada.** "We worked hard to ensure we could have as many field employees - who normally would not have the opportunity to volunteer during the work day - participate in this important event without sacrificing service to our customers."

"At NV Energy, volunteerism is at the heart of what we do. With a culture of continuous improvement, NV Energy set a goal this year to engage more employees and business units in team building volunteer projects, and that's what you see here today," **said Angel Williams, Director of Community Relations at NV Energy.** "When you engage in team building volunteerism you deepen employee connection, you strengthen company culture, and you create a sense of community for your team."

This is a PRIVATE event, open to registered volunteers and media personnel. Visitors will need photo IDs to get through security.

DATE AND LOCATION: Aug. 5 | NV Energy Ryan Center, 2215 E. Lone Mountain Rd., N. Las Vegas

Aug. 6 | NV Energy Beltway, 7155 Lindell Rd., Las Vegas

TIME: 6:30 – 8:30 AM PST

INTERVIEWS AVAILABLE: Debbie Palacios, Executive Director, Communities in Schools of Nevada; Shannon Gregory, Director Delivery Operations South, NV Energy and Laurie Tanakaya, CEO, Serving Our Kids Foundation

ABOUT NV ENERGY FOUNDATION

The NV Energy Foundation is committed to connecting with the community through philanthropic efforts, including civic leadership, financial contributions and volunteerism. Doing so makes our communities better places to live and work, which makes them better places to do business. We measure our success through the eyes of our employees, stakeholders, customers, business partners and neighbors.

Press Releases & Media Alerts



16th Annual Bowl-A-Thon 2024 to Support Serving Our Kids

Las Vegas, NV - [Date], 2024 - Serving Our Kids Foundation, a leading non-profit organization dedicated to combating childhood hunger in Southern Nevada, is thrilled to announce limited team spots are available in its 16th Annual Bowl-A-Thon, scheduled for April 28 from 11 a.m. – 2 p.m. at Sunset Station Strike Zone in Henderson.

The Bowl-A-Thon serves as a pivotal fundraiser for Serving Our Kids, providing essential resources to ensure that the 90,000 food insecure children in our community have access to weekend meal bags. Serving Our Kids currently delivers 4,000 weekend meal bags to food-insecure children. Participants will enjoy an afternoon of bowling, games, and camaraderie, all while making a meaningful difference in the lives of local children in need.

Event Details:

- Date: Sunday, April 28, 2024
- Time: 11 a.m. – 2 p.m.
- Location: Sunset Station Strike Zone, 1301 West Sunset Road, Henderson, NV 89014
- Admission:
 - Lane Sponsorships: \$500
 - Team of 5: \$200
 - Single: \$50
- Registration: <https://www.servingourkids.org/events/16th-annual-bowl-a-thon-2024>

Highlights of the 16th Annual Bowl-A-Thon include:

- Exciting bowling for all skill levels
- Prizes and raffles featuring fantastic giveaways from local businesses
- Teams are provided pizza and soft drinks
- Opportunities to learn more about Serving Our Kids and how to get involved in the fight against childhood hunger

Press Releases & Media Alerts



For Immediate Release

2024 Ben & Jerry's Free Ice Cream Cone Day

"Free Cone Day" is happening around the world, including several locations in Las Vegas and Henderson.

LAS VEGAS (April 12, 2024) - On April 16, Ben & Jerry's is throwing its annual Free Cone Day celebration. Now well past its 40th year, local Ben & Jerry's are inviting fans to help make this year's Free Cone Day the biggest and best yet with 1 million scoops served nationwide.

Tuesday, April 16, 2024 ice cream lovers can get a Free Scoop of Ben and Jerry's at The District in Green Valley.

"Our *Free Cone Day* tradition has always been a way to give back to the community and thank customers for their support," said George Maalouf, Ben and Jerry's owner. "It has always been a successful promotion for us, and we always raise money for a charitable foundation with the event."

This year all proceeds from donations offered during the event will go to *Serving Our Kids Foundation*. *Serving Our Kids Foundation* is dedicated to feeding and serving the needs of Clark County homeless, at-risk, and food-insecure children by providing weekly, and weekend meal bags to children who would otherwise not get a meal when not in school.

