

# feed insider back scoop *no surrender!*

September 2 and 3, 2021

FACEBOOK



Milbank



Rotary  
Club of Makati



PILIPINAS  
KONTRA GUTOM



ISA FOUNDATION  
Inspire. Share. Advocate.



THE GREENBAUM  
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"Being A Sponsor Is Signaling To Your An Option"



Google



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HANDS ON  
MANILA  
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The Funny Lion





a vegetable exchange  
held in the neighborhood

creates a guaranteed market  
once a week for 8 to 12 weeks

inspires families to:

- create backyard gardens
- exchange 3 vegetables for their FAIR SHARE of over 20 vegetables





**BRING**  
3 veggies



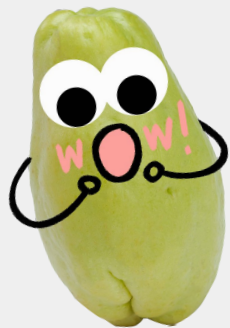
**TAKE HOME**  
20 veggies





# to date, YOU secured

FOOD AND HEALTH OF  
**89% of at risk**  
1,909 FAMILIES



NOURISHED  
**7,643 LIVES**

WITH  
**184,632 MEALS & beyond**

*(this is only what they exchange and in  
excess of what they eat at home)*





# with 7 amazing communities

## and each wave building upon the innovation



**Bogtong**  
Busuanga, Palawan

**Borac**  
Coron, Palawan

**Traciano**  
Dumarao, Capiz

### Wave 1

May 2020 to Oct 2020



**Sto Nino**  
Busuanga, Palawan

**Turda**  
Coron, Palawan

### Wave 2

Nov 2020 to Mar 2021



**San Isidro**  
Busuanga, Palawan

**Quezon**

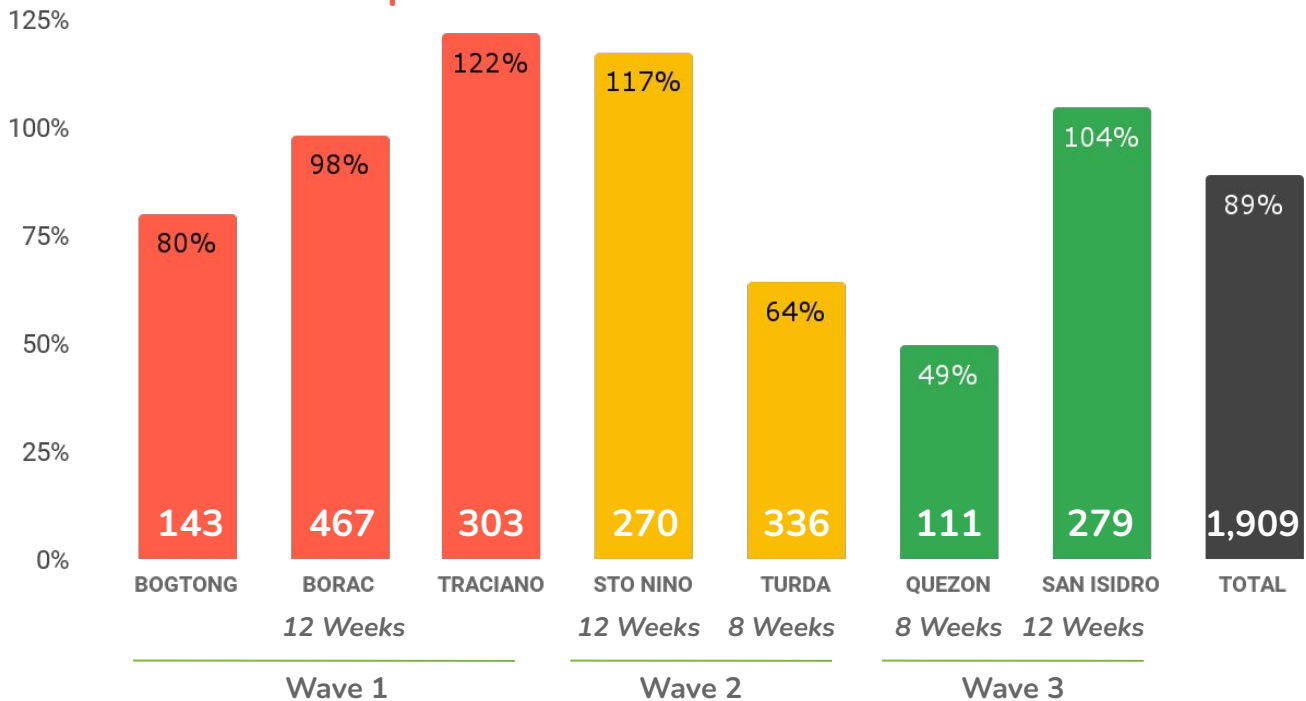
### Wave 3

May 2021 to Jul 2021



# Feed Back reached 89% of at-risk families

penetration of at-risk families





## wave 3

# #nosurrender

Wave 3 proved small island communities can secure their food, invest in themselves, fund **100% of local costs** and still **achieve dreams** despite covid cases, lockdowns and unfavorable weather

