

a very COOL year...
2011 Annual Report





Established: July 4, 2004

Our Vision: KitchenKids! Incorporated is a non-profit entity that provides *edu-tainment* resources – for children ages 5-12 – focused on developing healthy, resourceful and humanitarily-motivated 21st Century children. Our enterprise is called KitchenKids! because it is based on the notion that throughout history and regardless of race, ethnicity, socio-economic status or geographic location, the kitchen has served as a child's original play and learning station. KitchenKids! is an asset to the village of elders accountable for raising the whole child. We promote parental engagement in the learning process regardless of a parent's level of education; and, our messages to parents are accessible in 52 different languages. Our eLearning website activities offer kids an opportunity to learn and apply knowledge related to math, reading, science, history, geography, nutrition, fitness self-esteem, character-building, responsible role-modeling, cooperation, computer literacy, voter literacy, team work and an introduction to 52 different languages. The creators of KitchenKids! are committed to the belief that the children of the world can develop the skills required for them to make choices regarding their personal health, emotional intelligence and relationship management that will ultimately result in inclusive, humanitarian social relationships and environments wherever life leads them.

Our Mission: To help grow kids into adults who will think children, think frugal, think inclusion, think humanitarian and pay it forward!

Our Scope: KitchenKids! In-school, beyond-school and eLearning website resources are currently being used by members and non-members in Florida, Georgia, Illinois, Kansas, Maryland, Michigan, Missouri, Ohio, New York, North Carolina, Tennessee, Texas, Virginia, the District of Columbia and Johannesburg, South Africa. In 2011, inquiries about KitchenKids! resources have come from The National Fatherhood Initiative, the Brick City Development Corporation, and educators from Detroit, Atlanta, Dallas, Washington, D. C., Canada, Liberia and Australia.

Our Governance: KitchenKids! Incorporated's board of directors is comprised of its 3 co-founding officers:

Leslie M. Saunders/Chief Imagination Officer (Roswell, GA);

Marquita Olive/Chief Operating Officer (Roswell, GA);

Cynthia V. Anzaldua/Chief Core Values Officer (Dallas, TX)

& 7 members-at-large

Marla A. Jackson (Lawrence, KS) ♦ Deidra Lang (Duncanville, TX) ♦ Byron C. Saunders (Brooklyn NY)

Christine A. Saunders (Fayetteville, GA) ♦ Jimmie Claire Walker (Upper Marlboro, MD) ♦ Barbara Williams (Alpharetta, GA)

& Esther M. Williams, MSW, LCSW (Atlanta, GA)

2011 = COOL new partners & friends...

New Partners...

U.S. Department of Agriculture ★ Metro Atlanta Business Network
North Fulton County Charities ★ Secure Health Systems
Chattahoochee Nature Center ★ American Diversity Report
I'm Booked! ★ University of Delaware Teacher Education Program
Arturo Salazar Elementary School ★ Revved-up Kids ★ Eagle Grip



New Friends...

700+ Friends-of-KitchenKids!



New Publicist...

Sheena Haynes

New Ambassadors...

who went above & beyond to open doors for KitchenKids!

Guinea Bennett ★ Lotfi Chabaane ★ Harold Carter ★ Bernard Coleman ★ Francois Craig ★ Fisher Cooper
Warren Edwards ★ Marje' Etheridge ★ Todd Faulkner ★ Joan Fields ★ Shirley Siggers-Gladney ★ Deanna Granito ★
Dahlys Hamilton ★ Alfred Harris ★ Ebony Bines Jackson ★ Ed Johnson ★ Christopher Lang ★ Shuaib Meacham
Greg McDonald ★ Quinton McField ★ Thomas Mohammad ★ Dr. Jonella Mongo ★ Alfredo J. Moreno
Aundrea Naylor ★ Allison Neal Linda Olsen ★ Teresa Outlaw ★ Eden Purdy ★ Jerry Stallworth ★ Sylvester Terry ★
Michelle Virtue ★ Barbara Williams ★ Esther Williams ★ Latrice Williams ★ Lynda Wolf Smith

2011 = COOL new adventures...



White House Easter Egg Roll

- where **KitchenKids!** families from Georgia & Ohio participated in a variety of events and saw Willow Smith rock a crowd of 30,000+ people on the White House's South Lawn!



Family Feud Taping

-where **KitchenKids!** participated in the On-Camera Audience and earned funding to award 45 new memberships for 2012!

