Serving Our Kids Foundation

We're feeding their dreams.

WE'RE FEEDING THEIR DREAMS.

2026 digital media kit

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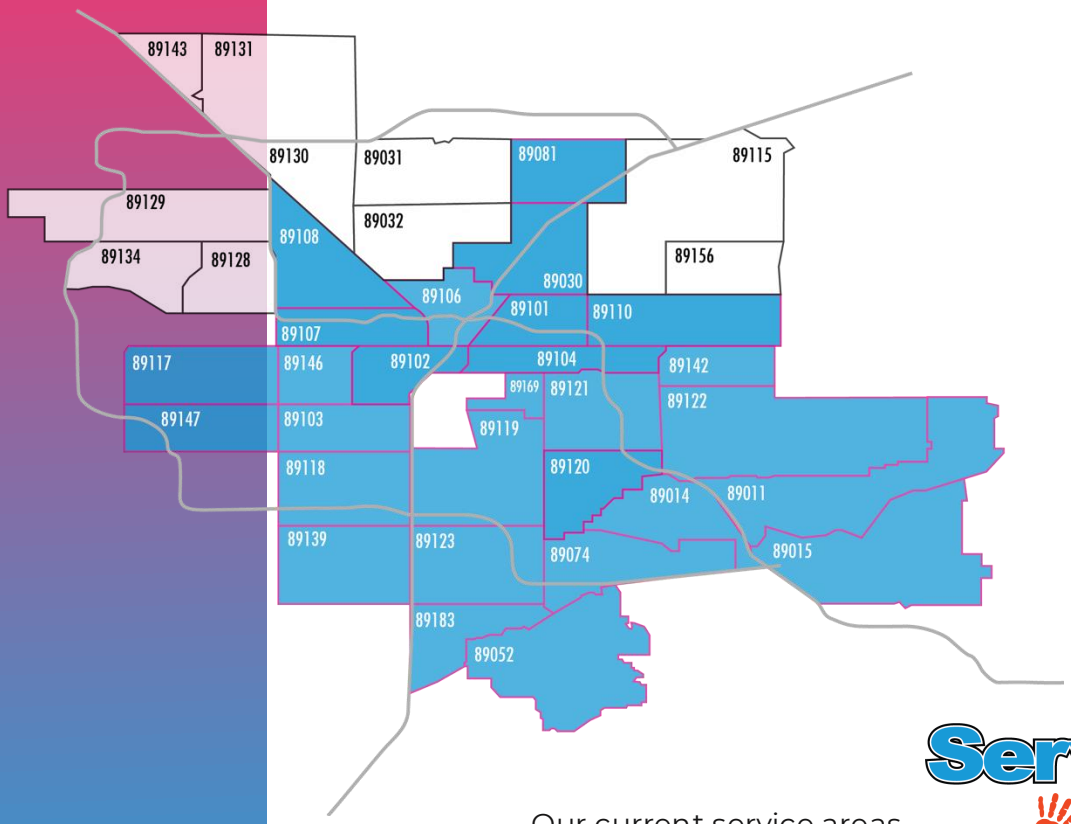
Serving Our Kids Foundation

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 4,500 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:

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

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.

WE'RE FEEDING THEIR DREAMS.

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

Serving Our Kids Foundation

WE VALUE INSPIRATION

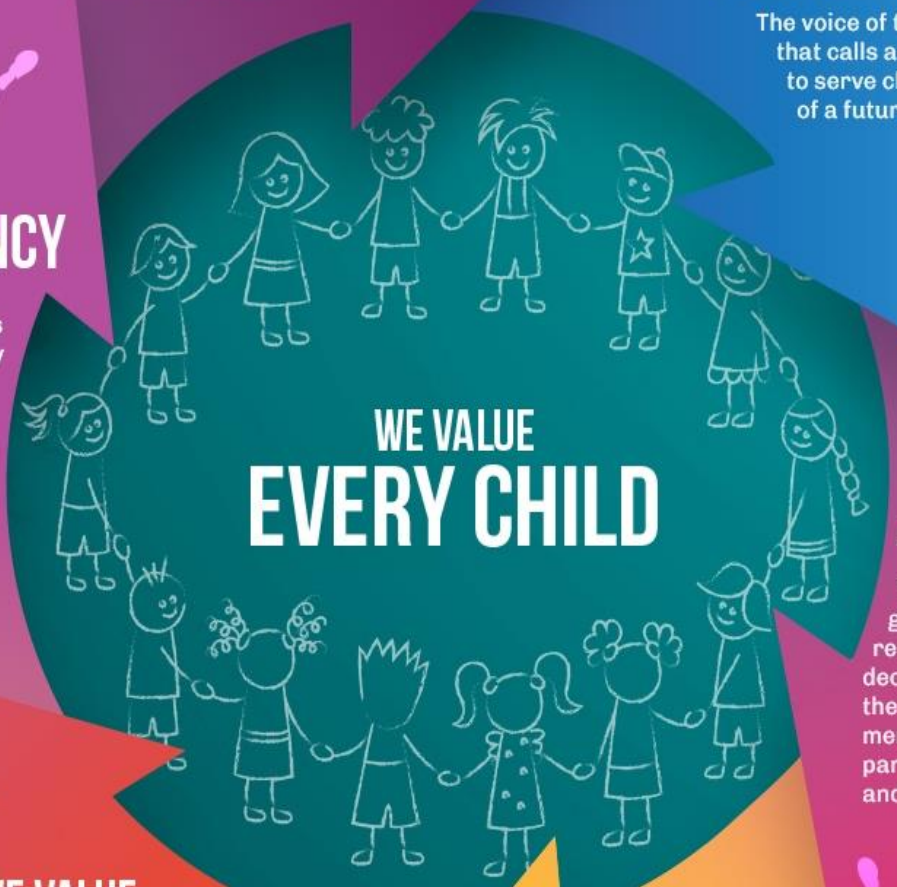
The power that reveals new ideas and new solutions that drive our mission to end child hunger across the Las Vegas Valley.

