



SPRING 2022



HIGHLIGHTS & HAPPENINGS

A COMMUNITY WE SUPPORT: CLAVELLINAS

Clavellinas, also known as Coyotes Clavellinas, is the most populated community within the San Miguel de Allende municipality, with 1,425 inhabitants in 296 families.

Life is improving in Clavellinas. In a meeting with municipal delegate Consuelo Perez Lopez, we learned that her community has experienced an economic shift over the past 10 years. In 2010, only 59% of the homes had electricity, piped water, and drainage. Now, most homes have piped potable water and electricity, and indoor bathrooms. (Statistics provided by INEGI census.) The working population has gone from being primarily masons and construction workers, to manual production operators at the only industrial park in the region. Women in the community now make up 30% of the workforce.



Feed the Hungry's Long Relationship with the Community

Our school kitchen, opened in 2007, served more than 500 meals every school day to preschool and elementary school students before the COVID-19 pandemic suspended our meals program. We couldn't just let the children go hungry, so since March 2020 we have made regular deliveries of food to 170 families in Clavellinas.

Our most recent health assessment of the students revealed that only 48% of the children were at a normal weight for their age. Fortunately, our kitchen in Clavellinas has recently reopened and we have resumed providing a hot, nutritious meal to these students every school day.

We have also been able to expand our Early Childhood Nutrition program to include 30 families in Clavellinas, providing nutrition for children not yet of school age.

Help for a Family Affected by COVID-19

We recently interviewed local resident Ruth, who is one of the beneficiaries of our Feed the Families emergency response program. Ruth has three children, and at the time of the interview, she was expecting a fourth. Ruth and her husband, Hector Sr., also take care of her mother, who is disabled and suffers from a degenerative illness. The entire family contracted COVID-19 in March 2021, and the 1,350 pesos (US\$67) weekly pay from Hector's work at the chicken factory was not enough to pay for the added medical expenses. A large portion of Hector's earnings is spent on medical treatment for their daughter Tania, who suffers from hydronephrosis of her left kidney, and his pay was reduced by 50% for three months. The family was forced to sell their sheep and other livestock to survive. With no money and little work, finding a source of food was worrisome.

Since the start of the pandemic, Ruth and her family have been receiving a food bag from Feed the Hungry every two weeks. With the contents of the food bag, Ruth's family has received sustenance and avoided hunger for the past two years.



What this organization has done for me and many of the families in Clavellinas is beyond words. We are grateful for the food and also for the continuous education provided by the organization through the workshops on nutrition, how to properly handle food, how to wash our hands, how to live a better quality of life, and how to avoid sickness by eating healthy," said Ruth.



PRESIDENT'S LETTER

Al Kocourek

Two years ago, a pandemic upended everything, and Feed the Hungry launched the biggest food relief effort ever conducted in San Miguel de Allende. We responded by revamping our operations to feed entire families after our school kitchens were forced to close.

Neighborhood groups responded by picking up bags of food from Feed the Hungry to distribute directly in their colonias. Our supporters responded with an outpouring of donations. These actions enabled us to provide food supplies to thousands of desperate people affected by the economic crisis.

At long last, our school kitchens are reopening, allowing us to resume our traditional school meals program. And our Early Childhood Nutrition program is now operating in 10 communities, helping children not yet of school age—as well as their mothers—avert malnutrition.

