

# Applying for a Grant [#676]



**From** White Family Foundation <no-reply@wufoo.com>  
**To** <grants@thewhitefamilyfoundation.org>  
**Reply-To** <grants@thekindmouse.org>  
**Date** 2021-03-22 12:55

Date of grant proposal submission Monday, March 22, 2021 (20210322)

Are you an IRS compliant 501(c)3 public charity/nonprofit? Yes

Legal name of organization The Kind Mouse Productions, Inc.

DBA Name if Applicable The Kind Mouse

Address  1801 16th Street North  
St. Petersburg, Florida 33704  
United States

Website <http://www.TheKindMouse.org>

Telephone 727-575-7834

Organization Director/Title Gina Wilkins/Founder and CEO

Contact Person/Title Cindi Crisci/Grant Writer

Contact Person's Telephone 727-575-7834

Contact Person's Email [grants@thekindmouse.org](mailto:grants@thekindmouse.org)

Grant Request Amount \$20,000.00

Please provide us with a brief description of your organization (no more than 500 words).

Since 2012, The Kind Mouse has sought to assist families and especially their chronically hungry children while developing the next generation of volunteers to carry on the mission of the organization. The Kind Mouse is focused on three activities:

1. To feed local children suffering from chronic hunger and food insecurities.
2. To develop the next generation of community leaders and activists so they continue the work of the Kind Mouse as long as there is a need.
3. To assist families in transition. It is our belief that no hardworking individual should suffer despair due to unforeseen economic hardship.

In 2020, in response to Covid-19, The Kind Mouse broke our own service record, providing 169,177 pounds of food resulting in 140,981 full tummies in our community. In 2021, we will continue to meet this vision of the The Kind Mouse: no hardworking individual and their family should ever go hungry.

## Grant Purpose (one paragraph)

The purpose of The White Family Foundation grant is to continue and grow our youth outreach programs while feeding the chronically hungry children of Pinellas County. The Kind Mouse "KIDS FEEDING KIDS" is our unique program where we are forward thinking of the next generation of future leaders and their impact on the hunger issues here in our county. The Kind Mouse relies on volunteers to help us help feed the chronically hungry children in Pinellas County. Because children are our future and to ensure the mission of the Kind Mouse is carried forward, we offer two youth outreach groups that engage and inspire school-aged kids to volunteer and make a difference in their community. Mice-In-Training (ages 5-12) and Mice Interns (ages 13-18) are the youngest of our volunteers and they play a vital role in fighting chronic child hunger and food insecurities in the County. KIDS FEEDING KIDS provides a focus for our youngest volunteers by teaching them the importance of non-profit work. They form their own boards, learn valuable life lessons, and take action to heal hunger and restore hope for the food insecure and chronically hungry children in Pinellas County in the following ways: 1. Food Drives - Our 'mice' plan, organize and manage food drives at their schools and with various businesses and civic organizations. These events give our 'mice' the opportunity to hone their leadership and man skills. 2. Mouse Nibbles Weekend Pack Sacks - Our 'mice' put together shopping lists and budgets, shop for the food, and pack sacks at The Kind Mouse pantry. The Mouse Nibbles program provides sacks for children who do not always have reliable access to food on the weekends and evenings. 3. Fund-raising Events - Our 'mice' attend and work at various fund-raising events, including our annual 'MOUSEquerade.' They speak at some of these events to help raise awareness of child hunger issues. These speaking engagements give our 'mice' the opportunity to hone their communications skills. 4. MOUSEvision Video Production - Our 'mice' produce PSAs and YouTube videos to raise awareness of child hunger issues. Our goal is to develop the next generation of leaders.

Annual Project/Program Budget (If request is for a specific project) \$340,500.00

Annual Organization Budget \$1,220,225.00



**Funding Proposal**  
**Submitted to the White Family Foundation**  
**May 2021**

The Kind Mouse Productions, Inc  
1801 16<sup>th</sup> Street North, Suite B, St. Petersburg, FL 33704  
727-575-7834  
Tax ID: 45-2455492  
Gina Wilkins, Founder and CEO  
Cindi Crisci/Grant Writer, [grants@thekindmouse.org](mailto:grants@thekindmouse.org)  
[www.TheKindMouse.org](http://www.TheKindMouse.org)

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## **ORGANIZATION HISTORY**

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1. To feed local children suffering from chronic hunger and food insecurities.
2. To develop the next generation of community leaders and activists.
3. To assist families in transition. It is our belief that no hardworking individual should suffer despair due to unforeseen economic hardship

In 2020, in response to Covid-19, The Kind Mouse broke its own service record, providing 169,177 pounds of food resulting in 140,981 full tummies (meals) in our community. In 2021, we will continue to meet this vision and serve the needs of the chronically hungry children in Pinellas County.