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 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

Michalle Hoehn

Executive Director

Michalle Hoehn brings more than 35 years of experience in all aspects of nonprofit leadership, development and high-profile private and community events. Michalle's formal education includes Stanford's Graduate School of Business Social Innovations Institute, as well as graduating from the University of Nevada Reno's Public Administration and Nonprofit Management programs where she subsequently served as Adjunct Faculty, teaching the Excellence in Nonprofits Institute for 8 years. She specializes in organizational analytics, major donor cultivation and corporate relations, and her career has focused primarily on child advocacy related programs.

Michalle recently returned to Las Vegas (via Reno) to assume the role of Executive Director at Serving Our Kids Foundation. After running her own nonprofit executive consulting firm in the San Francisco Bay Area for more than 15 years, and most recently serving as CEO at Ronald McDonald House Charities in Northern Nevada, she is delighted to assume this new position. Michalle has served more than 40 nonprofit organizations through her career of nonprofit consulting, teaching and leadership roles. An accomplished grant writer, board development consultant and public speaker, Michalle's super-power is in capacity building and scaling up growth-ready nonprofits.

Board of Directors

Gregory Hogan

Board Chairman

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 Vice Chairwoman

Connie Anderson is a strategic marketing and communications leader passionate about transforming how organizations tell their stories, grounding them in authenticity, partnership, and community to build influence and drive change. As founder of Calico Collaborative, she brings together her strategic expertise with a network of experienced practitioners in design, video, media, and earned media to serve mission-driven clients and causes that matter to communities.

With more than a decade of experience leading cross-sector campaigns for government, nonprofit, corporate, and political clients, Connie brings a unique perspective on how storytelling, marketing, and partnership can reshape perceptions and amplify impact.

Her work has earned recognition through Vegas Inc.'s 2025 C-Suite Honors, and she continues to serve on multiple boards supporting leadership development, education, and community well-being. Connie holds a Master of Business Administration from Johns Hopkins University.

Board of Directors

Bruce Adler

Board Treasurer

Bruce Adler is a lifelong Henderson resident; he is passionate about creating positive change across southern Nevada. Bruce earned a bachelor's degree from the College of Southern Nevada and a master's degree from the University of Alabama. Over the years, he has built his professional career at the Las Vegas Review-Journal.

In his role at the Review-Journal, Bruce helps connect readers with quality local journalism by introducing them to the newspaper's digital and print products. His work focuses on understanding audience needs, building lasting relationships with subscribers, and ensuring readers stay informed about the stories shaping Nevada.

Outside of work, Bruce is a proud parent of twin daughters who are active in volleyball. He enjoys supporting their activities, spending time with family, and staying engaged with the Henderson community he calls home.

Board of Directors

Jane Wheeler

Board Secretary

Jane Wheeler has 20 years of experience working in the hotel and casino industry and currently serves as the Executive Director for Guest Experience Strategy at MGM Resorts International. Originally from the Bay Area, Jane has made Las Vegas her home for the last 17 years.

Jane graduated from the University of Nevada Las Vegas with a bachelor's degree in hospitality management. Jane's passion for giving back to children started while she was working as a volunteer at a local children's museum and later as a volunteer tutor helping kids learn to read.

Jane first learned about Serving Our Kids after meeting members of the board through participation in Leadership Las Vegas. In her free time, Jane enjoys traveling to new places with her husband and spending time in her garden.

