

NO HUNGRY CHILD

"No child should go to bed hungry."

30, Surveyor Street, DVG Road, Basavanagudi, Bangalore – 560004 | 080-41493493 | mail@nohungrychild.co.in | nohungrychild.in



No Hungry Child

MANPOWER RECRUITMENT, STAFFING & SELF-SUSTAINABILITY GUIDE

For NGOs implementing the No Hungry Child Nutritious Meal & Child Development Programme

1. The Manpower Principle

A 100–200-child centre needs separate accountability for programme management, food production, child education, child supervision, cleaning and fundraising. The revised model deliberately separates kitchen work from general housekeeping and adds dedicated vegetable/preparation and dishwashing support. This prevents the cook from being overloaded and keeps food preparation and hygiene under control.

Position	100 Children	200 Children	Primary responsibility
Centre Coordinator / Programme In-charge	1	1	Centre operations, staff, child records, procurement coordination, reporting and liaison.

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Kitchen Supervisor / Head Cook	1	1	Kitchen production, menu, food quality, hygiene, stock and kitchen discipline.
Cook	1	2	Main cooking and meal production.
Kitchen Assistant / Vegetable Preparation	1	2	Washing, cutting, preparation, cooking support and serving.
Dishwashing & Kitchen Cleaner	1	1–2	Utensils, kitchen cleaning, waste handling and closing hygiene.
Educator / Child Facilitator	2	3–4	Non-formal education, hygiene, behaviour, values, activities and learning.
Child Care / Classroom Assistant	1	1–2	Attendance, supervision, meals, hygiene and classroom support.
Centre Support / Housekeeping	1	1	Coordinates premises cleanliness and daily support.
Part-time Cleaning / Housekeeping Workers	1–2	2	Cleaning classrooms, dining area, toilets, common areas and spill response.
Fundraising Supervisor	1	1	Fundraising strategy, targets, donor pipeline, CSR outreach and reporting.
Fundraising Executives	3	3	Prospecting, donor calls, meetings, proposals, campaigns and follow-up.

2. Why the Kitchen Team Has Been Revised

The kitchen should not be staffed around the assumption that one cook and one helper can handle the full process for 100–200 children. The work includes receiving ingredients, washing, sorting, cutting vegetables, preparation, cooking, portioning, serving, dishwashing, waste handling and end-of-day cleaning.

- Vegetable preparation is a defined task. A Kitchen Assistant should handle washing, cutting and preparation so the cook can concentrate on cooking and quality.
- Dishwashing and kitchen cleaning are also defined tasks. The person responsible for cooking should not be expected to finish the entire cleaning operation alone.
- For 100 children, the baseline kitchen team is 5 people: 1 Supervisor/Head Cook + 1 Cook + 1 Kitchen Assistant/Vegetable Preparation + 1 Dishwashing/Kitchen Cleaner, with the Supervisor also cooking or serving as required.
- For 200 children, the baseline becomes 6–7 people: 1 Supervisor + 2 Cooks + 2 Kitchen Assistants/Preparation staff + 1–2 Dishwashing/Kitchen Cleaners.

3. Housekeeping & Cleaning Model

Housekeeping should also be separated from kitchen duties. One full-time Centre Support/Housekeeping person can coordinate the centre, but 100–200 children create enough cleaning work to justify part-time support.

Area	Recommended arrangement	Typical tasks
Centre Support / Housekeeping	1 full-time	Daily premises checks, cleaning schedule, supplies, sanitation coordination and general support.

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Part-time cleaning workers — 100 children	1–2	Morning cleaning, toilets, classrooms, dining area, common areas, spills and end-of-day cleaning.
Part-time cleaning workers — 200 children	2	Morning + later/closing cleaning coverage; toilets, classrooms, dining, common areas and waste.
Kitchen cleaning	Dedicated kitchen staff	Utensils, work surfaces, kitchen floor, waste and food-preparation areas.

Part-time cleaners do not necessarily need full-day employment. The NGO can structure a morning shift and a later/closing shift according to the centre timetable and local labour requirements. The exact arrangement should be documented in the engagement terms.

4. Recommended 100-Child Centre — At a Glance

- 1 Centre Coordinator
- 1 Kitchen Supervisor / Head Cook
- 1 Cook
- 1 Kitchen Assistant / Vegetable Preparation
- 1 Dishwashing & Kitchen Cleaner
- 2 Educators / Child Facilitators
- 1 Child Care / Classroom Assistant
- 1 Centre Support / Housekeeping
- 1–2 Part-time Cleaning / Housekeeping Workers
- 1 Fundraising Supervisor
- 3 Fundraising Executives

This gives a core team of approximately 13–14 people, counting the part-time cleaning support, with the fundraising team clearly separated from daily centre operations.