Evander Holyfield's House

- where **KitchenKids!** met with the Champ to explore future partnership opportunities!



White House Town Hall Meeting

-where we met with Atlanta's Mayor Kasim Reed and White House Reps and where Rob Redding, 1380 WAOK personality, did a live show from the event & **KitchenKids!** co-founder, Leslie Saunders was one his featured on-air guests!



METRO
A::B::N



Metro Atlanta Business Network Mixer

- where **KitchenKids!** was featured as MABN's non-profit organization of choice and where MABN's founder, Dahlys Hamilton announced MABN will donate **KitchenKids!** membership scholarships for 2012!

KitchenKids! = 2L2Q



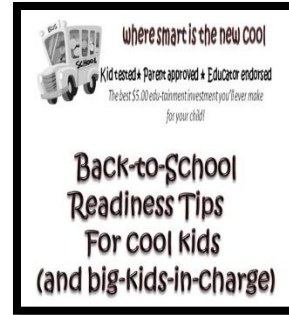
FabOverFifty Feature Story

- where **KitchenKids!** co-founders Cynthia Anzaldua, Marquita Olive & Leslie Saunders were featured in an on-line magazine article on the same page as Oprah!

2011 = COOL new resources...



KitchenKids! eLearning website that currently serves members in Florida, Georgia, Illinois, Kansas, Maryland, Michigan, Missouri, New York, North Carolina, Ohio, Tennessee, Texas, Virginia, the District of Columbia & Johannesburg, South Africa!



KitchenKids! back-to-school resources to help start conversations between kids and parents about being cool in the classroom, on the playground and at mealtimes - in English & Spanish - were used at back-to-school fairs in Georgia, New York & Texas!



KitchenKids! My Plate/Mi Plato Badges are a popular reminder to help elementary students remember to make healthy meal choices at school & at home!



Our **What's Cooking...** Newsletter now has a distribution list of 700+ parents, educators & business associates who are adult Friends-of-**KitchenKids!**

KitchenKids! Global Tasting Adventure Placemat & Passports feature fun activities in geography, nutrition, language arts, creative thinking & cross-cultural appreciation!



2011 = COOL new replicable programs...



A 3-hour program featuring a self-esteem building activity, a fitness activity, a food-related tour of a foreign country and a related cooking activity.



A pre-Thanksgiving Celebration classroom activity or school-wide program, providing students with an opportunity to celebrate the culinary contributions from their own cultural heritages and those of others.



An “eating healthy on a budget” tasting demonstration program for families, featuring information re: purchasing, preparing, stretching and growing low-cost, fine dining meal choices.



A year-round healthy eating campaign for schools that encourages and challenges students to make healthy food choices at school and provides school-wide recognition for their sustained efforts..

2011 = COOL new in-school programs...

Click on the link below to view the **KitchenKids!**
Jamaica-Me-Healthy Cabbage Salad Rap
entry in the U.S. Department of Agriculture's
Fruits & Veggies Video Challenge!

[http://fruitsandveggies.challenge.gov/submissions/search?filter\[category\]\[\]=tips+for+kids&page=3&utf8=%E2%9C%93](http://fruitsandveggies.challenge.gov/submissions/search?filter[category][]=tips+for+kids&page=3&utf8=%E2%9C%93)



Starring the
Arturo Salazar Elementary
School Smart Attack!

Students at Arturo Salazar Elementary School in Dallas, Texas spent the first semester of the 2011-2012 school year, setting new standards of excellence for making healthy food choices at school and at home!

In addition to using the U.S. Department of Agriculture's guidelines for designing their own healthy dining plates and daily cafeteria choices, they were the stars of **KitchenKids! Jamaica-Me-Healthy Cabbage Salad Rap Video** which promoted eating healthy on a budget and making half your plate veggies & fruits!

The project – which also included lessons in geography, cross-cultural appreciation and voter literacy – attracted the attention and support of the school's parents, PTA and community-at-large

KitchenKids! **Jamaica-Me-Healthy Cabbage Salad Rap**

I got a Cabbage, carrots, cucumbers and celery
And spices to make it taste great!
Then I added some fruit, like raisins and apples
And mixed it up and put it on my plate!

So give a big hooty-hoot for veggies and fruit-
When eating at home or at school.
We don't have to be wealthy to eat healthy
At **KitchenKids!** – where smart's the new cool!