Between Noon and 8pm on Tuesday April 16, not only can customers get in line as many times as their sweet tooth desires, but they can also choose any flavor in the lineup for the complimentary scoop(s).

To add more fun to your scoop, we will have celebrity scoopers on hand to serve up your favorite flavors. Scheduled to appear are: Vegas Thrill Volleyball players, City Councilwoman Carrie Cox of Henderson, Clark County Commissioner Michael Naft, Las Vegas Legends Soccer players and more.

Face painters and music will also be on hand for kids of all ages.

Mark your calendars and plan to bring your friends, family, and loved ones to help celebrate great tradition and to raise money for a very important community charity.

ABOUT BEN & JERRY'S:

The District at Green Valley Ranch is located next to the Green Valley Ranch Casino on I-215 and Green Valley Parkway in Henderson, Nevada. Ben & Jerry's is located across from Panera Bread. The Sunset Station Hotel & Casino location of Ben & Jerry's is located inside the Food Court.

Press Releases & Media Alerts



FOR IMMEDIATE RELEASE

Urbane Cafe to Host Dine and Donate Fundraiser Benefiting Serving Our Kids Non-Profit in Henderson, Nevada

HENDERSON, NV - Urbane Cafe, known for its fresh and flavorful California-inspired cuisine, is excited to announce its upcoming Dine and Donate fundraiser in support of Serving Our Kids, a local non-profit organization dedicated to feeding food-insecure children in the Henderson community.

The event is scheduled to take place on April 12th & 13th, at Urbane Cafe's Henderson location 1321 W Sunset Rd Suite 130, Henderson, NV 89014 between 10:30AM & 1:30PM. During this special event, all guest will dine for free with a donation to Serving Our Kids to help provide essential meals for children in need. All donations will be matched 100% by Urbane Café.

"We are thrilled to partner with Serving Our Kids for this meaningful initiative," said Caprice Kindgren, Director of Marketing at Urbane Cafe. "At Urbane Cafe, we believe in giving back to our community, and we are proud to support Serving Our Kids in their mission to ensure no child goes hungry in Henderson. We invite everyone to join us for a delicious meal while supporting a great cause."

Serving Our Kids is a volunteer-driven organization that provides weekend meals to children who might otherwise go hungry when not in school. With the generous support of donors and partners like Urbane Cafe, Serving Our Kids continues to make a significant impact in the lives of food-insecure children and their families.

We are grateful to Urbane Cafe for their commitment to helping Serving Our Kids alleviate childhood hunger in our community," said Laurie Tanakaya, CEO at Serving Our Kids. "Events like this Dine and Donate fundraiser not only raise crucial funds but also raise awareness about the issue of childhood hunger in Henderson. Together, we can make a difference.

Community members are encouraged to mark their calendars and support this important cause by dining at Urbane Cafe during the fundraiser. Whether enjoying Urbane Cafe's signature sandwiches, salads, or bowls, every order will contribute to feeding hungry children in Henderson.

For more information about Urbane Cafe and the Dine and Donate fundraiser, please visit www.urbanecafe.eventbrite.com or contact Katie Renteria at KatieR@urbanecafe.com.

For more information about Serving Our Kids and their mission, please visit <https://www.servingourkids.org> or contact Laurie Tanakaya at lauriet@servingourkids.org/ 702-685-2626

Press Releases & Media Alerts



The Cask Charity Wine Tasting to Support Serving Our Kids Foundation

Las Vegas, NV – April 11, 2024 - Serving Our Kids Foundation, a leading non-profit organization is dedicated to combating childhood hunger in Southern Nevada, is partnering with Leadership Henderson Class of 2024 for this exclusive wine tasting, April 19 from 6 – 9 p.m. at The Cask Wine and Beer Boutique in Henderson.

Marc and Erica Suciu, owners of The Cask, are hosting this one-of-a-kind tasting with over 40 wineries from Bordeaux to Napa Valley. Sip and savor some of the finest producers of sparkling, red and white wines while learning the tasting notes of each varietal poured. Several brands including Ay Ay Ay Mexican Cuisine, CraftHaus Brewery, Board & Graze Cheeseboard Boutique, Wilson Daniels, Kobrand Fine Wine & Spirits, Trinchero Family Estates and J. Lohr Vineyards and Winery have stepped up to support The Cask and Serving Our Kids' mission to end food insecurity in Southern Nevada.