FACEBOOK



ARK



## wave 3

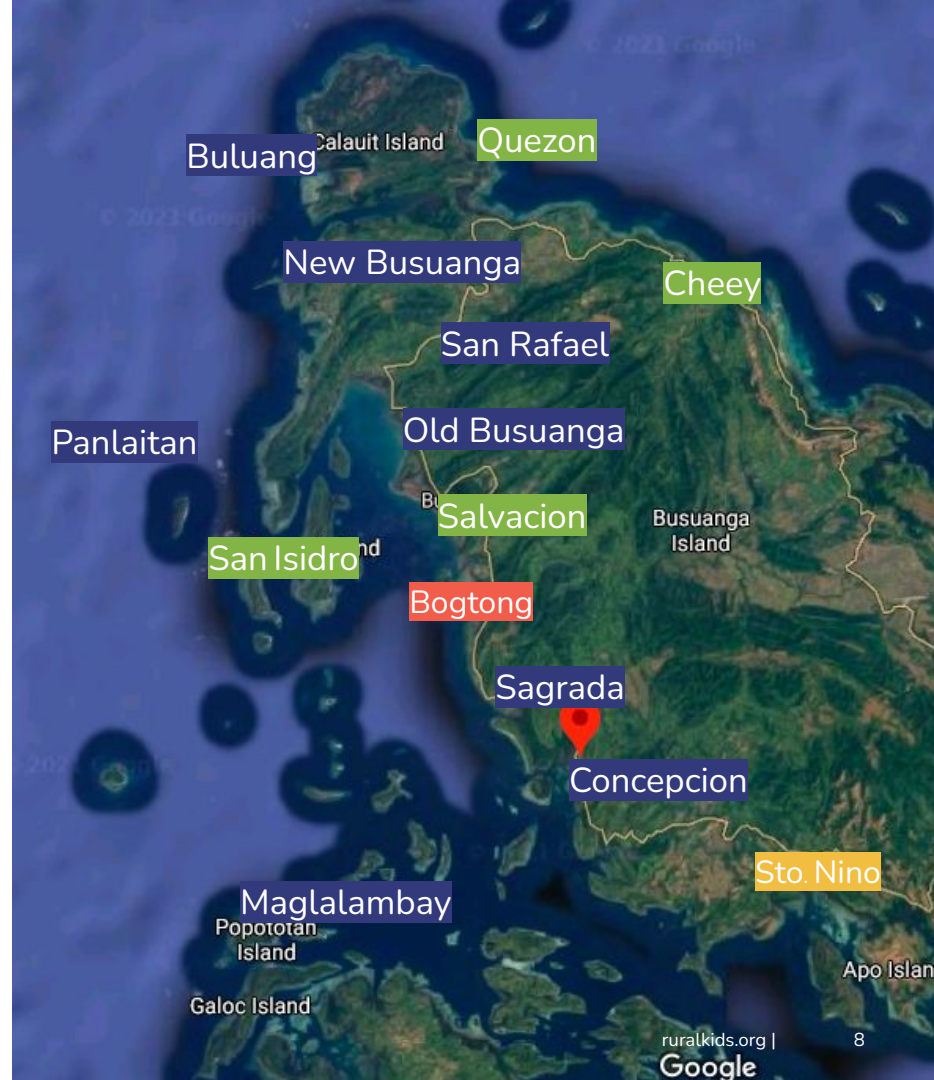
# overcoming a challenging situation

Busuanga MLGOO Sir Joey wants entire municipality to be food secure and do Feed Back

**4 out of 12 barangays (33%) said yes!**

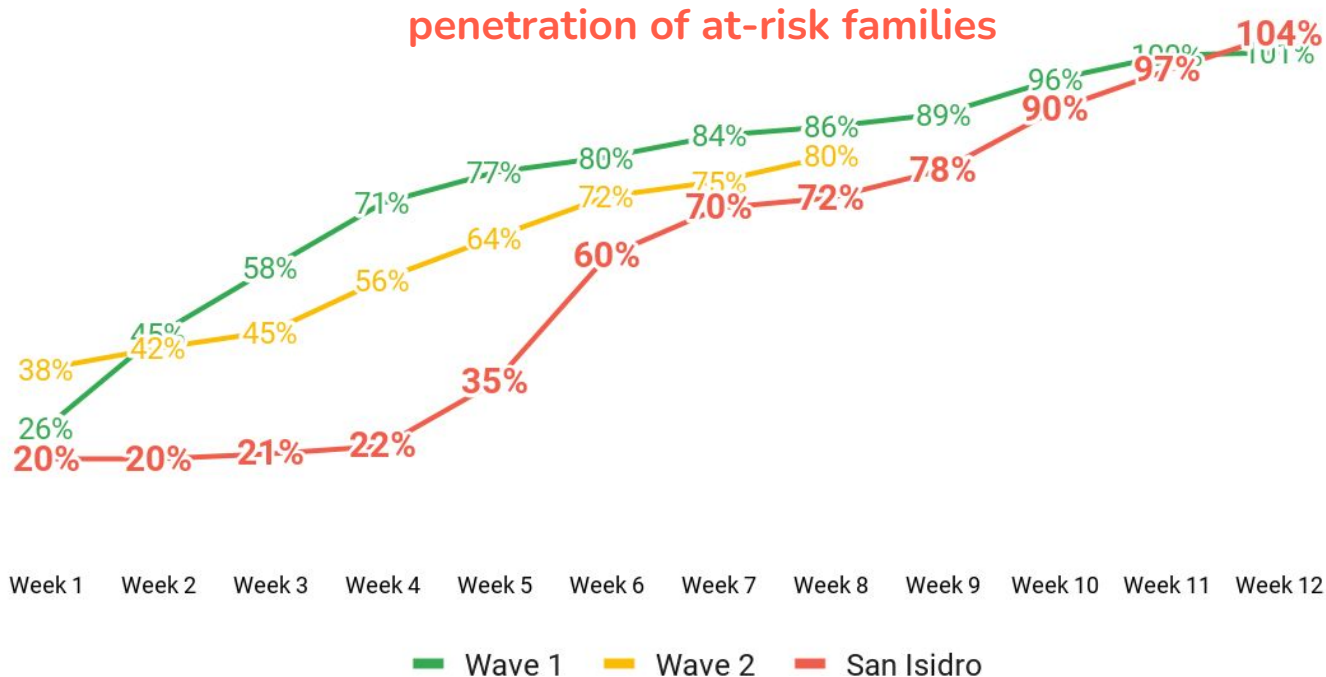
Lack of water in the summer, surging cases and lockdowns prevented others