Make half your plate veggies and fruit!
Que la mitad de la placa de Verduras y frutas
Yeah!!!!

2011 = COOL new beyond -school programs...



Health Ministry Fair
Allen Temple AME Church
Woodstock, Georgia



el día de los niños/el día de los libros

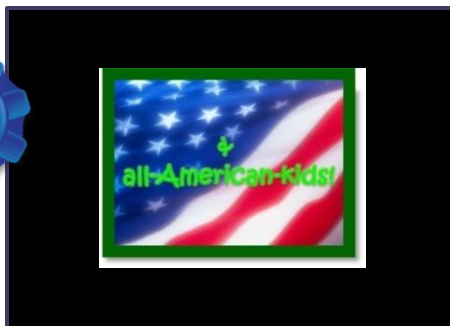
Dallas Public Library
Dallas, Texas

KitchenKids!
kid-power video
Click link to view video
<http://youtu.be/0obV-TBK9iY>



Diversity Thanksgiving Celebration National Multi-Cultural Youth Video Competition

Click link to view video
<http://youtu.be/BjvDpF2YvFA>



American Diversity Report & Volkswagen
Chattanooga, Tennessee



North Fulton County Charities
In collaboration with
Chattahoochee Nature Center & Kaiser Permanente
Alpharetta, Georgia

2011 = COOL new members...

Some of the original **KitchenKids!** members have already embarked on exciting adventures that may lead to promising career paths, while some of our newest members participated in after-school activities that will prepare them for whatever career paths they choose to take!



KitchenKids! Mentors from Otto M. Fridia Alternative High School in Dallas, Texas created code compliance PSAs and hosted a **KitchenKids!** information booth at this year's Community Outreach Code Conference. City council member, Carolyn Davis was so impressed with their PSAs, she invited our mentors to present their commercials to the entire Dallas City Council at city hall!

12 Role Models Worthy of International Emulation

In honor of

International Children's Day 2011



Carmelo Kiyon Anthony
Baltimore, Maryland



Chelisa Victoria Clinton
Washington, D.C.



Melinda Ann Gates
Dallas, Texas



Stanley Kirk "M. C. Hammer" Burrell
Oakland, California



Alicia Augello "Keys" Cook
New York, New York



Eva Jacqueline Longoria
Corpus Christi, Texas



Shaquille Rashaun O'Neal
Newark, New Jersey



Michelle LaVaughn Robinson Obama
Chicago, Illinois



William Bradley "Brad" Pitt
Springfield, Missouri



Tyler Perry
New Orleans, Louisiana



Ryan John Seacrest
Atlanta, Georgia



Oprah Gail Winfrey
Kosciusko, Mississippi

KitchenKids! Gives Scholarships to 300 New Members! In celebration of International Children's Day 2011, **KitchenKids!** recognized 12 Role-models Worthy of International Emulation and gifted 25 memberships to elementary schools in each of the cities where our 2011 honorees grew up and first honed their respective role-modeling skills and agendas.

Principals of the recipient schools will have an opportunity to select the beneficiaries of the membership gifts – giving special consideration to children in foster care, children in families facing extreme financial challenges, children residing in shelters and children in families coping with military deployment. The memberships will be active throughout the 2012 calendar year and children who don't have computers at home will be able to access

KitchenKids! **CoolBeans!** **iNews!** eLearning website at school.

2011 = COOL new Contributions...

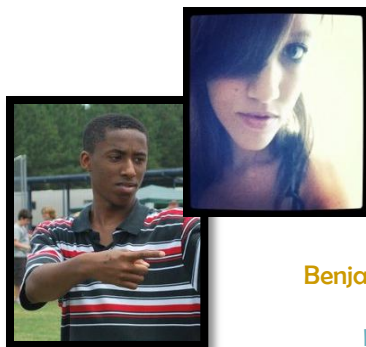


Actresses Tamara Tunie, Taraji P. Henson & Florida Teacher of the Year Tameka Preston visited **KitchenKids!** **Walk Like You Talk Café** to share their favorite memories growing up in the kitchen and valuable advice about how to prepare today to shine tomorrow with our members.



Internationally acclaimed author, Deborah Levine contributed the story of "Who Is Really Dis-abled" to **KitchenKids!** eLearning website and inspired a re-occurring feature that focuses on the world-changing achievements of differently-abled learners.

