

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
FOUNDATION
"Being A Sponsor Is Signifying To Not Be Open"



Google



SYSU International, Inc.



HANDS ON
MANILA
FOUNDATION, INC.



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

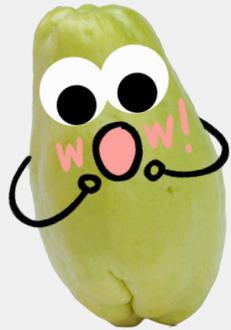


TAKE HOME
20 veggies



to date, YOU secured

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



NOURISHED
7,643 LIVES

WITH
184,632 MEALS & beyond

ARK

as of August 27, 2021

*(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

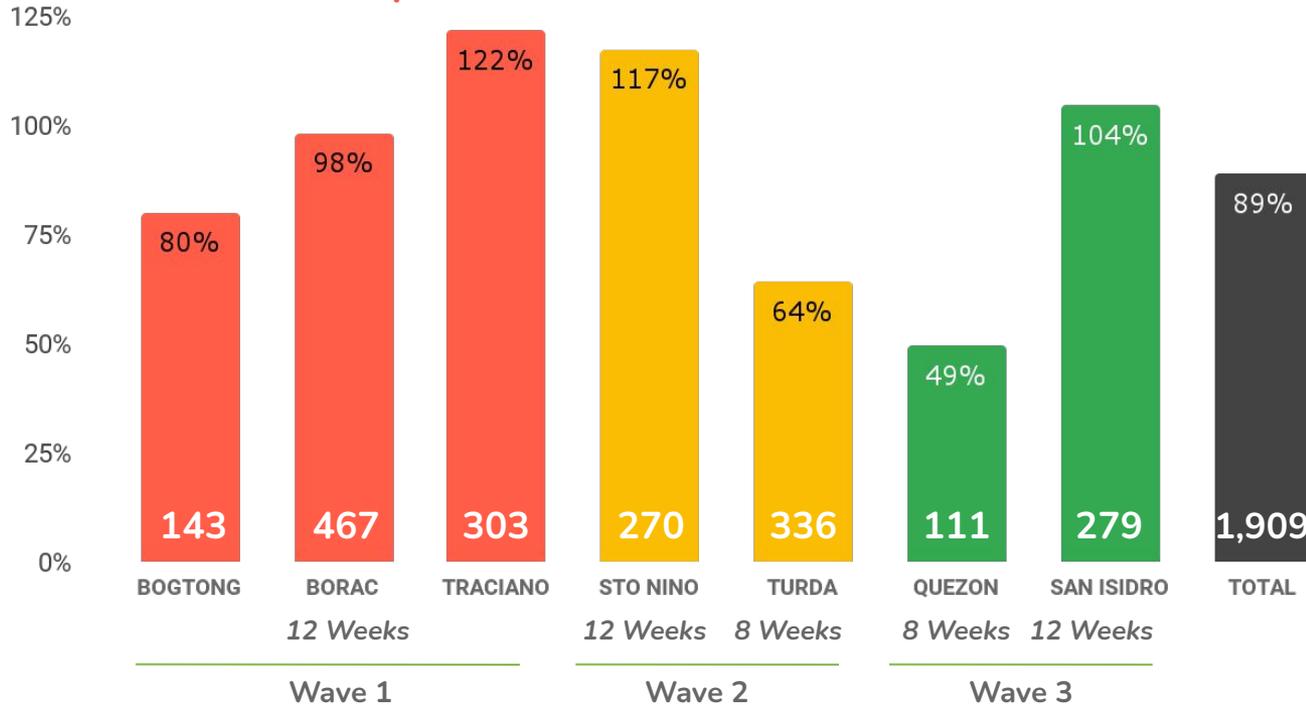
Wave 3

May 2021 to Jul 2021



Feed Back reaches 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



wave 3

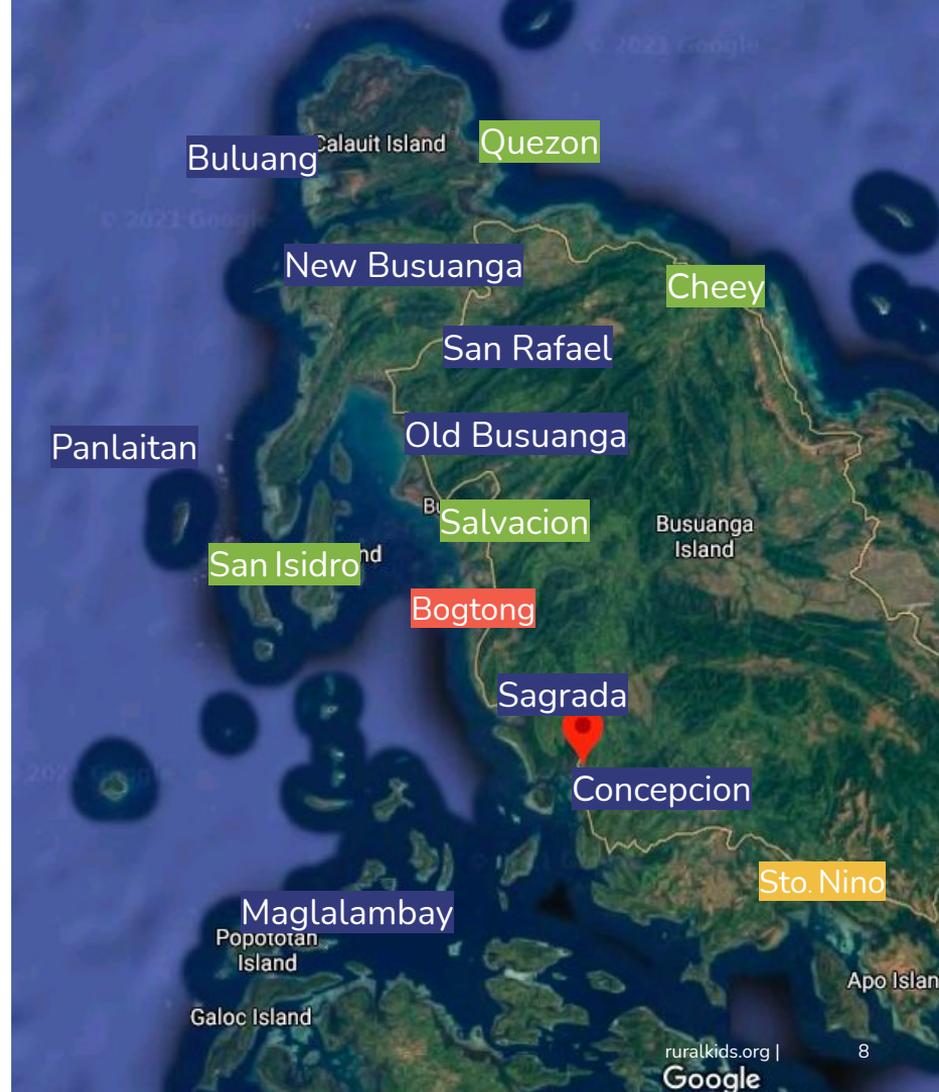
overcoming a challenging situation