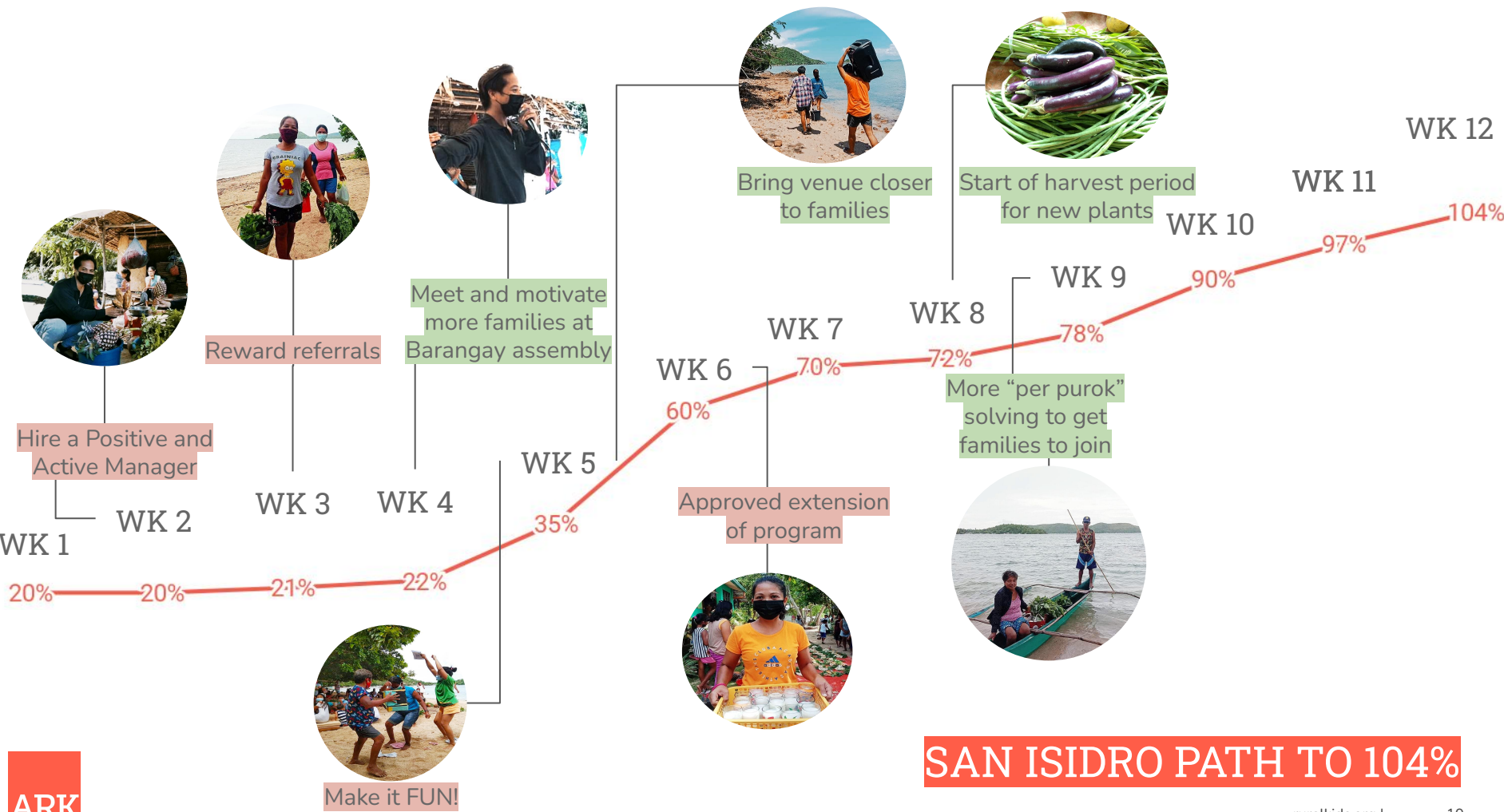
**San Isidro, Quezon and Cheey** pushed through.  
Continuous cases challenged **Salvacion**.





# good leaders, teamwork and diskarte is how San Isidro started with 20% of at-risk, then reached 104%, surpassing their goal



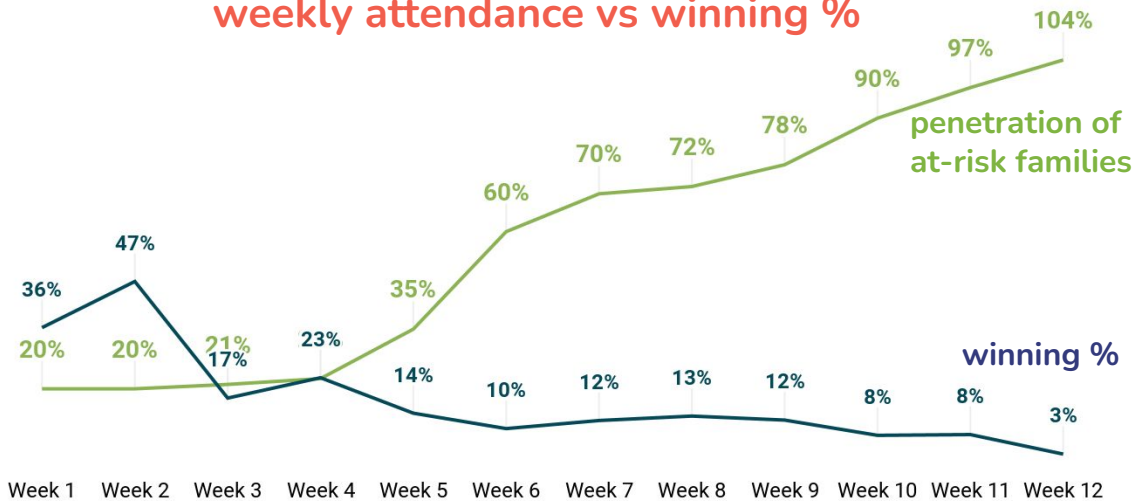


# SAN ISIDRO PATH TO 104%



# low chances of winning? no problem! San Isidro participants looked forward to the fun and vegetables they take home each week

