



Rancho Feliz
Charitable Foundation, Inc.
www.ranchofeliz.com

"GUARDIAN WARRIOR" FOOD DISTRIBUTION PROGRAM

HISTORY

In Agua Prieta, Mexico many families cannot afford proper food. Cheap high-carbohydrate diets demand obesity and starve developing young minds. Once a child's early brain development is compromised through bad diet, his or her fate is sealed.

SOLUTION

Years of trial and error have empowered us to design a food distribution program that helps alleviate the nutritional, employment and self-image poverty of the poor, the purpose poverty of the affluent, helps keep kids in school and cleans up the City of Agua Prieta — all at the same time.

FOOD & BLANKETS

To help stimulate the struggling border economy, Rancho Feliz purchases its food and blankets in bulk from local Agua Prieta suppliers. Typically 25,000 pounds of food (12.5 tons) and 1,000 warm blankets are purchased at a cost of approximately \$18,000.. These are US dollars and the amount fluctuates with the floating value of the MX peso.

RECYCLABLE CLOTH FOOD BAGS

In an effort not to exacerbated Agua Prieta's plastic garbage pandemic, while at the same time providing much-needed employment for its Vecinos residents, Rancho Feliz formed the Vecinos Sewing Team. Recognizable, bright orange, reusable, cloth food bags are made to package the food.

VOLUNTEERING

The bulk food is broken down and placed into 1,000 recyclable food bags by our American and Mexican volunteers working in tandem. Each bag weighs 25 pounds and contains 12 food items — enough food to feed a family of 5 for a week (5,000 people). In addition, a warm blanket is provided to each qualifying family.

SELECTION COMMITTEE

Transparency is foundational and food bags are only distributed to those truly in need. To insure the integrity of the program we formed a Food Distribution Selection Committee.

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FOOD DISTRIBUTION TICKETS

Rancho Feliz designed a brightly colored, numbered and informative Food Distribution Ticket. The ticket serves two functions: 1) utilitarian, allowing only one bag per family, and 2) educational, the ticket is kept by the recipient to study its anti-littering message.

RECIPIENTS "EARN" THEIR FOOD

This is not "welfare". To be eligible the recipient has to collect minimum of 20 pieces of discarded plastic bags and/or bottles. Under our "Limpieza por Becas" (Cleaning Up for Scholarships) the plastic is recycled with proceeds funding local scholarships. In this way recipients are not relegated to "beggars". Rather they earned their food by helping clean up their City and keeping kids in school. This contribution provides dignity to the recipients.

A CELEBRATION

For children there is no shame in being born into poverty. With this in mind we create a festive atmosphere at our distributions. Upbeat music, large inflatable "Bounce Houses" and numerous amusements such as sack races, chess, face painting, dance contests and myriad other activities are conducted. The barrio children anxiously await these distribution celebrations.

RESULTS

Our average food distribution results in the following:

- Employment for the **Vecinos Sewing Team**
- **American "Exchange Program"** volunteers actively involved
- Vecinos neighbors volunteer satisfying their **residency requirements**
- **\$18,000** injected into the local economy
- **5,000** people fed
- **1,000** warm blankets distributed
- **700,000** pieces of plastic garbage removed from the streets
- **4,000** pounds of plastic garbage recycled
- **3-4 high school scholarships funded** with plastic recycle proceeds

INVESTMENT

This is an incredibly successful program. The total amount required to fund a Rancho Feliz "Guardian Warrior" Food Distribution to feed 5,000 people for a week is \$18,000 (which includes the food, blankets and recyclable cloth food bags).



"We feed their stomachs, and they feed our souls."