

Introduction to Kids Against Hunger® Satellites

Thank-you for your interest in starting a Kids Against Hunger satellite and for your commitment to ending child malnutrition and starvation. Becoming a Kids Against Hunger satellite is a major commitment because your satellite becomes part of a national packaging network whose collective work feeds millions of children and their families. We ask that you give serious thought to the responsibility you are taking on as a satellite director because we want the work to be a source of satisfaction to you and a reliable source of food for the children we feed. To help you make your decision we have compiled the answers to the most frequently asked questions about Kids Against Hunger satellites. If you have further questions feel free to contact us.

What does a satellite do?

A satellite is an independent 501(c)(3) (nonprofit) organization that packages the proprietary Kids Against Hunger formulated food for the malnourished and starving children of the world. A satellite must have a facility in which it can set-up its manual packaging equipment and store supplies and the packaged food. The actual food packaging is done by volunteers and so the satellite needs the ability to attract, schedule, and supervise volunteer food packagers.

How many satellites are there and where are they?

Currently, there are over 30 satellites operating in the USA and one in Canada. The national organization is located in New Hope (a suburb of Minneapolis), Minnesota. In December of 2005, we opened a new packaging and distribution center in Mankato, Minnesota, as a division of the New Hope organization.

How do I start a satellite?

The major steps of becoming a Kids Against Hunger satellite are:

1. Request an application form from the headquarters office. Complete and submit the application form.
2. Receive approval of your application from the national Kids Against Hunger organization.
3. Form your 501(c) (3) organization and recruit a board of directors. Alternatively, an existing organization, such as a church, may sponsor your satellite as a program.
4. Sign the Satellite Licensing Agreement. You will receive the licensing agreement after your application has been approved. It is critical that you and your team fully understand the commitments you are making by signing the Satellite Licensing Agreement because it is the document that guides the operation of the satellite and defines the relationship between the satellite and the national organization.
5. Find a facility to house the satellite (3,000 - 5,000 square feet or more).
6. You and your Board of Directors develop an Operating Plan for your first year of operation. The operating plan should include a goal for the amount of meals you will package in the first year, a volunteer recruitment plan, and fundraising plan.
7. Conduct the Satellite Kick-off Packaging Event. Staff from the national organization will work with you to set up your packaging equipment and run the first packaging event.

How much food should our satellite package each year?

The start-up kit you receive as a new satellite gives you enough food ingredients to package 28,000 meals. A meal is a single serving of the Kids Against Hunger food. There are 6 servings (meals) per bag, 36 bags per carton, and 33 cartons per pallet of the packaged food. That means the initial 28,000 meals your satellite will package translates to 4 pallets of food ready to feed children.

After the startup event, the annual amount you package is up to you and your board of directors. We do ask that each satellite set an annual goal in consultation with the national organization so that we may anticipate how much food we can package from our total network of satellites.

Some satellites have a weekly packaging schedule and others focus on semi-annual or quarterly packaging events with large numbers of volunteers.

How much money does it take to operate a satellite?

There are two types of costs to operate your satellite –startup costs and annual operating costs. The chart below breaks down the costs.

Start-up Costs	Includes	Amount
Licensing fee and start-up kit	Rights to use the Kids Against Hunger name and food formulation. Also, all the equipment, supplies, food ingredients, and on-site set-up assistance to launch the new satellite.	A one time charge of \$8,000.
Facility	Assume you will need 3,000 to 5,000 square feet space for the packaging equipment and storage. The packaging equipment can be broken and down and stored in a smaller space between packaging events if a permanent space is not available. Ideally, the facility will have a dock, high ceilings, and doors that a 4 ft by 4 ft pallet can pass through.	Varies. Some satellites have a facility donated to them, or are given space rent free. Others find space in a church or other facility that is supportive of the satellite's work.
Operating Costs	Includes	Amount
Facility	Same as above	Same as above
Food ingredients, supplies	Assume 23¢ per meal packaged which includes all costs for ingredients, packaging materials, etc.	Based on the total amount of food your satellite packages in a year. For example, if your satellite plans to package 100,000 meals during the year, it would need to raise \$23,000.
Shipping	When Kids Against Hunger food is shipped overseas it is transported in 40 foot cargo containers. The containers hold 40 pallets of food (about 285,000 meals).	Shipping a cargo container of food can cost anywhere from \$5,000 to \$10,000 depending on where your satellite is located and to where it is being sent. Sometimes this cost can be shared by several satellites which combine their pallets of food into a cargo container and split the cost of shipping. There are also government programs through the U.S. military that can sometimes provide shipping to certain countries.
Annual network development donation	6% of the total funds raised by your satellite during a year are paid to the national Kids Against Hunger organization. These funds are used to start up new satellites and to provide support to existing satellites.	Based on the total amount raised each year by the satellite. For example, if your satellite raises \$50,000 during the year the annual network development donation would be \$3,000.

