



**ALAS DE AMOR**

COMPARTIENDO EL AMOR,  
NUTRIENDO EL FUTURO

**ALAS DE AMOR**

**STRATEGIC PLAN**

**2023-2024**



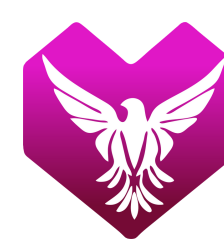
Contaduría y Gestión  
Dirección de Negocios  
Facultad de Contaduría y Negocios



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## THE PROGRAM



CANIRAC  
CÁMARA NACIONAL DE LA INDUSTRIA DE RESTAURANTES Y ALIMENTOS CONDIMENTADOS

ALAS DE AMOR IS A FOOD RESCUE PROGRAM THAT AIMS TO RECOVER SURPLUS FRESH FOOD AND DELIVER IT TO THE NEEDIEST FAMILIES IN VERACRUZ, PARTICULARLY WOMEN AND GIRLS. WE DRAW INSPIRATION FROM THE WHITE PONY EXPRESS MODEL WHICH, WITH OVER TEN YEARS OF EXPERIENCE IN THE UNITED STATES (CALIFORNIA) HAS BECOME ONE OF THE MOST SUCCESSFUL FOOD RESCUE PROGRAMS IN THE REGION.

OUR LOGO IS DESIGNED TO EVOKE TWO SIGNIFICANT IDEAS: I) THE BALD EAGLE, A SYMBOL OF NATIONAL IDENTITY IS ALSO REPRESENTATIVE OF STRENGTH, SPEED, AND AGILITY, AND II) A STYLIZED HEART THAT REMINDS US THAT IN LOVE WE GIVE THE BEST OF OURSELVES AND UNITES US TO OUR INSPIRATIONAL MODEL, WHITE PONY EXPRESS.

FURTHERMORE, OUR MOTTO, "SHARING LOVE, NOURISHING THE FUTURE," REFLECTS OUR GOAL TO PROVIDE FOOD TO THE TABLES OF THE NEEDIEST FAMILIES, WITH A SPECIAL FOCUS ON AIDING WOMEN AND GIRLS, THROUGH ALTRUISTIC DONATIONS, COMMUNITY ORGANIZATING, AND VOLUNTEERISM.

ALAS DE AMOR IS SPONSORED BY TC ENERGY, IN COLLABORATION WITH WOMEN FORWARD INTERNATIONAL, THE OFFICE OF STRATEGIC PARTNERSHIPS AT THE AUTONOMOUS METROPOLITAN UNIVERSITY AZCAPOTZALCO UNIT (UAM-AZC), AND THE FACULTY OF ACCOUNTING AND BUSINESS OF THE UNIVERSITY OF VERACRUZ (VERACRUZ REGION).

THE PROJECT WILL BEGIN IN 2024 AND INITIALLY REACH 15 WOMAN-LED FAMILIES FROM SOME OF THE MOST VULNERABLE NEIGHBORHOODS IN VERACRUZ. OVER THE NEXT YEAR AND SUBSEQUENT YEARS, HOWEVER, IT WILL EXPAND TO MANY MORE FAMILIES AND, WITH YOUR IMPORTANT SUPPORT, TO MORE COMMUNITIES AND CITIES IN MEXICO.

WE HOPE OUR EFFORTS WILL SERVE AS A SEED FOR THE PROJECT AND THAT ITS' SPIRIT WILL SPREAD, SO THAT TOGETHER, WE CAN HELP END FOOD INSECURITY THROUGHOUT MEXICO AND BEYOND.



# Mission



*To fight tirelessly to eliminate hunger and malnutrition in Mexico. We are committed to collecting, salvaging, and re-distributing high-quality food to the neediest communities across the country*

**TO TIRELESSLY COMBAT HUNGER AND MALNUTRITION IN MEXICO. WE COMMIT TO COLLECTING, RESCUING, AND DISTRIBUTING HIGH-QUALITY FOOD TO THE MOST UNDERSERVED COMMUNITIES ACROSS THE COUNTRY. WE WORK WITH PASSION AND DEDICATION TO ERADICATE FOOD INSECURITY, PROMOTE NUTRITION, AND BUILD A MORE EQUITABLE AND SUSTAINABLE MEXICO.**

**OUR COMMITMENT EXTENDS TO REDUCING FOOD WASTE, PROMOTING AWARENESS ABOUT THE VALUE OF EACH FOOD ITEM, AND ITS POTENTIAL TO TRANSFORM LIVES. WE COLLABORATE CLOSELY WITH BUSINESSES, VOLUNTEERS, AND COMMUNITIES TO CREATE A POSITIVE AND LASTING IMPACT.**

**AT ALAS DE AMOR, WE BELIEVE IN A MEXICO WHERE IT IS POSSIBLE FOR ALL PEOPLE TO HAVE ACCESS TO NUTRITIOUS FOOD AND WHERE HUNGER IS A THING OF THE PAST.**



# Vision



OUR VISION IS TO HELP BUILD A MEXICO WHERE FOOD IS NOT WASTED BUT SHARED WITH THOSE IN NEED.