weekly attendance vs winning %



penetration of at-risk families

winning %

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



## San Isidro vegetables reaches neighboring island

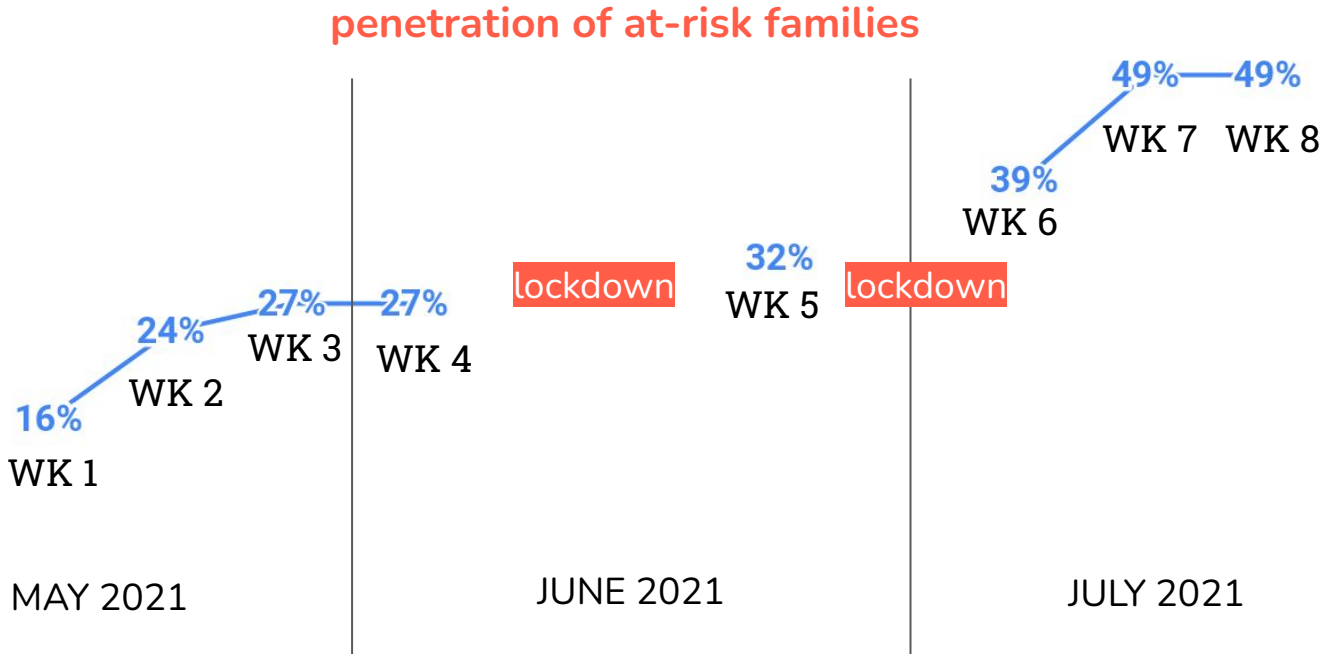
thanks to Feed Back, Jocelyn and Armielo realized that their **excess vegetables can be sold** for extra income.

they started **supplying Panlaitan, a neighboring community** in Busuanga, finding their own *suki* who eagerly waits for them by the seashore





# Cases, lockdowns, seed unavailability made it **more challenging** for Quezon to reach their target at-risk families of 80%



## but it sparked a Quezon-driven innovation: **#BIDA**livery

families helped their neighbors who were unable to leave their homes by bringing their vegetables to the exchange!

Ma'am Geraldine would bring hers and her sister's vegetables to the exchange, then bring back their fair share home, riding a single person boat



and it stirred up their own seed  
crowdsourcing between families  
and across barangays:  
**#BinhiBayanihan**

Bogtong and Sto Nino paid forward by  
sharing seeds from Feed Back graduates.

Experienced farmer and village leader Sir  
Rodel shared seedlings and cuttings with  
his neighbors





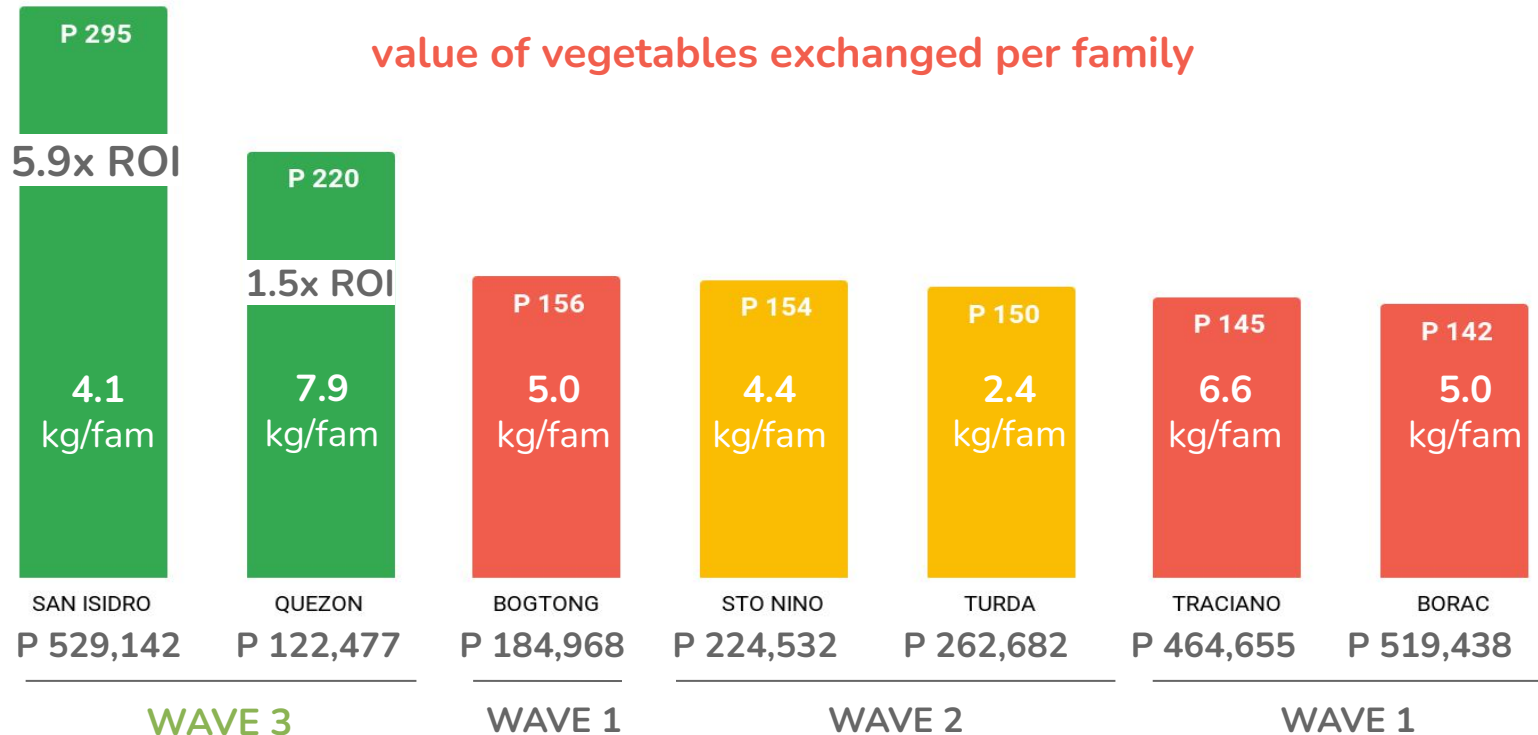
# win or lose it's the vegetables we choose

a group of Feed Back participants called themselves the “never surrender” group-- despite a “losing streak”, they are inspired to plant and attend every exchange week

they know that that they will go home with full baskets to cook delicious and healthy meals



# San Isidro and Quezon families brought the highest value vegetables, with San Isidro reaching almost **6x** their investment!





