



## TALKING POINTS

JULY 2023

### 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 in San Miguel de Allende municipality, in central Mexico. The organization is dedicated to aiding needy residents by providing food supplies, hot school meals for children, and nutrition education.

- **Feed the Hungry San Miguel, Inc.** is a USA registered charitable corporation 501(c)3 that sets policy and raises funds to maintain the operating program. It also maintains contact and compliance with the Mexican government entities.
- **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.

Tax deductible donations are available for US, Canadian and Mexican taxpayers. Canadian taxpayers can obtain a deductible receipt through our relationship with [Amistad Canada](#), a CRA-registered Canadian charity.

*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.*

### 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, the Feed the Families program has provided nearly 1,200 metric tons of food to 20,000 people in our municipality, 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 phased out in June 2022 as schools reopened and we were able to resume providing hot meals in our school kitchens.

### WHAT DO WE DO?

We fill a gap in Mexican social services by providing hot nutritious meals and nutritional education to children in schools and residents in need. These are our programs designed to provide these services:

- In kitchens attached to **preschools and primary schools**, more than 4,000 hot meals are served

every school day in 36 of the poorest communities in the San Miguel de Allende municipality. Children receive personalized nutrition consultations and nutritional education workshops. Each month, we also provide 10,000 liters (about 2,642 gallons) of purified water to children in classrooms and for food preparation where the water is contaminated and/or in short supply.

- The Early Childhood Nutrition program provides twice-monthly deliveries of food to **mothers with children** who are not yet of school age but are in need of nutritional support.
- The Extended Alimentation Program provides food for specific **families and elderly people** who present cases of severe malnutrition. Family Nutrition Education workshops are offered to mothers in the communities, covering good nutritional and hygiene habits and how to cook healthy meals for little cost. Individualized counseling is provided to the mothers of children identified as severely malnourished or obese.
- Food is supplied to seven local urban charities that aid orphans, children with disabilities, and the elderly.
- We support two communities where we do not operate school kitchens, but where the majority of the population lives in extreme poverty and food is scarce.

## OUR ORGANIZATIONAL STRUCTURE

- **Feed the Hungry San Miguel Inc. Board of Trustees** sets policy conducting long term planning, designs financial controls, raises operating funds, proposes and creates the budget, and maintains contact with Mexican regulatory agencies.
- **Feed the Hungry Advisory Council** offers advice and provides assistance to the Board of Trustees.
- **Feed the Hungry A.C. and Board** manage and direct operations for the programs with a staff of a program director and 13 employees: 4 nutritionists and 3 chefs who also supervise kitchen operations, 1 human resources executive, 4 office and warehouse personnel, and 1 IT and Database specialist. Additionally, 36 hired cooks supported by 59 volunteer moms operate the school kitchens.

## OUR FUNDING SOURCES

- **General donations** from direct mail 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\$25,000 to US\$35,000 annually, based on the number of meals served.
- **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, insurance policy, IRA, 401(k), or other retirement plan, or bank account, investment account, and/or annuity.
- **Foundations and religious institutions.**
- **Special events and tours**, seasonal direct mail campaigns (2) and a signature event.
- **Memorials:** One-time donation of \$15,000 USD can enable us to build a new school kitchen or dining room and dedicate it in a loved one's honor. A dedication ceremony with placement of a commemorative plaque is conducted.

Operational efficiencies, volunteer power, and strong local purchasing relationships enable us to maintain the cost of a fresh, well-balanced meal at 83 cents (US). US\$30 buys meals to feed 2 children for a month. US\$300 buys meals to feed 2 children for an entire 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. maintains 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 employees' 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

School kitchens operated by Feed the Hungry	36
Local urban charities supported with food supplies (kitchen operates independently)	7
Rural communities receiving food and nutrition program benefits only	2
School meals served through 2022-2023 school year	803,399
Number of schools receiving potable purified water	21
Nutrition and hygiene workshops given in 2022	373
Communities participating in Early Childhood Nutrition program	13
Communities participating in Extended Alimentation program	7
Liters of drinkable water delivered each month	10,000
New school kitchens opened in 2023	2

### School Kitchens: Building and Operation

Feed the Hungry is flexible when a community requests that we open a new school 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 more than 4,300 children each day. On days when the children are not in school, the mothers can use the sample menus prepared by our nutritionists—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.

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- **Packing, Assembly, and “Special Ops” Team** – Led by Jonna Stratton, Volunteer Coordinator. 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 with events and mailing campaigns, as needed.
- **Volunteer Cooks** – Led by Olivia Muñiz, Meals Program Director. Each location requires commitment from mothers who volunteer at 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. Volunteer photographers, videographers, writers, translators, journalists, influencers, and social media experts.

## GENERAL POINTS

1. The population of San Miguel de Allende 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 foreign residents of 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. Feed the Hungry plans to design a food and nutrition program after identifying part of this population within our beneficiary’s database.
3. There are 102 registered NGOs in San Miguel, which is one of highest per capita in the nation.
4. 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@feedthehungryma.org](mailto:communications@feedthehungryma.org)

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