## **PROBLEM/NEED**

The Kind Mouse feeds food insecure and chronically hungry children in Pinellas County, providing healthy meals and snacks for weekends/out of school time through our Mouse Nibbles program. During the school year, the students we serve obtain free or low-cost meals at school. When school is out, the need grows and families struggle or are simply unable to bridge the gap resulting in food insecurity and hunger. The Kind Mouse student weekend feeding program and other bulk food distribution through a network of hunger relief and child welfare agency partners are a lifeline for hundreds of Pinellas families.

Our primary service population are children ages 5-18 identified by the Pinellas County School District and other Pinellas County child welfare organizations as having food insecurities and/or as being at risk of chronic hunger as well as those children who are homeless or at risk of homelessness. Additional children, identified by The St. Petersburg Police Dept and The Sheriff's Office of Child Protection, are also eligible to receive food through the Mouse Nibbles program. Mouse Nibbles bags are packed and distributed from our facility in St. Petersburg. Service recipients then collect the Mouse Nibbles bags from our partner agencies, or they are delivered directly to the students at their homes or within facilities that provide shelter. Services are on-going and will continue as long as there is a need in the county.

**Students receiving subsidized meals at school every day:**

 29.7 million – lunch

 14.7 million – breakfast

 1.2 million – snack

Source: 2019, USDA,  
National School Lunch Program website

*When schools closed, access to these meals **ended** for students who needed them most.*

**Population Served**

According to the most recent U.S. Census Bureau Community Survey, 15.1% of families with children under 18 in Pinellas County were living below the poverty level prior to the pandemic. The Kind Mouse is serving those 95% below the poverty line and 5% at the poverty line with 49% male and 50% female. We are currently serving 2300 children every week, through schools and partner agencies. We see a higher percent of those served in the Black/African American community (43%), the European American or White community, (20%) and Hispanic community (25%). We are serving mostly children in the 5-10 age range (55%), 11-13 age range (20%) and ages 14-18 (19%).

**EVALUATION/MEASURE OF SUCCESS**

All funds are managed with multiple tiers of reporting, reviewed monthly by our Board of Directors.

At an organizational level, we track the following service information:

- Number of Mouse Nibbles sacks packed
- Number of meals served
- Weight and value of food collected (incoming from drives and donations)
- Weight and value of food distributed (outgoing)
- Number of volunteer hours
- Demographic data from program partners collected from food recipients
  - Includes zip code, age, race, ethnicity and household socioeconomic status

**PURPOSE OF GRANT**

The purpose of The White Family Foundation grant is to continue and grow our youth outreach programs while feeding the chronically hungry children of Pinellas County.

The Kind Mouse “KIDS FEEDING KIDS” is our unique program where we are forward thinking of the next generation of future leaders and their impact on the hunger issues here in our county. The Kind Mouse relies on volunteers to help feed the chronically hungry children in Pinellas County. Because children are our future and to ensure the mission of the Kind Mouse is carried forward, we offer two youth outreach groups that engage and inspire school-aged kids to volunteer and make a difference in their community.

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They act to heal hunger and restore hope for the food insecure and chronically hungry children in Pinellas County in the following ways:

1. Food Drives – Our ‘mice’ plan, organize and manage food drives at their schools and with various businesses and civic organizations. These events give our ‘mice’ the opportunity to hone their leadership and management skills.
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3. Fund-raising Events – Our ‘mice’ attend and work at various fund-raising events, including our annual ‘MOUSEquerade.’ They speak at some of these events to help raise awareness of child hunger issues. These speaking engagements give our ‘mice’ the opportunity to hone their communications skills.
4. MOUSEVision Video Production – Our ‘mice’ produce PSAs and YouTube videos to raise awareness of child hunger issues. Our goal is to develop the next generation of leaders.

## **FINANCIALS**

Our commitment to financial responsibility recognizes that to advance our mission we need to conduct robust fundraising efforts, collaborate with many organizations and create mutually beneficial partnerships. We deeply value our relationship with The White Family Foundation and are grateful for your support. We respectfully request \$20,000.

- Organization Budget (Attachment 1)
- Organization Balance Sheet/PL Statements (Attachment 1)
- Program Budget (Attachment 2)
- IRS 990 (Attachment 3)

## **BOARD MEMBERS AND STAFF**

- Executive Staff

Gina Wilkins is the Founder and CEO of Kind Mouse Productions Inc., a 501(c)(3) nonprofit established in 2012 assisting local families in transition and their chronically hungry children.

In 2012, Gina was a self-employed certified architectural draftsman. With the decline in the economy she saw many of her friends and peers fall into financial despair. Gina was inspired to act, and The Kind Mouse was born.