## wave 4 #gobig #growvertical

ARK is partnering with **communities 2x to 3x** the size than before and in **semi-urban areas** that requires new innovation and **urban gardening-centric** strategies

AQUINO  
Family of Pililla

Google



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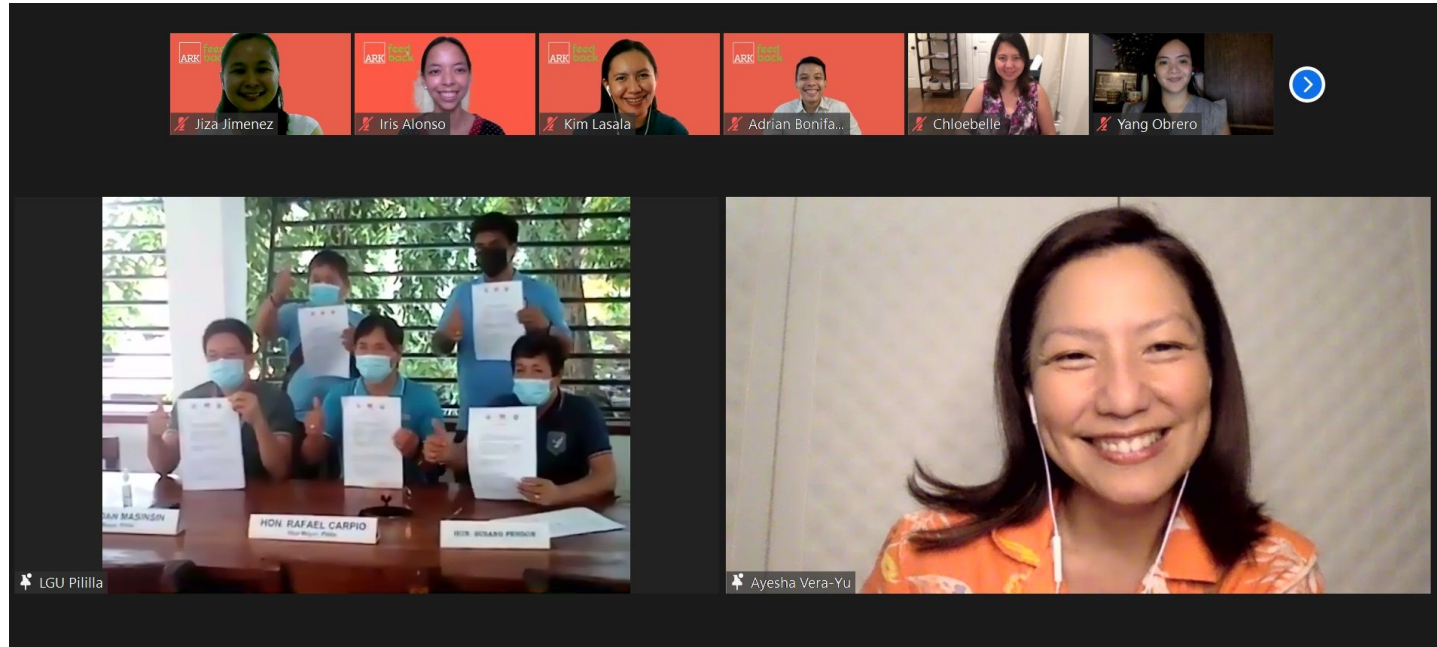




# daring **Wave 4 barangays** have **DOUBLE** the at-risk families POP than previous waves combined

Barangay	CHEEY	PACIANO RIZAL	SAN AGUSTIN	STO DOMINGO	NIOGAN	WAWA	TOTAL
Municipality	Busuanga, Palawan		Bay, Laguna			Pililla, Rizal	-
Total Families	726	1,520	468	2,990	1,367	1,099	8,170
At-risk families	425	704	249	1,406	760	436	3,980
Sign-ups (families)	258	291	147	524	268	227	1,715
Sign-ups (% at-risk)	61%	41%	59%	37%	35%	52%	43%
Start date	Sept 7	Sept 4	TBD	Sept 7	Sept 16	Sept 23	-

**wave 4 is the model for scale.** signals first official partnership on a municipal level, with true 50/50 co-investment between ARK/Champion and community



# the first stress-test of ARK's scaling strategy, using **1:6 scaling ratio** and engaging via **joint workshops and DIY playbooks**



**ARK feed back**

## MAY BINHI NA? ITANIM AGAD!

### SAAN PWEDE MAGPUNLA?

nirolyong dyaryo

rolyo ng tisyu

lumang karton

balat ng prutas

Tray or shell ng itlog

plastic o paper cups

**PSST! WAG KALIMUTAN...**

- Lagyan ng maliit na butas ang ilalim ng tray o lagayan
- Gumamit ng spray bottle, o kaya gamitin ang kamay para magwisik ng tubig
- Ilipat ang seedling sa mas malaking paso o lagayan 'pag mayroong 4+ na bagong dahon o "true leaves"
- Maglipat sa gabi para hindi ma-stress ang seedling sa init

1





**floods and lockdowns in  
NCR-adjacent Laguna  
and Pililla delays launch  
of wave 4**

**communities do **Feed  
Back** dry runs to  
encourage families to  
keep planting and test  
operational plan**



## with new territory comes new diskartes!

crash course in farming, with  
special focus on **vertical  
gardening**

**ARK BIDA Club** as online  
engagement tool

milestone rewards for  
**innovative solutions**





# Paciano Rizal innovates with first ever **virtual Feed Back**

communities to experience  
the fun and vegetable  
sharing from safety of  
homes