WE AIM TO BE THE BRIDGE THAT CONNECTS ABUNDANCE WITH NECESSITY, PROMOTING EQUALITY AND COMMUNITY EMPOWERMENT THROUGH HEALTHY NUTRITION.



# VALUES

1

## SOLIDARITY

Promoting solidarity by fostering collaboration and mutual support in the community, working together to address food insecurity and other needs is essential for **Alas de Amor**.

2

## EMPATHY

Involves understanding and sharing the feelings of those in need. Alas de Amor encourages its volunteers and collaborators to put themselves in the shoes of those they serve, promoting respectful and compassionate relationships.

3

## SUSTAINABILITY

The value of sustainability is crucial for Alas de Amor. This includes not only environmental sustainability but also sustainability of its model and long-term commitment to helping the community..

4

## TRANSPARENCY

Transparency is essential for building trust with donors and beneficiaries. At **Alas de Amor**, we emphasize accountability and openness in resource management and food distribution.

5

## RESPECT

Fostering respect for all individuals, regardless of their economic situation, is a fundamental value. **Alas de Amor** focuses on the dignity and respect of those it serves, recognizing their value as human beings.

# KEY PARTNERS

THE MODEL IS BASED ON THE INTEGRATION OF THREE STRATEGIC PILLARS: RECIPIENTS-DISTRIBUTORS (COMMUNITY LEADERS), VOLUNTEERS, AND DONORS.



## Recipients-Distributors (Community Leaders)

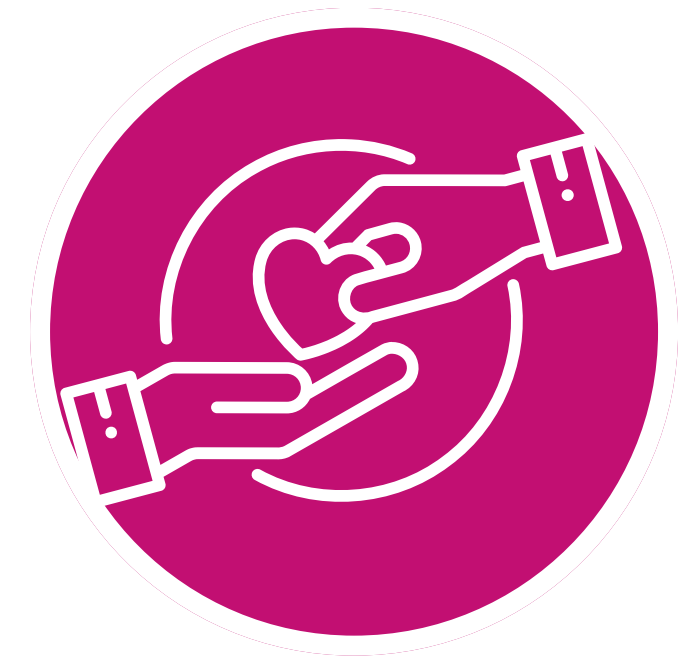
**Alas de Amor** is fortunate to have two essential public leaders to establish connections with the target population of this pilot project in Veracruz: Corina Alvízar and Salomón Amador.

They have extensive experience in serving communities in vulnerable situations through various projects aimed at addressing complex social issues, including food insecurity



## Volunteers

**Alas de Amor** engages volunteers from the University of Veracruz and TC Energy who have committed to participating in this project as connectors between donors, recipients-distributors, and final beneficiaries, with no incentive except the desire to help those in need,



