

# 2024 THE FACE-TO-FACE PROJECT ANNUAL REPORT

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**VICTORY GARDENS**  
THE FACE-TO-FACE PROJECT

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## OUR VISION

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

## OUR 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 making food security accessible to everyone. Our Victory Garden and Victory Field Campaigns aim 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 and victory fields, families can reduce the risk of relying on a single 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 community resilience.



# YEAR IN REVIEW

## IMPACT

**9,125**

# OF FAMILIES WITH GARDENS

**41,063**

# OF PEOPLE DIRECTLY BENEFITTING  
FROM GARDENS

**192**

# OF COMMUNITIES WITH GARDENS



*As F2F expands into new communities, we leave behind other communities where victory gardens have been feeding families for several years. As our victory gardeners become more independent, we are excited to be able to re-deploy resources to new communities.*

*The numbers reported here reflect the number of gardens in villages where facilitator teams are currently active. These numbers do not reflect the total number of gardens, which is a significantly larger number. We are grateful that victory gardens continue to transform people's lives, even though we no longer work in every community with gardens.*

# MALAWI

## F2F Victory Fields

Starting in 2023, F2F began addressing the significant issue of villagers' dependence on a decades-old practice: growing monoculture maize, their primary staple, during the short rainy season. Maize cultivation requires regular rainfall and chemical fertilizers, both of which are costly and harmful to the soil. For years, maize monoculture has been an unsustainable practice, accelerating topsoil loss and diminishing soil fertility. Even with the use of hybrid seeds and improved chemical fertilizers, it's evident that this approach will only continue to contribute to desertification across African farmland.

Knowing that our Victory Garden families would be more willing to experiment with changing how they farm their maize fields, we took a small group of participants in 2024 and had them follow these simple regenerative farming steps:

1. Cover a portion of their harvested maize fields with maize stalks and any available mulch.
2. Create several simple compost piles, and after a few months, spread this over their fields with any available manure.
3. Towards the end of the 8-month dry season, re-apply mulch and manure.
4. Without building ridges, plant maize along with cover crops including beans, okra, and pumpkins.
5. In any other portion of their maize field, continue growing maize the traditional way – digging ridges and applying fertilizer (if they could afford it).

Despite a rainy season (December to April) marked by a months-long spell of no rain in February, our regenerative maize outperformed the traditional maize. Some participants saw remarkable differences. All participants experienced increased productivity in their fields, thanks to the cover crops, and saved money by not needing to buy chemical fertilizers.

Importantly, participants recognized that a soil with a living ecosystem—compared to one that is barren and exposed during the dry season—proves to be more productive, less risky, less costly, and more sustainable.



*Face-to-Face's focus on rejuvenating the soil helps reverse desertification, resulting in increased food production and income.*

*Alesi Butsumani compares maize grown using victory garden principles with maize grown traditionally, using ridges and chemicals.*

*Despite a lack of rain in the middle of the rainy season, the victory garden maize (seen on her right) has larger, more robust cobs. The cobs on Alesi's left are deformed and not fully developed, despite the application of costly chemical fertilizers.*

*Alesi is overjoyed with her healthy, large victory field maize cobs.*

## 2024 Victory Garden Achievements

### Villagers

- Faith leaders and community leaders became actively involved in teaching, motivating, and promoting victory gardens as a relevant way to fight poverty.
- Families strengthened their resilience by reducing the risk of crop failure, illness, injury, and the loss of any savings they accumulated.
- Families reduced hunger, kept children in school, and were able to stay together without the need to send family members in search of work in distant regions.



*At a convent, F2F teaches parishioners and nuns how to create victory garden beds. F2F is partnering with churches and mosques to engage them as active leaders in the garden campaign.*

### Communities

- With increased wealth in the villages, chiefs raised funds to repair boreholes, buildings, bridges, roads, and other community services.
- Communities saw a reduction in theft, as fewer people went hungry.
- With less hunger and poverty, communities became more resilient, enabling them to persevere through both natural and manmade challenges.



