

2022

THE FACE-TO-FACE PROJECT ANNUAL REPORT



VICTORY GARDENS
THE FACE-TO-FACE PROJECT

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Dear Face-to-Face Friends,

As F2F now leads 26,000 families to have more food, savings, and income from victory gardens, we're keenly aware that individual donors and smaller foundations have made our success possible. You've allowed us to grow in ways that transformed our understanding of what works and doesn't work in charity.

What doesn't work are programs that rely on other factors for success — factors such as a stable and balanced economy, fair governments, or good weather.

What does work is this — strengthening the resiliency of the poorest and most disadvantaged by giving them the chance to strengthen themselves.

Everyone everywhere benefits by believing in themselves.

In Malawi, a family replaced their mud shack with a brick house from savings and proceeds from their victory garden.

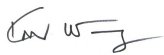
In Cambodia, a man who lost his leg in a landmine used his garden to feed his family and earn income; that enabled him to regain his dignity as a contributing member of the community.

These are just two of thousands of examples of families who have transformed their lives because of their victory gardens. The gardens are a strategy that empowers them to be resilient to the challenges ahead — climate change-related damaging weather, market instability, overwhelming unfairness that burdens the poor.

Grow your own food. It's a beautifully simple idea that's relevant to our unpredictable, challenging times.

With your help, we'll continue striving to reach thousands more families in need.

Very best,



Ken Wong, Executive Director



January 2022: Executive Director Ken Wong pictured with Dy Sokhom in her Victory Garden in Cambodia.

MISSION

At the Face-to-Face Project (F2F), we believe the best way to break the cycle of poverty is to nurture self-reliance, and the first step toward self-reliance is to make food security accessible to everyone. Our Victory Garden Campaign aims to mobilize rural grassroots communities in Malawi and Cambodia to achieve sustainable solutions in the fight against hunger and poverty. Through creating high-yield, low-cost victory gardens, families can reduce the risk of relying on one crop, learn how to grow enough food to eat, increase income by selling surplus food, improve nutrition, and lead healthy and fulfilling lives. Along the way, people begin changing the way they think about food security, nutrition, charity, climate change, and family and community resiliency.

VISION

We envision a world in which people and their communities rely on themselves to end hunger and poverty.

IMPACT

26,000

OF FAMILIES WITH GARDENS

120,000

OF PEOPLE DIRECTLY
BENEFITTING FROM GARDENS

394

OF COMMUNITIES WITH
GARDENS

391

OF FACE-TO-FACE GARDEN FACILITATORS & FIELD OFFICERS

78

OF GARDEN FACILITATOR TEAMS

14

OF FACE-TO-FACE STAFF (US, Malawi, Cambodia)



YEAR IN REVIEW

Many parts of the world are still grappling with the economic problems brought on by the Covid pandemic. Those concerns, coupled with the issues of ongoing climate change and the rise in global food prices due to the war in Ukraine, have all added to the difficulties for many living in already tough situations.

At F2F we've been working hard to combat these challenges by expanding our Victory Garden Campaign in Cambodia and Malawi.

For villagers to lift themselves out of extreme poverty, they must fulfill three basic needs:

1. **FOOD FOR TODAY:** People need an adequate supply of food every day.
2. **INCOME FOR TOMORROW:** People need to make enough money to pay for necessities.
3. **SAFETY NET FOR THE FUTURE:** People need a back-up plan in case of emergency.

When villagers cover these needs, they develop resilience against the never-ending onslaught of challenges that keep them in poverty. For villagers, beating hunger and poverty requires a strategy for today, tomorrow, and the future.

VICTORY GARDENS IMPROVING COMMUNITIES IN WONDROUS WAYS

Victory Gardens do much more than helping families grow their own food. Often in surprising, wondrous ways, communities improve quality of life as large numbers of families beat hunger and instead save money, earn income, and gain resiliency and stability because of their gardens.