Click here to view the video
http://youtu.be/n_wHgqHmw4I



Two very wise 14 year old thought leaders shared some very important insights about bullying on **KitchenKids! In My Opinion Blog.**

Click here to see what Benjamin B. Brave & Kayla B. Kreative said about this critical issue!
http://youtu.be/n_wHgqHmw4I

KitchenKids! was also the beneficiary of priceless in-kind contributions from a generous group of professional associates who guided us and provided for us in ways we thought happened only in fairy tales or the movies...

In-kind Professional Services:

Legal: *Bernard Coleman* ~ Attorney & Innovator-at-Law at Womble, Carlyle, Sandridge & Rice, PLLC

Marketing & Public Relations: *Simon T. Bailey* ~ Founder at The Brilliance Institute & *Russell Thomas* ~ National Director of Digital Media & Public Relations at Womble, Carlyle, Sandridge & Rice

Internet Technology: *Sylvester Terry* at VP Engineering & Technical Solutions at Secure Health System

Video Editing: *John Labillois* ~ Photographer

Financial: *Obie McKenzie* ~ Managing Director at BlackRock Financials & *Moise Piram* Financial Services Professional at Mass Mutual Financial Group

Social Networking: *Jim McManus* ~ Board of Directors at TAG Education Collaborative; *Nick Fuhrman* ~ Senior Vice President at SDB Partners; & *Peter Bennett* ~ SEO & Social Media Consultant a Information Technology and Services

Website Blueprint & Design: *Ilias Carre* ~ Senior Interactive Designer at Media Two Interactive

In-kind Office Equipment & Supplies:

Banners, Posters & Event Advertising: *Barbara Williams*

Printer: *Barbara Williams*

Computer: *Harold Carter*

Paper: *Marla Jackson & Barbara Williams*

Post Office Box: *Byron & Christine Saunders*

In-kind Program & Membership Sponsorships:

White House Easter Egg Roll ~ *Marla Jackson, Aundrea Naylor, Dr. Jonella Mongo, Barbara Williams & Esther Williams*

Website Renovation ~ *Teresa Outlaw*

Memberships: *Deidra Lang, Barbara Williams, Dahlys Hamilton*

2011 = COOL new endorsements...



"Everybody wants new resources on nutrition. **KitchenKids!** has successfully managed to incorporate inclusion, technology-appreciation and social networking for kids!"

Eileen Kugler—Washington, D.C.

President — Embrace Diverse Schools

Author — [Debunking the Middle-Class Myth: Why Deverse Schools Are Good for All Kids](#)



"I've been seeing information about **KitchenKids!** on facebook, but until I actually had a detailed walk through your website, I had no idea of the depth and timeliness of what you are offering children and their families. As a business leader and a parent I am impressed and excited about the benefits of **KitchenKids!** and I am confident it would be a great resource to have in Brick City Development Corporation's tool kit."

Lyneir Richardson — Newark, NJ

President & CEO

Brick City Development Corporation



"We are soooooo thrilled to see **KitchenKids!** in living color! Not only is it a wonderful concept, but also a much needed informative platform to educate and help the children of the world learn positive life-long food choices. Enriching our children's understanding of the possibilities and creative horizons to be explored. **KitchenKids!** delivers healthy choices both in and out of the kitchen! Congratulations and best wishes to the entire **KitchenKids!** crew."

Cyndi and Stan Behrens and family—Windermere, FL



"**KitchenKids!** is a brilliant and timely project that is emerging at an intersection with the consciousness of the world!"

Simon T. Bailey— Windermere, FL

Internationally Acclaimed Motivational Speaker

Founder ~ The Brilliance Institute



"I recognize the importance and potential promise of **KitchenKids!** production as well as the prospect and building a line of **KitchenKids!** products."

Cecilia Anzaldua—Dallas, TX

Former Director, Barney Brand Management Worldwide



"**KitchenKids!** is like Rock and Roll — fun, engaging, innovative and capable of bringing communities closer together. Who knew that such an everyday process could be so educational and entertaining"

Terry Stewart — Cleveland, OH

President, Rock and Roll Hall of Fame & Museum

Former CEO, Marvel Comics



"This is absolutely brilliant! And of course we want to do a feature story about **KitchenKids!** in *Grace Magazine's* July-August edition which annually focuses on education."