How do satellites raise money to support their work?

Satellites use the same fundraising methods as do other nonprofit organizations including donations from individuals, churches, and businesses, and foundation grants. Many satellites also ask their volunteers who package the food to make donations in addition to giving of their labor.

How do you staff a satellite? How many volunteers do you need?

All satellite positions are staffed by volunteers to hold down costs. The founder of the satellite is usually the satellite director and has overall management responsibility for the satellite. The director also serves as the primary contact person with the national Kids Against Hunger organization and is the 'voice' of Kids Against Hunger in your community. The satellite's board of directors also provides important roles including finance, promotion, and packaging event supervision. Ideally, the satellite will have a volunteer coordinator role in the team. The volunteer coordinator schedules packaging groups, assists with packaging events, and maintains volunteer databases.

It takes about 10 volunteers to staff a packaging station (a packaging station is like the assembly line that produces the bags of food and packs them into cartons for shipping). A packaging station with 10 volunteers working a 2 hour shift should be able to package between 3,600 to 4,000 meals depending on the experience and ages of the volunteers. Sources of volunteers are churches, synagogues, and mosques, businesses, civic clubs, Boy and Girl Scouts, seniors groups, public and parochial schools, and college students.

How does our satellite get the food it packages to hungry children?

Kids Against Hunger does not do any in-country food distribution. Our role is to produce the food and ship it as far as a port of entry, and from there we rely on trusted feeding partners in recipient countries to receive and distribute the food. Some satellites are affiliated with a missionary, clinic, school, orphanage, or development agency in a third world country to which they send their food. If the satellite doesn't have any connections in countries needing food, the national organization will assist it to find reliable Non-governmental organizations (NGOs) to work with as recipients of their food. In other cases, the national Kids Against Hunger organization will coordinate several satellites shipping food to an area suffering from famine.

What makes a satellite successful?

Based on our work with satellites we can identify what seems to make a satellite successful. Those things are:

1. A strong leadership team personally dedicated to the mission of Kids Against Hunger.
2. A leadership team with a good mix of skills including management, finance, volunteer recruitment, and other skills.
3. A strong base of support. That base of support can be a church, civic organization, or business, but in all cases it provides a ready source of volunteers, fundraising, and publicity for the satellite.
4. A well thought out operating plan with clear, measurable goals.
5. Building a close working relationship with other satellites and with the national organization.
6. Prayerful guidance

What kind of support can we get from the national Kids Against Hunger organization?

During the start-up the staff from the national organization will guide you through the entire process, advise you on issues such as finding a facility, developing your non-profit organization, and building a base of support. Once a Satellite Licensing Agreement has been signed the national staff delivers the start-up kit to your site and then helps you to set it up and train your volunteers on the food packaging process. During the kick-off food packaging event our staff works alongside your team to make sure your first event is a success.

After the satellite launch, the national organization continues to support your satellite in these ways:

1. National promotion of the Kids Against Hunger mission and 'brand'.
2. Food ingredients and supplies procurement
3. Support for fundraising and volunteer recruitment programs
4. Coordination of multi-satellite food shipments to recipient countries
5. Screening and selection of in-country feeding partners
6. Communication among satellites about best practices
7. Satellite team meetings to maintain a close working relationship between the national organization and satellites.

To learn more call, email, or write...

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