Communities Helping Themselves

Because families have savings, communities can collect money and fund projects that help everyone. Examples include:

- *Buying materials and food for traditional funeral services*
- *Paying for borehole repairs*
- *Collecting food for childcare center feeding programs*
- *Purchasing saplings for reforestation projects*
- *Acquiring ambulance bicycles*



Above: Mthombozi village, with over 100 gardens, collected funds from gardeners to build a community house that also serves as a school for 70 children.

Communities Being Awarded Outside Aid

Due to their engagement, dedication, and organization, communities with successful victory gardens are being awarded various aid from outside organizations. Some examples include:

- **World Vision:** *Prioritizing those with victory gardens when selecting families to participate in their programs.*
 - ⇒ *For example, those applying for good-paying World Vision forestry jobs in Mkhumba village must prove they have productive victory gardens.*
- **World Bank:** *Building water harvest tanks and distributing livestock in villages with victory gardens.*
 - ⇒ *For example, due to the proliferation of victory gardens, the World Bank distributed goats and chicks to families in Kanyumbu and Simoni villages.*



Above: Simoni Village Livestock Distribution

- **UNICEF/UKAID:** Providing solar panel water harvesting and distribution systems to villages with gardens.
⇒ For example, impressed in part by how victory gardens strengthened Goneko village's leadership capacities, UKAID and UNICEF built a solar-powered water harvesting and distribution system.
- **Malawi Government:** Extension workers prioritizing villages with gardens when deciding where to conduct compost-making workshops.



Above: Goneko Villages Solar Water Harvesting System



Above: Kanyumbu Village's Water Harvesting Tanks

2022 HIGHLIGHTS

1. **Face-to-Face Cambodia is Registered**

Our Victory Garden Campaign in Cambodia is now recognized as a Cambodian-registered NGO/charity. This means that donations and grants can be sent directly to Cambodia.

2. **Strengthening Women's Rights & Opportunities**

Wives, who usually handle family finances, are now making their own prudent decisions about spending, saving, and investing.

3. **Children's School Absence Rates Declining**

Chiefs in Malawi report that children's attendance rates at school have increased because families are better able to feed their children, pay school fees, and buy soap.

4. **Advanced Victory Garden Workshops**

In December 2022, F2F partnered with organic farm expert, Phineas Ellis, to hold workshops focusing on advanced organic gardening and soil building. Phineas had previously led workshops in Malawi for F2F in 2016.

5. **Decrease in Stealing**

Malawi chiefs report fewer cases of stealing, especially of food from (non-victory) gardens near rivers during the dry season. Because older children are attending school more, there have been fewer youth-related disturbances.

6. **Community Victory Gardens**

Kazitenge village's community garden feeds numerous families and serves as a model of how productive a small victory garden can be without the use of chemical fertilizers or pesticides.



F2F Cambodia NGO Celebration



Phineas Ellis in Pursat Province, Cambodia



Kazitenge Village Community Garden

VICTORY GARDEN PROFILES



ALFONSO MAGALASI (Malawi)

In this area we have a problem; we might be educated, but to get a job is very tough. Before my victory garden, everything we needed we had to buy, like tomatoes.

Now with my victory garden we can also sell these products to buy the things we need. There are lots of things that bring me joy when it comes to my garden. My joy grew from things I was lacking before in my life. I started getting them from my garden.

—Alfonso Magalasi



STIVERIA MAKINA (Malawi)

At first, we used to think that to have a garden you need fertilizers. But it's not possible without money. But after teaching us that in these gardens we do not need any chemicals or fertilizer, we saw that it was something very simple and we started following it.

F2F has given us very valuable things, because through these gardens, we have benefitted a lot. Diseases are disappearing from our homes because what we are eating from the gardens does not have chemicals. I've seen a lot of great change.

—Stiveria Makina



ROZINA MCHEREWATHA (Malawi)

Before victory gardens, life was difficult. I would get stuck in a loop, thinking where and how to get money to sustain my family. I first heard about victory gardens from local facilitators when they came to a nearby village. They were going door to door, telling people about the gardens and all its benefits, especially for those of us who had less. We had garden lessons right at the house of our Chief of Jimu.

