



feed  
back

farmers that feed us

INSIDER SCOOP CALL  
NOVEMBER 18 / 19, 2020

# HOLY MOLY

YOU'VE MADE AN IMPACT!



FACEBOOK



Milbank





# THIS YEAR HAS BEEN A CHALLENGE.

We went on a strict lockdown in mid March.

The government's cash emergency program (SAP) did not reach everyone.

Kapitans, village captains, were worried about extreme hunger and strife.

AMIDST THIS, YOU WANTED TO SOLVE.  
WE PARTNERED WITH  
3 DARING & DETERMINED COMMUNITIES  
TO PILOT A WHOLE NEW PROGRAM



**TRACIANO**

CAPIZ

Ma'am Analyn, Manager,  
Teacher



**BORAC**

CORON

Kagawad Alan, Manager,  
PTA President



**BOGTONG**

CORON

Ma'am Lalang & Ma'am Sheryl,  
Co-Managers





# FEED BACK

a fresh vegetable exchange  
once a week for 12 weeks (1st Wave)  
open to everyone in the community

Families who join:

- plant vegetables in their backyards
- bring 3 vegetables to the market
- volunteer to distribute vegetables fairly

Kapalit | In exchange:

- take home a basket of 20+ vegetables,  
Enough for 3-4 meals for a family of 4-5
- get P150/week (1st Wave)

feed  
back

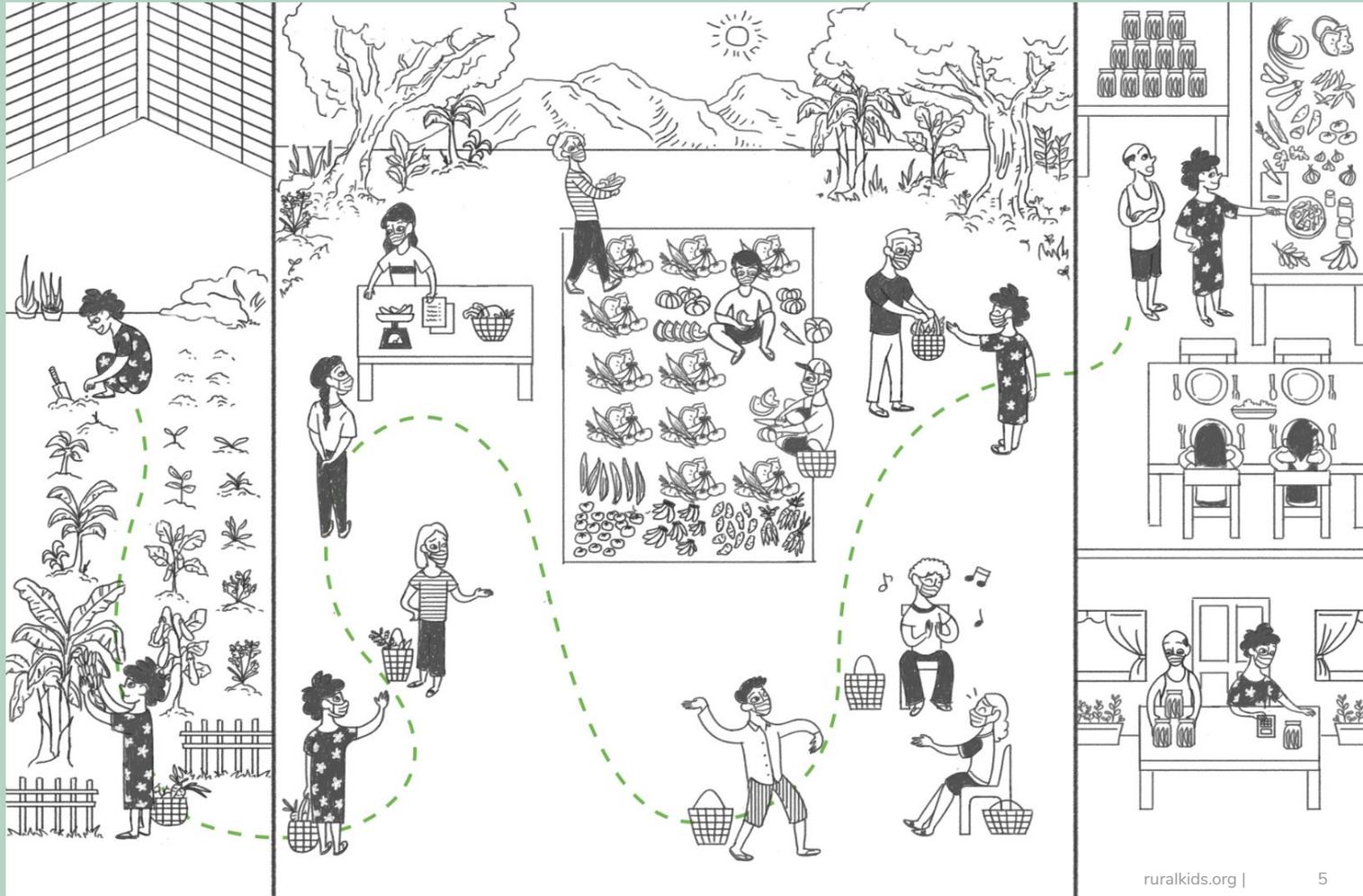
farmers that feed us



held in the open in each  
neighborhood

everyone is masked and  
“socially distanced”

