



## TALKING POINTS

Updated: February 2020

### WHAT IS FEED THE HUNGRY SAN MIGUEL?

Established in 1984, Feed the Hungry San Miguel (FTHSM) is an independent non-governmental and not-for-profit organization dedicated to fostering better childhood nutrition in the greater San Miguel de Allende (SMA) municipality in central Mexico.

- **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 U.S., Mexico and Canada (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 hot nutritious meals and nutritional education to children in schools in the greater San Miguel de Allende area when requested 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.
- **Commemorate the Memory of a Loved one:** One-time donation of \$15,000 USD can enable us to build a new school kitchen or dining room and dedicate it to someone you would like to honor. A dedication ceremony with placement of a commemorative plaque will be conducted.

Operational efficiencies, volunteer power, and strong local relationships enable us to maintain the cost of a fresh, well-balanced meal at just 55 cents (US).

*US\$20 buys 36 meals to feed 2 children for a month / US\$200 buys 360 meals to feed 2 children for a whole school year*

### OUR ORGANIZATIONAL STRUCTURE

- **FTHSM Inc. Board of Trustees** sets policy, financial controls, and raises operating funds.
- **FTH Advisory Board** offers advice and provides assistance to the Board of Trustees.
- **FTH A.C. Board** proposes operating budgets and directs operations. It also maintains contact and compliance with Mexican government organizations.
- **FTH A.C. Meals Program Director** manages operations with a staff of 11 employees including 5 kitchen supervisors, 3 nutritionist, and 3 chefs. Additionally, 31 hired cooks operate our kitchens throughout 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\$48,500 per month to fund our programs.

Number of meals served in 2019	975,695 (Meals served in 2017: 874,00; 2018: 922,493)
Average cost per meal served	US \$0.55
Number of meals budgeted in CY 2020	1,000,000
Expense Budget for 2020:	<b>US\$580,000</b> <i>Meals Program US\$430,000 (74.1%)</i> <i>Early Childhood Nutrition Program: \$18,000 (3.1%)</i> <i>Fundraising US\$66,000 (11.4%)</i> <i>Administration US\$66,000 (11.4%)</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 (January 2019 estimate)	4,557 pounds of produce/meats 5,543 pounds of dry goods
School kitchens opened in 2019	Nuevo Pantoja Primaria (January)
School kitchens to open in 2020	1 (location TBD).
Meals program beneficiaries Dec 2019	3,903
School kitchens with Early Childhood Nutrition Program implemented in 2019 and 2020	3 in 2019, 1 in January 2020 = 4 total
Number of Cooking and Nutrition workshops completed YTD 2019	127

Children receive two meals a day in 10 schools, which explains the ratio between beneficiaries and actual meals served. Schools with two lunches: Estancia De San Antonio, Loma De Cocinas, Fajardo De Bocas, Centro Infantil Los Angeles, San Cristobal, Plan Juarez and La Campana. Schools with breakfast and lunch: Nuevo Pantoja kinder, Salitrillo, El Nuevo Cimatario kinder and primaria, Los Gonzalez primaria and Clavellinas. The Early Childhood Nutrition program, which provides sustenance to Pre-K children aged 0-4 and their mothers, is fully implemented in Plan Juarez, La Campana, Alonso Yañez, and La Cuadrilla 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 195 school days, during which we provide food for close to 4,000 children 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 food delivery drivers, servicing at least one kitchen destination each, using their own vehicles and gas.
- We have 2 back-up drivers who help when regularly scheduled drivers are out of town or may call in unavailable to deliver that week.

### 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 25% where Feed the Hungry operates a kitchen, as the children must attend class to receive the meal(s).

## FOR ADDITIONAL INFORMATION

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 Amistad Canada: <http://www.amistadcanada.org/fth/>

Social Media:  
[Facebook.com/FeedtheHungrySMA](https://www.facebook.com/FeedtheHungrySMA)  
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