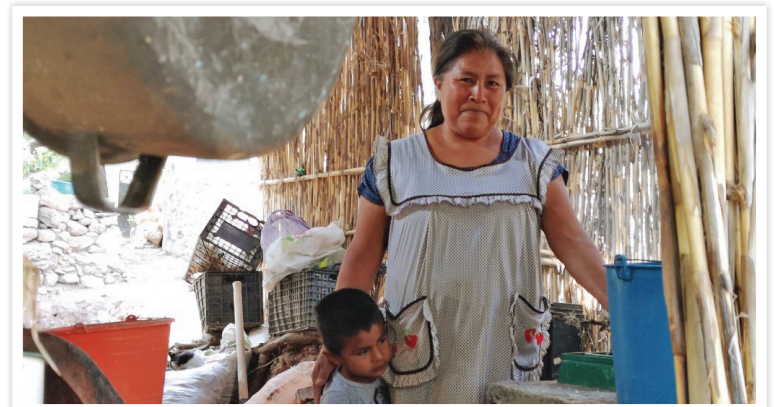
We are happy to see children once again enjoying our hot school meals, and find that we can begin to scale back the Feed the Families emergency response program. But our expanded outreach during the pandemic revealed to us the dire conditions in many more communities than we typically visit. We became more inspired than ever to find ways to help, and are considering various approaches to address this “new normal.”

As a result, this month we are piloting a new Extended Alimentation program in three communities. Our nutritionists will work closely with specific families that we have identified

as severely malnourished and provide food and education tailored to their circumstances. Health assessments will be frequently conducted and recorded to gauge the effects of the program. Later in the year we hope to have the metrics and the funding to expand it to more beneficiaries.

In addition, we are aware of the importance of not only food, but also of clean water and adequate hydration for health. We know that some communities have little to no water available locally, while others have water that is contaminated. Water testing is currently being conducted in all of our school kitchens, and various solutions are being researched.

We have always believed that the future of Mexico depends on the vitality of its children. Therefore, our mission is to provide the nutrition that they need to grow and to thrive, and to educate their families on good eating habits to ensure the sustainability of our programs.



I invite you to read on for details on our goals and commitments for 2022. And as always, I thank you for your support.

Al Kocourek, President,
Feed the Hungry San Miguel Inc.

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Feed the Hungry San Miguel's 2022 GOALS AND COMMITMENTS

We launch into this new year with high hopes, and we are excited to share what's in store for 2022.

Since March 2020, the Feed the Families program has distributed enough food to produce 14 million meals and benefited an estimated 20,000 people. This immense undertaking has helped desperate families avoid starvation due to the financial turmoil and difficulties of the past two years. We thank all of our donors who dug extra deep to help make the program a success – and keep Feed the Hungry afloat.

Aiming for a Return to “Normalcy”

With the imminent return of all schools to in-person classes, our School Meals Program will be back in full swing. We are winding down the Feed the Families pandemic relief program, providing bags of food monthly and only in the communities where children are not yet in school fulltime. We are expanding our Early Childhood Nutrition Program and launching a new program to help specific residents who we identify as most in need: people who are at risk of starvation, yet who are unable to take advantage of other support programs or government aid, often because of lack of mobility. In addition, we will be implementing a new record management system for tracking health assessments of the beneficiaries that we serve.

The Schools Meals Program Is Back!

Prior to the pandemic, our flagship School Meals Program was serving more than 4,000 hot, nutritious meals every school day in 36 communities. When all schools closed in 2020 due to the COVID-19 pandemic, we retooled our operations to feed entire families through our Feed the Families emergency response program.

The School Meals Program is now back up and running in 25 communities. We are gearing up to return to full operation as we look forward to having all of our school kitchens back on line.

The School Meals Program is supported by volunteer moms in the communities. They take care of running the kitchens and cooking and serving the school meals, following the menus provided by our team of chefs and nutritionists. We have resumed cooking and hygiene classes for these important team members. Our nutritionists plan to present 160 nutrition-related workshops for families this year.

Fortunately, many of our other dedicated volunteers have returned to fill critical positions as food packers and drivers. “We are very excited to see the reopening of this program across our network for 2022,” said Olivia Muñoz, operations director.

New Health Scoring System

While Feed the Hungry has always monitored the health of the children in the communities we serve, the collection and analysis of that information was a daunting task. Our nutritionists collect weight, height, and BMI (body mass) measurements of thousands of beneficiaries in dozens of communities. They also conduct visual assessments of nails, hair, and skin health to flag signs of malnutrition.

