



OUR IMPACT

IN A FLASH



feed back

farmers that feed us



COVID relief that gets communities to stand on their own

weekly vegetable basket for families at risk of hunger

vegetables are bought from families that join the program and grow them in their backyards

the distribution takes place on a neighborhood basis

12 week-relief that ends with communities with secured food and excess supply that can be sold to a secondary market



WE KICKED-OFF FEED BACK WITH 3 PARTNER COMMUNITIES IN CAPIZ & CORON



WE HAVE ENSURED

764

committed families

67%

of families in dire need

2,847

people

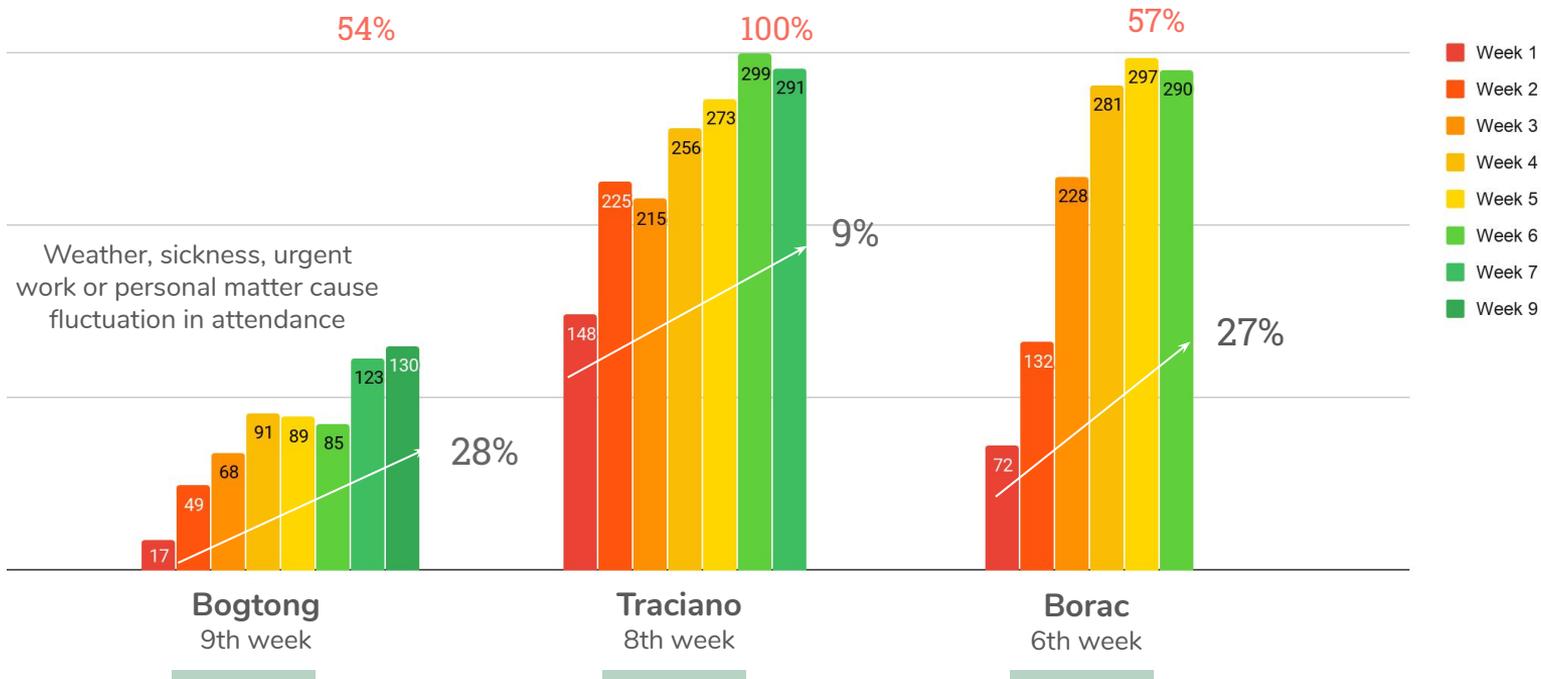
ARE IN GOOD HEALTH

	BOGTONG	TRACIANO	BORAC	TOTAL
August 1 - Week	9th	8th	6th	
Start date	June 20	June 24	July 8	
Committed Families	165*	305	305	764
Target Families	305	305	533	1,143
% Committed of Target Families	54%	100%	57%	67%
% of Target Families vs Total Population	94%	86%	72%	78%
Lives touched	685*	1,134	1,028*	2,847
Family meals (est)	2,337	6,000	3,900	12,225



MORE FAMILIES ARE JOINING EVERY WEEK

Penetration of Target Families



Bogtong started small to inspire with an example. On Week 7, they added a weekday market capture families who could not make it on the weekend

Traciano kagawad leaders re-explained the program to families after week 1 resulting in more participation and 100% hit rate.