Board of Directors

David Edington
Board Director

Nick Giorgi
Board Director

Shannon Gregory
Board Director

Michelle Hsu
Board Director

Scott Langdon
Board Director

Lauri Perdue
Board Director

Fran Sarkett
Board Director

WE'RE FEEDING THEIR DREAMS.

Our Partnerships

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 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, New 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.

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.

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.

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

Founded in 1984, **Credit One Bank** is one of the nation's largest credit issuers, with more than 19 million active accounts, and has served more than 40 million people on their journey. As an organization that provides access to credit, education, and empowerment, it's also a champion of access to opportunity and forward momentum.

Committed to creating meaningful community impact through charitable giving, volunteerism, and strategic partnerships, Credit One Bank has worked with Serving Our Kids since 2024. Through this partnership, Credit One Bank provides ongoing funding and employee volunteer support to assemble weekend meal bags, as well as leadership representation on the Serving Our Kids Board of Directors, helping provide essential resources to children and families facing food insecurity.

Guided by its core pillars of giving — Affordable Housing & Homelessness, Employment Services, and Financial Education — Credit One Bank and its employees generously invest their funds and time in foundations like Serving Our Kids that empower individuals and strengthen communities.

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 worth-while 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."

Robco Electric believes that you need to nurture the place you call home. That means supporting charities and educating the community about solar to make Las Vegas a better place to live for everyone. *Robco Gives Program* is run by Kim Kowalczik, our Secretary and Treasurer. Kim organizes cash donations, in-kind donations of time or materials, and volunteer opportunities for our employees and customers to give back.

Through the Referral Rewards program, Robco is proud to 100% match donations to any 501 3(c) non-profit chosen by our customers. These $600 donations are doing a lot of good in our community.

Since 2023 Robco has supported Serving Our Kids thru food donations, volunteers, event sponsorships and their Referral Rewards program.

Our Partnerships

abc 13

First American

MGM RESORTS

ARTKORE
A Union Strong Company

GES

RAIDERS
THE RAIDERS FOUNDATION GRANT RECIPIENT

AVISON YOUNG

golden state foods FOUNDATION gsf

VEGAS GOLDEN KNIGHTS FOUNDATION

HENDERSON SILVER KNIGHTS™

axos BANK

Impact Las Vegas
Women Connecting, Giving As One.

PALMS
PALMS CARES

THE BOWER FUND

kb HOME

SPROUTS FARMERS MARKET

CAESARS ENTERTAINMENT

LVREALTORS
LAS VEGAS REALTORS®

TJM STUDIOS

ENIX
MECHANICAL
RESIDENTIAL HVAC
MECHANICAL SERVICES
AIR CONDITIONING & REFRIGERATION

MARCO'S PIZZA

WE
WESTERN ELITE

FINDLAY CADILLAC

McCARTHY

Wynn RESORTS FOUNDATION

Serving Our Kids Foundation

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 96.9% participation showed the following results.

- 58% said they observed overall improvement in health and wellness
- 52% observed school attendance improvement
- 51.1% observed improvement in academic performance
- 53.6% of the children share their meal bag with other family members

53.6%
OF THE CHILDREN SHARE THEIR MEAL BAG WITH FAMILY MEMBERS

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

Serving Our Kids Foundation

Food Insecurity in The U.S.

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

- 48 million people in the U.S. are food insecure
- **This includes 14.0 million children**

According to Feeding America and the U.S. Department of Agriculture, in 2024:

- 18 million U.S. households were food insecure at some time
- 7.3 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**

Serving Our Kids Foundation

Food Insecurity in Nevada.

According to statical data from Feeding America, in 2023:

- More than 136,000 Nevadan children were food insecure
- 81.6% 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 a 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.

Serving Our Kids Foundation

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.

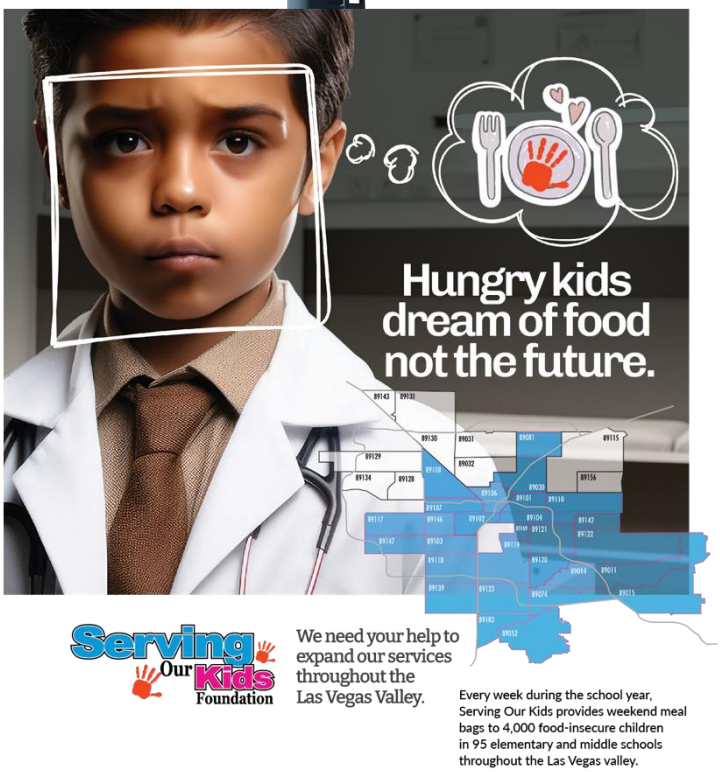
We're Feeding Their Dreams (cont'd)

