



## TALKING POINTS

Updated: November 14, 2018

### WHAT IS FEED THE HUNGRY SAN MIGUEL?

Feed the Hungry San Miguel is an independent NGO (non-governmental organization), not-for-profit organization dedicated to fostering better childhood nutrition in the greater San Miguel de Allende (SMA) municipality of central Mexico. FTTHSM has been serving the San Miguel community since 1984.

- **Feed the Hungry San Miguel, Inc.** is a USA registered charitable corporation that sets policy and raises funds to maintain the operating program.
- **Feed the Hungry A.C.** is a Mexican registered charitable company that manages the operating program.

Note: There is a Feed the Hungry organization based in the USA; it is a multinational (except Mexico) religious organization with the same general goal of feeding children. Feed the Hungry San Miguel has **no affiliation** with that organization.

### WHAT DO WE DO?

We fill a gap in Mexican social services by providing meals to children in rural schools in the greater SMA area *when requested to do so by a community*.

### OUR FUNDING SOURCES

- **General donations** from mailing list appeals and personal solicitations.
- **Kitchen Angels:** pledges for three-year support for one or more school kitchens.
  - The cost to set up and maintain a kitchen ranges from US\$5,000 up to US\$35,000, based on the number of meals served (some schools receive 2 meals a day).
- **Founding Donors:** program for those not yet ready to make a three-year commitment as a Kitchen Angel.
  - A one-time donation of at least US\$5,000 will help open a new school kitchen.
- **Mexican government grants** for supplies and equipment.
- **Planned Giving:** By making a legacy gift through planned giving, donors can create a lifelong impact on the lives of the neediest children of San Miguel by listing the organization as a beneficiary of their will; IRA, 401(k) or other retirement plan; bank account, investment account, and/or annuity.
- **Foundations.**
- **Special events and tours** (Spring and Fall) and seasonal direct mail campaigns (2).

### OUR ORGANIZATIONAL STRUCTURE

- **The FTH Inc. Board of Trustees** sets policy, financial controls, and raises operating funds.
- **The FTH Advisory Board** offers advice and provides assistance to the Board of Trustees.
- **The FTH A.C. Board** proposes operating budgets and directs operations. It also maintains contact and compliance with Mexican government organizations.
- **The FTH A.C. Meals Program Director** manages operations with a staff of 11, including 5 kitchen supervisors, and we employ 33 cooks from the rural communities we serve.



## FINANCES

Actual program and admin expenses YTD 2018 (through October):	USD \$406,033
Estimated number of meals served YTD 2018 (through October):	755,650
Estimated cost per meal served YTD 2018:	USD \$0.56
Unrestricted Expenses Budget for 2018:	<b>USD \$602,000</b> <i>Programs US\$473,000 = 79%</i> <i>Fundraising US\$60,000 = 10%</i> <i>Administration US\$69,000 = 11%</i>

Feed the Hungry San Miguel, Inc. has an Endowment Fund with a goal of maintaining a value of at least two years of grants.

## OPERATIONS

		Notes
Number of school kitchens in rural (33) and urban (3) communities (supported and operated by Feed the Hungry)	36 (Kinder/Primaria/Telesecundaria)	
Number of local charities supported with food supplies (kitchens operated by the charities)	7	As of September 24, providing dry food, vegetables and fruit for 144 preschool and daycare children at C.A.S.A
Total number of locations	43	10 of these are within the urban area
Food packed and delivered weekly	4,319 pounds of produce 7,724 pounds of dry goods	September 2018 estimate
School kitchens opened in 2018 YTD	3	Salitrillo (April 16) San José de Allende (April 17) Nuevo Cimatario (September 17)
Meals program beneficiaries in October	4,713	
Meals served in October	109,077	
Anticipated number of meals 2018:	967,000	
Anticipated number of meals school year 2018-2019	1,000,000	
Number of paid cooks	33	
Number of volunteer cooks in September	52 daily; 1,134 total shifts	

Note that in six schools, children receive two meals a day; which explains the ratio between beneficiaries and actual meals served.

- Schools with two lunches: Estancia De San Antonio, Loma De Cocinas, Fajardo De Bocas, La Campana
- Schools with breakfast and lunch: Nuevo Pantoja kinder, El Nuevo Cimatario kinder and primaria

## School Kitchens: Building and Operation

FTH is flexible when the need is present for a new kitchen. If space is available, we will use it. If not, we may choose to build. Regardless of whether we renovate or build new, if we have community support and mothers volunteer to cook, we will use them. If not, we may hire a paid cook and request help from others.

The school year runs from September to July and has roughly 192 school days, during which we provide food for nearly 5,000 meals each day. On days when the children are not in school, the mothers can use the sample menus prepared by our nutritionist—giving our program a high level of self-sustainability.

## OPERATIONS SUPPORT VOLUNTEER PROGRAM

There are 3 teams, each headed by a lead volunteer.

### **VOLUNTEER DRIVERS – Led by Chip Swab, Driver Coordinator**

- 34 Tuesday morning food delivery drivers, servicing at least one kitchen destination each, using their own vehicles.
- There is currently a total of 10 to 15 potential substitute drivers that are available at different times of the school year, given that several of them do not live in SMA full time. Some of our routes cover deliveries to two schools by one driver.

### **PACKING AND ASSEMBLING – Led by Jonna Stratton, Volunteer Coordinator**

- There is a pool of as many as 30 Saturday volunteers (morning dry goods assembly team).
- There is a pool of as many as 50 to 60 Monday volunteers (afternoon perishable foods assembly team).

### **THE ‘SPECIAL OPS’ TEAM – Led by Jonna Stratton, Volunteer Coordinator**

- Volunteers with special skills and/or high tolerance for unstructured activities on short notice!

*The numbers of volunteers fluctuate throughout the year.*

## GENERAL POINTS

1. The current population of greater San Miguel is 160,000. That total is divided approximately in half, with 80,000 people living in the city of San Miguel and 80,000 living in the greater San Miguel municipal area (outside the city of San Miguel; the *campo*).
2. Of the 80,000 people who live in the city of San Miguel, approximately 18,000 are ex-pats.
3. There are 562 communities in the campo surrounding the city of San Miguel.
4. Roughly 45% of the people in the state of Guanajuato live in poverty or extreme poverty. This is the segment of the population we target for our program.
5. School attendance increases by as much as 20% where FTH operates a kitchen, because the children must attend class to receive the meal(s).

## FOR ADDITIONAL INFORMATION

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