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

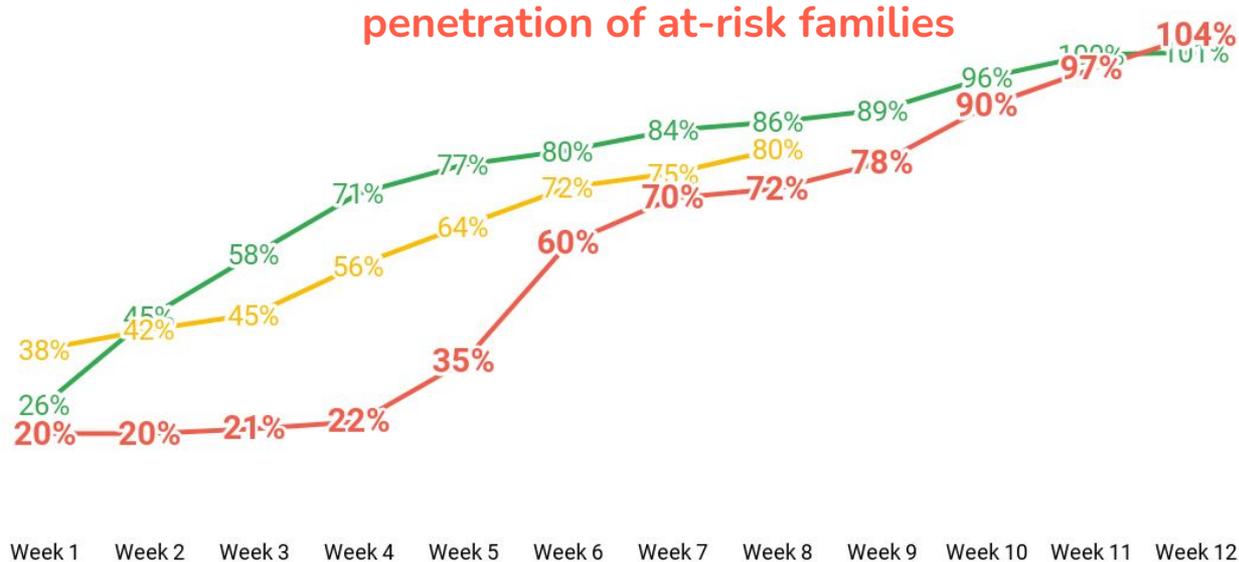
4 out of 12 barangays (33%) said yes!

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

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



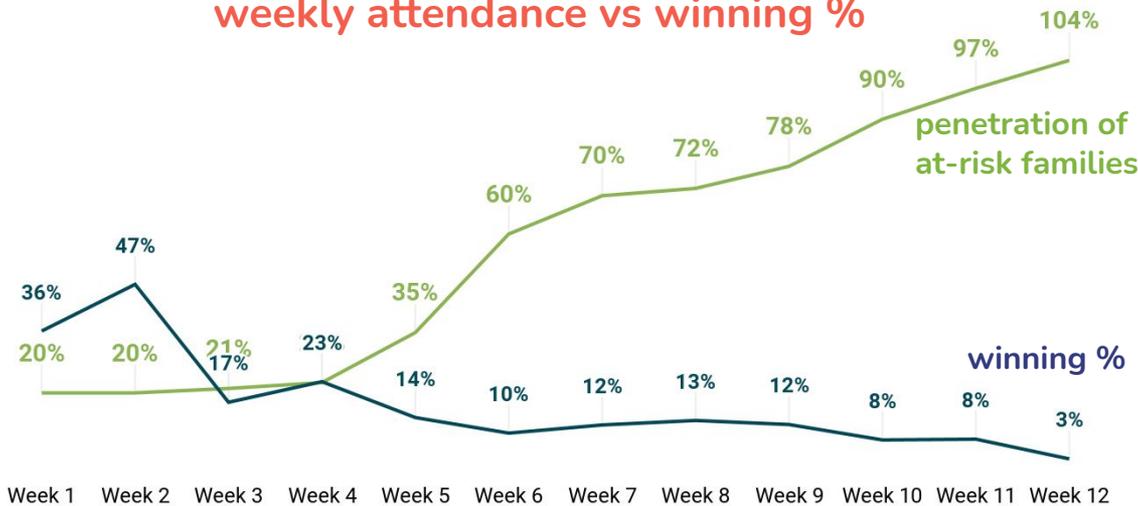
good leaders, teamwork and diskarte is how San Isidro started with 20% of at-risk, then reached 104%, surpassing their goal