5. Recommended 200-Child Centre — At a Glance

- 1 Centre Coordinator
- 1 Kitchen Supervisor / Head Cook
- 2 Cooks
- 2 Kitchen Assistants / Vegetable Preparation
- 1–2 Dishwashing & Kitchen Cleaners
- 3–4 Educators / Child Facilitators
- 1–2 Child Care / Classroom Assistants
- 1 Centre Support / Housekeeping
- 2 Part-time Cleaning / Housekeeping Workers
- 1 Fundraising Supervisor
- 3 Fundraising Executives

The 200-child model should scale kitchen and classroom support rather than expecting the same team to carry double the workload.

6. Job Profiles

Centre Coordinator / Programme In-charge

- Strong organisation and documentation skills.
- Manages staff, children, vendors, schedules and reports.

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- Maintains attendance, meal counts, inventory and incident records.
- Acts as the accountable day-to-day centre manager.

Kitchen Supervisor / Head Cook

- Experience in institutional/community cooking preferred.
- Understands food hygiene, safe storage, portion control and stock management.
- Supervises cooks, preparation staff and kitchen cleaning.
- Ensures the approved menu is followed.

Cook

- Capable of preparing the approved menu in institutional quantities.
- Maintains consistent taste, portioning and food quality.
- Follows kitchen hygiene and safe food-handling practices.

Kitchen Assistant / Vegetable Preparation

- Washes, sorts and cuts vegetables and other ingredients.
- Supports cooking, serving and preparation.
- Maintains preparation-area cleanliness and helps manage ingredients.

Dishwashing & Kitchen Cleaner

- Handles utensils, vessels, work surfaces and kitchen-floor cleaning.
- Supports waste segregation and end-of-day kitchen closure.
- Maintains cleaning routines without interfering with food preparation.

Educators / Child Facilitators

- Patient, energetic and respectful with vulnerable children.
- Teaching/social-work/community-work experience preferred.
- Uses videos, stories, games, demonstrations and activities for non-formal learning.
- Never uses physical punishment, humiliation or abusive language.

Child Care / Classroom Assistant

- Supports attendance, safe movement, meals, hygiene and classroom activities.
- Observes children and reports concerns to the coordinator.
- Understands basic child safeguarding procedures.

Centre Support / Housekeeping

- Maintains the cleaning schedule and checks sanitation supplies.
- Coordinates part-time cleaners and reports gaps to the Centre Coordinator.
- Supports general centre operations without taking over food preparation.

Fundraising Supervisor & Executives

- Strong communication, follow-up and relationship-building skills.
- Comfortable with telephone, WhatsApp, email, spreadsheets and presentations.
- Maintain a structured donor pipeline and make only authorised programme representations.
- Work towards recurring donors, CSR partnerships, sponsorships and community support.

7. Recruitment Procedure

1. Prepare a written Job Description before advertising.
2. Define the role, reporting manager, location, hours, remuneration and minimum qualifications.
3. Recruit locally where practical, especially for kitchen and housekeeping roles.

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4. Use referrals, community networks, job portals, colleges/social-work institutions and NGO networks.
5. Screen applications against the written Job Description.
6. Conduct structured interviews using comparable questions.
7. For child-facing roles, check references and complete appropriate identity/background verification before deployment, consistent with applicable law and the NGO safeguarding policy.
8. For cooks and kitchen assistants, conduct a practical cooking/preparation and hygiene assessment where possible.
9. For educators, conduct a short demonstration lesson.
10. For fundraisers, conduct a prospecting-call or donor-meeting role-play.
11. Verify identity and qualification documents before appointment.
12. Issue a written appointment/engagement letter.
13. Provide induction and a suitable probation/performance-review period.
14. Maintain staff files, attendance and payroll records.

8. Staff Induction Before Opening

- Mission and values of No Hungry Child.
- Daily centre timetable and responsibilities.
- Approved menu, portioning, kitchen hygiene and food-safety practices.
- Child safeguarding and zero tolerance for abuse.
- Attendance, meal-count and child-record procedures.
- Emergency response and escalation.
- Handwashing, sanitation and waste management.
- Use of educational videos and activities.
- Confidentiality, photography/video permissions and social-media rules.
- Incident, complaint and shortage reporting.

9. The 3+1 Fundraising Team – Sustainability & Digital Outreach Engine

The 3+1 team is not only a conventional fundraising team. It is the centre's sustainability engine. Its responsibility begins with building donor relationships and extends into storytelling, digital outreach, social-media growth, impact communication and long-term donor conversion.

The team should work inside the centre, not from a desk alone. The members should regularly observe classroom sessions, child-development activities, meal service and centre operations. They should understand what is working, what needs improvement and where genuine human-interest stories are emerging.

- 1 Fundraising Supervisor — owns the fundraising strategy, targets, donor relationships, CSR pipeline, content calendar, approvals and reporting.
- 3 Fundraising Executives — prospect for donors, conduct follow-ups, prepare proposals, maintain donor records and participate in the centre's daily storytelling and social-media activity.

Daily Social-Media Storytelling Requirement

The fundraising team should target approximately 3 short-form reels per day. These should be genuine programme stories created from real centre activity rather than staged promotional material.

