



TALKING POINTS

Updated: Oct 10, 2020

SPECIAL COVID-19 “FEED THE FAMILIES” EMERGENCY OPERATION

Immediately after the Public Secretariat of Education announced the closing of public schools (and kitchens) due to the COVID-19 pandemic, the Feed the Hungry operations team retooled all its activity to distribute food to the families of the children who we normally serve.

It is uncertain when this program will end, but until we are able to resume the school meals program—or we simply run out of funds—we remain committed to providing bags of food for as many as 4,000 families. In addition to the 36 communities typically supported by FtH, the program has expanded to reach beneficiaries of other NGOs, such as Centro Infantil de los Angeles, Casita Linda, So Others May Eat, Mujeres En Cambio, and nine organized *colonias* that have identified families in need in the urban San Miguel area.

The program is estimated to benefit up to 20,000 people. The average monthly increase of food cost to run this operation is \$130,000 USD. The special fundraising campaign will run on the Network for Good platform indefinitely:

<https://bit.ly/FtHSMACovid> . Back to School campaign can be found here <https://bit.ly/BackToSchoolFeedsFamilies>

The Presidential Municipality, through the Dirección de Cultura y Tradiciones, continues to support this operation by providing trucks and drivers to help with the distribution of bags in each community. Up until August, they provided volunteer packers. We are currently supporting this activity with our cooks and kitchen volunteers.

Month	Bags 12k	Bags 5k	Total Bags Delivered	Total weight Kilos
March (14.3 kg)	1796		1796	25,683
April	3301		3301	39,612
May	5001	54	5055	60,282
June	5605	1260	6865	73,560
July	7866	2447	10,313	106,627
August	6178	2206	8,384	85,166
September	4735	3906	8,641	76,350
Total	34,482	9,873	44,355	467,280

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 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, 1 head chef, 1 nutrition manager, 1 program administrator, 1 warehouse manager, 1 maintenance person, and 1 cleaning person. Additionally, 24 hired cooks supported with 56 volunteer moms operate our kitchens at the schools.

OUR FUNDING SOURCES

- **General donations** from mailing list appeals, online fundraising, 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 annually, based on the number of meals served (some schools receive 2 meals a day).
- **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*

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.

Number of meals served in schools thru March 15	255,104
Number of meals generated by Families from March 27 through Oct 3	5,688,130
Average cost per meal served thru 3/15	US \$0.55
Average cost per meal-ingredient provided to Families	US \$0.11

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 run independently)	7
Total number of locations in the Feed the Families program	48

Food packed and delivered weekly for School meals program	4,557 pounds of produce/meats 5,543 pounds of dry goods
Food-Bags delivered weekly for Feed the Families program/average weight	2114 bags / 40,813 pounds weekly
Total number of beneficiaries (children and adults) registered in database	17,763
School kitchens with Early Childhood Nutrition	4
Number of Cooking and Nutrition workshops completed YTD 2020	19 through Feb 2020

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

Normally, there are four volunteering teams. Due to COVID19, this has changed. We will reassess the volunteer program and members after we know when the Schools Program may restart.

VOLUNTEER DRIVERS – Led by Chip Swab, Driver Coordinator.

PACKING AND ASSEMBLING and THE “SPECIAL OPS” TEAM – Led by Jonna Stratton, Volunteer Coordinator.

KITCHEN VOLUNTEERS – Led by Olivia Muniz, Meals Program Director.

GENERAL POINTS

1. The current population of San Miguel is approximately 180,000 (est. 2020 census). That total is divided roughly in half, with 90,000 people living in the city of San Miguel and the other half living in the greater San Miguel municipal area commonly referred to as: *el campo*. Approximately 14,000 of the total population are part-time or full-time immigrants from 64 different nationalities.
2. According to the Secretaria del Bienestar and municipal records, there are 528 communities in *el campo* where 48% of the population live in poverty and 4% in extreme poverty.
3. Of the 90,000 people who live in the city of San Miguel, 56,000 are economically active and the average annual per capita income is \$3,450 USD. 40% of the active economic population live under poverty and 2% in extreme poverty.
4. There are 120 registered NGO's in San Miguel which is the highest per capita in the nation, City records.
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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Press Kit: feedthehungrysma.org/about-us/press

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

Social Media:

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

[Instagram.com/FeedtheHungrySMA](https://www.instagram.com/FeedtheHungrySMA)

[YouTube: fthvideos.org](https://www.youtube.com/channel/UCfthvideos)

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