

## One Egg a Day Nutrition Program: Combating Child Malnutrition in Rural Guatemala

In Solola Guatemala, 70% of children are chronically malnourished. Solola is a rural region in western Guatemala comprised of indigenous Mayan communities where roughly 40% of families live on \$2 USD per day. The rate of malnutrition in Solola is higher than that of any country worldwide and comparable to that of North Korea in the 1990's. Maria Saccach Sarvin lives in Solola, in the small village of San Marcos la Laguna with her husband and nine children and grandchildren.

Over the years, 46-year old Maria has held various jobs to supplement the money her husband brings home from his government job. She has sold plates of food out of her home and raised chickens to sell their meat. To her dismay, the chickens did not survive and rice and beans were not enough to encourage customers to buy from her. Maria's children contribute when work is available, but inclement weather and the ebb and flow of tourists often dictate these opportunities.

Since San Marcos Foundation began the nutrition program *Un Huevo al Día* - One Egg a Day - at the local public elementary school in San Marcos, Maria gained confidence that her grandkids will consume more than the white bread and coffee she can provide them. She tells us in an interview:

*"The children are so happy to get their egg at school; they always want breakfast but we don't always have money for breakfast. When we do have money for breakfast, I tell them to bring the egg home for lunch. I am so grateful for the egg at school!"*



Maria and two of her grandchildren, behind their house (L), and in front of their former chicken coop (R). Read more about Maria's story in Newsletter #1.

## One Egg a Day 2018

One Egg a Day is a school nutrition program that provides at least 3 eggs per week to elementary school children in Solola, Guatemala.

**In 2018, it's inaugural year, One Egg a Day fed over 55,000 eggs to 385 students at the public school of San Marcos la Laguna.**



San Marcos Foundation (SMF) is a U.S. 501(c)3 whose mission is to empower indigenous communities to eradicate child malnutrition for good. We envision a future where all children have the nutrition needed to thrive, in Solola Guatemala and beyond. We believe this vision can only be attained through training, equipping, and empowering community leaders to enact programs that can become financially and operationally self-sustaining.

To ensure One Egg a Day's long-term sustainability, SMF launched the first hen farm in San Marcos, with 100 hens. The farm will eventually support 1,500 hens and yield roughly 500,000 eggs per year; a portion of the eggs will be donated for school nutrition programs, and the rest will be sold to finance farm and program operations.

Community education is a key component in eradicating malnutrition for good. To this end, we have partnered with an NGO comprised of local Mayan educators called Rising Minds, to begin offering Nutrition Workshops for parents and students at all our partner schools.

## Expanding One Egg a Day in 2019

In 2019 we plan to continue One Egg a Day at our original partner school and have the opportunity to expand One Egg a Day to three additional elementary schools, which serve 400, 600 and 700 children.

**We seek to raise \$25,000 to continue One Egg a Day at our original partner school and replicate the model to feed 2,100 kids across 4 schools in 2019.**

## 2019 Imperatives

- Begin offering Nutrition Education Workshops through partner Rising Minds.
- Continue to build expertise while operating and growing the community hen farm.
- Continue to improve logistics of egg delivery, preparation, inventory and oversight.
- Build and strengthen partnerships with other NGO's, nonprofits and social impact organizations operating in the area, or operating similar programs in other locations, or with a similar mission.

## 2018 Accomplishments

Developed partnerships to amplify our impact

- One Egg - [www.oneegg.org](http://www.oneegg.org) - in collaboration with Tyson Foods, One Egg creates or supports local farms to provide eggs to preschools and orphanages in the developing world.
- Rising Minds - [www.risingminds.org](http://www.risingminds.org) - nonprofit group of Mayan educators located in San Pedro la Laguna (across the Lake from San Marcos) that partner with other organizations to deliver linguistically and culturally appropriate workshops in nutrition and other topics.
- Aflatoun International - [www.aflatoun.org](http://www.aflatoun.org) - international NGO and leading provider of curriculum for social, financial and nutrition education in the developing world.

Recruited Board of Advisors

- Karen Nemeth - teaches at Boston University School of Public Health and consults on nonprofit strategy, received her PhD in Public Health from Harvard University. Initially contacted to help with Board development, Karen now consults on various topics.
- Andre Houssney - owner of [Jacob Springs Regenerative Farm](#) in Boulder, Colorado, Andre has been involved in setting up or training over 10,000 rural farming co-ops in the developing world. Andre serves as expert agricultural advisor on the community hen farm.
- Henry Ruiz - Guatemalan Agricultural PhD, consultant and advisor, with ties to San Marcos community. Henry serves as local on site agricultural advisor for the hen farm.

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- Susana Heisse - Founder of [Pura Vida Atitlan](#), Susana is an educator and engaged activist for better nutrition in Solola, Guatemala. She provides materials/curriculum for teaching nutrition.

