



Facilitated Giving Charity Evaluation

Mary's Meals

ROG Rating: "A" Charity, Strong Fit for Sample Family

Charity Core Mission: International Food Relief with a focus on children through in-school meal provision

Locations Served: [20 countries](#) across Africa, Asia, Latin America, Eastern Europe and the Caribbean

Year of Founding: 2008, [with philanthropic story beginning in 1983](#)

Official Incorporation Name: [Mary's Meals USA](#)

Affiliations: Charity is rooted in Catholic Faith but not a Catholic organization, and operates independently.

Current Total Annual Revenue: \$9.2M ([2020 IRS 990](#))

Recent Updates and Accomplishments:

- "We're now feeding 2,279,941 of the world's poorest children every day they attend school."
- The charity publishes an [extensive impact report](#).

Additional Charitable Impact: HIV children's home in Romania

Key Charitable Partnerships: Catholic parishioners in the UK, US. Catholic organizations make regular contributions.

Charity Reputation:

- [GuideStar Platinum Rating](#)
- [Charity Navigator 89.93 "Give with Confidence" Rating](#)
- Received a 100% on accountability from Charity Navigator.
- Low working capital and negligible long-term assets. This seems to be related to a focus on utilizing all donations for immediate, direct service and reliance on volunteers.
- This charity would benefit from improved diversity in its leadership.
- [Founder Magnus MacFarlane-Barrow is the recipient of numerous awards.](#)
- [Mary's Meals reported one case of misconduct that did not involve children, in 2017.](#) The reports indicate transparency and immediate action.

- Charity was listed in media as involved [in the controversial UK “workfare” program](#), but refutes involvement in any way and no evidence of their engagement in this program was found.

Impact Stories:

- [Orphaned at 11, Mary’s Meals “saved his life, saved his future”](#) (Aleteia)
- [World Food Day: How One Meal a Day Can Help the World’s Poorest Children](#) (Newsweek)

ROG Evaluation Notes:

- With a direct assistance mission in some of the world’s most challenged locations including Syria, South Sudan, and Haiti, a contribution to Mary’s Meals stands to benefit some of the world’s neediest children.
- **A contribution to this organization will save lives.**
- **This charity receives massive additional value from the work of volunteers.**
- **The average meal cost of approximately \$4 (gross revenue/meals reported) is admirable.**
- Mary’s Meals is an advanced charity with significant operational, logistic and other overhead costs. However, the Executive Director salary is just 1.2% of revenue.
- The charity’s overwhelming revenue stream is charitable contributions. Giving drives the success of this mission.
- [The founder has specifically chosen not to apply for government grants](#), to stay off the funding cycle roller coaster and focus on donors and volunteers.
- **Fundraising expenses for this charity are extremely low**, and the volunteer focus seems to greatly contribute to this high ROI.
- The charity has specifically requested [to stay clear of UK political issues](#).
- A criticism found online of this charity is their lack of focus on sustainability for their efforts (fixing long-term problem). While this is reasonable, the charity’s stated focus is immediate relief, which they do with very high ROI.
- **This charity has minimal long-term assets.** Given a record of recent service expansion, and strong reputation, this charity is a strong target for long-term giving vehicles if they wish to provide that financial stability as part of their strategic plan.

Summary ROG Evaluation: In our opinion, this is an “A” rating charity. Contributions will have proven, life-changing impact and a very high percentage of contributions go directly to the core need.

Impact to the Sample Family’s Philanthropic Mission: This charity is a strong fit for the Sample Family’s charitable goals.