



feed
back
farmers that feed us

NOVEMBER 19, 2020

HOLY MOLY

WE'VE MADE AN IMPACT!



FACEBOOK

Google



Perfection of
Man
Foundation

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, WE 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

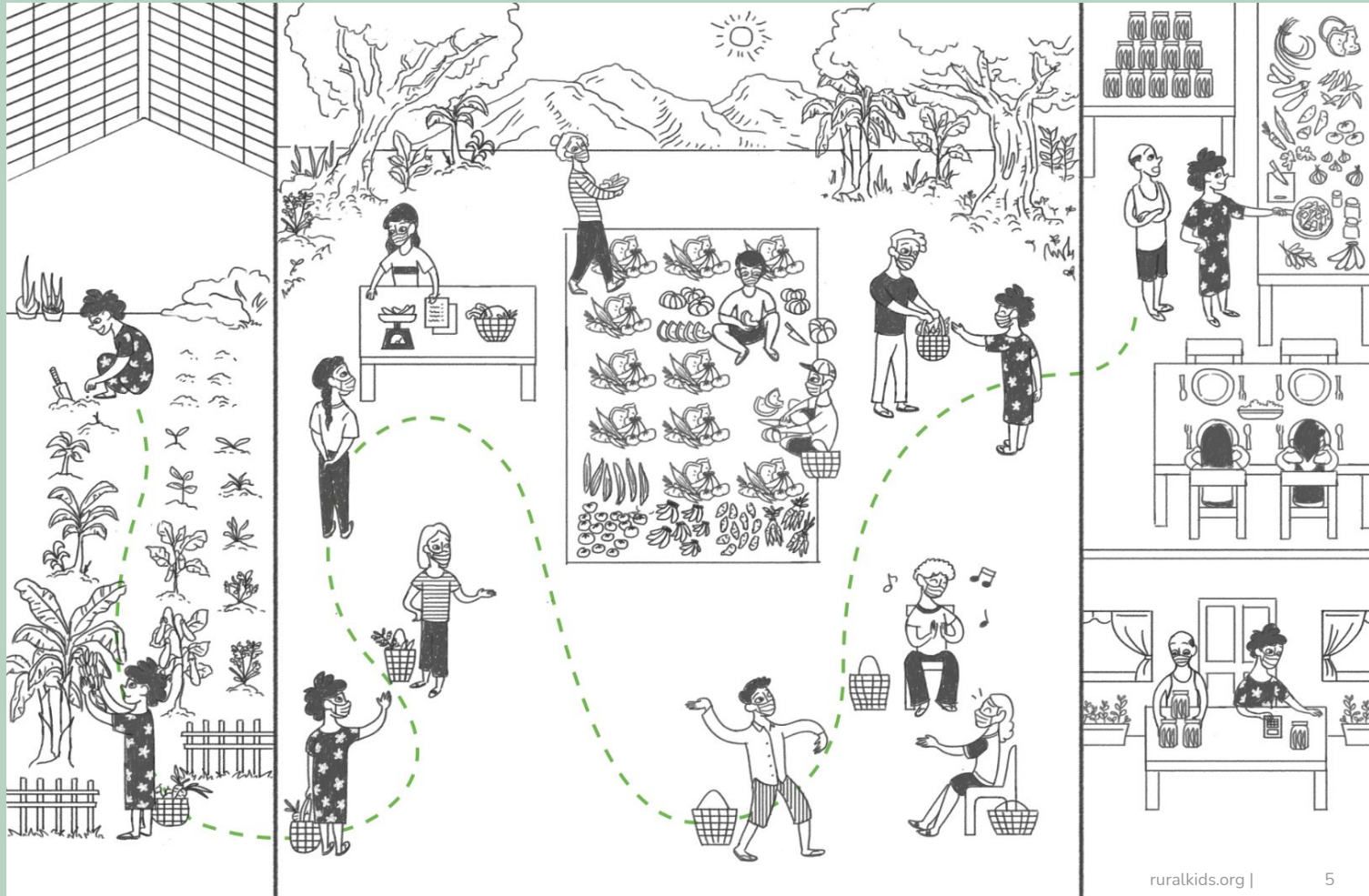
Kapalit | In exchange:

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

held in the open in each
neighborhood

everyone is masked and
“socially distanced”

people are creating fun
together



WHAT WE ACCOMPLISHED IS
NOTHING SHORT OF
AMAZING!

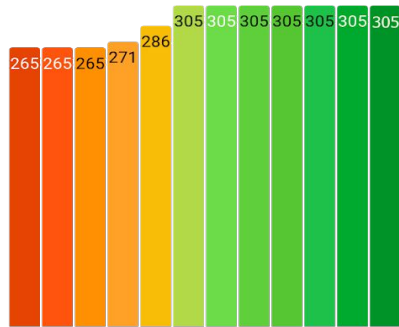
WE SECURED FOOD AND
HEALTH FOR
953 FAMILIES
NOURISHING 3,514 LIVES
WITH OVER
22,962 FAMILY MEALS



WE FOREVER CHANGED COMMUNITIES

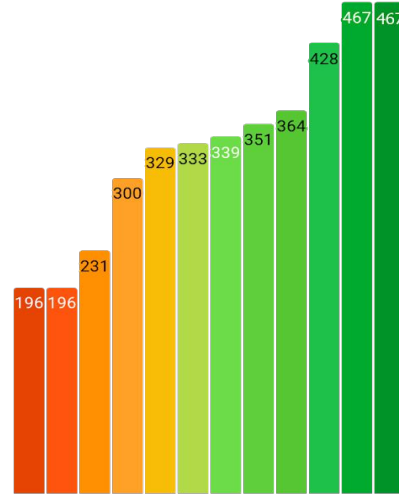
with 83% now gardening!