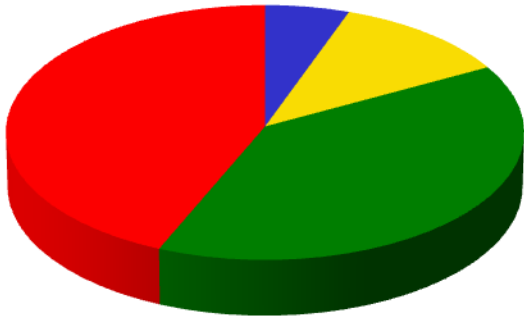
Tina Birchett — Memphis, TN

Publisher, Grace Magazine

Founder — Annual Sisterhood Showcase of the MidSouth

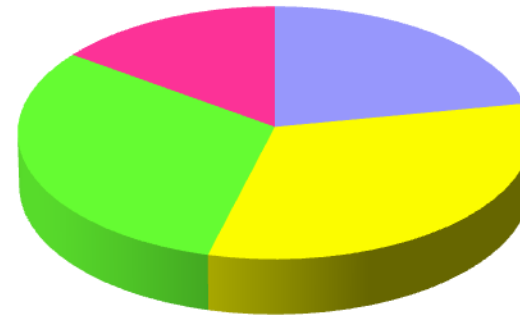
Income \$10,790

- Membership Revenue
5.5%
- Cash Donations
11.6%
- In-kind Resources Contributions
39.3%
- In-kind Services Contributions
43.6%



Expenses \$15,598

- On-Site Programs
22%
- Internet Programs
32%
- Marketing
31%
- Administrative Overhead
15%



Our 2011 financial story proves what can be done when innovative people “think children... think frugal...think inclusion...think humanitarian & pay it forward!” Nevertheless, none of the 2011 accomplishments achieved by team KitchenKids! could have been possible without the generous support of the handful of individuals who contributed countless hours, non-stop energy and an endless array of skills towards our success, without compensation.

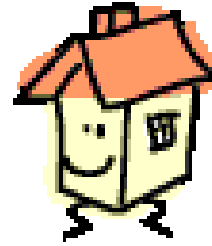
On behalf of KitchenKids! Inc, our current members and our future members, we sincerely thank you for your priceless gifts of creativity, talent and time!

2012 = COOL new COMING attractions...

New Website Coming Soon!



Same Cool Kitchen
New Cool House



Global Tasting Adventures!

"Intelligence plus character--that is the goal of true education.
The complete education gives one not only power of concentration,
but worthy objectives upon which to concentrate..."

Dr. Martin Luther King, Jr.

Learning to value the richness of one's own culture and the cultures of others is one of the "worthy objectives" upon which Dr. King encouraged us "to concentrate." In honor of Dr. King, beginning in 2012, Friends-of-KitchenKids! in Atlanta, Georgia and Dallas, Texas will have an opportunity to experience a different cultural adventure on a monthly basis via KitchenKids! Global Tasting Adventures! Each month, KitchenKids! will host a cultural dining event at a different restaurant in both the Atlanta and Dallas Metropolitan Areas. By the end of the calendar year, we will have experienced the culinary traditions of 12 cultures that add their rich flavors to America's diverse cultural heritage.

Our Global Tasting Adventures will be open to members and non-members and participating restaurants will offer a special fixed-price menu that allows participants to taste the culinary delights of the featured culture. KitchenKids! members will receive a Global Tasting Passport that will allow them to track their year-long nutritional, geographic, social, language arts and cross-cultural experiences.

Tickets for the coming month's Global Tasting Passport will go on sale six weeks in advance of the following month's event. For additional information, visit our website at <http://www.kitchenkidz.weebly.com>.

KitchenKids! Cool Beans! Rap

Hey KitchenKids! (Oh yeah)
Are you ready (Oh yeah)
Are you set (Oh yeah)
Let's go (Oh yeah)
This is my smile (Oh yeah)
This is my style (Oh yeah)
I'm number one (Oh yeah)
I raise my thumb (Oh yeah)
This means me too (Oh yeah)
Linked up with you (Oh yeah)
We are the dream (Oh yeah)
Cooooool Beans!

KitchenKids! Cool Beans!
KitchenKids! Cool Beans!
KitchenKids! Cool Beans!
KitchenKids! Cool Beans!

On behalf of KitchenKids! around the corner & around the world...

Merci... asante... gracias... danke... grazie... شكراً ...

ngiyabona... puZhalsta... आभार... hohou... takk... Ευχαριστώ...

mahadsanid... obrigado... arigatou,..

thanks!