

Lee Marshall, MSW, TS

Lee Marshall is the Founder & CEO of Kids to Love, a nonprofit organization now in its 22nd year of transforming the lives of foster children and families. Her passion is deeply personal—Lee was adopted as a young child, and she’s never forgotten that her story could have looked very different. That “what if” became her mission: to ensure every child in foster care feels seen, supported, and loved.

What began in 2004 as a grassroots effort from Lee’s garage—gathering school supplies for foster children—has grown into a nationally recognized nonprofit with more than a dozen programs spanning three campuses. Today, Kids to Love has impacted the lives of over 320,000 children and families.

The Kids to Love Center provides year-round emergency resources for foster families, school supplies for 6,000 children annually, and holiday gifts for more than 2,000 children each Christmas. The center is also home to KTECH, a licensed private school offering certifications in high-demand fields like Mechatronics, Robotics, Soldering, Virtual Reality, and Snap-On tools.

In 2024, the organization hit another milestone with the opening of the Smith Family Mental Wellness Center, home to the Grant Hill Trauma Team, which has already served over 200 children and families with specialized trauma therapy. Meanwhile, construction is underway on the Smith Family Wellness Center, expanding those services even further.

At Davidson Farms, Kids to Love provides a loving home for girls ages 10–19, transitional housing for young mothers at the Whitaker Cottage Community, and Equine Therapy through the Damson Family Barn. The Shoals Campus further extends their impact to foster families in that region.

Also in 2023, Lee and her team championed changes to Alabama’s Safe Haven Law, successfully advocating for the installation of Baby Boxes across the state. Thanks to this work, five infants have already been safely surrendered—lives saved.

Lee has successfully led her team to approach foster care and adoption in a way that does it better. Kids to Love has successfully privatized foster care in Alabama. Working outside of the state run foster care system to provide hope and stability to children in foster care. This model is one of the first of it’s kind in the nation.

Under Lee’s leadership, Kids to Love has received numerous accolades, including being named a “Best Place to Work” by the Huntsville-Madison Chamber and winning the Milestone Moment of the Year from the Madison City Chamber. In 2021, the organization was named Nonprofit of the Year and Woman-Owned Business of the Year. Lee was also a nominee for the Russell G. Brown Executive Leadership Award

and has been honored as Entrepreneur of the Year. In 2025 Lee has been honored as a Woman of Impact in the state of Alabama. She is a 2026 Discovery Award recipient.

Before founding Kids to Love, Lee had a celebrated career in media, earning three Emmy Awards and multiple honors from the Associated Press. She holds a Bachelor's degree in Communications from Murray State University, a Master's in Social Work from Walden University, and completed the Strategic Perspectives in Nonprofit Management program at Harvard Business School. She's also certified in EMDR: Eye Movement Desensitization and Reprocessing and ITR: Instinctual Trauma Response Therapy, a method uniquely suited to helping foster children heal.

Lee serves on the Board of Directors at Westminster Christian Academy and the Women's Advisory Council for Crestwood Medical Center.

Still, among all the awards and achievements, Lee will tell you her greatest accomplishment is her family. She and her husband Jeff have been married for over 30 years and are the proud parents of two daughters, Ella and Emma.