Traciano
had no hunger for the first
time in decades!

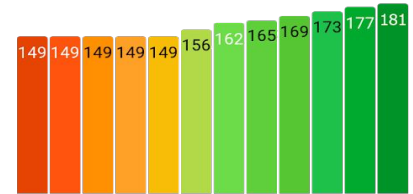


Traciano
100%

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



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%

WE 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, WE UNEARTHED PEOPLE'S PRIDE IN THEIR INNOVATIONS

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



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

BORAC's

Preserving, selling to each other

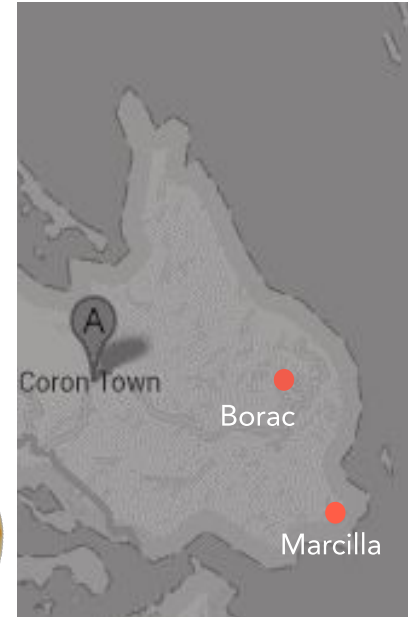
Planning to supply
neighboring Marcilla



Week 7



Week after lockdown



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



WE 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. Nueva 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-iiwanan!



FORM ON FACEBOOK
Be part of Barangay
#WalangGutom!

[SIGN UP](#)

...and finally do PR

We have recently been featured on



We want to:

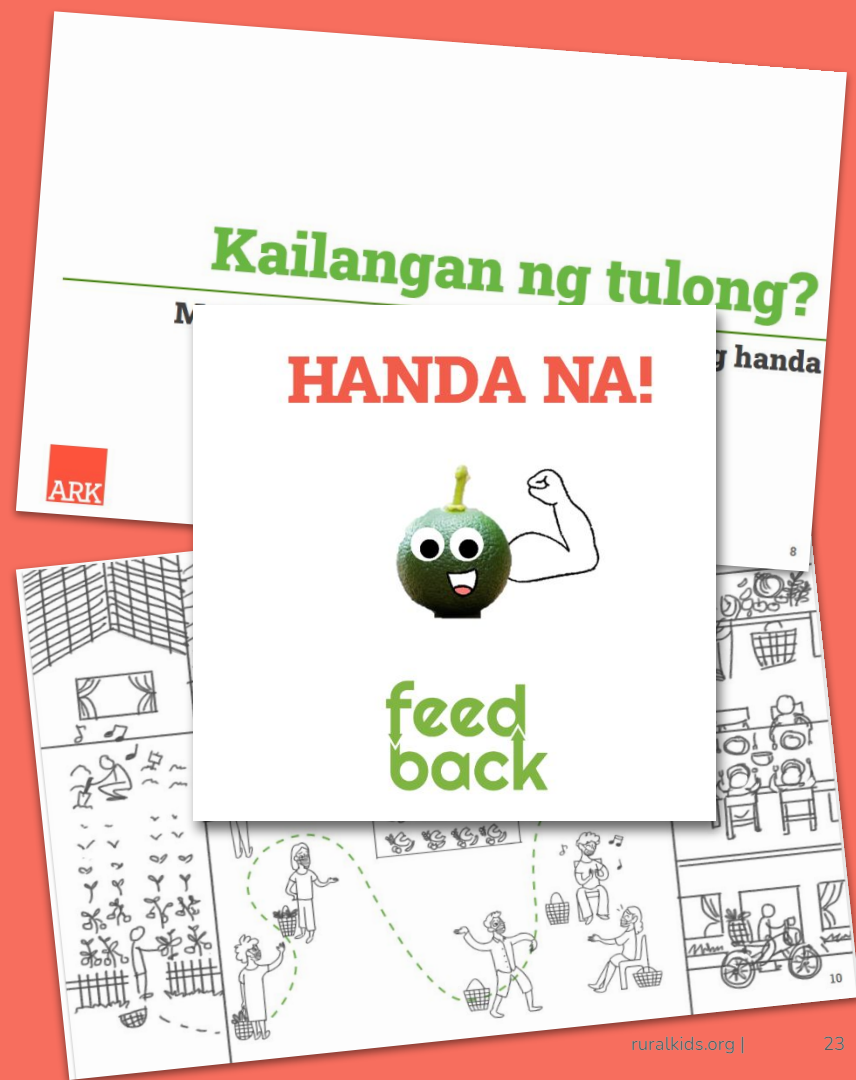
BE SEEN on the **business sections of top news sites** like *Inquirer*, *PhilStar*, and *Rappler* and on **TV programs** like *24 Oras* and *TV Patrol* to reach **potential champions, board members, village leaders and strategic partners**

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*, *Kollective 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.



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

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

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

FB: Advancement for Rural Kids

Email us at partner@ruralkids.org



FACEBOOK

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