I am very happy, and my family is very happy because now we eat enough food without having to buy it every time. I have peace of mind.

—Rozina Mcherewatha

CHUN SIM & SEANG SAMET (Cambodia)

Victory gardens are a practical, accessible, sustainable, and low-risk strategy for those who can't afford to take any risk at all.

Take for example Chun Sim and her husband, Seang Sameth. They live in Sdok Chum village in Cambodia, and both worked as migrant farmers in Thailand. Along with being separated from family, the work was physically exhausting and low paying.

After returning to Cambodia, the couple became hooked on victory gardening in 2019. Growing without chemicals appealed to them and they came to love experimenting with victory gardening's myriad of techniques. A visit to their garden astonishes anyone who sees it. Their garden includes more than 30 kinds of vegetables, herbs, and fruit trees.



They have chosen to grow both long-term plants (plants that produce food several months after planting) and short-term plants (those that can be harvested in 2 months or less).

While the size of their small plot remains unchanged, Sim and Sameth have expanded upwards to make use of vertical space with poles, ropes, and hundreds of plastic bottles. Dozens of containers allow them to conserve water and cultivate various vegetables with different growing needs. Nets protect plants from hard rain and hot sun.

Earning \$100 a month by selling what they don't eat or give to friends and family, the couple are saving more money than ever before. Because of their garden, Sim and Sameth also can remain close to family and engage in work that is safe, rewarding, and reliable.





BUN SABI (Cambodia)

For Bun Sabi, pictured here with her husband and son, paying for things like school fees, uniforms, and after school classes became increasingly difficult as her son passed from primary to secondary school.

The money Bun now saves and makes from selling surplus produce from her victory garden is more than enough to cover her son's school expenses — and both parents couldn't be prouder of his efforts in school.

KOUN SALY (Cambodia)

Koun Saly is proud of the variety of vegetables in his victory garden. Saly is happy that his new knowledge of container gardens reduced the damage of heavy flooding that destroyed ordinary gardens in his village.

When he was a young man, Saly stepped on a landmine and lost his leg. His garden has boosted his self-respect because it enables him to provide for his family.



2022 FINANCES

INCOME

Corporate	\$18,550
Foundation	\$131,400
Individual	\$135,445
In-Kind	\$1,200
Release from Temp. Restricted	\$54,900
Interest, Dividend	\$2,994
Misc. Revenue	\$2,598
Cash Infusion from Investments	\$35,000
Subtotal	\$382,087
Income Directly to Malawi	\$161,716
Income Directly to Cambodia	\$3,284
Subtotal	\$165,000
Total Income	\$547,087

EXPENSES

F2F USA Admin & Operations	\$136,349
Program: Travel	\$12,747
Program: Supplies	\$1,842
International Wire Transfer Fees	\$155
Program: Malawi	\$84,253
Program: Cambodia	\$55,000
Program: Subtotal	\$153,997

Total F2F USA Expenses \$290,346

Malawi Total Expenses	\$247,516
Cambodia Total Expenses	\$56,949
Subtotal	\$304,465
Minus F2F USA Grant to Malawi	\$84,253
Minus F2F USA Grant to Cambodia	\$55,000

Total Expenses (Minus US Grants) \$165,212

Total F2F USA, Malawi, Cambodia Expenses \$455,558

CASH & ASSETS

Total Cash 2022.12.31	\$56,671
Total Investment 2022.12.31	\$423,824
Other Current Investments 2022.12.31	\$133,522

Total Cash & Assets (2022.12.31) \$614,017



INFORMATION

ADDRESS

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75 Livingston Street, 30A, Brooklyn, NY 11201
Email: info@facetoface.org

HOW TO DONATE

Online: www.facetoface.org/donate
By Mail: Brooklyn address above

SOCIAL MEDIA SITES

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“The war against hunger is truly mankind’s war of liberation.” — John F. Kennedy

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