wave 5

# Feed Back goes to Negros Oriental!

43% of the people live below the poverty line, 2x the national average

One of the highest malnutrition and stunting incidence in the country

85% of total crop production is sugarcane

**VILLACORTA**  
Family of Negros

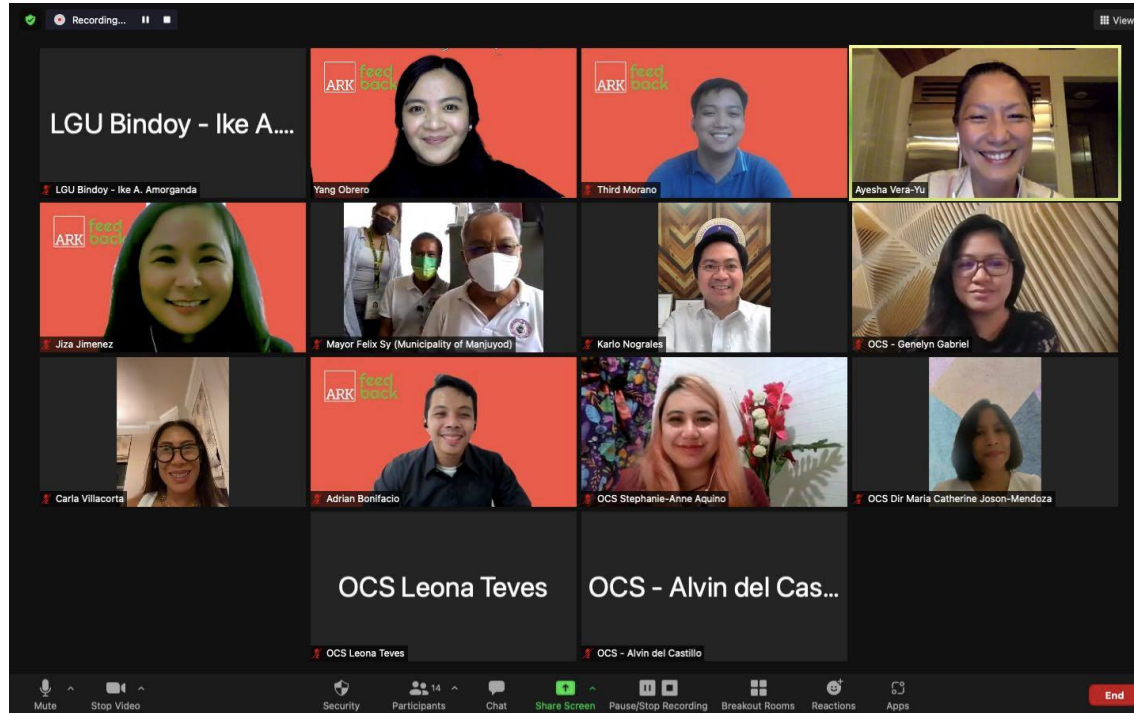
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Club of Makati



**PILIPINAS**  
KONTRA GUTOM

**GUERRERO**  
Family of Ilocos Sur

# Wave 5 is on time; with first online roadshow a success! 4 municipalities and 20 barangays WANT Feed Back



# Interested mayors and kapitans are excited and already prepping!

La Libertad is procuring **Php 600,000 worth of seeds** for 29 barangays, prioritizing Feed Back participants.

6 agricultural technicians are now on standby; MAO will gift water systems.

**Kapitan Glory of San Jose** leads the charge in doing council discussions and seed distribution in her barangay





# back to Wave 1. Families are still food secure a year after!

## 94% of Traciano families are still planting! No hunger for 2nd year in a row!

- Provided food for the family
- Lowered household expenses
- Provided additional income
- Gardening became a hobby

“Kahit wala pa akong hawak na budget, gagawan ko ng paraan,” said Kap Saldo of Traciano on co-investing in ARKita Kita, as families get excited to learn business skills.



# Community Storytellers Campaign

A person wearing a black t-shirt, a black cap, and a large yellow backpack is seen from behind, sitting on a boat. The boat is on a river or stream, surrounded by lush green trees and foliage. The water is calm, reflecting the surrounding greenery.

Each barangay now has **community storytellers** that provided easier access to personal stories of transformation and participants' insights.

Through their outputs, we have shared over **50 community stories**, reaching **27.9k people on Facebook**, and **1,178 accounts on Instagram**.

# more great news

- ARK is now part of **Ashoka**, global network of pioneering social entrepreneurs
- Our partners, **ISA Foundation**, **GT Foundation** and **Hands on Manila** from the 1st wave of Feed Back re-invested





# dream

share Feed Back  
to **150 communities**

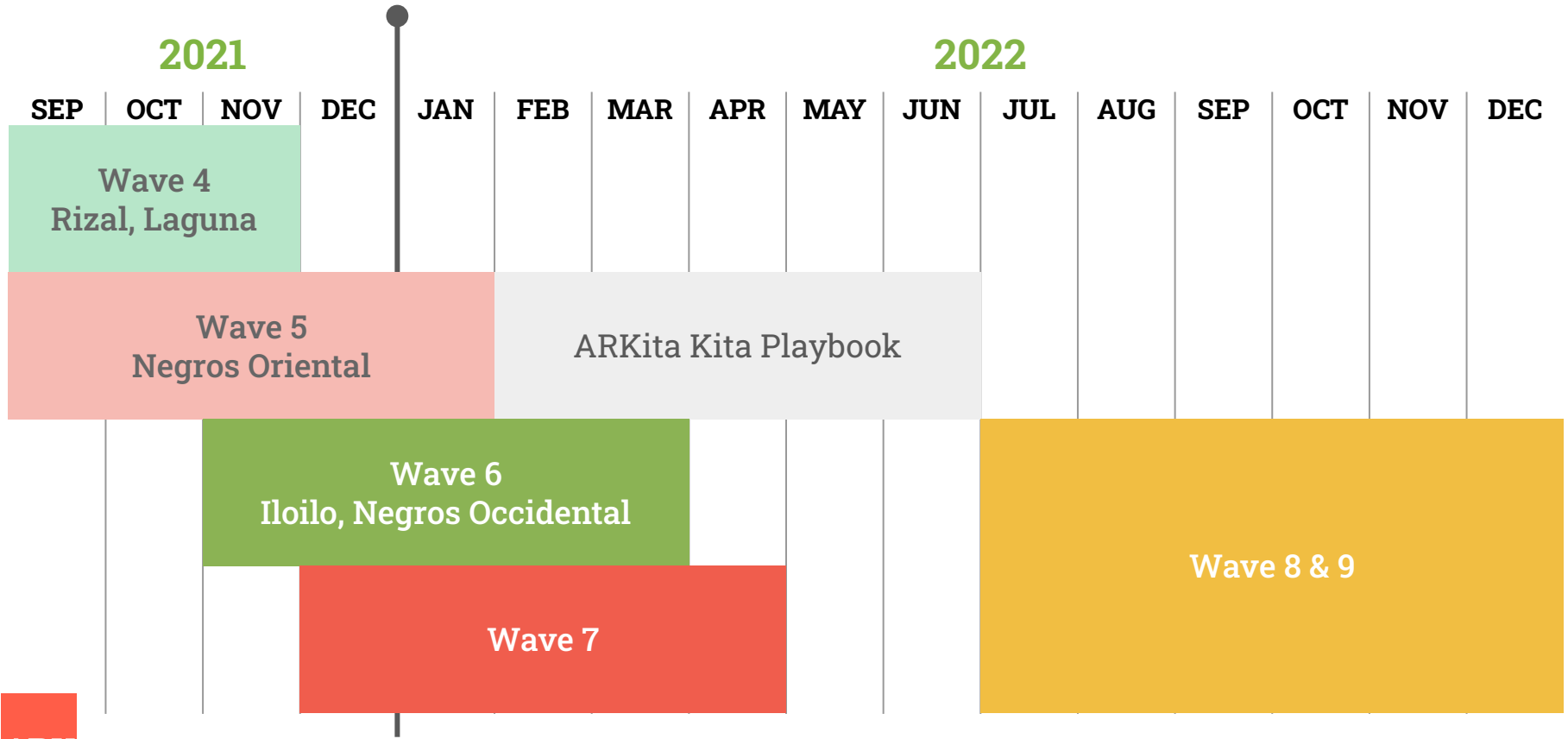
transform over  
**quarter million lives in 2 years**