This year we will implement an improved system for collection and analysis of this information, so that we can better assess the impact of our

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programs and identify which communities may require additional attention. To achieve this goal, our nutrition team, along with Feed the Hungry Trustee Joan Nagelkirk, designed a new Health Scoring system that allows us to aggregate and interpret this information in a quantifiable way and make operational adjustments accordingly. This year the nutrition team will launch this program to obtain data from each of the communities where we operate school kitchens. “We hope to quickly identify nutritional and food changes needed in a community, even at a family level,” commented Irving Ayala, Nutrition Manager.

Early Childhood Nutrition Program Expansion

The Early Childhood Nutrition program was launched prior to the pandemic to combat malnutrition in children four years old and younger, and presently operates in ten communities. While the growth of this program was put on hold while we focused on the emergency relief effort, we are poised to expand to six more communities by the end of 2022. This is an essential program aimed to avoid the irreversible lifetime consequences that early childhood malnutrition can have on development. Moms and soon-to-be moms in communities where we operate school kitchens enroll in the program to receive food and attend informational workshops on nutrition and food safety practices. In 2021, the program benefited 142 mothers and 159 infants.



Extending Our Reach Even Further

While the widespread pandemic relief program will be phased out, we are launching a new Extended Alimentation program, a more targeted and smaller scale program to extend food and nutrition support for entire families who present cases of severe malnutrition. “With the financial

support of a donor who is willing to underwrite the first phase of this endeavor, the new program will be up and running before the end of the first quarter of 2022,” said Michael Gerber, Feed the Hungry Trustee.

To achieve our goal of addressing community hunger beyond schools and early childhood, we are also currently investigating how we might join efforts with some other existing charitable programs in our community to leverage each other’s resources, such as a synergistic relationship where we can combine another organization’s kitchen and distribution network with Feed the Hungry’s immense channels for acquiring nutritious food at low unit costs.

Financial Planning

The 2022 budget for the operating expenses of all Feed the Hungry’s programs is estimated to be US\$810,000. This amount is 25% less than the funds spent in 2021; the difference is largely due to the expected phasing out of the massive Feed the Families emergency relief program. As has always been the case, we endeavor to keep our administrative costs at or below 10%, so our donors can feel confident that nearly all of their contributions are going directly to those they seek to help. The rest covers the administration of programs, and fundraising so that we can help even more people in need. Our board of trustees and our advisory board are all volunteers; none of them are compensated.

Our target for 2022 is to raise US\$717,000, most of it through donations from individuals and private foundations. An estimated 25% will be generated via direct campaigns, including the Giving Tuesday, Back-To-School and Holiday Appeal campaigns. Fundraising events, such as our “Walk, Run, Bike for Food” event involves the private sector, and offers sponsorship opportunities for businesses around the San Miguel and Queretaro areas.

Our operational efficiencies enable us to make the most of every dollar and peso donated and maximize the impact of your generosity. We enjoy a 100 out of 100 rating on Charity Navigator and embrace the values of accountability and transparency as a matter of ethical leadership.

With your support, we can continue to contribute health, hope, and opportunity to disadvantaged communities in the San Miguel de Allende municipality.

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ANNOUNCING THE NEW EXTENDED ALIMENTATION PROGRAM

In 2015, 44.3% of the greater San Miguel de Allende population was in a situation of moderate poverty, and 4.26% in extreme poverty. The vulnerable population due to social deprivation reached 39.9%, while the vulnerable population by income was 3.62%. And that was before the economic losses triggered by the COVID-19 pandemic.

Even in some of the communities where we provide school meals, additional nutritional support for the rest of the family is sorely needed. In response, we have developed a new Extended Alimentation program to help provide food and education for specific families who present cases of severe malnutrition.