- Attend classroom sessions and observe the children's learning, participation, hygiene practices, behaviour and progress.
- Capture real-time moments: a child learning something new, a positive behaviour change, a hygiene lesson, a group activity, meal preparation, serving, sharing, caring or another meaningful programme moment.
- Take short, natural child and staff bites where appropriate. Obtain the required consent/permissions and follow the centre's child-safeguarding and privacy rules before publishing identifiable children.
- Turn observations into simple stories: What happened? Why does it matter? What changed? What can a donor or supporter do?

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- Publish consistently on Facebook and Instagram, with suitable captions, calls to action and programme branding.
- Maintain a content library so strong stories can be repurposed into donor updates, presentations, campaigns and annual impact reports.

The Scale of the Opportunity

Three reels a day for 365 days creates approximately 1,095 reels in a year. That gives the NGO a powerful, continuously growing library of real programme stories.

The illustrative Facebook monetisation example used for planning is approximately \$300 for 1 million views. At a hypothetical 1 million-view level across 1,000+ reels, the gross opportunity could be substantial. However, monetisation is platform-dependent and is not guaranteed. Actual earnings depend on eligibility, country, account status, content performance, policy compliance, audience quality, monetisation terms and the number of monetised views.

Accordingly, the NGO should treat social-media monetisation as one potential income stream—not as a guaranteed grant or guaranteed revenue. The bigger opportunity is the combination of digital reach, donor acquisition, CSR visibility, recurring individual contributions, sponsorships and community support.

How the Fundraising Team Should Operate Each Day

- Morning: review the centre schedule, identify the day’s programme activities and assign storytelling responsibilities.
- During the day: spend time in the classroom and centre operations, observe genuine stories and capture appropriate footage.
- After activities: select the strongest moments, write concise captions and prepare the reels.
- Publish: release approximately 3 reels across the NGO’s approved Facebook and Instagram channels, following the content calendar.
- Engage: respond to comments and enquiries, identify prospective supporters and move serious prospects into the donor pipeline.
- Record: update the donor/content dashboard with views, enquiries, leads, donor conversions and follow-up actions.

From Views to Sustainability

Views alone do not make an NGO sustainable. The fundraising team must build a conversion system around the attention generated by the content.

- Reach → attract people who care about the mission.
- Engagement → encourage comments, shares, messages and enquiries.
- Trust → show consistent, transparent, real programme activity.
- Conversion → invite suitable viewers to become individual donors, monthly supporters, sponsors or CSR partners.
- Retention → send impact updates and demonstrate how contributions are being used.
- Referral → encourage existing supporters to introduce new supporters.

This creates a flywheel: real work creates stories; stories create attention; attention creates conversations; conversations create donors; donors create resources; resources strengthen the programme; and the stronger programme creates better stories.

10. Year-1 to Year-2 Self-Sustainability Plan

Period	Fundraising action
Months 1–3	Build donor database; map local companies; identify CSR prospects; prepare programme pitch; collect appropriate impact evidence.
Months 4–6	Begin donor meetings; launch monthly giving; approach local businesses; submit CSR proposals; develop sponsorship packages.
Months 7–9	Convert prospects into recurring supporters; conduct donor visits; publish impact updates; strengthen referrals.

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Months 10–12	Prepare Year-2 funding pipeline; renew donors; close CSR commitments; calculate annual cost per child and funding gap.
Year 2 onward	Build a diversified funding mix: recurring donors, CSR partnerships, local sponsors, institutional grants and community campaigns, subject to legal eligibility.

11. Weekly Fundraising Dashboard

- New prospects added
- Donor conversations completed
- Proposals submitted
- Proposal value submitted
- Funds committed
- Funds received
- Monthly recurring donors added
- CSR meetings completed
- Donor renewals / retention
- Outstanding follow-ups and next-action dates

12. Controls Every NGO Must Follow

- Do not allow one person to control kitchen procurement, stock and payments without supervision.
- Do not collect programme donations into personal bank accounts.
- Do not allow unverified volunteers to work unsupervised with children.
- Do not use physical punishment or humiliating discipline.
- Do not publish identifiable child photographs or personal information without appropriate permission and safeguarding controls.
- Do not make fundraising claims that cannot be substantiated.
- Keep attendance, payroll, vendor and donor records organised from Day 1.

13. Final Staffing Checklist

- ☐ Staffing numbers confirmed against child count
- ☐ Job descriptions approved
- ☐ Salary/engagement budget approved
- ☐ Kitchen team recruited separately from housekeeping
- ☐ Vegetable preparation responsibility assigned
- ☐ Dishwashing/kitchen cleaning responsibility assigned
- ☐ Part-time cleaning support arranged
- ☐ Educators and classroom assistants recruited
- ☐ Identity/qualification/reference checks completed where applicable
- ☐ Appointment letters issued

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- ☐ Staff induction completed
- ☐ Child-safeguarding briefing completed
- ☐ Kitchen/food-safety training completed
- ☐ Attendance/payroll system activated
- ☐ 3+1 fundraising team appointed
- ☐ Fundraising targets and weekly dashboard activated

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This is a programme-planning baseline. Final staffing should be adapted to the confirmed child count, centre timings, local wage conditions and applicable legal requirements.