Event Details:

- Date: Friday, April 19, 2024
- Time: 6 – 9 p.m.
- Location: The Cask Wine and Beer Boutique, 19 S. Stephanie, Suite 180, Henderson, NV
- Tickets: \$50 per person
- Registration: <https://thecasklv.com/product/serving-our-kids-charity-tasting-april-19th/>

Highlights include:

- Wine tasting and meet and greet with wine experts and makers
- Silent Auction items including large format bottles, vintage bottles, charcuterie boards, dinner and wine experiences
- Opportunities to learn more about Serving Our Kids and how to get involved in the fight against childhood hunger

Press Releases & Media Alerts



CRAZY PITA™ ROTISSERIE & GRILL

Crazy Pita Rotisserie & Grill Celebrates National Pita Day, March 29, with Specials and Promotions

(Las Vegas, Nev.) March 22, 2024 - Crazy Pita Rotisserie & Grill, a Moroccan Mediterranean fast-casual restaurant, celebrates National Pita Day, Friday, March 29 with day-long specials and promotions, valid at all three Las Vegas valley locations.

Specials and promotions include:

- FREE small shawarma bowl, no purchase necessary. 1 per customer/per order, dine-in only.
- \$5 Pitas ALL DAY long! Limit 2 per order, dine-in only.
- \$20 Family Chicken Dinner (normally \$34.99). Complete with one whole rotisserie chicken cut up and ready to enjoy, with large sides of rice, feta salad, hummus and pita. 1 per customer/per order, dine-in only.
- Upload a photo of your 'crazy experience' dining at any Crazy Pita location and tag @crazy_pita on Instagram all month long to receive a \$5 OFF coupon, plus a chance to win a \$100 gift card.
- Now through the end of March, every time Crazy Pita is tagged on social media, Crazy Pita will donate 50-cents to Serving Our Kids Foundation, a local nonprofit dedicated to eradicating food insecurities within our community, especially elementary and middle school kids.

*** Offers are valid at all Crazy Pita locations.*

Full details: <https://crazypita.com/national-pita-day>

ABOUT CRAZY PITA ROTISSERIE & GRILL

Crazy Pita Rotisserie & Grill is a locally owned, fresh casual Mediterranean restaurant based out of Las Vegas, Nevada, specializing in fresh cooked to order Moroccan Mediterranean cuisine. Signature dishes feature food that is fresh, tasty, and healthy: seasoned steak, lamb, chicken, shrimp, salmon, falafel, vegetables and Rotisserie Chicken, in addition to their famous hummus and pita. Beer and wine are available for dine-in. Catering services are also available. Owned and founded by Mehdi Zarhloul, winner of the 2018 Nevada SBA Small Business Person of the Year award, Crazy Pita has three locations in Southern Nevada, including The District at Green Valley

Press Releases & Media Alerts



FOR IMMEDIATE RELEASE

Serving Our Kids Partners with Dutch Bros to Combat Childhood Hunger in Las Vegas

Las Vegas, NV – February 5, 2024

Serving Our Kids, a local nonprofit dedicated to eradicating childhood hunger, is thrilled to announce a powerful collaboration with Dutch Bros Coffee to tackle hunger in our community. From February 1st to February 18th, seven Dutch Bros locations across Las Vegas will donate \$1 for every Dutch LUV drink sold to support Serving Our Kids' mission.

Childhood hunger is a pressing issue that affects families in our community, and Serving Our Kids has been at the forefront of providing vital resources to combat this crisis. The partnership with Dutch Bros amplifies these efforts, demonstrating the community's commitment to ensuring no child goes to bed hungry.

More than 90,000 Clark County kids don't get enough to eat. School breakfast and lunch programs can help, but many of these kids don't get enough food on weekends. And many more kids throughout Southern Nevada receive no food assistance at all.