and in waves,  
prioritize areas with Champions,  
commercialize PlayBook and  
franchise impact reporting

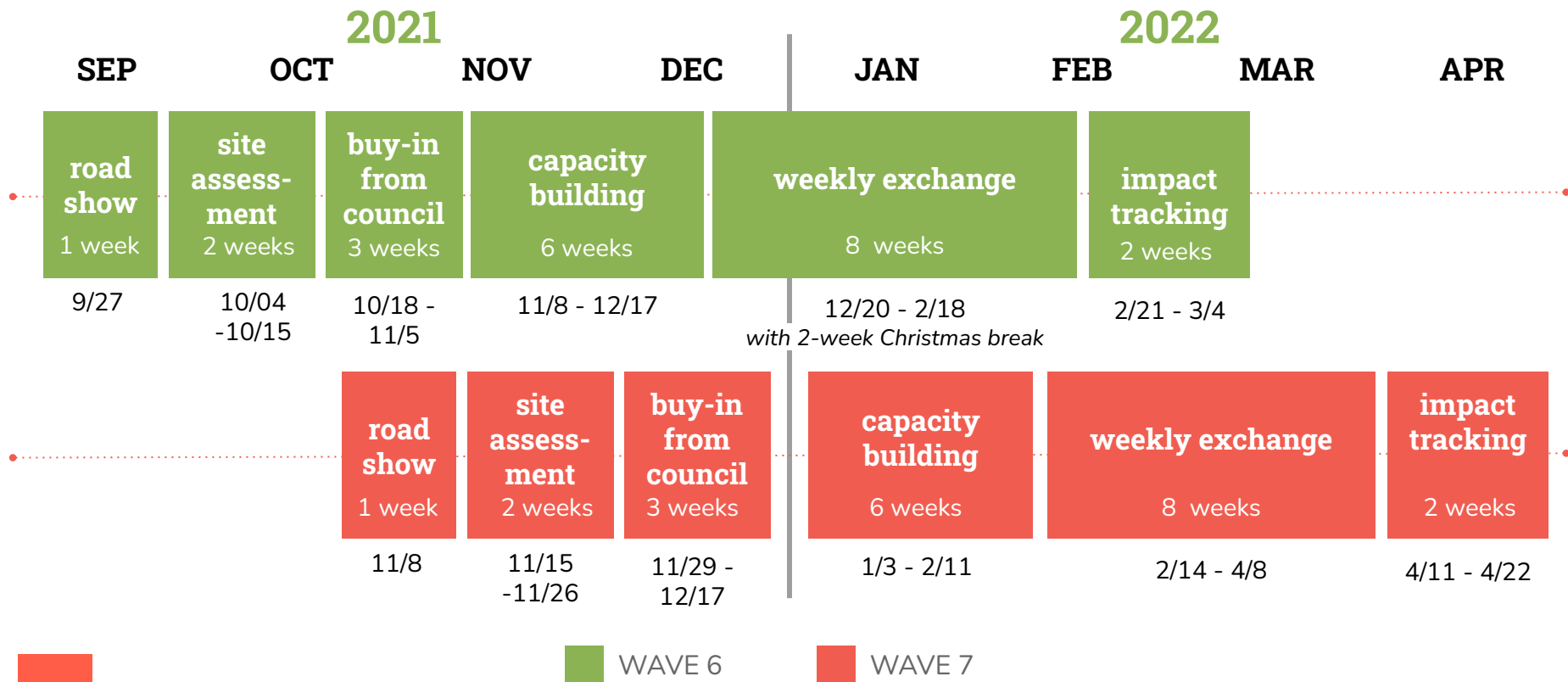
Launch ARKita Kita



# Waves Timeline



# Wave 6 and Wave 7 timeline





**meet  
awesome  
leaders and  
your partners**



# San Isidro Leaders



**Kapitan Feli**  
Village Leader



**Jimson**  
Manager



**Archival**  
Manager

# Quezon Leaders



**Kapitan Jay**  
Village Leader



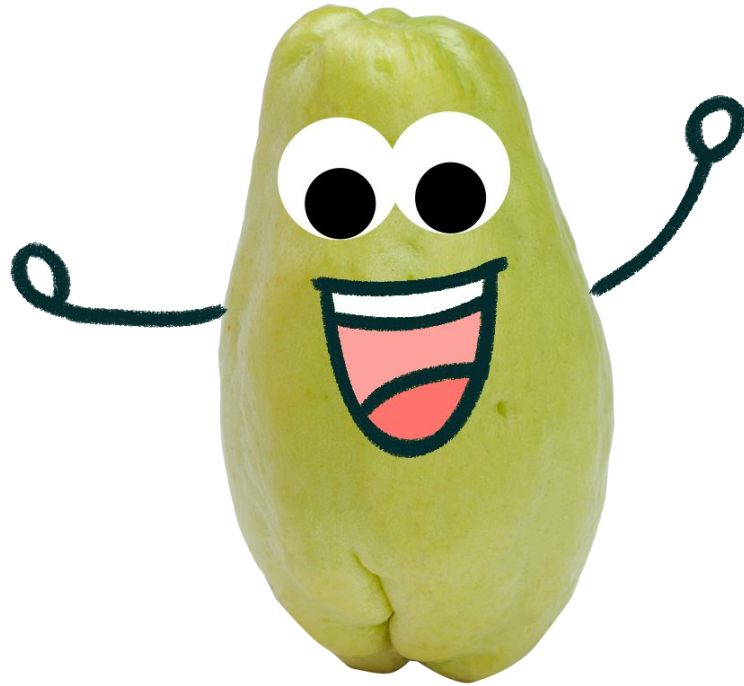
**Liza**  
Manager



**Rodel**  
Purok Leader  
Storyteller



# Q&A



# thank you!



**other slides**

*<hidden>*



# appendix

Indicator	WAVE 1			WAVE 2		WAVE 3	
	Bogtong	Borac	Traciano	Sto Nino	Turda	San Isidro	Quezon
Total kilos of vegetables	5,897	16,773	20,291	6,844	4,511	7,345	4,376
Average kilo/family/wk	5.0	5.0	6.6	4.4	2.4	4.1	7.9
Types of vegetables and fruits	67	73	78	80	69	71	66
Average # of vegetables and fruits exchanged weekly	29	35	43	40	36	30	34

# jawdropping #s

	WAVE 1	WAVE 2	WAVE 3	TOTAL	WAVE 4	WAVE 5	with Projection
# Communities	3	2	2	7	6	12	25
% penetration	101%	80%	79%	89%	80%	80%	82%
Nourished lives	3,322	2,685	1,636	7,643	10,580	13,440	31,663
Meals created	93,525	38,977	52,130	184,632	63,954	81,242	329,827
Kilos exchanged	42,961	11,355	11,721	66,037	91,497	116,230	273,763
Value exchanged	P 1,169,061	P 487,214	P 651,619	P 2,307,895	P 3,197,685	P 4,062,088	P 9,567,668
in USD	\$ 24,355	\$ 10,150	\$ 13,575	\$ 48,081	\$ 66,618	\$ 84,627	\$ 199,326



# Quezon jump started entrepreneurial dreams



Ma'am Teresita from Quezon joined Feed Back, bringing her harvest from her backyard: indian mango and pineapples.

In exchange, she was able to take home a variety of vegetables and fruits, including cassava!

She turned the cassava into *janbols* and sold it to her neighbors. With the earnings, she bought vegetable seeds and planted more at home.