She learned there were hungry children in her neighborhood. Wanting to make a terrible situation brighter, Gina contacted the Pinellas County School Board to see how she could help. They asked her to provide food to feed five (5) students who were the 'hungriest of the hungry.' Although the identity of the children was unknown to Gina, her desire to assist was overwhelming. Determined to help the families affected, and to feed their children, she borrowed \$2000 and started The Kind Mouse Productions, Inc. The 501(c)(3) status was granted on May 10, 2012.

- List of Board Members (Attachment 4)
- Board Member Service and Contributions Requirements (Attachment 5)

## **ADDITIONAL INFORMATION**

### **NEW! Angel Baby Mouse Initiative**

We are excited to announce the "Angel Baby Mouse Nibbles" program. Baby bags will be filled with items specifically for infants that will be distributed to the Pinellas County Sheriff's Office to assist with baby needs and urgent items for babies when removed from abusive situations. The bags will include pre-mixed formula or baby food depending on the age of the infant, diapers, wipes, baby wash, diaper rash ointment, clothing based on age, washcloths, bibs, pacifiers, rattles and baby bottles. The Sheriff's office said the average removal per month of infants right now is around 15-17 a month. This is a need that definitely needs to be addressed.

- Mouse Tales Page 1 (Attachment 6)
- Mouse Tales Page 2 (Attachment 7)

## **NON-PROFIT STATUS DOCUMENTATION**

- IRS Determination Letter (Attachment 8)
- Florida Charity Solicitations of Contributions Approval Letter (Attachment 9)

The Kind Mouse is deeply grateful for the opportunity to submit this grant proposal to The White Family Foundation. It is our hope that you will consider funding our crucial child hunger relief mission and outreach programs. We appreciate your consideration of our request. Thank you for all you do to support the nonprofits in our community.

	A	B	C	D	E
1	<b>The Kind Mouse Productions, Inc.</b>				
2	<b>Budget vs. Actuals: FY21 P&amp;L</b>				
3	<b>January - December 2021</b>				
4					
5					
6					
7		<b>2020</b>	<b>2021</b>		<b>2020-2021</b>
8		<b>Actual</b>	<b>Budget</b>	<b>Difference</b>	<b>Change in %</b>
9	<b>Income</b>				
10	<b>40000 Non-Profit Revenue</b>				
11	<b>40100 Grants</b>				
12	40110 Corporate Grants	19,500.00	25,000.00	5,500.00	28.21%
13	40120 Private Foundation Grants	131,595.22	175,000.00	43,404.78	32.98%
14	40130 Government Grants (Fed, State, City)	6,250.00	75,000.00	68,750.00	1100.00%
15	40140 Other Grants		75,000.00	75,000.00	0.00%
16	<b>Total 40100 Grants</b>	<b>\$ 157,345.22</b>	<b>\$ 350,000.00</b>	<b>192,654.78</b>	<b>122.44%</b>
17	<b>40200 Direct Contributions</b>			<b>0.00</b>	<b>0.00%</b>
18	40210 Campaigns & Pledges	89,046.18	175,000.00	85,953.82	96.53%
19	40215 Building Campaign	400,000.00	500,000.00	100,000.00	25.00%
20	40220 Employee Giving	13,974.16	2,000.00	(11,974.16)	-85.69%
21	40230 Local Fundraisers	339,434.14	50,000.00	(289,434.14)	-85.27%
22	40231 Advisory Board Giving (14 members)		700.00	700.00	0.00%
23	40232 Board of Directors Giving (11 members)		5,500.00	5,500.00	0.00%
24	40240 Merchandise & Inventory Sales	1,224.31	1,200.00	(24.31)	-1.99%
25	40250 Program Admission & Other (MV, KM Academy)			0.00	0.00%
26	40260 Social Media Donations	8,679.87	6,500.00	(2,179.87)	-25.11%
27	<b>Total 40200 Direct Contributions</b>	<b>\$ 852,358.66</b>	<b>\$ 734,700.00</b>	<b>(117,658.66)</b>	<b>-13.80%</b>
28	<b>40300 Event Revenue</b>			<b>0.00</b>	<b>0.00%</b>
29	40310 Mousequerade Annual Gala			0.00	0.00%
30	40311 MQ Sponsorships	13,000.00	25,000.00	12,000.00	92.31%
31	40312 MQ Ticket Sales	2,611.85	18,000.00	15,388.15	589.17%
32	40313 MQ Other Revenue	200.00	82,000.00	81,800.00	40900.00%