## Hired first local employee

- Brenda Leticia, 23, local Mayan woman from San Marcos la Laguna serves as farm operations manager working part time to oversee the flock of 100 hens.
- As we continue to grow the hen farm we plan to train and employ local Mayan women, creating jobs and economic opportunities that benefit the entire community.

## Preparing to grow hen farm

- Developed in depth farm plans in consultation with US and Guatemalan advisors.
- Obtained full construction bid proposal from one Guatemalan agricultural firm - EcoProyectos de Occidente.
- Purchased used food stand from which to sell eggs from the hen farm. Eggs are high quality, organic, and can be sold for double the price of industrially supplied eggs.
- Registered a business in Guatemala in order to sell eggs from the farm.
- Currently working with a pro bono attorney to develop official contractual relationship between SMF and the Guatemalan egg business.

## Expanded marketing and communication efforts

- Began bi-monthly email newsletter (currently have over 200 subscribers).
- Began advertising on Google (using Google Ad Grant for nonprofits) and Facebook.

## Staffed by dedicated volunteers in the US and Guatemala

- Kate Lazarov - serves as President and Chairman of the Board, overseeing ex-Guatemalan operations including fundraising & donor management, website, marketing, finance & accounting, staff/volunteer recruitment, etc.
- Daisy Shlakman - serves as Executive Director and Board Treasurer, overseeing Guatemalan operations and program management.
- Andy Ettinger - serves as Vice Chairman of the Board, technology advisor, and assists with programs on the ground.
- Carolyn Highland - serves as Program Assistant in Guatemala and runs social media.
- Robyn Lipkowitz - serves as Partnership Manager, reaching out to other nonprofits, NGOs and foundations, to initiate partnerships and collaborations.

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- Jenn Thibadeau - serves as Digital Content Manager, writing newsletters and blog posts.
- Mary Fitzgerald - served as summer intern Creative Director, led organizational rebrand including developing new logo, website design and brand identity.

## Financial Overview 2018

In our first year of existence, from November 2017 - October 2018, we raised just under \$10,000 from 85 individual donors and one grantor, Moms Against Poverty. During this period, expenses amounted to \$9,081. In the last 3 months of 2018 we held two fundraiser campaigns which raised over \$8,000 from 63 individual donors toward 2019 program costs.

We currently have a \$10,000 challenge grant, which came out of a collaboration with our pro bono strategy consultant, Karen Nemeth, who will be co-hosting a fundraising event in 2019.

Our main goal for 2019 is to expand One Egg a Day to additional schools, streamline logistics, and increase community buy-in. To expand to feed 2,100 kids across 4 schools in 2019, the total expenses amount to \$25,879 for the cost of eggs and other food. We are also evaluating the need to hire a part time on-site coordinator to oversee egg delivery, preparation and distribution at our partner schools.

We plan to continue to build agricultural expertise and capacity for the hen farm with our current flock of 100. In 2019 we will continue to foster partnerships and seek funding opportunities to grow the farm to maintain a flock 1,500 hens.

<b>One Egg a Day 2019 Program Budget</b>	
Eggs (3x/week for 2100 kids)	\$22,680.00
Other food	\$2,500.00
Local egg coordinator (TBD)	\$0.00
<b>TOTAL</b>	<b>\$25,879.00</b>

<b>Expenses 2018</b>	
<b>General Administrative Costs</b>	<b>\$326.94</b>
<b>One Egg a Day</b>	<b>\$6,435.94</b>
Eggs	\$4,538.21
Other food	\$1,488.71
Supplies (gas tanks, napkins, promo flyers, etc)	\$409.01
<b>Farm</b>	<b>\$1,454.43</b>
Hens/chicks	\$192.86
Feed	\$332.64
Construction	\$121.43
Medicine/Vitamins for chickens	\$114.64

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Salaries	\$328.57
<b>Internet for Elementary School</b>	<b>\$364.29</b>
<b>Marketplace/egg stand</b>	<b>\$500</b>
<b>TOTAL</b>	<b>\$9,081.60</b>

<b>Revenue (Nov 2017-Dec 2018)</b>	
<b>Individual donations</b>	<b>\$13,338.00</b>
Dec 2017 Crowdfunding	\$4,385.00
End 2018 Fundraising campaigns	\$8,953.00
<b>Grant - Moms against poverty</b>	<b>\$2,000.00</b>
<b>Starting Board Member donation</b>	<b>\$2,000.00</b>
<b>TOTAL</b>	<b>\$17,338.00</b>

## Leadership Background

San Marcos Foundation was founded in 2017 by Daisy Shlakman and Andrew Ettinger, U.S. citizens who have lived in San Marcos for a combined 15 years. Daisy is a former educator, certified nutritionist, and previously served for 5 years as Board member of a nonprofit that operates a soup kitchen for malnourished adults in San Marcos. Kate Lazarov joined as President soon after, bringing experience from her work in the nonprofit, technology and healthcare sectors.



Andy and Daisy pose with their neighbor and his kids, two of them students at the San Marcos One Egg a Day Partner school, at the hen farm.