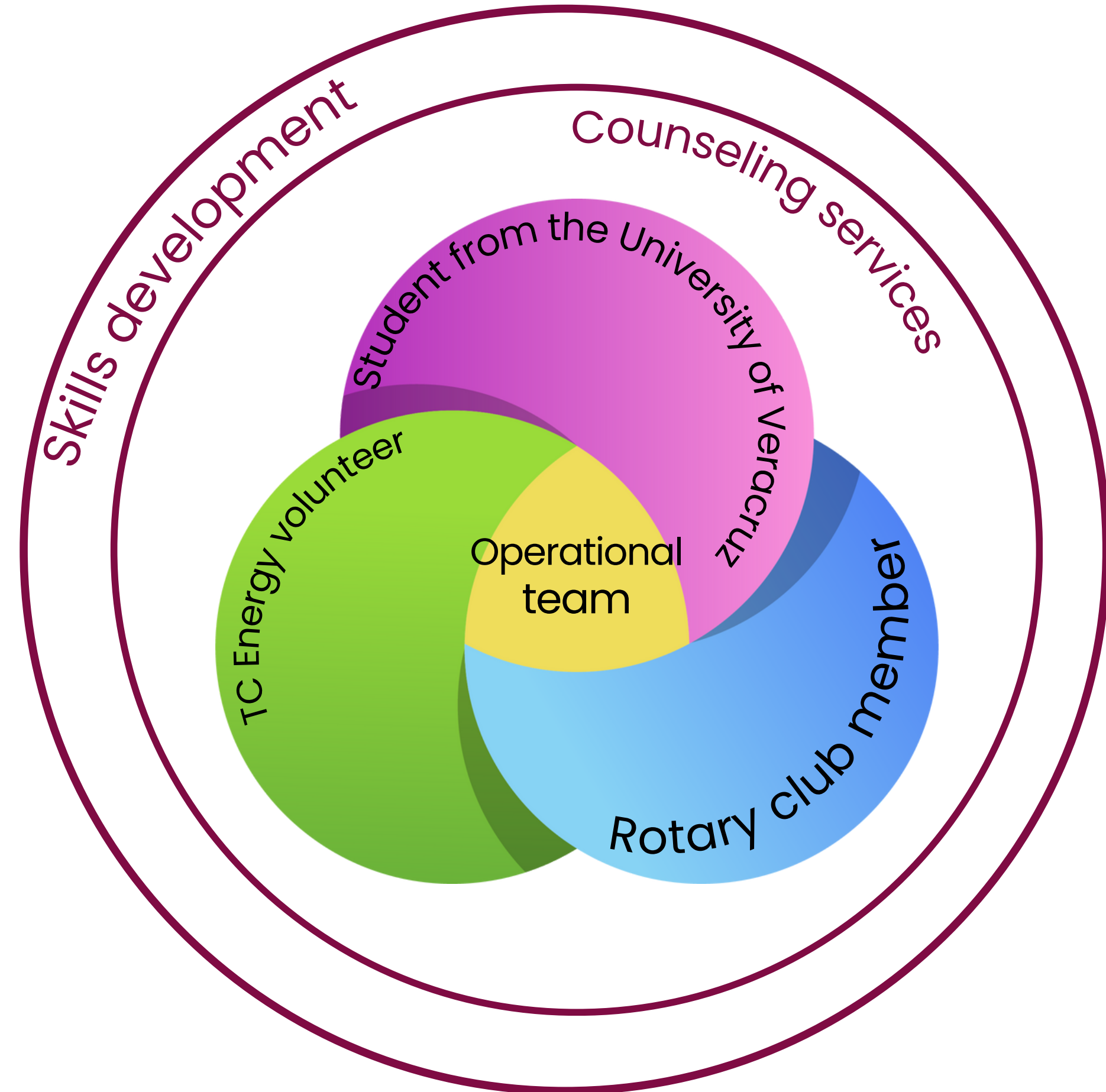
## Donor

Donors include companies, organizations, and institutions with the capacity and willingness to provide food or prepared meals, as well as individuals who wish to contribute on a personal level.. .

# OUR OPERATIONAL TEAM



Our operational team is comprised of a student from the University of Veracruz, a volunteer from TC Energia, and a Rotary Club member. They are responsible for collecting donations to deliver them to families, as well as collaborating in the development of skills and counseling services for our beneficiaries.

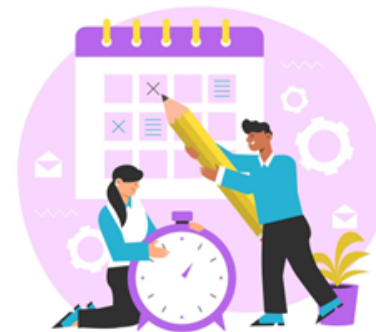
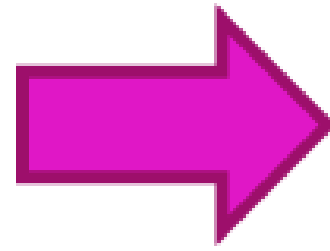