	A	B	C	D	E
33	<b>Total 40310 Mousequerade Annual Gala</b>	<b>\$ 15,811.85</b>	<b>\$ 125,000.00</b>	109,188.15	690.55%
34	<b>40320 Special Events</b>			0.00	0.00%
35	<b>40321 Special Event Sponsorships</b>	2,025.00	2,025.00	0.00	0.00%
36	<b>40322 Special Event Tickets &amp; Entry Fees</b>	1,030.00		(1,030.00)	-100.00%
37	<b>40323 Special Event Other Revenue</b>	3,378.38	8,500.00	5,121.62	151.60%
38	<b>Total 40320 Special Events</b>	<b>\$ 6,433.38</b>	<b>\$ 10,525.00</b>	4,091.62	63.60%
39	<b>Total 40300 Event Revenue</b>	<b>\$ 22,245.23</b>	<b>\$ 135,525.00</b>	113,279.77	509.23%
40	<b>Total 40000 Non-Profit Revenue</b>	<b>\$ 1,031,949.11</b>	<b>\$ 1,220,225.00</b>	188,275.89	18.24%
41	<b>Total Income</b>	<b>\$ 1,031,949.11</b>	<b>\$ 1,220,225.00</b>	188,275.89	18.24%
42	<b>Gross Profit</b>	<b>\$ 1,031,949.11</b>	<b>\$ 1,220,225.00</b>	188,275.89	18.24%
43	<b>Expenses</b>			0.00	0.00%
44	<b>50100 Program Expenses</b>			0.00	0.00%
45	<b>50110 Program Food &amp; Pantry Goods</b>	128,609.93	\$ 315,000	186,390.07	144.93%
46	<b>50120 Program Supplies &amp; Materials</b>	2,568.91	\$ 8,000	5,431.09	211.42%
47	<b>50130 Program Equipment &amp; Rentals</b>	14,163.14	\$ 6,000	(8,163.14)	-57.64%
48	<b>50140 Program Transportation &amp; Delivery</b>	1,567.64	\$ 5,000	3,432.36	218.95%
49	<b>50150 Program Other Expenses</b>	4,068.37		(4,068.37)	-100.00%
50	<b>50151 Program Meals</b>	1,393.99	\$ 1,500	106.01	7.60%
51	<b>50152 Program Miscellaneous</b>	669.45	\$ 4,000	3,330.55	497.51%
52	<b>50153 Volunteer Appreciation</b>	654.35	1,000.00	345.65	52.82%
53	<b>Total 50150 Program Other Expenses</b>	<b>\$ 6,786.16</b>	<b>\$ 6,500.00</b>	(286.16)	-4.22%
54	<b>Total 50100 Program Expenses</b>	<b>\$ 153,695.78</b>	<b>\$ 340,500.00</b>	186,804.22	121.54%
55	<b>60100 Advertising/Promotional</b>	0.00		0.00	0.00%
56	<b>60110 Artwork, Graphics &amp; Illustrations</b>	1,917.90	\$ 2,000	82.10	4.28%
57	<b>60120 Branded Merchandise</b>	2,192.82	\$ 2,500	307.18	14.01%
58	<b>60130 Media Advertising</b>	1,140.00	\$ 500	(640.00)	-56.14%
59	<b>60140 Printing &amp; Signage</b>	6,537.44	\$ 10,000	3,462.56	52.97%
60	<b>Total 60100 Advertising/Promotional</b>	<b>\$ 11,788.16</b>	<b>\$ 15,000.00</b>	3,211.84	27.25%
61	<b>60200 Auto</b>			0.00	0.00%
62	<b>60210 Auto Repair &amp; Maintenance</b>	593.96	\$ 1,200	606.04	102.03%
63	<b>60220 Vehicle Registration &amp; Licenses</b>	264.10	\$ 400	135.90	51.46%
64	<b>60230 Vehicle Lease Expense</b>	4,953.76	\$ 5,000	46.24	0.93%
65	<b>60240 Auto Other Expense</b>	503.07	\$ 500	(3.07)	-0.61%