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



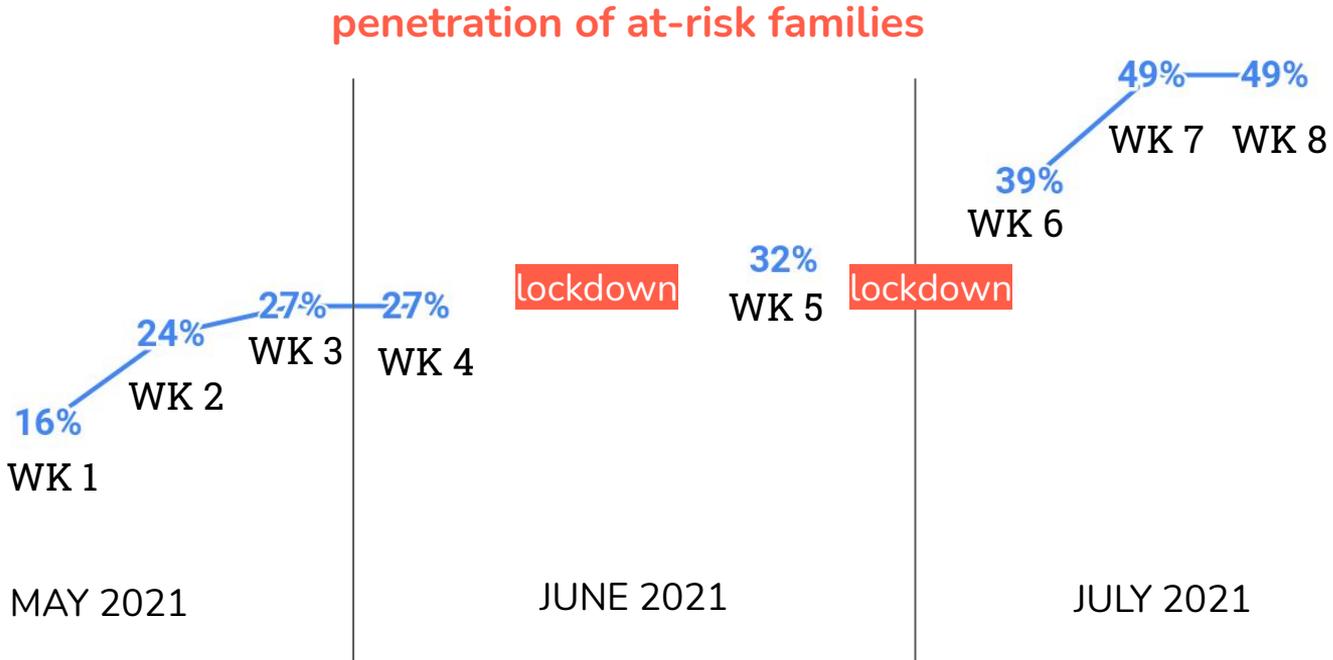
San Isidro vegetables reaches neighboring island