people are creating fun  
together



WHAT YOU ACCOMPLISHED  
IS NOTHING SHORT OF  
**AMAZING!**

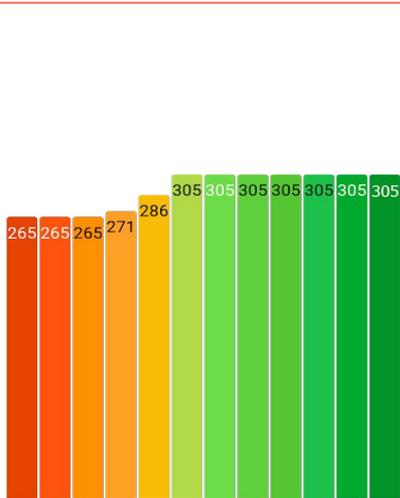
YOU SECURED FOOD  
AND HEALTH FOR  
**953** FAMILIES  
NOURISHING 3,514 LIVES  
WITH OVER  
**22,962** FAMILY MEALS



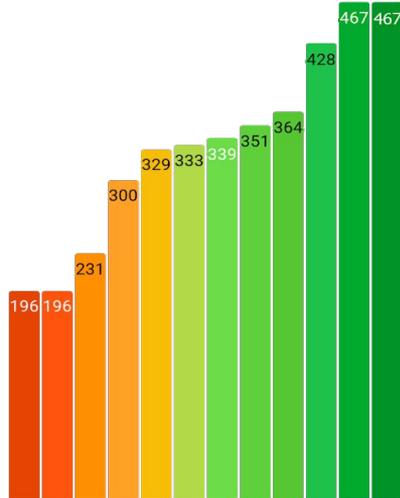
# YOU FOREVER CHANGED COMMUNITIES with 83% now gardening!

**Traciano**  
had no hunger for the first  
time in decades!

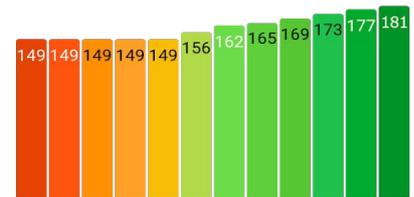
**Borac and Bogtong** fisherfolks now garden and no longer depend  
on another island for vegetables



**Traciano**  
**100%**



**Borac**  
**88%**



**Bogtong**  
**59%**

Penetration of Target At Risk Families

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5
- Week 6
- Week 7
- Week 8
- Week 9
- Week 10
- Week 11
- Week 12



DESPITE A LOCKDOWN IN THE MIDDLE OF  
THE PROGRAM, PARTNER FAMILIES WERE  
REPLANTING, HARVESTING & TRADING WITH  
EACH OTHER

A FIRST IN BOGTONG.





IN **BORAC**, FISHING FAMILIES WEREN'T ALLOWED TO GO TO SEA DURING THE MID-PROGRAM LOCKDOWN. THE TEAM GOT THEM TO GARDEN AND SELL TO FEED BACK.

FISHING NEIGHBORHOODS ENDED UP WITH AMONG THE HIGHEST PENETRATION RATES AT 76%

# YOU BOUGHT 47.4 TONS OF FOOD, EXCESS THAT SETS PEOPLE BEYOND 2020

42,961

Kilos bought  
47.4 tons

that is as heavy as



5.62

avg kgs. Sold / family / week  
14 lbs

60

Different vegetables and fruits  
exchanged every week!

# WITH ABUNDANCE & DIVERSITY, YOU UNEARTHED PEOPLE'S PRIDE IN THEIR INNOVATIONS

TRACIANO strutted their harvest and cooked a dish with 27 vegetables!



Week 1: Fashion Show



Week 11: Chef Off

# YOU STOKED THEIR AMBITION TO NOT JUST DREAM BUT DO MORE WITH THEIR SURPLUS

BORAC'S

Preserving, selling to each other

Planning to supply  
neighboring Marcilla



YOU CREATED HAPPINESS,  
BROUGHT BACK THE BAYANIHAN SPIRIT  
AND MADE COMMUNITIES STRONGER



# YOU MADE PEOPLE HOPEFUL



## Melody Manongol Bogtong

Lost her job during the lockdown. She did laundry and backyard work for neighbors who worked in the resorts. She was worried sick. How was she going to feed her 3 kids and parents?