	A	B	C	D	E
66	<b>Total 60200 Auto</b>	<b>\$ 6,314.89</b>	<b>\$ 7,100.00</b>	785.11	12.43%
67	60300 Charitable Contributions	15.00		(15.00)	-100.00%
68	<b>60400 Events Expense</b>			0.00	0.00%
69	60410 Event Entertainment & Production	1,408.61	2,000.00	591.39	41.98%
70	60420 Event Supplies & Decor	373.52	2,500.00	2,126.48	569.31%
71	60430 Event Venue & Rentals	293.08	25,000.00	24,706.92	8430.09%
72	60440 Bank & Merchant Fees	2,639.79	4,000.00	1,360.21	51.53%
73	60450 Event Other	578.57	1,500.00	921.43	159.26%
74	<b>Total 60400 Events Expense</b>	<b>\$ 5,293.57</b>	<b>\$ 35,000.00</b>	29,706.43	561.18%
75	<b>60600 Insurance</b>			0.00	0.00%
76	60610 Business Insurance	2,246.07	\$ 2,400	153.93	6.85%
77	60620 Vehicle Insurance	3,934.97	\$ 4,100	165.03	4.19%
78	60630 Workers Compensation Insurance	2,989.00	\$ 3,300	311.00	10.40%
79	<b>Total 60600 Insurance</b>	<b>\$ 9,170.04</b>	<b>\$ 9,800.00</b>	629.96	6.87%
80	<b>60700 Meetings &amp; Networking</b>	0.00		0.00	0.00%
81	60710 Attendance Fees	3,080.64	5,000.00	1,919.36	62.30%
82	60720 Promotional Meals	1,548.43	3,500.00	1,951.57	126.04%
83	60730 Meetings Other	1,079.64	4,000.00	2,920.36	270.49%
84	<b>Total 60700 Meetings &amp; Networking</b>	<b>\$ 5,708.71</b>	<b>\$ 12,500.00</b>	6,791.29	118.96%
85	<b>60800 Occupancy</b>	0.00		0.00	0.00%
86	60810 Rent	11,800.00	\$ 18,600	6,800.00	57.63%
87	60820 Electricity	3,478.48	\$ 3,600	121.52	3.49%
88	60830 Internet & Phone	5,854.09	\$ 8,000	2,145.91	36.66%
89	60840 Security Monitoring	480.00	\$ 500	20.00	4.17%
90	60850 Building Maintenance & Repair	19,762.39	\$ 1,000	(18,762.39)	-94.94%
91	<b>Total 60800 Occupancy</b>	<b>\$ 41,374.96</b>	<b>\$ 31,700.00</b>	(9,674.96)	-23.38%
92	<b>60900 Office/General Administrative Expenses</b>			0.00	0.00%
93	60910 Office Furniture	599.99	\$ 1,000	400.01	66.67%
94	60920 Office Supplies	3,578.10	\$ 4,000	421.90	11.79%
95	60930 Postage & Shipping	3,230.19	\$ 3,500	269.81	8.35%
96	60940 Office Other	409.00		(409.00)	-100.00%
97	<b>Total 60900 Office/General Administrative Expenses</b>	<b>\$ 7,817.28</b>	<b>\$ 8,500.00</b>	682.72	8.73%
98	<b>61000 Professional Dues &amp; Business Licenses</b>	1,850.50		(1,850.50)	-100.00%

	A	B	C	D	E
99	<b>62000 Professional Services</b>			0.00	0.00%
100	62100 Accounting Services	4,677.99	\$ 7,400	2,722.01	58.19%
101	62200 Employment Screening Services	762.68	\$ 800	37.32	4.89%
102	62300 Professional Services Other	5,402.00	\$ 1,000	(4,402.00)	-81.49%
103	<b>Total 62000 Professional Services</b>	<b>\$ 10,842.67</b>	<b>\$ 9,200.00</b>	<b>(1,642.67)</b>	<b>-15.15%</b>
104	<b>63000 Staff Development</b>	169.00	<b>3,000.00</b>	2,831.00	1675.15%
105	<b>64000 Technology</b>	0.00		0.00	0.00%
106	64100 Applications and Systems Maintenance	6,230.21	\$ 6,000	(230.21)	-3.70%
107	64200 IT Purchases (hdwe, sfwe, peripherals)	3,079.47	\$ 3,000	(79.47)	-2.58%
108	64300 Technology repairs and maintenance		\$ 500	500.00	0.00%
109	<b>Total 64000 Technology</b>	<b>\$ 9,309.68</b>	<b>\$ 9,500.00</b>	190.32	2.04%
110	<b>65000 Travel &amp; Entertainment</b>			0.00	0.00%
111	65100 Airfare & Carrier Fees		\$ 350	350.00	0.00%
112	65200 Parking & Tolls	77.85	\$ 150	72.15	92.68%
113	65300 Taxis/Uber		\$ 100	100.00	0.00%
114	65400 Travel & Entertainment Other	493.67	\$ 2,000	1,506.33	305.13%
115	<b>Total 65000 Travel &amp; Entertainment</b>	<b>\$ 571.52</b>	<b>\$ 2,600.00</b>	<b>2,028.48</b>	<b>354.93%</b>
116	<b>70000 Payroll Expenses</b>	0.00		0.00	0.00%
117	70100 Contract & Temporary Labor	19,625.30	0.00	(19,625.30)	-100.00%
118	<b>70200 Employee Salaries/Wages</b>			0.00	0.00%
119	70210 Employee Salaries/Wages-Administrative	47,389.46	136,300.00	88,910.54	187.62%
120	70220 Employee Salaries/Wages-Exec&Mgmt	82,062.49	86,000.00	3,937.51	4.80%
121	70230 Employee Bonus	7,100.00		(7,100.00)	-100.00%
122	<b>Total 70200 Employee Salaries/Wages</b>	<b>\$ 136,551.95</b>	<b>\$ 222,300.00</b>	<b>85,748.05</b>	<b>62.80%</b>
123	<b>70300 Payroll Taxes</b>			0.00	0.00%
124	70310 Federal/FICA/Medicare (941)	10,430.97	12,110.00	1,679.03	16.10%
125	70320 FL State (SUI)	50.28	16.00	(34.28)	-68.18%
126	70330 Payroll Tax Other (Employee Tax Paid by Employer)		103.00	103.00	0.00%
127	<b>Total 70300 Payroll Taxes</b>	<b>\$ 10,481.25</b>	<b>\$ 12,229.00</b>	<b>1,747.75</b>	<b>16.68%</b>
128	<b>70400 Employee Benefits</b>	504.00	7,000.00	6,496.00	1288.89%
129	70401 Company Contributions			0.00	0.00%
130	70402 Retirement	2,559.38	2,559.38	0.00	0.00%
131	<b>Total 70401 Company Contributions</b>	<b>\$ 2,559.38</b>	<b>\$ 2,559.38</b>	<b>0.00</b>	<b>0.00%</b>

