

Introduction to Kids Against Hunger® Satellites

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Thank you for your interest in Kids Against Hunger and in starting a packaging satellite. Becoming a Kids Against Hunger satellite is a major commitment of time and money. We ask that you give serious thought to the responsibility you would be taking on as a satellite director because we want this to be a source of satisfaction for you and a reliable source of food for the children we feed. The satellite you start would become part of a national packaging network whose collective work feeds millions of children and their families in the U.S. and around the world. To help you make your decision we have compiled answers to the most frequently asked questions about Kids Against Hunger satellites.

What is a satellite?

A “satellite” is an independent, 501(c)(3) (nonprofit) organization, mostly volunteer-driven that is affiliated with Kids Against Hunger and has followed the process of becoming officially licensed to use the Kids Against Hunger name and food formula through the organization’s headquarters in New Hope, MN.

What does a satellite do?

A satellite 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 store supplies and the packaged food. In addition, it must have space to set up manual packaging equipment or have the ability to bring the packaging equipment to interested groups.

The actual food packaging is done by volunteers and so the satellite needs the ability to attract, schedule, and supervise volunteer food packagers.

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 or download it from our website. Complete and submit the application form.
2. Receive approval of your application from the national Kids Against Hunger organization.
3. Start fundraising immediately. The Kids Against Hunger headquarters can provide literature, DVDs and other promotional material.
4. Complete the Satellite Licensing Agreement and return to Kids Against Hunger. It is critical that you and your team fully understand the commitments you are making by signing the agreement as it is the document that defines the relationship between the satellite and the national organization.
5. Once you receive final approval for your satellite and your chosen name. You will receive an electronic copy of the satellite license agreement signed by Kids Against Hunger's representative followed by an invoice for the Satellite start up fee of \$8000.
6. Depending on the type of satellite you will have (permanent site or mobile) locate a building with the space you will need to operate. (3,000-5,000 square feet if a permanent site; less for a mobile satellite.)
7. File your Articles of Incorporation with the Secretary of State's Office of your state. Alternatively, an existing organization, such as a church, may sponsor your satellite as a program.
8. Apply for a State Tax ID (not mandatory) and for a Federal Tax ID number with the IRS.
9. Have a meeting to form a Board of Directors of three or more members and create Bylaws for your satellite. 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.

Do we need to apply for Federal Tax Exempt status 501(c)(3)?

Yes, we recommend you do this promptly (once you have a signed and approved license agreement in place) to get formal recognition as a tax exempt organization. Tax exemption is retroactive for up to 24 months from the filing date, so your donors can claim a tax deduction while you are still in the process of getting approved as a nonprofit organization by the IRS.

How do we plan our first event?

Once you have paid the Satellite start-up fee, a Kids Against Hunger representative will contact you and discuss your first event and talk through the details (date, time, promotion, etc.). They will also schedule the shipment of your satellite start-up kit.

What does the satellite start-up kit include?

The satellite start-up kit includes a comprehensive Satellite Operations manual which explains the day to day operations of a satellite. This is shipped prior to your launch event. The kit also includes all the equipment needed to set-up two packaging lines. This would include tables, sealers, funnels, tubs for ingredients, scales, extension cords, power strips, tape dispensers and tape, shrink-wrap and so on. In addition, the start-up kit includes the ingredients needed to package your first 28,000 meals. Finally, a

Kids Against Hunger representative will be on-site during your first event to provide direction, support, encouragement, and to answer any questions that might come up during the event.

How much food should our satellite package each year?

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 will be packaged 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. We also ask that each year satellites increase the number of meals they package.

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 many volunteers do we need?

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 two hour shift should be able to package between 3,000 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.

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.

What kind of support can we get from the Kids Against Hunger International Headquarters?

During the start-up a staff member from International Headquarters 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 a staff member 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. Marketing materials and newsletters
8. Satellite team meetings to maintain a close working relationship between the national organization and satellites
9. Frequent updates and new files upload to the "satellite-only" web site

To learn more please contact:

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