When she heard about Feed Back, she found hope. She secured seeds from her lola. She asked the best gardener in Bogtong for advice. This is the first time she ever planted anything.

She was among the 17 families that dared to be first in their community to start the program.

# AND TRIUMPHANT

Melody is **secure, happy, and excited for the future.**

> Her kids are eating healthy

> Her mom can buy medicine

> she is bonding with her neighbors. “Every market day is a **chance for us to be bigger than our fears and come out triumphant over the challenges.**”

> from the first 2 weeks of Feed Back cash (P300/\$6), she started a business of selling homemade desserts first to her Feed Back members and now throughout the village

> from her profits, she bought herself a gift - a blanket - to mark this period and her achievement



# RUN RATE ACTUAL INVESTMENT METRICS

Cash Investment	in PHP	in USD
/Family	₱3,248	\$66
/Person	₱812	\$16
/Basket	₱271	\$5
/Family Meal	₱90	\$2

Based on actual average family attendance in Bogtong, Traciano, Borac

Assumes 4 person/family and 3 family meals/basket



WHAT'S NEXT IS  
EXCITING!

# 1st WAVE COMMUNITIES ARE GIVING BACK & SHEPHERDING THE 2nd WAVE OF FEED BACK DOERS

Bogtong introduced Feed Back to nearby Sto. Nino, which got buy-in in 2 weeks and launching in 7 weeks  
(Start date: Nov 21)

Sto. Nino has **447 families**, most lost their jobs due to pandemic. Led by Kap. Lopez, Sto. Nino dreams to end high malnutrition and to celebrate Christmas in 2020 with full stomachs



# MORE COMMUNITIES WANT TO JOIN



## In touch - all farming/fishing

1. Sto. Nino, Palawan
2. Turda, Palawan
3. Jose Rizal, Palawan
4. Saloy, Davao (Auro)
5. Concepcion Norte, Romblon (Yellow Boat)
6. San Nicolas, Palawan
7. Pililla, Rizal (C. Aquino/FGN)
8. Malonoy, Capiz
9. Omay, Zambales (Yellow Boat)

## Interested

10. Ilocos Norte (E. Guerrero)
11. Sapang Bato, Pampanga (Apl.De.Ap Foundation)
12. Laguna (R. Manzana-Sawhney)
13. Nueve Ecija (M. Jimenez)
14. Pasay City (Hands on Manila)
15. Antipolo (Canlas)
16. Payatas (GoodFoodCo)



# MORE WILL JOIN WAITLIST

As we host virtual gatherings or Kapihans and leverage FB's infrastructure.

## Kapihans now scheduled with:

- Rizal - Nov 20th (9 barangays)
- ARK general - Nov 23rd (39 barangays)
- Busuanga - Nov 24th with DILG (13 barangays)

## Targeted FB ads to influencers

- School heads/teachers
- Young leaders / SB

FB groups to gather BIDA club members who want to mentor, share best practices and learn skills for negosyo



**ARK - Advancement for Rural Kids** ...  
Sponsored · 🌐

Gutom ba ang mga bata? May solusyon. Sa ARK Feed Back, bawat pamilya may basket ng gulay. May pagkain. May sagot sa COVID at modules.

Mag-sign up para makuha ang intro ng Feed Back. Ikwento agad kay Kap para wala nang batang napag-iivanan!



FORM ON FACEBOOK  
**Be part of Barangay**  
**#WalangGutom!**

[SIGN UP](#)

