



TALKING POINTS

February, 2022

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 whom we normally serve. Since March 2020, this program has provided more than 159,677 bags of food (1,000 US tons) to 20,000 people in our county, including beneficiaries of 25 charitable local organizations and in specific *colonias* where we identified families in need in the urban San Miguel area.

The food bag distribution program is slowly phasing out as schools reopen and we resume providing hot meals in our school kitchens. Until we are able to fully resume the school meals program, and the local economy improves further, we remain committed to providing bags of food to the families in the communities where we operate. Total program expenses in 2021 exceeded one million US dollars. The Municipality, through the Dirección de Cultura y Tradiciones, actively supported this operation by providing trucks and drivers to help with the distribution of food bags in each our communities, as well as by allowing employees to volunteer as packers for our food bag assembly line, through August 2020. Since that time, we have operated these activities with our own staff and volunteers.

TOTAL	12 kilo Food Bags	5 kilo Food Bags	6.5 kilo Food Bags	5.7 kilo Food Bags	Total Food Bags Delivered	Total US Tons
2020	34,679	9,873	15,082	10,798	70,432	689
2021				86,245	86,245	491.6
Grand Total					159,677	1,180.6

By the end of December 2021, 2,700 families were receiving monthly food staples at an expense of over US\$80,000 per month and 16 school kitchens were operating, serving hot nutritious meals to children who attend school. The special fundraising campaign continues to run on the Network for Good platform until further notice: <https://bit.ly/FtHSMACovid> .

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 program dedicated to fostering better childhood nutrition in the greater San Miguel de Allende (SMA) municipality in central Mexico. It is made up of the following two legal entities:

- **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 (*Asociación Civil*) that manages the operating program and allows for tax-deductible donations (*donataria autorizada*) for Mexican taxpayers. The A.C. board proposes budgets and directs operations. It also maintains contact and compliance with Mexican government entities.

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

- **Feed the Hungry San Miguel, Inc. Board of Trustees** sets policy, financial controls, and raises operating funds.
- **Feed the Hungry San Miguel Advisory Council** offers advice and provides assistance to the Board of Trustees.
- **Feed the Hungry A.C. Board** proposes operating budgets, manages finances, and directs operations. It also maintains contact and compliance with Mexican entities.
- **Feed the Hungry A.C. Meals Program Director** manages operations for the School Meals Program and the Early Childhood Nutrition Program. The staff of 11 employees includes 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 by 56 volunteer moms operate our school kitchens.

OUR FUNDING SOURCES

- **General donations** from direct mailing campaigns, online fundraising, and personal solicitations.
- **Kitchen Angels** who pledge to support a specific school kitchen for at least three years. 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 school kitchens provide two 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**
- **Commemorations:** With a one-time donation of \$15,000 USD we can build a new school kitchen or dining room and dedicate it in honor of someone to be commemorated.

Operational efficiencies, volunteer power, and strong local relationships enable us to maintain the cost of a fresh, well-balanced school 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.

Feed the Hungry San Miguel, Inc. plans to maintain at least two years' worth of operating expenses in its endowment fund.

THIRD PARTY ACCREDITATIONS

Feed the Hungry San Miguel, Inc is annually rated by Charity Navigator through their Encompass Rating system and has received a 100 out of 100 rating. This rating system scores finance and accountability practices. We are also members of benevity.com, a charitable donation-management and grant-management platform that supports companies in tracking their employee's charitable giving and promoting volunteering.

Feed the Hungry, A.C. is annually certified for best practices and transparency by the Mexican Center for Philanthropy, CEMEFI.

OPERATIONS

- Number of school kitchens supported and operated by Feed the Hungry: 35 (16 have resumed operations after schools were closed due to the pandemic; more are reopening in 2022).
- Number of new school kitchens planned to open in 2022: 1
- Local charities and grassroots organizations supported with food supplies (projects run independently from FTH): 7
- Beneficiaries receiving bags of food through the Feed the Families Emergency Response program: 19 communities/1,516 bags per week
- Meals served in Feed the Hungry school kitchens annually: 15,014
- Beneficiaries of the Early Childhood Nutrition program: 10 communities
- Number of Nutrition Workshops planned for 2022: 160

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 one. 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 more than 4,000 children every school 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.

VOLUNTEER PROGRAMS

- Volunteer drivers – Led by Chip Swab, Driver Coordinator. We require a group of 30-40 weekly regular and back-up driver volunteers who commit to pick up crates of food to deliver to a specific kitchen.
- Packing, assembly, and “special ops” team – Led by Jonna Stratton, Volunteer Coordinator. The program requires up to 100 weekly volunteers who package, assemble, and arrange crates with food for the kitchens in our program. The special ops group of volunteers are on call to provide assistance for special projects and events, as needed
- Volunteer cooks – Led by Olivia Muniz, Meals Program Director. Each location requires commitments from mother to volunteer at each of the kitchens we operate. They are responsible for maintaining inventory, cleaning and disinfecting, cooking, and serving meals to the children each school day.
- Communications and media – Led by Paola Juarez, Communications Director. Photographers, videographers, writers, journalists, social media influencers and experts.

GENERAL POINTS

- 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 of 64 different nationalities.
- 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.
- There are 120 registered NGO's in San Miguel de Allende, which is the highest per capita in the nation.
- 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 Email: communications@feedthehungryisma.org

Telephone: +52 415 152-2402 ~ Website: feedthehungryisma.org ~ Press Kit: feedthehungryisma.org/about-us/press
~ YouTube: fthvideos.org