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.



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

Serving Our Kids Foundation

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.

GET INVOLVED!

Click below to sign-up today!

Become a Volunteer

Serving Our Kids Foundation

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 4,500 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.

Press Releases & Media Alerts

Serving Our Kids Foundation Announces Appointment of Michalle Hoehn as Executive Director

Nonprofit veteran with 35+ years of leadership experience to advance the Foundation's mission of ending child hunger in the Las Vegas Valley

Michalle Hoehn, Executive Director, Serving Our Kids Foundation

LAS VEGAS, NV (May 20, 2026) — Serving Our Kids Foundation is proud to announce the appointment of Michalle Hoehn as its new Executive Director. With more than 35 years of distinguished nonprofit leadership, development, and advocacy experience, Hoehn brings exceptional depth of expertise and a lifelong commitment to serving vulnerable communities.

Hoehn's career spans leadership roles across Nevada and California, including most recently serving as CEO of Ronald McDonald House Northern Nevada, where she oversaw executive leadership, financial management, strategic planning, high-profile special events, and major donor engagement. Prior to that, she served as Deputy Director and Development Officer at SafeQuest Solano, where she secured $3.6 million in funding to support sexual assault response programs.

As VP of Development and Deputy Director at Child Haven, Hoehn raised funds through public and private grants, major gifts, and large-scale events, while building strategic partnerships with CASA, the Solano District Attorney's office, and the Family Justice Center to serve child victims of abuse, neglect, sexual assault, and trafficking. As Executive Director of Sierra Association of Foster Families, she led statewide foster parent recruitment and support services for more than 5,500 children in care across the state of Nevada.

"I am deeply honored to join Serving Our Kids Foundation and to work alongside a team so passionately dedicated to making a meaningful difference in the lives of children and families. The Foundation's model of being community-powered, mission-driven, and laser-focused on impact is exactly the kind of organization I have dedicated my career to building. I look forward to expanding our reach so that every food-insecure child throughout the Las Vegas Valley has something to eat on the weekends," said Michalle Hoehn, Executive Director, Serving Our Kids Foundation.

Hoehn holds an Executive Leadership Certificate from the Stanford Graduate School of Business Social Innovations Nonprofit Management Institute and a Bachelor of Science in Social Psychology from the University of Maryland. She has been recognized with numerous honors, including a Nevada Governor's Award (2024), Senatorial Recognitions from Nevada Senators Rosen and Cortez-Masto (2023, 2024, and 2025), and the California Woman of the Year designation from Congressman John Garamendi in 2017.

"Michalle's breadth of experience, her passion for mission-driven work, and her remarkable record of results make her the ideal leader to take Serving Our Kids Foundation into its next chapter. We are thrilled to welcome her to our team," said Gregory Hogan, Board Chairman of Serving Our Kids Foundation.

With a goal of distributing 6,100 weekend meal bags weekly, totaling 207,400 over the course of the 2026/2027 school year, Serving Our Kids Foundation is entering an important period of growth under Hoehn's leadership. With more than 100,000 food-insecure children, our mission is critical for the health and well-being of those we serve.

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Press Releases & Media Alerts

The Heart Behind the Mission: Volunteers Power Serving Our Kids Foundation's Fight Against Child Hunger

Community Volunteers Deliver Hope and Weekend Meals to More Than 4,500 Food-Insecure Children Each Week

LAS VEGAS, NV (May 2026) — They don't receive a paycheck. Most of them hold demanding full-time jobs. Yet week after week, a remarkable group of Las Vegas residents show up to pack meal bags, drive routes, and pour their hearts into ensuring that food-insecure children in Clark County don't go hungry on the weekends. They are the volunteers of Serving Our Kids Foundation — and without them, the organization simply could not exist.