	A	B	C	D	E
132	<b>Total 70000 Payroll Expenses</b>	\$ 169,721.88	\$ 244,088.38	74,366.50	43.82%
133	<b>Total Expenses</b>	\$ 433,643.64	\$ 728,488.38	294,844.74	67.99%
134	<b>Net Operating Income</b>	\$ 598,305.47	\$ 491,736.62	(106,568.85)	-17.81%
135	<b>Other Income</b>			0.00	0.00%
136	<b>42000 Other Revenue</b>			0.00	0.00%
137	42100 Dividend Earned	2,333.85	2,333.85	0.00	0.00%
138	42200 Interest Earned	869.79	869.79	0.00	0.00%
139	42300 Investment Income	6,548.95	6,548.95	0.00	0.00%
140	42500 In Kind Goods & Services (Revenue)			0.00	0.00%
141	42510 In Kind Food & Pantry (Revenue)	102,503.53	117,567.34	15,063.81	14.70%
142	42520 In Kind Occupancy & Office (Revenue)	13,900.00	4,300.00	(9,600.00)	-69.06%
143	42530 In Kind Events (Revenue)			0.00	0.00%
144	42540 In Kind Other (Revenue)			0.00	0.00%
145	<b>Total 42500 In Kind Goods &amp; Services (Revenue)</b>	\$ 116,403.53	\$ 121,867.34	5,463.81	4.69%
146	<b>Total 42000 Other Revenue</b>	\$ 126,156.12	\$ 131,619.93	5,463.81	4.33%
147	42400 CARES COVID Funds	4,000.00		(4,000.00)	-100.00%
148	<b>Total Other Income</b>	\$ 130,156.12	\$ 131,619.93	1,463.81	1.12%
149	<b>Other Expenses</b>			0.00	0.00%
150	<b>80000 Other Expense</b>			0.00	0.00%
151	80100 Depreciation			0.00	0.00%
152	80200 Investment Expenses			0.00	0.00%
153	80201 Investment Fees	316.45		(316.45)	-100.00%
154	80205 Loss on Investments	9,471.95		(9,471.95)	-100.00%
155	<b>Total 80200 Investment Expenses</b>	\$ 9,788.40	\$ -	(9,788.40)	-100.00%
156	80600 In Kind Goods & Services (Expense)			0.00	0.00%
157	80610 In Kind Food & Pantry (Expense)	102,503.53	117,567.34	15,063.81	14.70%
158	80620 In Kind Occupancy & Office (Expense)	13,900.00	4,300.00	(9,600.00)	-69.06%
159	80630 In Kind Events (Expense)			0.00	0.00%
160	80640 In Kind Other (Expense)			0.00	0.00%
161	<b>Total 80600 In Kind Goods &amp; Services (Expense)</b>	\$ 116,403.53	\$ 121,867.34	5,463.81	4.69%
162	<b>Total 80000 Other Expense</b>	\$ 126,191.93	\$ 121,867.34	(4,324.59)	-3.43%
163	<b>Total Other Expenses</b>	\$ 126,191.93	\$ 121,867.34	(4,324.59)	-3.43%
164	<b>Net Other Income</b>	\$ 3,964.19	\$ 9,752.59	5,788.40	146.02%

	A	B	C	D	E
165	<b>Net Income</b>	\$ 602,269.66	\$ 501,489.21	(100,780.45)	-16.73%
166					
167			<b><u>Programs</u></b>	<b><u>M&amp;A</u></b>	<b><u>Fundraising</u></b>
168			<b>91%</b>	<b>6%</b>	<b>3%</b>

White Family Foundation Proposed Budget \$20K  
2021-0426

Programs	\$ 15,000.00
Vehicles	\$ 1,000.00
Insurance	\$ 500.00
Occupancy/Utilities	\$ 2,500.00
Prof Services	\$ 500.00
Staff Dev	\$ 500.00
	<b>\$ 20,000.00</b>



Return of Organization Exempt From Income Tax

(Rev. January 2020)

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2019

Department of the Treasury Internal Revenue Service

Do not enter social security numbers on this form as it may be made public. Go to www.irs.gov/Form990 for instructions and the latest information.