The pilot program launched in February. Thanks to our new Health Score system and using data from health assessments done before the school closures, we selected three communities where we operate school kitchens, yet there are a high number of moderate to severely underweight school children. Socio economic studies of their families were conducted, and the families that agreed to participate are now receiving twice-monthly supplies of fresh food as well as high protein dry goods. They also benefit from workshops and counseling provided by our nutritionists. The program is active in the community of San Jose de Allende and will soon launch in Palmilla and La Cuadrilla.

Outreach Beyond School Kitchen Communities

The pilot program will also include communities where we don't already operate school kitchens. Three have been selected based on reports from the government on conditions in the 500+ San Miguel de Allende communities. We begin by establishing relationships with the community leaders (delgados). Then we measure the children at their schools, and extrapolate the data to determine which families to invite to participate in the program. On February 9, the program launched in the community of Los Toriles.

Our nutritionists will work closely with the families in the program by providing bags of fresh, healthy food once or twice every month and offering classes tailored to their circumstances. After six months, we will evaluate the results of the Extended Alimentation program to determine its effect and decide if more families will be invited to participate.



We are very excited about the opportunity to extend our reach to additional communities beyond the 36 where we operate school kitchens," said Joan Nagelkirk, Feed the Hungry Trustee.

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Early Childhood Nutrition Program Brings Food and Knowledge to the Campo

The Early Childhood Nutrition Program is now helping even more mothers and children in rural communities around San Miguel de Allende.

The expansion of the program began in earnest in October 2021 in the community of Ejido de Tirado, and in February of this year, in the community of Los Toriles, with families receiving nutritional support for children in primera infancia (four to six months of age). Other children served by the program are from eight months to three years old. These are children too young to benefit from the school meals program.

Twice a week, Feed the Hungry Chefs Paola Sanabria and Valentin Patlan, and Nutritionist Liliana Granados visit one of the rural communities (the *campo*) where they meet with the mothers and children. So far, the team is counseling 153 mothers and 171 children in 10 locations. They deliver cereals, rice, legumes, vegetables, and fruit—foods in the four groups that a healthy, growing family needs for a balanced diet.

The team initially measures the height and weight of the children and mothers to establish a baseline health assessment. Liliana and Valentin hold workshops for mothers to teach them good nutritional and hygiene habits and how to cook healthy meals that their children will love.

These workshops are held outside in the public spaces of a community, such as in a park or in front of a church. They teach the moms how to plan meals that use the four food groups; the best times to feed a family; how to read nutrition

labels—especially sugar content and portions; tips on how to limit oils, fats, sugars, and salt; how to integrate vegetables into meals to make them attractive to the children; and the importance of eliminating *comida chatarra* (junk food). They remind the moms that they, too, need to eat the right foods, because breast milk is vital. Feed the Hungry wants to help these moms raise healthy kids and have them eating well from birth.



“

Our work is important because we've seen that many people in the campo don't have a good idea of nutrition,” said Valentin, Feed the Hungry head chef and director of the Early Childhood Nutrition program. “We are getting enthusiastic, positive results from our program. The mothers like it and know it's good for their children.”

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VOLUNTEER SPOTLIGHT: Lauren Sevrin, Photographer

The story of Feed the Hungry and what we do is best told through the images of the young, the old, the families, and the communities that we help.

Lauren Sevrin has been volunteering for Feed the Hungry as a photographer since April 2020. We had just started responding to the COVID-19 crisis by providing food bags to entire families, and Lauren jumped right in to bear witness through her photographs.

She goes where we go, no matter how difficult it is to get there—in all kinds of weather, and on all kinds of occasions. To date she has accompanied us to more than 20 communities and charities where we distribute food, do health assessments, operate school kitchens, run nutrition workshops, and host fundraising events.



Her photos document, uplift, and inspire. They show our supporters the impact that they are having on so many people in need. And they reveal some of what goes on behind the scenes: the intrepid drivers, packers, warehouse workers, volunteers, and staff that are dedicated to helping thousands of hungry San Miguelenses.