"We are excited to join forces with Dutch Bros in the fight against childhood hunger," said Laurie Tanakaya, CEO of Serving Our Kids. "Their generosity and dedication to making a positive impact align perfectly with our mission. Together, we can make a significant difference in the lives of local children and families struggling with food insecurity."

The Dutch LUV promotion encourages customers to enjoy their favorite Dutch Bros drink while contributing to a worthy cause. With seven Dutch Bros locations participating in Las Vegas, the potential impact is substantial. Locations include 1780 E Serene Ave., 8806 S Eastern Ave., 590 E Windmill Ln., 2840 E Tropicana Ave., 2830 S Nellis Blvd., 745 W Lake Mead Pkwy. And 251 N Stephanie.

Serving Our Kids and Dutch Bros invite the community to visit any Dutch Bros location in Las Vegas from February 1st to February 18th to participate in the Dutch LUV promotion and help support childhood hunger relief efforts. \$14 helps feed a hungry kid on weekends for a month. \$126 per year helps feed a hungry kid for an entire school year which is 36 weeks.

For more information about Serving Our Kids and their initiatives, visit www.servingourkids.org. For more information about Dutch Bros Coffee, visit dutchbros.com.

Press Releases & Media Alerts



Leadership Henderson Partners With Serving Our Kids Foundation

Henderson Chamber Nonprofit Volunteers Services To Fight Child Hunger

HENDERSON, NV – More than 90,000 Clark County kids don't get enough to eat every day. School breakfast and lunch programs feed many of these kids while school is in session. But thousands of kids leave school on Friday not knowing if they will eat again before Monday.

Leadership Henderson is helping one intrepid local foundation feed thousands of hungry Las Vegas kids on weekends by volunteering its business expertise and services to build a stronger, more effective charity.

Leadership Henderson is made up of business and community leaders from within the Chamber's ranks. Each year, a new Leadership Henderson class supports a worthy nonprofit organization that benefits Southern Nevada. The class of 2024 has partnered with Serving Our Kids Foundation.

Every week during the school year, Serving Our Kids provides weekend meal bags to 4,000 food-insecure children in 95 elementary and middle schools throughout the Las Vegas valley.

For more than 10 years the foundation has relied on donations from individuals and businesses to fund the purchase of food for weekend meal bags and support administrative and distribution operations. Almost all of its workers and professional staff, including its CEO Laurie Tanakaya are volunteers.

Tanakaya challenged Leadership Henderson to help Serving Our Kids meet two critical objectives: Explode public awareness of the foundation and its mission to help fight child hunger in the community, and significantly increase donations from individuals, corporations and sponsors.

Leadership Henderson has responded by creating a comprehensive, strategic marketing, communications and fundraising plan designed to drive substantial growth throughout 2024 and beyond.

Class members are also leveraging their relationships with valley businesses to secure in-kind and cash donations, support additional weekend meal bags, and help implement an ambitious new social media, advertising and public relations campaign.

The campaign theme, "We're Feeding Their Dreams," highlights the stark reality facing food-insecure children. While most kids dream of the future, hungry kids dream of food. Instead of looking forward to tomorrow, they are looking for their next meal. Serving Our Kids helps fulfill their dream of having enough to eat and empowers them to dream of the future – a future with unlimited possibilities, a future without hunger.

Local media companies have stepped up in a big way to help Leadership Henderson get the message out. KSNV-TV has broadcast an interview with Laurie Tanakaya and donated significant airtime for Serving Our Kids TV spots. Wilkins Media has donated billboard space in prime locations throughout the valley to promote the foundation and its 16th Annual Bowl-A-Thon and 13th Annual Golf Tournament.

Food insecurity touches everyone in the community, whether they are hungry or not. But its negative impact on children is profound. It jeopardizes their overall health, wellness and development. It affects their school attendance, behavior, academic progress and more.

The Leadership Henderson class of 2024 has risen to an enormous challenge to help ensure Serving Our Kids continues feeding hungry kids and feeding their dreams of living happy, productive, meaningful lives.

You can help feed their dreams, too. Donate today at ServingOurKids.org.