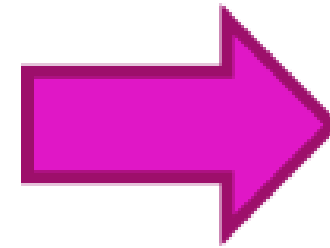
# VOLUNTEER DAY



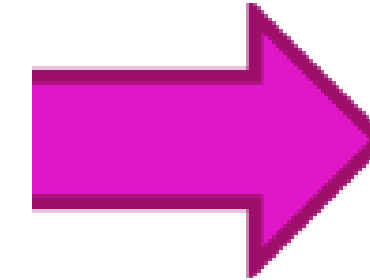
Receive notifications



Go to the place, established date and time to collect donations



Check the status of donations and fill out form 1 "Donated food supplies"



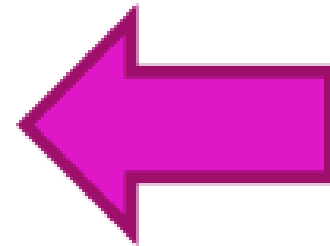
Divide into proportional parts donations received for deliver to receivers-distributors



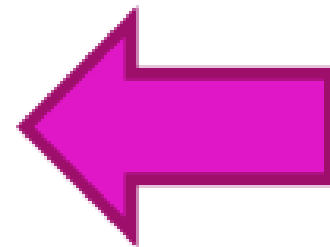
Inform receivers-distributors the approximate arrival at storage centers and the amount of food supplies that will be provided



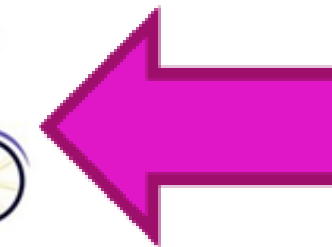
Complete form 2 "food supplies delivered"



Deliver donations food to receiver-distributors



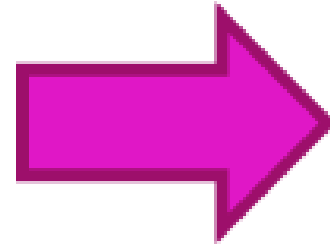
Transport food supplies to the locations established by the receivers-distributors.



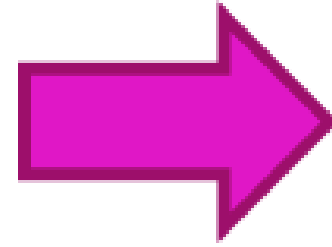
# RECEIVERS AND DISTRIBUTORS DAY



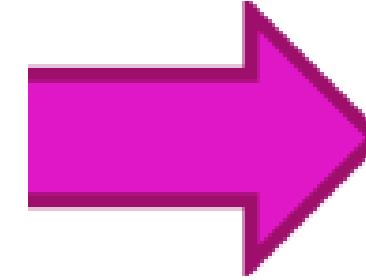
Receive notification of volunteers for day and time of reception



Receive donations collected by volunteers



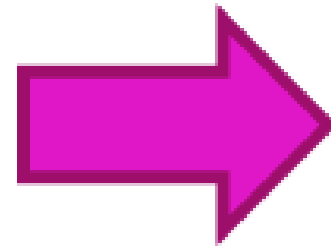
Check the status of donations



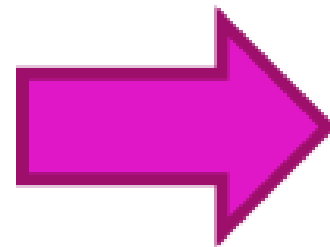
Complete form 2 "food supplies delivered" by receiver-distributors



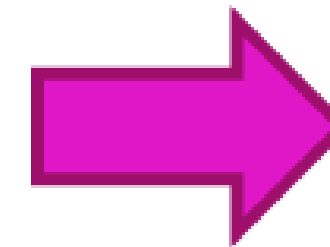
Store and identify delivery methods: prepared foods / pantries



Identify and apply the socioeconomic questionnaire to beneficiaries



Archive the socioeconomic questionnaires completed by the beneficiaries



Distribute donations to beneficiaries, request signature of receipt from beneficiaries "Format 1, beneficiaries"