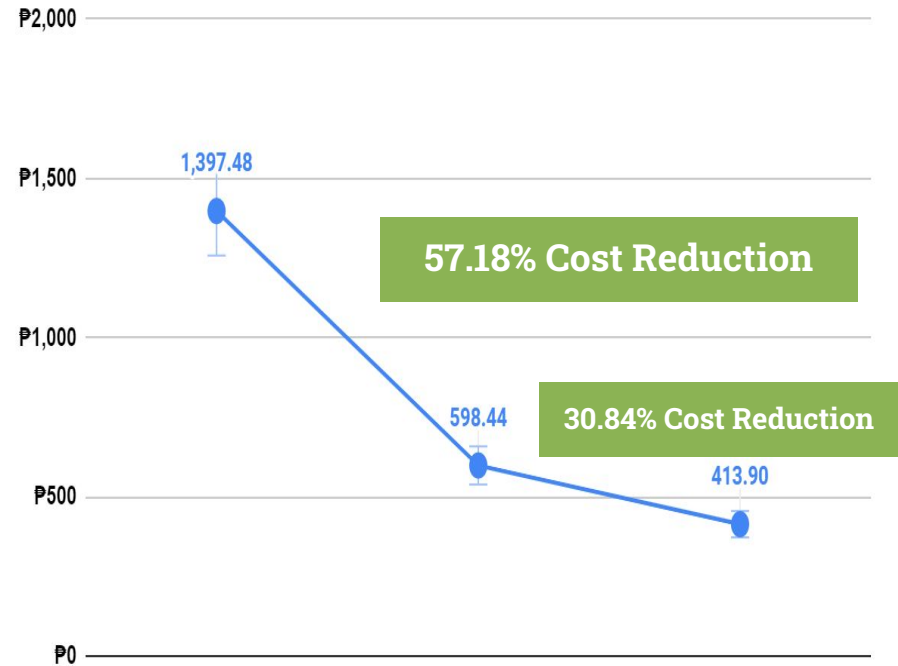


# Scheme more for efficient FeedBack partnerships...

## TOTAL FEEDBACK COST



## COST per FAMILY



## For context on San Isidro slide:

### Diskartes applied:

- W2: Changed to more positive and bibo manager
- W3: Start of **hatak award** (participant with the highest number of new recruits receives a prize)
- W4: Managers did a **speech during the Barangay Assembly** to promote the program
- W5: **Changed venue** for Purok 4 to be closer to most of the residential areas, asked Head Teacher (Sir Mario) to do an **inspirational speech, storyteller interview** for sign-ups who never attended
- W6: Hatak awardee got 7 recruits, **shared extension, storyteller interview** for non sign-ups
- W9: Drafted a resolution to make planting vegetables at home and participation in Feed Back a Barangay ordinance. Managers and Purok Leaders schemed new diskartes with each purok. Purok 3 identified a Sitio Nihad as area with several families but struggle to attend because of distance.



For context on BIDASerye slide:

## Discoveries from the field

1. New community diskartes
2. Attendance barriers
3. Feedback from non-participants
4. Stories of individual greatness
5. Where Feed Back haul goes



# Busuanga communities are investing in **THEMSELVES**

Quezon, and San Isidro raised 100% of field expenses for Week 1-8.

San Isidro exchanged around P400k of vegetables and fruits, **4.3x** of field expenses;

while Quezon exchanged over P120k, **1.6x** their field expenses.

Sto Nino and Bogtong shared seeds to help Quezon in planting.



Through the storytellers, we have shared over **50 community stories**, reaching **27.9k people** on Facebook, and **1,178 accounts** on Instagram.

+ 365% more accounts not following ARK

+ 97 new followers on FB

+ 36 new followers on IG

New content posted on weekdays