Open to Public Inspection

A For the 2019 calendar year, or tax year beginning, 2019, and ending, 20

B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending. C Name of organization: THE KIND MOUSE PRODUCTIONS INC. D Employer identification number: 45-2455492. E Telephone number: (727) 415-9992. G Gross receipts: \$ 752,447. I Tax-exempt status: 501(c)(3). J Website: WWW.THEKINDMOUSE.ORG. K Form of organization: Corporation. L Year of formation: 2011. M State of legal domicile: FL.

Part I Summary

Table with 4 columns: Description, Prior Year, Current Year, and Net Assets or Fund Balances. Rows include: 1. Mission statement; 2-7. Governance metrics; 8-12. Revenue (Total: 752,447); 13-19. Expenses (Total: 474,174); 20-22. Net Assets (Total: 588,608).

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Signature of officer: GINA WILKINS, FOUNDER & CEO. Date: [Blank].

Paid Preparer Use Only: Preparer's name: Nichole Morales, Signature: Nichole Morales, Date: 06-17-2020, PTIN: P00290119, Firm's name: Morales Burke, Firm's address: 5420 Central Avenue, Saint Petersburg FL 33707, Phone no.: 727-344-9220.

May the IRS discuss this return with the preparer shown above? (see instructions) [X] Yes [ ] No



## Board Member Service and Contribution Requirements

- Attend one event each month
- Purchase Gala (MOUSEquerade) Tickets
- Attend 11 out of 12 Board meetings per year
- Donate \$1,000 per year in whether monetary or food donations
- Well-connected in the community
- Good steward and spokesperson for The Kind Mouse
- Be a dedicated and passionate individual



# MOUSE TALES

# THE KIND MOUSE



## #KIDSFEEDINGKIDS

OUR MISSION IS TO ASSIST FAMILIES IN TRANSITION AND THEIR CHRONICALLY HUNGRY CHILDREN WHILE DEVELOPING THE NEXT GENERATION OF VOLUNTEERS TO CARRY ON THE MISSION OF THE KIND MOUSE. NO HARDWORKING INDIVIDUAL AND THEIR FAMILY SHOULD EVER GO HUNGRY.

500,000 TUMMIES FILLED!!!!

We are pleased to announce that since 2012 we have filled over 500,000 Little Tummies

### ANGEL BABY MOUSE NIBBLES

#### Our New Venture! Feed Those Babies!

Can you imagine being plagued by hunger and too young to communicate your pain to your caregivers? Sadly, hunger plagues American infants and toddlers who are not receiving the nutrient rich formula necessary for their bodies and brains to develop and prepare them for growth milestones and school age successes throughout their childhood. **The average cost of a 30 ounce canister of infant formula is \$36.49 costing a family an average of \$237 a month to feed just one infant.** Imagine being unable to meet your child's most basic need.

The Kind Mouse is thrilled to announce **Angel Baby Mouse Nibbles, a mission to provide formula to chronically hungry babies in our local community.** By being their "Angel," you can help us continue to serve families in transition and their chronically hungry children. Since 2012, The Kind Mouse has filled more than **500,000 hungry tummies.** With the surge of hardship experienced in 2020 due to the global pandemic, The Kind Mouse has seen 38% increase in children in need which means their youngest siblings are in need too. The need for assistance is urgent.



How can you join our mission to feed 150 infants this year?

Your donation of infant formula can ensure that a baby is fed for an entire week, month, or longer. You may donate sealed containers of formula to The Kind Mouse located at

**1801 16th Street North, St. Petersburg, FL 33704**

It is that simple. As you are shopping at your local retailers, pick up a container of formula and help us ensure youngest members of our community are fed.



# DRUM ROLL PLEASE!

We humbly announce the  
**City of St. Petersburg**  
and  
**Mayor Kriseman**  
have proclaimed  
May 10th, 2021

# KIND MOUSE DAY!

We are proud to say this is  
four years in a row.  
Thank you, Mayor!!!  
Thank you, St. Pete!!!