# ...and finally do PR

We have recently been featured on



## We want to:

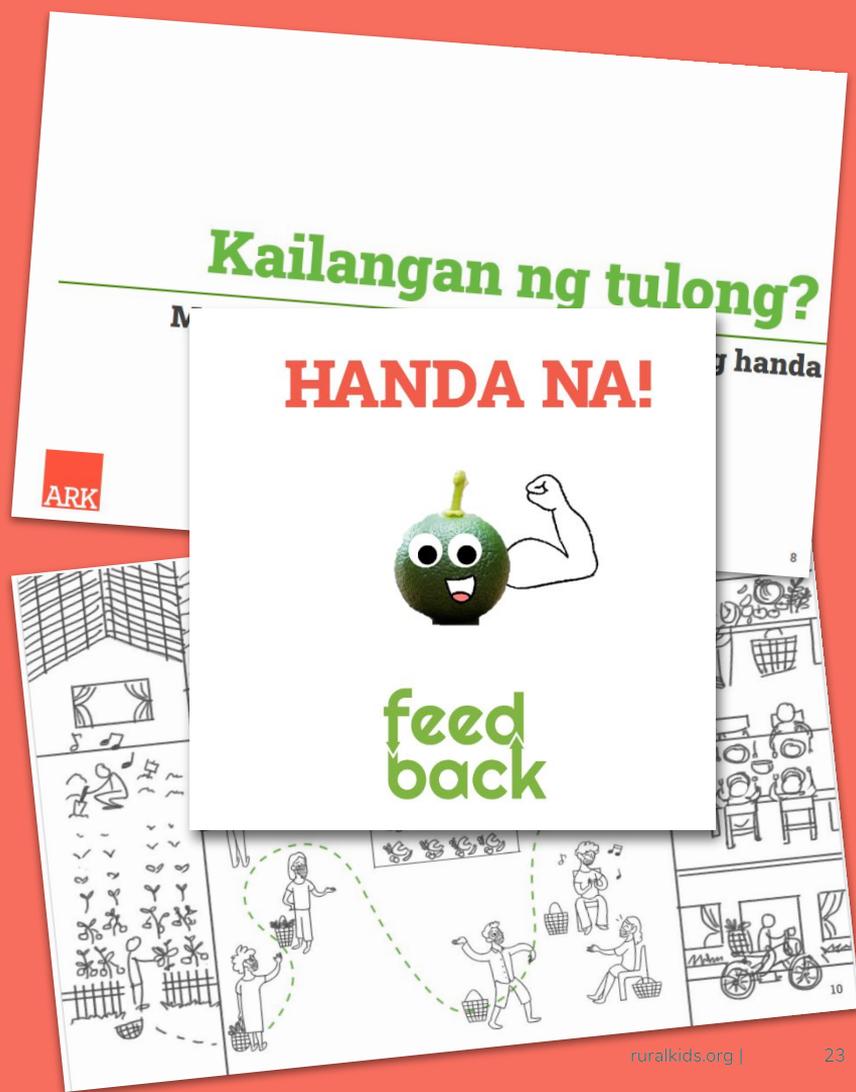
**BE SEEN** on the **business sections of top news sites** like *Inquirer, PhilStar, and Rappler* and on **TV programs** like *24 Oras and TV Patrol* to reach **potential champions, board members, village leaders and strategic partners**

**BE HEARD** on **local radio stations** like *Bombo Radyo and Baskog* to reach **Barangay Captains, Kagawads, and community leaders** trusted by Kap

**BE TALKED ABOUT** on **international media platforms** like *TFC, GMA Pinoy TV, Kollektive Hustle* and **podcasts** like *The Last Piece* to reach **Filipino-Americans and OFWs** who want to champion Feed Back in their hometowns

# WE ARE CREATING A TOOLKIT SO THAT COMMUNITIES CAN DO IT ON THEIR OWN

Release date: Monday, Dec. 7th



# SCALING FEED BACK TO MORE COMMUNITIES WITH NEW OFFERINGS

We are developing a **matrix offering to capture more stakeholders and reduce program investment** so we can truly scale and share the Feed Back solution to as many rural communities.

One of them is **top secret** that we will invite interested communities to partner on next week at the Kapihans.

<b>VEGETABLE FEED BACK</b> Exchange Only	<b>CASH FEED BACK</b> Weekly Income
<b>IN-KIND FEED BACK</b> Credits, Training, Venture	<b>TOP SECRET</b> Low Cost Feed Back



# IT'S URGENT.

1 out of 5 Filipinos are now experiencing hunger\*  
Unemployment rate is at 39.5%\*\*

\*According to SWS survey done in September 17 to 20,2020.

\*\*According to SWS survey done in September 17 to 20, 2020.



# MAKE YOUR MARK

Let's celebrate this win. Share it with others who also want to solve. \*Wine\* down.

Goal: Scale Feed Back

Secure Food For Life for 2 Communities



MAKE YOUR  
MARK   
AMERICA Dec 15, 8:30 pm ET  
5:30 pm PT

HOLIDAY WINE TASTING BENEFIT

Secure food for at risk families  
Unearth today's best wines  
with leading tastemaker Jhonel Faelnar

ARK RURALKIDS.ORG/MYMARKUS @jhonelfaelnar | @ruralkids



MAKE YOUR  
MARK  
MANILA

SAT, 12 / 12, 8:30 PM

RURALKIDS.ORG/  
MYMARKMNL

@jhonelfaelnar | @ruralkids

ARK

# LET'S HEAR DIRECTLY FROM THE KAPITANS!



**Kap Erding**

Bogtong, Coron, Palawan



**Kap Echague**

Borac, Coron, Palawan



**Kap Edwin**

Traciano, Dumarao, Capiz



# SALAMAT THANK YOU Happy holidays!

[ruralkids.org](http://ruralkids.org)

IG: [@ruralkids](https://www.instagram.com/ruralkids)

FB: Advancement for Rural Kids

Email us at [partner@ruralkids.org](mailto:partner@ruralkids.org)



FACEBOOK



Perfection of  
Man  
Foundation

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The Fanny Lion