



## TALKING POINTS

Updated: May 2019

### 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. FTSM 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.

Donations are tax-deductible for US and Mexican donors, and for Canadian donors through our partnership with [Amistad Canada](#).

*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 schools in the greater San Miguel de Allende area when requested to do so by a community.

### OUR FUNDING SOURCES

- **General donations** from mailing list appeals, online crowdfunding, 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.
- **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 and religious institutions.**
- **Special events and tours** (Spring and Fall), seasonal direct mail campaigns (2) and a signature event.

Operational efficiencies, volunteer power, and strong local relationships enable us to maintain the cost of a fresh, well-balanced meal at just around 50 cents (US).

*US\$20 feeds 2 children for a month / US\$250 feeds 2 children for a whole school year*

### 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 31 cooks from the rural communities we serve.



## FINANCES

We successfully operate a complicated enterprise and do so without a paid Executive Director. This is highly unusual for an operation of our size. We are successful due to the fact that we have an active, hands-on professional (and uncompensated) board of trustees.

**Feed the Hungry must raise US\$50,000 per month to fund our programs.**

Number of meals served YTD 2019 (through April)	325,550 (Meals served in 2017: 874,00. Meals served in 2018: 922,493)
Average cost per meal served	US \$0.51
Number of meals budgeted in CY 2019	1,049,000
Expense Budget for 2019:	<b>US\$617,500</b> <i>Existing Programs US\$542,000 (73.2%)</i> <i>New Early Childhood Nutrition Program US\$22,500 (3.6%)</i> <i>Fundraising US\$71,000 = 11.5%</i> <i>Administration US\$72,000 = 11.7%</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

Number of school kitchens 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
Total number of locations	43
Food packed and delivered weekly (September 2018 estimate)	4,319 pounds of produce/meats 7,724 pounds of dry goods
School kitchens opened in 2018	Salitrillo (April 16) San José de Allende (April 17) Nuevo Cimatario (September 17)
School kitchens opened in 2019 YTD	Nuevo Pantoja Primaria (January 14)
Meals program beneficiaries March 2019	4,713
School kitchens with Early Childhood Nutrition Program implemented in 2019	2
Number of Cooking and Nutrition workshops completed YTD 2019	47

Note that in 10 schools, children now 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, and La Campana. Schools with breakfast and lunch: Nuevo Pantoja kinder and primaria, Salitrillo, El Nuevo Cimatario kinder and primaria, and Los Gonzalez primaria. Nuevo Pantoja Primaria and Clavellinas will add breakfast in May. The Early Childhood Nutrition program, which provides sustenance to Pre-K children aged 0-4 and their mothers, is currently piloting in Plan Juarez and La Campana schools.

## **School Kitchens: Building and Operation**

Feed the Hungry is flexible when the need is present for a new kitchen. If space is available, we will use it. If not, and our budget permits it, we may choose to build. Regardless of whether we renovate or build new, if we have community support and the mothers volunteer to cook, we will operate a kitchen.

The school year runs from September to July and has roughly 192 school days, during which we provide food for close to 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. The numbers of volunteers fluctuate throughout the year.

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

- 37 Tuesday morning food delivery drivers, servicing at least one kitchen destination each, using their own vehicles and gas.
- There is currently a total of 10 to 15 potential substitute drivers that are available at different times of the school year, given that not all of them live in San Miguel de Allende 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 high tolerance for unstructured activities on short notice!

## **GENERAL POINTS**

1. The current population of greater San Miguel is approximately 160,000. That total is divided roughly 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 part-time or full-time expats.
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 Feed the Hungry operates a kitchen, as the children must attend class to receive the meal(s).

## **FOR ADDITIONAL INFORMATION**

Email: [contact@feedthehungrysma.org](mailto:contact@feedthehungrysma.org)  
 Telephone: +52 415 152-2402  
 Bilingual Website: [feedthehungrysma.org](http://feedthehungrysma.org)  
 Press Kit: [feedthehungrysma.org/about-us/press](http://feedthehungrysma.org/about-us/press)  
 Amistad Canada: <http://www.amistadcanada.org/fth/>

Social Media:  
[Facebook.com/FeedtheHungrySMA](https://Facebook.com/FeedtheHungrySMA)  
[Twitter.com/FTHSanMiguel](https://Twitter.com/FTHSanMiguel)  
[Instagram.com/FeedtheHungrySMA](https://Instagram.com/FeedtheHungrySMA)  
[YouTube: fthvideos.org](https://YouTube.com/fthvideos.org)