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



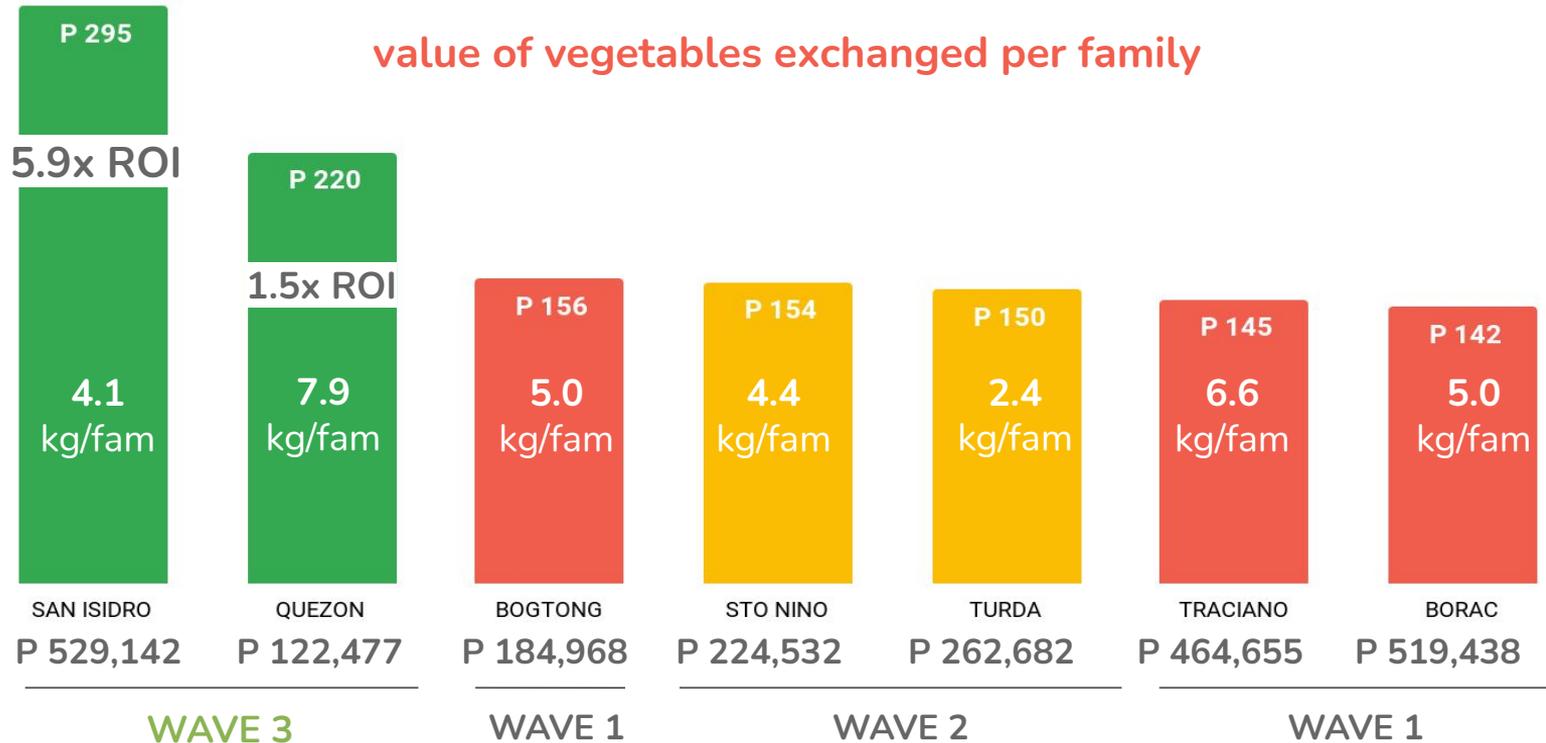
win or lose it's the vegetables we choose

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



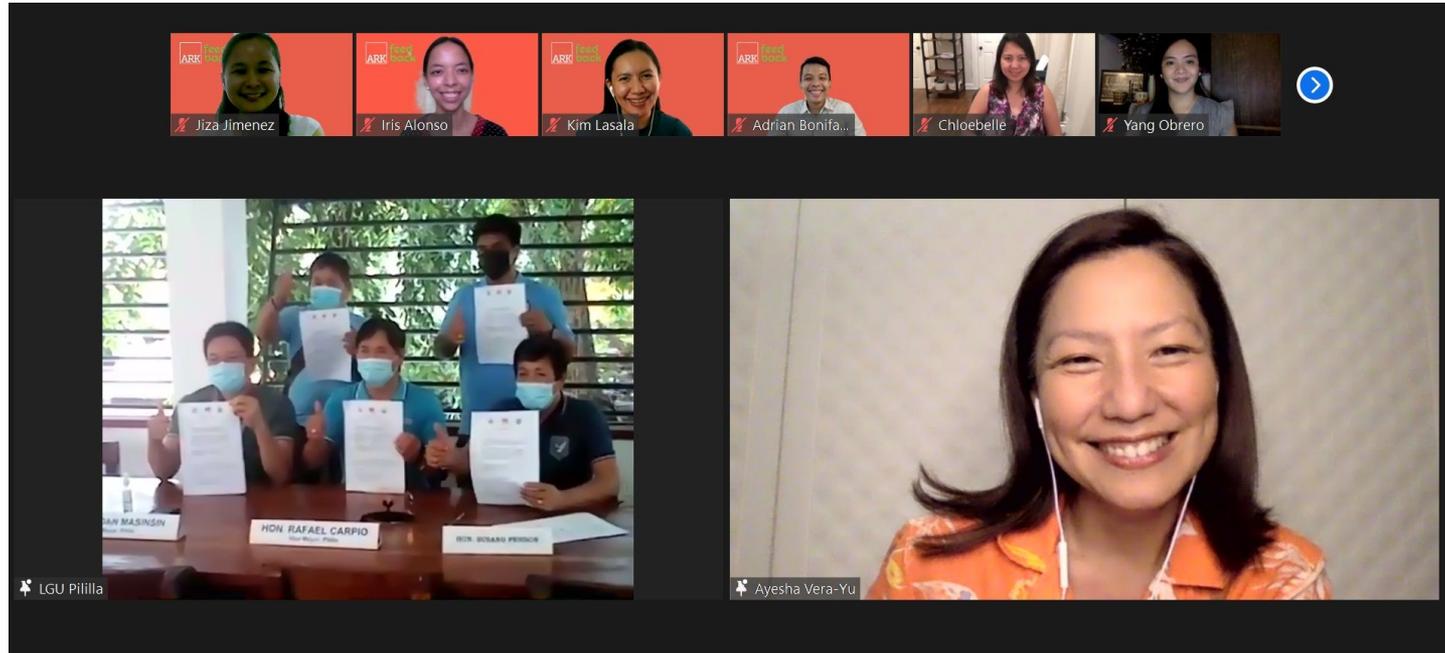
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daring **Wave 4 barangays** have **DOUBLE** the at-risk families POP than previous waves combined