In The News

2025

Bowl-A-Thon: Bay Law Gives Back with Serving Our Kids

by Sinclair Broadcast Group | Thurs, April 17, 2025

[Link has expired](#)

Foundation fills 'weekend food gap' for Clark County kids in need

KSNV-TV | Wed, April 23, 2025

https://us.vocuspr.com/ViewNewsOnDemand.aspx?Email=V.Martino%40brandltd.com&Date=4%2f24%2f2025+10%3a01%3a36+AM&ArticleID=3641967_23097_333834

Comedy Reviewers Awards

by News 3 Staff | Thurs, Feb 20, 2025

<https://www.fox5vegas.com/video/2025/02/20/comedy-reviewers-awards/>

America First Credit Union, Souper Bowl of Caring Sponsor

by Sinclair Broadcast Group | Thurs, Feb 6, 2025

[Link has expired](#)

Sam & Ash, Souper Bowl of Caring Sponsor

by Sinclair Broadcast Group | Thurs, Feb 6, 2025

[Link has expired](#)

Interview – Serving Our Kids' Souper Bowl of Caring: Tackling Childhood Hunger, One Meal at a Time

by Beasley Media Group | Thurs, Feb 6, 2025

<https://963kklz.com/2025/02/03/serving-our-kids-souper-bowl-of-caring-tackling-childhood-hunger-one-meal-at-a-time/>

Interview - NV Energy Foundation – Local Living Souper Bowl of Caring

by Sinclair Broadcast Group | Mon, Feb 3, 2025

[Link has expired](#)



In The News

2024

Apex Basketball Social, Serving Our Kids Foundation & Doolittle Community Center feed kids

by News 3 Staff | Wed, April 17th, 2024 at 1:36 AM

<https://news3lv.com/news/local/apex-basketball-social-serving-our-kids-foundation-doolittle-community-center-feed-kids>

Foundation fills 'weekend food gap' for Clark County kids in need

by Evan Schreiber | Fri, January 19th 2024 at 8:06 AM

<https://news3lv.com/news/local/foundation-fills-weekend-food-gap-for-clark-county-kids-in-need-souper-bowl-caring-las-vegas-southern-nevada>

16th Annual Bowl-A-Thon raises money to combat childhood hunger in Southern Nevada

by News 3 Staff | Sun, April 28th 2024 at 4:21 PM

<https://news3lv.com/news/local/16th-annual-bowl-a-thon-raises-money-to-combat-childhood-hunger-in-southern-nevada>

News 3, Serving Our Kids Foundation partner for 2024 Sinclair Day of Service

by News 3 Staff | Tue, April 9th 2024 at 2:18 PM

<https://news3lv.com/news/local/news-3-serving-our-kids-foundation-partner-for-2024-sinclair-day-of-service>

Ben & Jerry's hosting Free Ice Cream Cone Day on Tuesday

By: Jarah Wright | Posted at 6:34 PM, Apr 13, 2024

<https://www.ktnv.com/vegas-things-to-do/ben-jerrys-hosting-free-ice-cream-cone-day-on-tuesday>

DONATE NOW: 2024 Las Vegas Souper Bowl of Caring

by News 3 Staff | Wed, January 31st 2024 at 12:29 PM

<https://news3lv.com/features/souper-bowl-of-caring/2024-las-vegas-souper-bowl-of-caring>

Local students help young peers, foundation fight hunger

by Evan Schreiber | Thu, February 8th 2024 at 3:53 PM

<https://news3lv.com/news/local/local-students-help-young-peers-foundation-fight-hunger-summerlin>

Teacher talks 'heartwarming' experience as foundation fights student hunger

by Evan Schreiber | Thu, February 1st 2024 at 3:56 PM

<https://news3lv.com/news/local/teacher-talks-heartwarming-experience-as-foundation-fights-student-hunger-clark-county-school-district-serving-our-kids-souper-bowl-of-caring>

2022

0:04 / 4:13. Serving Our Kids Foundation | Spirit of Nevada

https://www.youtube.com/watch?v=BEzK_nzKfiM

0:21 / 1:14. Help us help Serving Our Kids Foundation

<https://www.youtube.com/watch?app=desktop&v=eAVu7lr5uA8>