Serving Our Kids provides weekend meal bags every week during the school year to more than 4,500 food-insecure elementary and middle school children across 98 schools in the Las Vegas Valley. More than 100,000 Clark County kids don't get enough to eat, and while school lunch programs provide a critical bridge during the week, thousands of children leave school on Friday not knowing when or if they will eat again before Monday.

Almost all of the organization's workers and professional staff, including its CEO, are volunteers. It is not a model born of necessity alone, it is a reflection of the community's deep commitment to its children.

"Our volunteers are the engine of everything we do," said Laurie Tanakaya, CEO of Serving Our Kids Foundation. "They are business professionals, realtors, parents, and neighbors who give their time because they believe no child in our community should go to bed hungry. Their generosity makes it possible for 70 cents of every donated dollar to go directly to the weekend meal bag program for the children we serve."

Serving Our Kids relies on volunteers for a wide range of roles from packing meal bags three nights a week at the warehouse, to driving delivery routes to schools across the valley, to leading outreach and fundraising efforts. Each role is essential.

Volunteers in Their Own Words

For volunteers like Cari Clark, a REALTOR® with Realty ONE Group in Las Vegas, the decision to get involved was grounded in both community and gratitude. "Volunteering is important to me because it allows me to give back in a meaningful way and stay connected to my community," said Clark. "I believe small acts of kindness can make a big difference, especially for families who may be going through challenging times. It's also a great reminder of how fortunate we are."

Clark said the organization's mission is what drew her in. "I chose Serving Our Kids because of their direct impact on local children who may not have reliable access to food outside of school. Their mission really resonated with me, especially knowing how many kids in our own community face food insecurity. I love that the organization provides something so essential, and I wanted to be part of a cause that supports children in such a tangible and immediate way."

Patrick Stevenson, a REALTOR® with Realty ONE Group in Summerlin, echoes that sentiment. For him, the appeal was straightforward and deeply personal.

"Volunteering keeps me connected with our community and gives me a sense of purpose and gratitude," said Stevenson. "After sitting down with Laurie, I knew volunteering to deliver food to ensure kids don't go hungry was an easy decision."

Perhaps no story better captures the spirit of the organization than that of Tim Kuptz and his son Brandon. Tim, Broker/Owner of team KUPTZ RE/MAX Advantage and the #1 RE/MAX team in Southern Nevada, has been a Serving Our Kids volunteer driver and supervisor for five years. Today, he and Brandon alternate driving and supervising routes together each week, a father-son commitment that has become a cornerstone of the foundation's operations. Tim also steps in as an organizational spokesperson when CEO Laurie Tanakaya is unavailable for speaking engagements.

"I participated in a few meal bagging's before becoming a driver about five years ago," said Tim Kuptz. "Now, I alternate driving and supervising each week. And for the last few years, my son Brandon has been doing the same. I love the mission, the quality of the organizers and volunteers, and most important, the impact on food-insecure children Serving Our Kids provides. Good people. Great mission. Undeniable impact on the food-insecure children of our community. I love being a part of Serving Our Kids."

A Volunteer-Powered Model With Real Results

The results of Serving Our Kids' volunteer-powered model are clear. In a May 2026 survey of 98 school program coordinators across Clark County, respondents reported their observations regarding the weekend meal bags: improve students' overall health and wellness (58%), school attendance (52%), academic performance (51%) and an estimated 53.6% of students share the food they receive with family members.

The Foundation is now seeking volunteers across several key roles:
Volunteer Meal Baggers pack bags three nights a week during the school year.
Volunteer Drivers deliver meal bags to two to three schools every other week, with each delivery run taking approximately two hours.
Volunteer Leaders help supervise meal bagging to ensure consistency and compliance.
Event Volunteers support the foundation's three major annual fundraising events, and Volunteer Ambassadors share the organization's story with local businesses and community groups to encourage participation and donations.

Individuals and groups are welcome. To join the team and help feed their dreams, visit ServingOurKids.org.

"Every bag packed, every meal delivered, every dollar raised by our volunteers represents a child who will face Monday morning with something to eat and maybe a little more hope," said Gregory Hogan, BOD Chairman. "We invite anyone who wants to make a real difference in a child's life to come be part of what we're building."

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Press Releases & Media Alerts

Bay Law Expands Community Impact as Title Sponsor of Serving Our Kids 18th Annual Bowl-A-Thon

We continue to fight food insecurity throughout Southern Nevada through hands-on support and community partnership

LAS VEGAS, NV (April 15, 2026) – Bay Law Injury Attorneys is reaffirming its commitment to Southern Nevada's most vulnerable children as the Title Sponsor of the Serving Our Kids Foundation Bowl-A-Thon, taking place at Sunset Station Strike Zone in Henderson.

More than a sponsorship, Bay Law's involvement reflects a growing, hands-on commitment to addressing childhood hunger and supporting families beyond the courtroom. Through this partnership, Bay Law is helping Serving Our Kids Foundation provide critical weekend meal bags to thousands of food-insecure children across the valley.

