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Meals on Wheels Wins 6th Annual Children's Board Innovative Business Plan Competition

TAMPA, FL (Sept. 30, 2011) – Meals on Wheels of Tampa, which delivers hot meals to approximately 600 homebound and senior citizens each day, has won the Children's Board of Hillsborough County's 6th Annual Innovative Business Plan competition worth \$25,000.

The innovative business plan competition is part of the Children's Board's commitment to social enterprise which incorporates earned income to generate additional revenue, said Amy Petrla, Children's Board director of programs and advocacy.

Steve King, executive director of Meals on Wheels, accepted the first-place award at a recognition event at the Children's Board on Sept. 30. The award will go toward Meals on Wheels' new initiative, "Nonprofits Helping Nonprofits," which will prepare and deliver hot, nutritious meals at competitive prices to other nonprofit organizations that have daily food services needs.

The Family Justice Center (FJC) of Hillsborough County, a one-stop location for domestic violence victims to get comprehensive services, won second place and a \$15,000 award for its plan to expand outreach through greater community awareness, education and consultation and technical assistance. Executive Director Nikki Daniels accepted the award for FJC.

Other finalists for the Children's Board innovative business plan awards were Girls Empowered Mentally for Success (GEMS), established to assist 10-17-year-old at-risk girls transition to womanhood, and Merge, Inc., an educational planning services and mentoring organization targeting families with students in grades 8-12 who have the potential to go to college but don't qualify for income-based programs.

The top two 2010 Innovative Business Plan winners told this year's finalists how they parlayed their Children's Board awards in the past year. Chef Cliff Barsi of Metropolitan Ministries said the organization used its \$25,000 Children's Board award to launch its "Inside the Box" catering business. Over the past year nearly 6,000 families have been fed meals through earnings from the catering

business. McDonald's Training Center chief financial officer Judith DeStasio said the center's \$15,000 award went toward its new business of sewing tubes to repair sea grass beds.

The Children's Board of Hillsborough County serves as the leading voice and advocate for children and families in our community. The board is the only organization of its kind in Hillsborough County that generates revenue to help children and families. The Children's Board is recognized nationally for its contributions to best practices in policies and programs aiding children and families. Citizens may visit www.childrensboard.org to learn more about the board's programs.