## Beneficiary Families



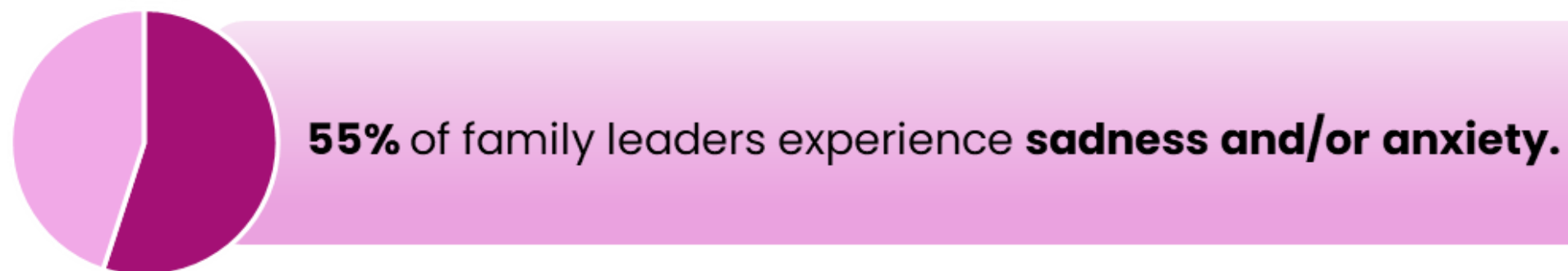
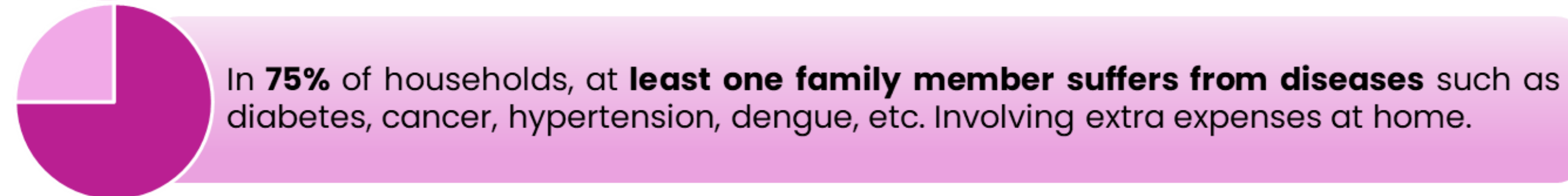
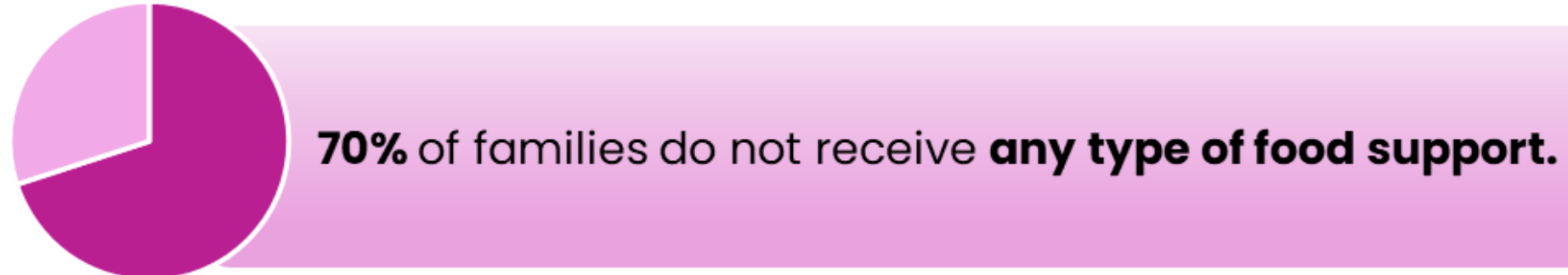
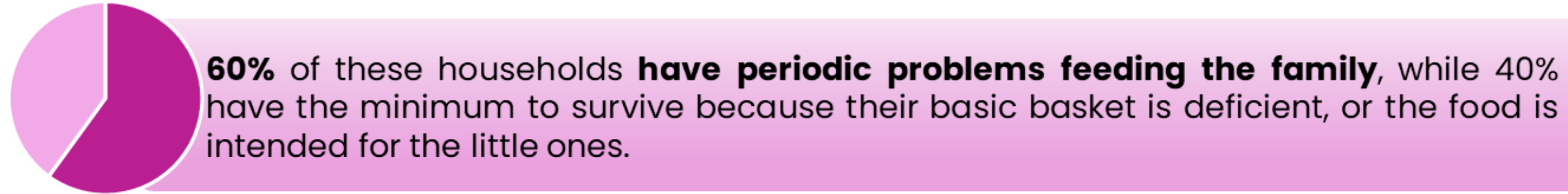
*People who experience a high degree of food insecurity and need these donations to meet their basic daily calorie requirements for healthy development and full participation in day-to-day life.*

*The project will begin in 2024 and will reach 30 woman-led families from some of the most vulnerable neighborhoods in Veracruz, before expanding.*

*The concerns and needs facing beneficiary families were identified through questionnaires distributed to female household leaders during a pilot distribution on November 6, which are presented below.*

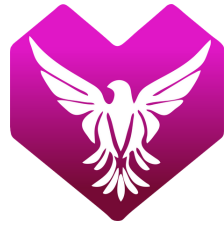


# CHARACTERISTICS OF THE BENEFICIARY FAMILIES



By providing monthly food donations, "Alas de Amor" contributes to reducing the food insecurity faced by recipient families.