On their way home from FeedBack market, field officers did house to house, asked for kagawad leaders' help, and made it fun starting with zumba!



THEY ARE SAFE, WEARING MASKS,
WASHING THEIR HANDS,
AND TAKING SOCIAL DISTANCING
SERIOUSLY





IN WEEK 5, WE ELIMINATED HUNGER IN TRACIANO A FIRST IN DECADES.

Before ARK Lunch, malnutrition afflicted 38% of kids.
Before start of FeedBack, malnutrition is at 16%.

At the start, Kapitan Edwin shared his dream for no one to be hungry and for everyone to be healthy.

On 7/22 (Week 5) on a zoom call with him and other leaders, we learned that community members like Argie Dorado are saying “Wala ng gutom sa Traciano”.



EVEN AS EARLY AS THE 1ST WEEK, WE PROVED THAT FISHERFOLKS WANT TO GARDEN AND BE SELF SUSTAINING

In April, at the height of the lockdown, Kapitan Erding was afraid for the hunger to be severe and for the community to be in strife. “Binabato na kami” because only 1/3rd of those in need got the COVID cash grant.

On June 20, with only 17 members, they pushed through to give other families confidence to join.

Inspired by the results, on July 10 (Week 3), Bogtong submitted a P200,000 proposal for the local government to fund the growth of backyard gardens via seeds, organic fertilizers, tools and training.

WE INSPIRED PEOPLE TO
UNITE, FIND SOLUTIONS
AND NOURISH EACH
OTHER'S HEARTS, RAIN
OR SHINE.

Despite the muddy and slippery roads brought about by the typhoon season, families show up to sell their harvest for the week and create their impromptu fun!

Borac started slow as they convinced fisherfolk and hotel workers to start up gardens. In less than 4 weeks, they have increased participation by 4x, and now has over 300 families in the fold.

Their ambition knows no bounds, as they pave a path to partnering with over 500 families and supplying to other communities.



WE CREATED ABUNDANCE & DIVERSITY

Flash Results as of August 15, 2020

22,148

Kilos bought
24.4 tons

4.85

avg kgs. sold/ family/ week
11 lbs

60

Different vegetables and fruits
exchanged every week!



WE SECURED THEIR INCOME

Flash Results as of August 15, 2020

FX used : \$1 = P49.5

P 631,877

\$12,765

total earnings

P 156

\$3.15

avg. earning/family/week

“May gulay na, may pera pa kami pambili ng sahog.”

(Not only do we have vegetables, we also have money to buy ingredients)

-Narie Indelible, Traciano

“Iniipon ng anak ko para my pambili siya ng cp para my magamit siya pagdating ng online class sa Agosto.” (My kid saves the money to buy a cellphone for the online class in August.)

(My kid saves the money to buy a cellphone for the online class in August.)

-Lilibeth Dela Cruz, Traciano

“Binibili ko ng gamot para matanggal ang palanakit ng katawan ko at pambili ng turmeric tea” (I buy medicine to remove the pain in my body and also turmeric tea)

- Margarita Piad, senior citizen Traciano

Some parents use the cash to pay off their debt



WE SPARKED A 2nd MARKET

Flash Results as of August 15, 2020

In Traciano, FeedBack also unearthed **the creative entrepreneurs** as early as the second week.

Marlon Vitera from Agluay began selling sweet corn and Filipino desserts such as *puto* and *kakanin*, made of rice and coconut milk, to fellow participants.

The community is now supplying an ARK champion/hotel-owner in Roxas City for her feeding program. The ARK team is busy finding more business partners to take on the supply.

In Borac and Bogtong, ARK is organizing the community **to supply public market vendors** who are looking to purchase food directly from within the island.



SEEDING NEW INDUSTRY AND NEW SUSTAINABLE INCOME

Supply a disrupted local food system
Bring consistent income and economic boon in Coron & Capiz

CORON - be the organic vegetable gardener for the island

- neighboring barangays
- public markets
- hotels, resorts and restaurants

CAPIZ - be the trusted organic farmer for Roxas and Iloilo City folks

- canteens of businesses, universities, gov't offices
- food benefit programs for corporate employees
- "Fresh from the Bukid" vegetables sold at kiosks and/or delivered direct to people's homes

Collaborate with partner chefs to create **artisanal pantry / dry goods**



WE ARE SETTING BASELINES & TRACKING IMPACT

- Track kids' health (BMI analysis)
- Track families' wellness through the “sentinel” (mother's health)
- Compare #FeedBack communities to those who did not do the program
- Review our financial impact metrics



RUN RATE INVESTMENT

PER BASKET/ FAMILY

P 288 | \$ 5.82

PER MEAL/ PERSON

P 27 | \$ 0.54



as of August 1, 2020
FX Rate used : \$ 1 = P 49.5



SALAMAT!
THANK YOU!



ruralkids.org

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FB: Advancement for Rural Kids

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