"Winning is no accident and neither is building a stronger community," said Deniz Bayramoglu, Managing Attorney at Bay Law Injury Attorneys. "We see firsthand how challenges at home impact families, and hunger is one of the most urgent issues facing children today. Supporting Serving Our Kids is about showing up, taking action, and making sure these kids have the foundation they need to succeed and follow their dreams."

The Bowl-A-Thon is one of Serving Our Kids' key fundraising events, supporting efforts to serve more than 4,500 children weekly, with over 100,000 children in Clark County still facing food insecurity.

"Weekend hunger is a reality for far too many children in our community," said Laurie Tanakaya, CEO of Serving Our Kids Foundation. "Partnerships like Bay Law's go far beyond financial support, they bring awareness, energy, and leadership to this mission. When businesses step up in this way, it allows us to reach more children and create lasting change."

The event will bring together community leaders, supporters, and volunteers for an afternoon of bowling and fundraising all centered around ensuring children have access to consistent nutrition throughout the school year.

Bay Law team members will participate alongside other community partners, reinforcing the firm's belief that meaningful impact comes from both investment and involvement.

This is a PRIVATE event, only open to registered guests and media personnel.

WHO: Bay Law Injury Attorneys Title Sponsorship

WHAT: Serving Our Kids Foundation Bowl-A-Thon

WHEN: Sunday, April 26, 2026
11 AM – 1 PM
11:10 AM Deniz Speaks and Check Presentation to Serving Our Kids
Media interviews with Deniz Bayramoglu (pronounced Bay•Rah•Moe•Glue), Managing Attorney of Bay Law Injury Attorneys and Laurie Tanakaya, CEO of Serving Our Kids Foundation available
B-ROLL of the event and check presentation available upon request

WHERE: Sunset Station Strike Zone
1301 W. Sunset Road
Henderson, NV 89014

Press Releases & Media Alerts

Diazo Wealth Launches $10,000 Matching Gift Campaign to Double Community Donations and Fight Child Hunger

All Donations Matched Through March 24 Will Help Feed Food-Insecure Children

LAS VEGAS, NV (February 24, 2026) – Serving Our Kids Foundation has officially launched the SOK x Diazo Matching Campaign, a limited-time initiative that will double community donations to help feed food-insecure children throughout Southern Nevada.

Now through **March 24**, **Diazo Wealth** will match every donation dollar-for-dollar, up to $10,000, creating the opportunity to generate **$20,000 in total funding** for weekend meal bags serving elementary and middle school students across the Las Vegas Valley.

"We didn't want to simply write a check, we wanted to create momentum," said Laura Long, Founder and CEO of Diazo Wealth. "By matching every donation up to $10,000, we're inviting the community to stand with us and make an immediate, measurable impact for children who need it most."

The campaign is prominently featured on Serving Our Kids' website, where supporters can track total donations and meal bags provided in real time.

More than 100,000 children in Clark County face food insecurity. While school meal programs provide critical support during the week, thousands of children leave school each Friday uncertain if they will have enough food to last through the weekend. Serving Our Kids addresses that urgent need by providing more than 4,000 weekend meal bags every week during the school year to children across nearly 100 schools.

"Serving Our Kids is deeply grateful to the Diazo Wealth team for launching this $10,000 matching initiative to help feed food-insecure children in Clark County," said Gregory Hogan, Vice Chairman and Treasurer of Serving Our Kids. "When fully unlocked, this campaign will generate $20,000, which is enough to provide more than 7,400 weekend meal bags. That's nearly two weeks of food security for the children in our program. Opportunities like this don't just raise funds, they change outcomes for kids who depend on us."

The campaign makes community impact simple:

- A $13.50 donation becomes $27 with Diazo's match - helping provide weekend meal bags for 10 children.
- A $27 donation becomes $54 - helping provide weekend meal bags for 20 children.
- A $270 donation becomes $540 - helping provide weekend meal bags for 200 children.

Supporters are encouraged to act before the March 24 deadline to ensure every possible matching dollar is unlocked.

To donate and double your impact, visit: https://servingourkids.org/sok-x-diazo/

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Press Releases & Media Alerts

NV Energy 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, 73% of each donated dollar goes directly to purchasing food and creating the weekend meal bags.

NV Energy, its foundation and employees are proud to partner with Serving Our Kids Foundation to kick-off the 2025/2026 school year.

"This pivotal event will provide 15,000 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, its foundation and employees."