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

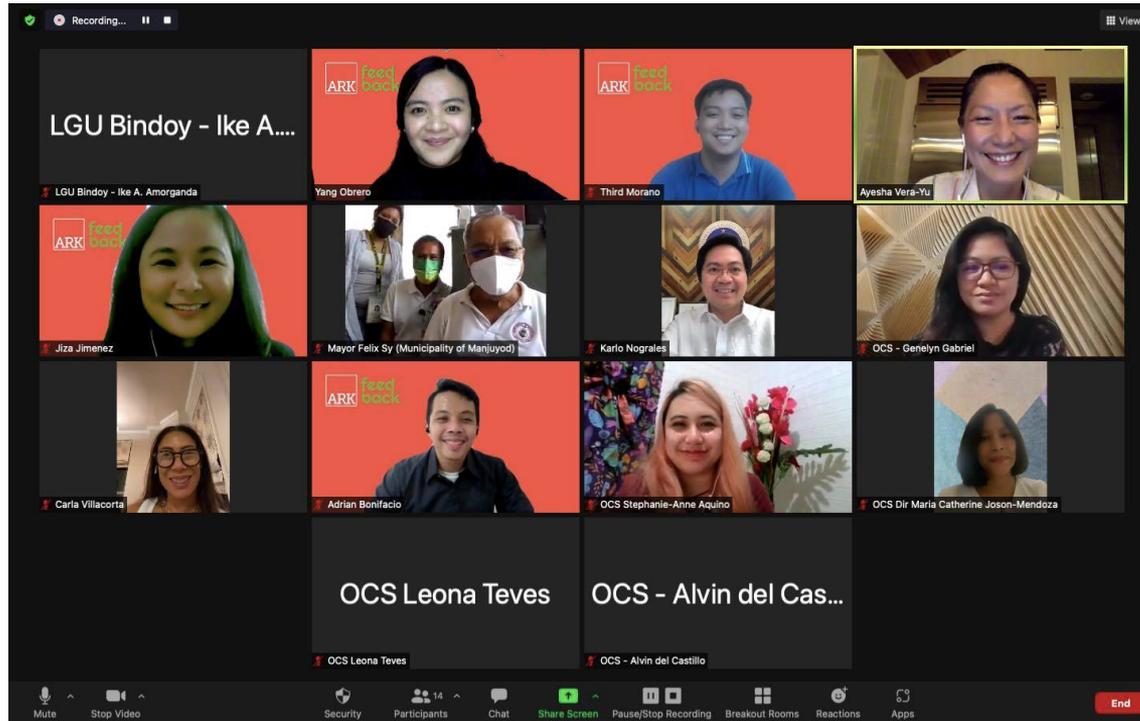
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GUERRERO
Family of Ilocos Sur