Lauren captures the depth of meaning of simple everyday acts, such as handing a bag of food to

a mother struggling to feed her family. As well as the joy of the big moments, like when we celebrate opening a new school kitchen.

These images show how far we've come, and how far there is still to go. She skillfully portrays our impact better than we can say in words. Those images keep us going, especially when we can't all get out in the field to see firsthand the smiles that make all the hard work worthwhile.

We are grateful to Lauren for her dedication to our mission, and for bringing our stories to life through her artistry.



We simply cannot thank you enough! Whether you are a driver or a food packer, or you assisted with our 2021 mailing campaigns, or you did a ride-along on GivingTuesday's global movement experience, we would like to thank you once again for your dedication to our organization!

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HOW YOU CAN HELP

By donating to Feed the Hungry, you are contributing health, hope, and opportunity to disadvantaged communities in the San Miguel de Allende municipality.

Since 1984, Feed the Hungry has provided hot meals at school kitchens, benefiting more than 4,000 disadvantaged children every school day. We also provide critical nutritional support for hungry residents of all ages through our Feed the Families Emergency Response and Extended Alimentation programs.

Your donations can help us keep our commitment to warding off starvation and malnutrition among thousands of San Miguelenses.

MAKE A DONATION

For a US tax deduction:

Donate by check payable to Feed the Hungry San Miguel, Inc.
Mail to Feed the Hungry at either of the following addresses:

Feed the Hungry San Miguel
c/o La Conexión
Aldama #3
San Miguel de Allende
37700 Guanajuato, Mexico

Feed the Hungry San Miguel
Box 636
220 N. Zapata Hwy, Suite 11
Laredo, TX 78043-4464, USA

Or make an online donation: feedthehungrysma.org

For a Mexican tax deduction:

Donate by check payable to Feed the Hungry, A.C.
Mail to Feed the Hungry at either of the addresses listed above.

For a Canadian tax deduction:

Donate by check payable to Amistad Canada and note "Feed the Hungry Project" on the memo line.
Mail to Amistad Canada:

7 Highbourne Road
Toronto, Ontario, CANADA M5P 2J1

Or make an online donation: amistadcanada.org/donate



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MAKE A LEGACY GIFT

Please consider Feed the Hungry as a beneficiary when planning your will. Through Planned Giving, you can make a lifelong impact on the lives of children in economically disadvantaged communities. Visit feedthehungrysma.org/how-to-help/planned-giving/ to learn more.

SPONSOR A SCHOOL KITCHEN

We encourage individuals, families, friends, coworkers, and businesses to consider the incredible good that can be done by sponsoring a specific school kitchen. Visit feedthehungrysma.org/how-to-help/school-kitchen-sponsorship/ to learn more.

HOW TO VOLUNTEER

Feed the Hungry couldn't function without our dedicated volunteers, who fill needs in a variety of ways – and have fun doing it! We urgently need regular and substitute drivers to deliver food to our school kitchens every Tuesday of the school year.

Our drivers wouldn't have anything to deliver were it not for the corps of volunteer food handlers and packers who work in our warehouse on Mondays preparing food for deliveries. Safe distancing is practiced and masks are required.

INTERESTED? Contact Volunteer Coordinator
JONNA STRATTON: jonna@feedthehungrysma.org

SEE FEED THE HUNGRY IN ACTION



Feed the Hungry San Miguel, Inc. is a 501(c)(3) U.S. non-profit corporation guided by a dedicated Board of Trustees, supported by a small, professional staff and a corps of exceptional volunteers.

Feed the Hungry San Miguel, Inc. raises funds and provides guidelines to its Mexican operating entity, Feed the Hungry A.C.

Amistad Canada is our partner for donations from Canadian residents.

Donations are tax-deductible in the U.S., Mexico, and Canada.

Contact Us: (+52) 415 152 2402 / contact@feedthehungrysma.org