WHEREAS, The Kind Mouse Productions, Inc. was founded in St. Petersburg, Florida on March 10, 2012; and  
WHEREAS, The Kind Mouse provides food to chronically hungry children through their #KidsFeedingKids Outreach Programs; and  
WHEREAS, The Kind Mouse's Next Generation of Kids Feeding Kids Outreach Program serves the hungry children in St. Petersburg and throughout Pinellas county; and  
WHEREAS, The Kind Mouse Kids Feeding Kids are filling little tummies with hope; and  
WHEREAS, the sun shines brightly on the City of St. Petersburg, while The Kind Mouse Productions, Inc. provides hope and bright futures for the food insecure children of our area for this generation and generations to come.

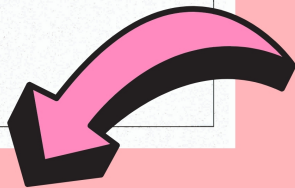
NOW, THEREFORE, I, Rick Kriseman, Mayor of the City of St. Petersburg, Florida, do hereby proclaim May 10th, 2021 to be

### KIND MOUSE DAY

in St. Petersburg and I urge all citizens to recognize the contributions made by this organization to our community.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official Seal of the City of St. Petersburg, County of Pinellas, and State of Florida to be affixed this 10th day of May, 2021.  
*Rick Kriseman*  
Rick Kriseman  
Mayor



# TOOT TOOT!!!



In 2020 We Filled 140,981 Little Tummies.

With an increase of **24%** in just the past 3 months, we feel that The Kind Mouse will be feeding even more children in 2021.

It is because of YOU that we are able to feed so many. Thank you for your generous support.

An unbelievable **39,873** tummies have been filled in 2021 all ready!

2020 Saw a **38%** increase  
In Tummies Filled

## 2020 COVID STATS

140,981 Tummies Filled      5 Schools Served  
35 Agencies Served      397 Students @ Schools  
8,022 Agency Children  
8,419 Total # of Children Served  
2,300 Children Served Weekly  
(On Average)

80% Programs    11% M&A    9% Fundraising

### Kids

### Feeding Kids

Learn About The Children We Serve From  
The Children Who Serve Them!!

Kind Mouse Outdoor  
Birthday Party  
April 28, 2021  
The Annex

400 Beach Dr NE, St Pete  
5pm - 7:30pm  
Free To All Live Music



May 16, 2021 12-6 pm



222 22nd St South  
St Petersburg, FL 33712

LIVE MUSIC • SANTAS DRILL TEAM  
BOMBER GIRLS • LOCAL CHOIR  
AUCTION • 50/50

Advanced tickets are \$8 dollars or \$10 at the event.  
Tickets include a brat, chips and a beverage of your choice

for updates see:  
Facebook > Brat Blast

Net proceeds go to:



Join The Litter!!! To Volunteer Visit Us at: [www.TheKindMouse.org](http://www.TheKindMouse.org) Applications are Online

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 10 2012

THE KIND MOUSE PRODUCTIONS INC  
3934 HUNTINGTON ST NE  
ST PETERSBURG, FL 33703

Employer Identification Number:  
45-2455492  
DLN:  
17053250337011  
Contact Person:  
CHITRA MAMLATDARNA ID# 52471  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
June 06, 2011  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

Lu 7/17/19

DIVISION OF CONSUMER SERVICES  
(850) 410-3800



THE RHODES BUILDING  
2005 APALACHEE PARKWAY  
TALLAHASSEE, FLORIDA 32399-6500

**FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES**  
**COMMISSIONER NICOLE "NIKKI" FRIED**

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July 2, 2019

Refer To: CH36780

THE KIND MOUSE PRODUCTIONS, INC.  
1801 16TH ST N STE B  
ST PETERSBURG, FL 33704-3948

RE: THE KIND MOUSE PRODUCTIONS, INC.  
REGISTRATION#: CH36780  
EXPIRATION DATE: June 28, 2020

Dear Sir or Madam:

The above-named organization/sponsor has complied with the registration requirements of Chapter 496, Florida Statutes, the Solicitation of Contributions Act. A COPY OF THIS LETTER SHOULD BE RETAINED FOR YOUR RECORDS.

Every charitable organization or sponsor which is required to register under s. 496.405 must conspicuously display the registration number issued by the Department and in capital letters the following statement on every printed solicitation, written confirmation, receipt, or reminder of a contribution:

"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE."

The Solicitation of Contributions Act requires an annual renewal statement to be filed on or before the date of expiration of the previous registration. The Department will send a renewal package approximately 30 days prior to the date of expiration as shown above.

Thank you for your cooperation. If we may be of further assistance, please contact the Solicitation of Contributions section.

Sincerely,

*Kayla Creech*

Kayla Creech  
Regulatory Specialist III  
850-410-3769  
Fax: 850-410-3804  
E-mail: [kayla.creech@freshfromflorida.com](mailto:kayla.creech@freshfromflorida.com)