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.**



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**

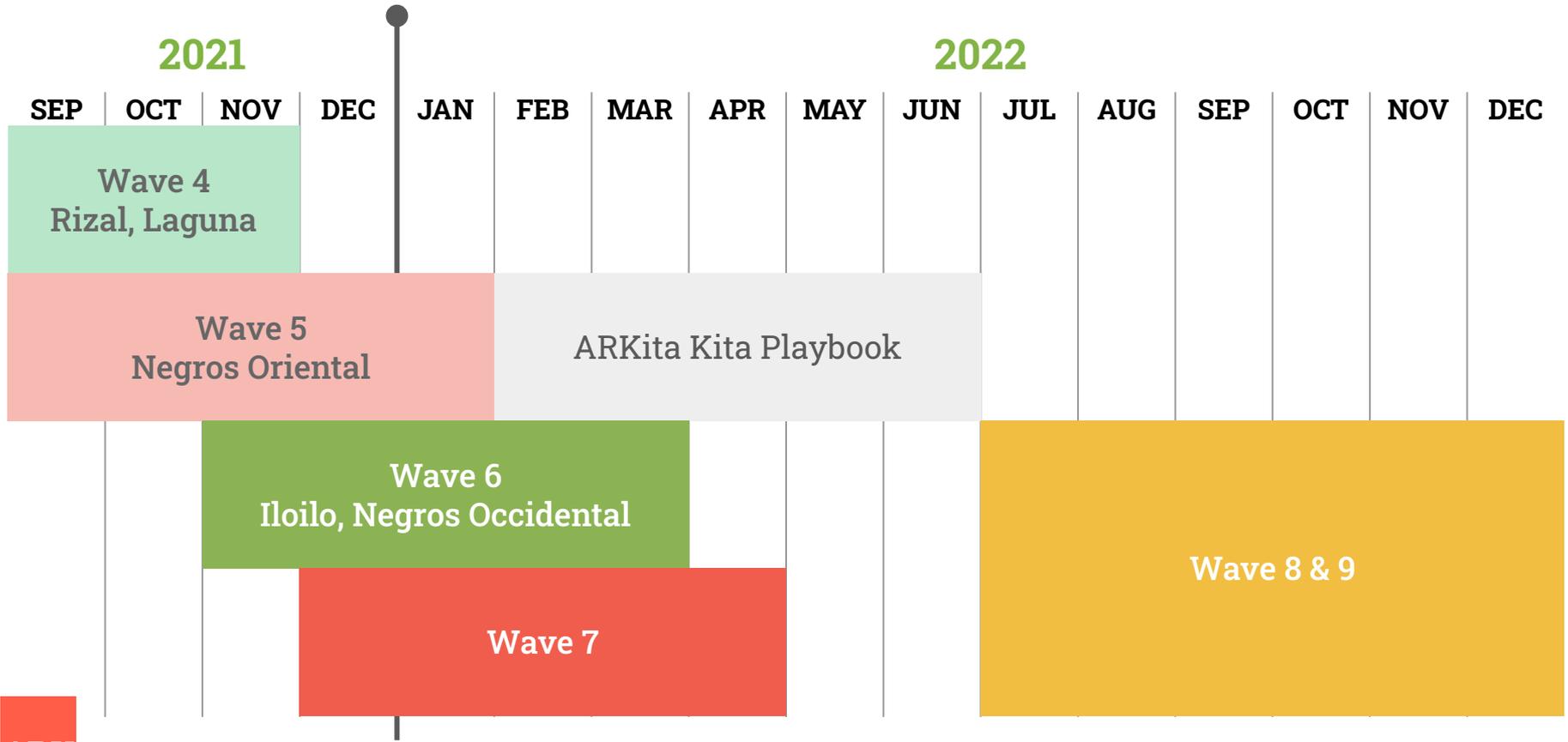
transform over
quarter million lives in 2 years

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

Launch ARKita Kita



Waves Timeline



thank you!