In addition, the foundations for household food self-sufficiency can be laid through workshops organized by the Rotary Club and the Veracruz Food Bank, which will help empower women family leaders.

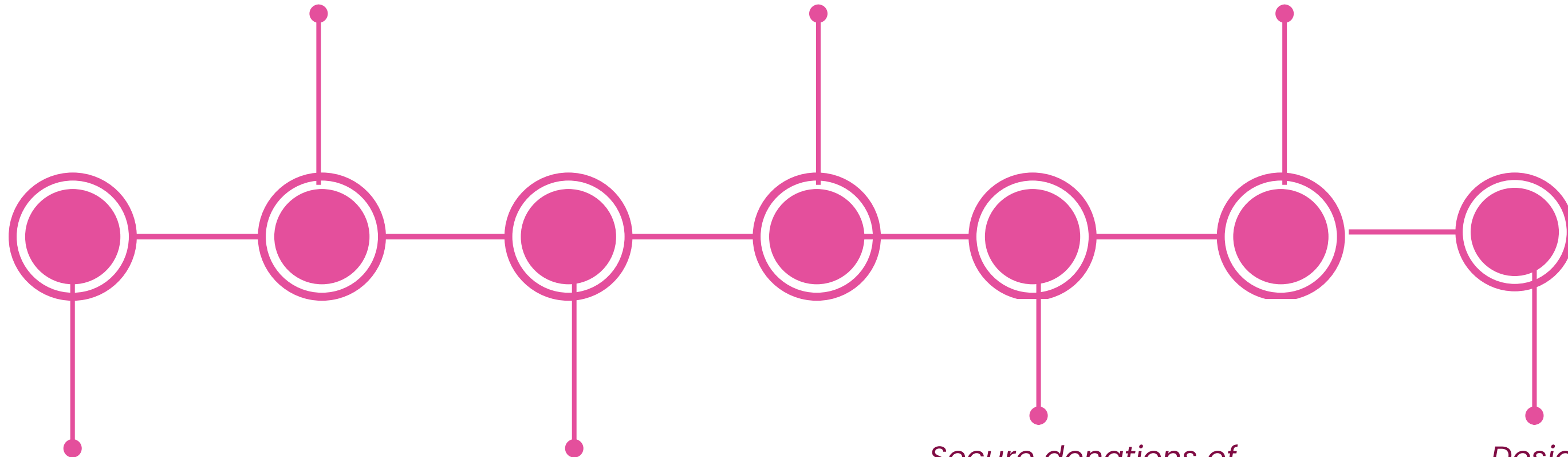


# GOALS (SHORT, MEDIUM AND LONG TERM)

*Strengthen our ties with donor organizations, institutions, and companies for the continued development and implementation of **Alas de Amor**.*

*Expand and strengthen our network of donors and volunteers.*

*Promote food self-sufficiency among beneficiary families through various mechanisms including advisory and training strategies.*



*Deliver support to 15 families through weekly donations.*

*Expand the Alas de Amor program to include more families facing food insecurity in Veracruz and other communities.*

*Secure donations of storage space, furniture, and equipment from our partners for the project's continued operation.*

*Design, evaluate, and implement processes and metrics to utilize food waste for the benefit of the environment.*

# REPLICABILITY

*Duplicating the experience of creating the **Alas de Amor** program is essential for the model's expansion.*

*The following are some suggested guidelines:*

**A**

Identification of Donors, Recipients, and Volunteers through Research and Development

**B**

Identification of Donors, Recipients, and Volunteers through Key Contacts

**C**

Identification of physical spaces and their characteristics



# A

## Identification of Donors, Recipients, and Volunteers through Research and Development



- Analyze economic databases (such as the Economic Unit Directory, DENU) to identify potential donors: restaurants, stores, warehouses, markets, etc.
- Analyze demographic databases (population and housing censuses) to identify groups that could be recipients, including low-income individuals, older people, but primarily women and girls.
- Conduct research on food insecurity in geographic areas of interest: examine target geographic areas through government reports, nonprofit organization records, and other public documents that provide data regarding food insecurity.
- Identify potential recipients and distributors: this can be done through religious organizations, civil associations that work directly with vulnerable populations and other such civic liaisons.
- Identify volunteers: outreach to religious organizations, public and private universities, as well as established companies in the region or area of interest to establish direct contact.