"I first learned about Serving Our Kids' mission during the Leadership Henderson Program two years ago. This organization ensures that Southern Nevada kids have access to free and healthy food—a program that the NV Energy Foundation supported with a $75,000 donation," **said Shannon Gregory, NV Energy's Director of Electric Delivery in Southern Nevada.** "Our field employees are excited and ready to pack even more meals than we did last year – and we're pulling this event together all while ensuring we still keep power flowing for 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'll see at these events," **said Brandon Barkhuff, President and CEO 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."

Serving Our Kids provides over 4000 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.

This is a PRIVATE event, open to registered volunteers and media personnel.

DATE AND LOCATION: August 11 | Ryan Center, 2215 E. Lone Mountain Road, North Las Vegas

August 12 | Beltway, 7155 Lindell Road, Las Vegas

TIME: 6:30 – 9:00 AM PST

INTERVIEWS AVAILABLE: Shannon Gregory, Director Delivery Operations South, NV Energy and Laurie Tanakaya, CEO, Serving Our Kids Foundation, David Archer, Executive Director, Serving Our Kids Foundation

Press Releases & Media Alerts

Help Feed Their Dreams Food Drive — August 18 to September 5

Serving Our Kids joins forces with Bay Law Injury Attorneys, KSNV News 3, and Don Tortaco to fight child hunger in Southern Nevada

LAS VEGAS, NV (August 18, 2025) – As the new school year begins, thousands of children in Clark County face the harsh reality of weekend hunger. Serving Our Kids Foundation, a local nonprofit dedicated to fighting food insecurity, provides more than 4,000 weekend meal bags every week throughout the school year to K–8 students in need. With more than 100,000 food-insecure children in our community, this number continues to grow year-over-year, and Serving Our Kids has a goal to increase the number of meal bags to 5,000, but we need the communities help to achieve this goal.

To meet the urgent back-to-school demand, Serving Our Kids is partnering with Bay Law, KSNV News 3, and Don Tortaco to launch the "Help Feed Their Dreams" Food Drive, a community-wide effort to collect essential food items and rally volunteers to fill weekend meal bags. Together, we can ensure Southern Nevada's kids have the nourishment they need to thrive, dream, and succeed.

"Bay Law believes in supporting children's causes because they represent our community's future. When children are hungry, they can't dream of what's possible," said Deniz Bayramoglu, Managing Attorney of Bay Law Injury Attorneys. "We're proud to support Serving Our Kids and help Southern Nevada's children in need."

"100% of our meal bags are created by volunteers, and 74% are delivered by volunteers. We're incredibly grateful to the Bay Law team for not only sponsoring this drive, but for calling the community to action," said Lauire Tanakaya, CEO of Serving Our Kids.

Help Feed Their Dreams Food Drive is a community-wide collection of three staple food items for weekend meal bags starting August 18 through September 5.

APPROVED FOOD DRIVE ITEMS:

- Squeezable applesauce
- Chicken or beef pillow-bagged ramen
- Fruit snacks

FOOD DROP-OFF LOCATIONS:

- Bay Law Injury Attorneys, 1540 W. Warm Springs Rd., Suite 110, Henderson, NV
- KSNV News 3, 1500 Foremaster Lane, Las Vegas, NV
- Serving Our Kids Foundation, 122 Industrial Park Rd., Suite 210, Henderson, NV
- 8 Don Tortaco locations across Las Vegas, Henderson, and North Las Vegas:
  - 7140 S. Jones Blvd., Las Vegas, NV 89118
  - 1513 W. Craig Rd., North Las Vegas, NV 89032
  - 3500 Volunteer Blvd., Henderson, NV 89044
  - 7424 S. Rainbow Blvd., Las Vegas, NV 89139
  - 4820 S. Eastern Ave., Las Vegas, NV 89119
  - 1461 S Boulder Hwy., Henderson, NV 89015
  - 360 E Ann Rd., North Las Vegas, NV 89031
  - 8295 S. Fort Apache Rd., Las Vegas, NV 89148

MEAL BAGGING EVENT: Friday, September 5, 2025 at Bay Law Exhibit B (1534 West Warm Springs Road, Henderson, NV) *This is a PRIVATE event, only open to registered volunteers and media personnel.*

TIME: Shifts: 4:00 – 5:30 PM and 5:30 – 7:00 PM (food & drinks provided)

VOLUNTEER LINK: ServingOurKids.org/get-involved/volunteer

INTERVIEWS AVAILABLE: Laurie Tanakaya, CEO and Lauri Perdue, Board Chairwomen of Serving Our Kids Foundation; and Connie Park, Marketing Director of Bay Law Injury Attorneys.