# B

## Identification of donators, recipients and volunteers through key links



- Face-to-face contact is essential to build trust and secure the participation of potential contributors.
- It is crucial to identify social, academic, and business leaders interested in improving the social conditions of people living in their communities, reach out to them, and seek their involvement in the project.
- Provide clear and actionable information.



# Identification of physical spaces and their characteristics



- For the medium-term and long-term operation of the project, physical spaces such as warehouses and facilities must be identified that can eventually be used to store and distribute food, with a capacity and conditions suitable for the expected project progress

# KEY PERFORMANCE INDICATORS (KPIs)

## Short term

Goal	KPI	Formula
1. Provide food support through weekly donations to 30 identified families	Monthly follow-up on benefiting families	$FB = No. de F3$
2. Strengthen our links with organizations, institutions, and donor companies for the development and implementation of "Wings of Love."	Registered donors	$Donantes_T = \sum_{i=1}^n D_i$

## Middle term

Goal	KPI	Formula
3. Expand the program to more families facing food insecurity	Surveys or assessments in the communities.	$\% de Familias = \frac{Número de familiar en algún grado de IA}{Número total de familias evaluadas} * 100$
4. Expand and strengthen the network of donors and volunteers	Registration forms for donors and volunteers.	$CDV = \frac{Número de nuevos donantes y voluntarios registrados}{Número total de doanntes y voluntarios registrados al inicios} * 100$
5. Increase storage space, as well as furniture and equipment	Additional storage capacity.	$CAA = capacidad de almacenamiento despúes de la ampliación(m^2) - capacidad de almacenamiento inicial(m^2)$

# KEY PERFORMANCE INDICATORS (KPIs)

## Long term

Goal	KPI	Formula
6. Promote the food self-sufficiency of beneficiary families through advisory and training strategies.	Number of workshops conducted	$Aut. A = \frac{Alimentos_{req}(kg) - Alimentos_{prod o interc.}(kg)}{Alimentos_{req}(kg)} * 100$
	Number of participating families per workshop	
	Quantity and type of food produced	
7. Implement processes for the utilization of food waste.	Percentage of food waste utilized	$RAA = \frac{Alim_{n.cons}(kg) - RA_{proce}(kg)}{Alim_{n.cons}(kg)} * 100$

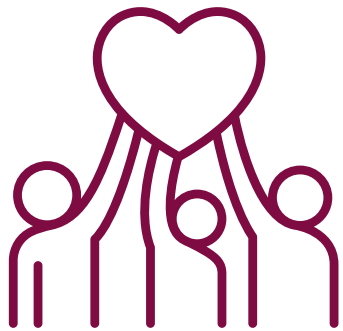
# WHAT MAKE US DIFFERENT

## PARTICIPANTS



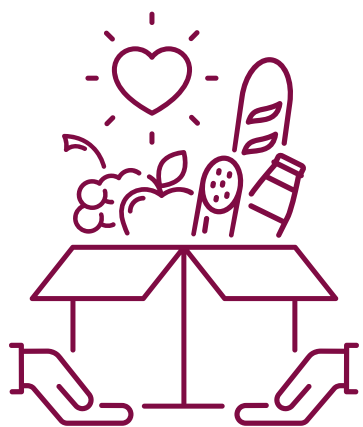
It is made up of community leaders and volunteers who know closely the needs of the people who live in different areas of Veracruz port, researchers from different disciplines who join forces to efficiently achieve the project's objectives, and organizations and companies that support the to become a reality. The three elements get together to make valuable assets to guarantee its central objective: reduce food insecurity.

## COMMUNITY BASE



This is a model completely supported by the community and allows us to care their specific needs and requests in the short term.

## ITS NATURE

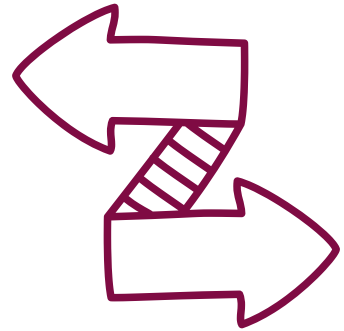


The model seeks to deliver surplus foods with the highest nutritional value. In addition, it allows prepared food to be collected and distributed through strict control regulations to reach beneficiaries who lack housing or spaces to cook.