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Press Releases & Media Alerts

Serving Our Kids Foundation Hosts 14th Annual Golf Tournament to Help End Child Hunger Across Southern Nevada

Ford Country, Aristocrat Gaming and Greenberg Traurig Lead Sponsors in a Sold-Out Event Benefiting 4,500 Local Children in Need

Henderson, NV (Oct. 28, 2025) – *Serving Our Kids Foundation*, the Southern Nevada nonprofit dedicated to ending child hunger, will host its 14th Annual Golf Tournament on Sunday, November 2, at Legacy Golf Club. The event brings together business leaders and community champions to raise critical funds for weekend meal bags that feed thousands of food-insecure children across Clark County.

Every week during the school year, Serving Our Kids provides 4,500 meal bags to elementary and middle school students who might otherwise go hungry over the weekend — bridging the "food gap" that occurs when school meal programs pause.

"Every dollar raised helps fill a meal bag that goes directly into the hands of a hungry child," said Laurie Tanakaya, CEO of Serving Our Kids Foundation. "Our mission is simple: to feed their dreams by ensuring that no child in Southern Nevada goes hungry."

This year's tournament led by Nicklaus Sponsors Ford Country, Aristocrat Gaming, and Greenberg Traurig, sold out early, with 24 additional corporate partners lending their support to fight childhood hunger. The event also includes a community-wide Helicopter Golf Ball Drop, open to the public through ServingOurKids.org/events, where participants can win up to $1,000 in prizes while supporting the cause.

"Ford Country is honored to sponsor the Serving Our Kids Golf Tournament and stand beside a cause that feeds not just children, but hope in our community," said Julie Cane, Chief Engagement Officer, Gaudin Motor Company. "Neighbors helping neighbors, that's what service truly means."

"Providing more weekend meal bags to children in need is vital to our community," added Casey Flair, Director of Community Engagement for Aristocrat Gaming. "At Aristocrat, we believe in being good citizens by investing in communities and inspiring change."

"The Foundation fulfills such a vital function by feeding food-insecure children in Las Vegas," said David Edington, Board Member and Greenberg Traurig Shareholder. "We're proud to support Serving Our Kids in its critical mission."

"Funding provides the oxygen that allows our foundation to breathe," said Greg Hogan, Vice Chairman and Treasurer. "Even though the tournament is sold out, the community can still join in the Helicopter Ball Drop, every contribution helps us feed another child in need.

Event Details
DATE: Sunday, November 2
TIME: 7:00 a.m. – 2:00 p.m.
LOCATION: Legacy Golf Club Las Vegas, 130 Par Excellence Dr., Henderson, NV 89074
INTERVIEWS AVAILABLE: Laurie Tanakaya (CEO), Lauri Perdue (Chairwoman), Greg Hogan (Vice Chairman/Treasurer0

Press Releases & Media Alerts

Serving Our Kids and Helms Helps Partner For Matching Donation Campaign

Las Vegas, NV – August 19, 2025 – The Serving Our Kids Foundation, a leading nonprofit organization dedicated to fighting child hunger in Southern Nevada, is thrilled to announce a new partnership with Helms Helps Alliance that hopes to double all donations from first-time Serving Our Kids donors received during the month of September.

Helms Helps Alliance, part of the Helms Helps Foundation, is a coalition of local philanthropists dedicated to doubling their impact on the community. The Alliance raises money to fund donation-matching campaigns for organizations that share its mission to improve the quality of life for Southern Nevadans.

If Serving Our Kids raises $20,000 in first-time donations during September, Helms Helps will match that amount with its own $20,000 donation for a total of $40,000. This would enable Serving Our Kids to provide 14,500 additional weekend meal bags for food-insecure children in 98 Clark County elementary and middle schools.

Serving Our Kids is asking their existing donors to reach out to family members, friends, colleagues and social networks contacts to consider donating to the foundation for the first time. Serving Our Kids is also asking the Southern Nevada media to promote this initiative and help it meet this exciting challenge.

Campaign Details:

- Date: Monday, September 1, 2025, to Tuesday September 30, 2025
- Location: Southern Nevada
- If Serving Our Kids raises $20,000 in donations from first-time donors during September, Helms Helps will donate $20,000 to Serving Our Kids Foundation
- Only donations from first-time donors accrue to the Serving Our Kids $20,000 goal
- First-time donors can give to the Helms Helps Matching Donation Campaign at Events | Serving Our Kids and double their impact on food-insecure children in their community

About Helms Helps Foundation
Built on the belief that food, shelter, and education are the cornerstones of a strong and thriving society, the Helms Helps Foundation partners with local nonprofits that provide these essential services to those who need them most. Through strategic support and monthly matching campaigns, Helms Helps is helping to ensure that every Las Vegas resident has access to the dignity, support, and opportunity they deserve.

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

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

Sam & Ash, Souper Bowl of Caring Sponsor
by Sinclair Broadcast Group | Thurs, Feb 6, 2025

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

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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=eAVu7Ir5uA8