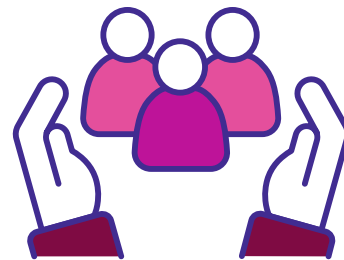
# WHAT MAKE US DIFFERENT...

## FLEXIBILITY



Its flexible nature allows volunteers to collect small-scale donations through an on-demand system and by direct deliveries to organizations. This ensures agile delivery while minimizing waste.

## TARGET



Although it seeks to serve families that are food insecure, it is of particular interest to serve women and girls. Additionally, the model allows us to focus on communities and places that have the most urgent needs and helps food banks reach them.

## SUSTAINABILITY



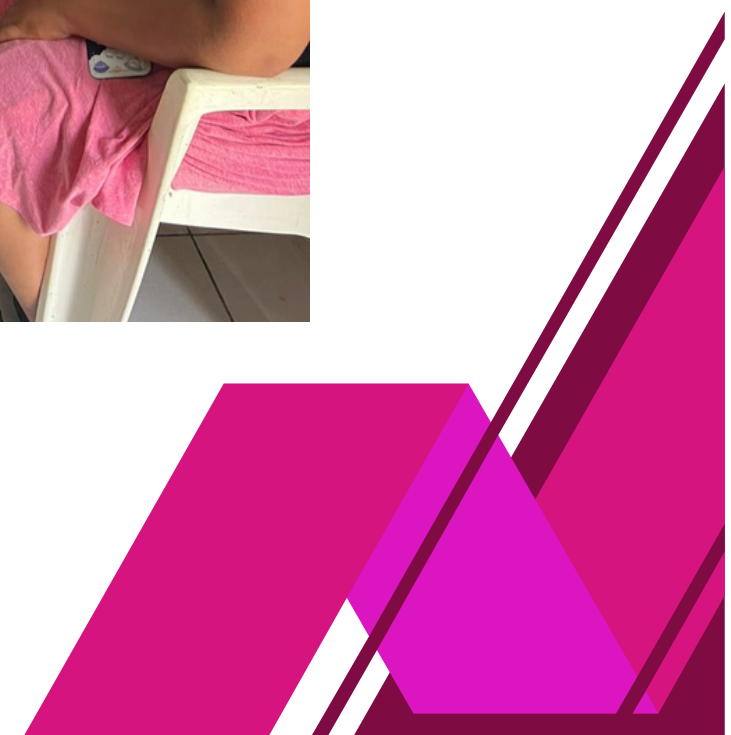
By promoting the reduction of food waste, it contributes to the reduction of greenhouse gases caused by the decomposition of food that, if not donated, would end up in the trash.



# WHAT MAKE US DIFFERENT...

The distinctive elements described before can allow us to collaborate with food banks to fill any existing opportunity gaps and serve more people. Additionally, with this joint collaboration, food banks will receive recognition for their efforts and will increase the resources available to beneficiaries.

Working together we can reduce waste to feed the present and build a better future for all Mexicans.



# ANNEXES



Form 1 "Donated supplies"	Donator:	Date:
Kind of donated supplies	Quantity	Observations
a) Fruits Specify:		
b) Vegetables Specify:		
c) Dairy Specify:		
d) Packaged products Specify:		
e) Beverages Specify:		
f) Sausages Specify:		
g) Seeds Specify:		
h) Others Specify		
Name and signatura of company representant		Name and sign of volunteer



Form 2 "Food supplies delivered"	Name of the receiver-distributor:	Date:
Kind of donated supplies	Quantity	Observations
a) Fruits Specify:		
b) Vegetables Specify:		
c) Dairy Specify:		
d) Packaged products Specify:		
e) Beverages Specify:		
f) Sausages Specify:		
g) Seeds Specify:		
h) Others Specify:		

Name and signature of the receiver-distributor

Name and signature of volunteer

<b>Format 1 “Beneficiaries”</b>	<b>Beneficiarie name:</b>	<b>Date:</b>
How many people live in your house?		
Of the inhabitants of your home, how many have a formal job?		
Of the inhabitants of your home, how many are under 15 years old?		
During the last few months, due to lack of money or other resources, have you or anyone in your household ever only eaten once or stopped eating for a day?		
<b>Write the donation you are receiving</b>		
Name and signatura of the receiver-distributor	Name and sign of the beneficiarie	