*A productive garden includes a diverse variety of short-term and long-term plants. This garden above generates over \$200 of income and savings each year.*

### The Environment

- Moving away from monoculture, families adopted regenerative farming & tree cultivation to rejuvenate degraded land.
- As the number of trees grew into the thousands, soil fertility increased, moisture was retained in the ground, and deforestation slowed.
- Desertification and topsoil loss were reduced as maize monoculture was replaced by more holistic, environmentally friendly practices.

## CAMBODIA

In Cambodia, the intertwined challenges of hunger, poverty, and social inequity are formidable. Addressing these issues simultaneously is crucial — failure to do so risks any one issue to escalate, plunging families back into poverty.

Face-to-Face empowers villagers with a strategy to gradually lift themselves out of poverty. Home-based organic victory gardens have emerged as a successful approach in this endeavor.

The effectiveness of victory gardens partly lies in their independence from the economy, external aid, and material resources. These gardens can withstand extreme weather conditions and can be established with minimal cost. Most importantly, they return control over the future to the villagers themselves.

Additionally, Face-to-Face is committed to supporting the most vulnerable members of the community, including the elderly, disabled, and caregivers.

In Cambodia, victory gardens provide those confined to their homes — whether due to physical limitations or caregiving responsibilities — with a way to grow their own food, generate income, and contribute to their families, giving them a renewed sense of purpose and autonomy.



*In Cambodia, Hean Sokea was amazed by how vigorously her victory garden plants grew after learning how to boost soil fertility. Wanting to stay home with her family, Sokea left her factory job and now sells her surplus produce from her garden.*

### Rethinking What Defines A Garden



Many villagers experience water shortages during the dry season or flooding in the rainy season, with some facing both challenges regularly. These issues are exacerbated by climate change and the damming of the Mekong River in China, which impacts downstream areas in Cambodia. Pursat Province, for example, experienced major flooding in September 2023 and “moderate to severe” drought conditions in March and April 2024.

In response, we began advocating for villagers to move some or all their garden to locations on their property that would be easier to manage during droughts and floods. Some villagers established gardens closer to water sources, such as rivers or bathing areas, during the dry season,

while others used foam container gardening during the rainy season, placing the containers on platforms to keep them above floodwaters.

This is part of our rethinking of what defines a garden—not just the plot it sits on, but a mindset that constantly seeks out strategies for growing food.



*During the dry season, Dy Sokhom moves her garden closer to the river.*

### **Strategies For Villagers To Make Income From Their Gardens**

Victory gardens enable villagers to grow certain vegetables more easily, especially during seasons when these items are hard to find in the market.

Some vegetables we've experimented with include parsley, ginger, chilies, lettuce, and young coconut.

We have also considered how villagers can sell their produce; most rely on word of mouth, neighbors, and motorbike middlemen who purchase from homes and then take the produce to the market to sell to vendors.

Additionally, we've experimented with selling victory garden produce in Phnom Penh, a 3-hour drive away. While finding buyers in Phnom Penh has not been an issue, the logistics and economics of collecting and transporting the vegetables remain challenging.



*Sem Hong used to grow basil with chemical fertilizers, but after switching to victory gardening, she now earns \$75 a month by growing basil without the need for chemicals. Using urine diluted in water as fertilizer, Sem Hong says her soil is much healthier now.*

## 2024 HIGHLIGHTS



Above: F2F is spearheading a new partnership with Dublin City University and the Jesuit Centre for Ecology and Development in Malawi. The goal is to harness the power of religious leaders to engage the community and create thousands of victory gardens. In March 2024, Florian Hechl from Zurich (far right) collected data for baseline surveys.



Above: Julie Craig-Lautens, executive coach at Corentus Inc., has worked with F2F's Cambodian staff for many years to strengthen leadership skills. Julie is pictured here in facilitator Khun Nim's victory garden with F2F director Ken Wong.



Left: Men Bun Leng of the Canadian Embassy, pictured here with F2F Cambodia director Sakara In, traveled to Pursat Province to visit F2F's victory gardens. Through the Canada Fund for Local Initiatives, Canada has supported victory gardens throughout Pursat.

Right: Representatives from the Australian Embassy visit F2F's work in Malawi. Australian supporters also include The Charitable Foundation, the Australian NGO Cooperation Program (ANCP), Action on Poverty, and individual donors.



## 3 TENETS OF F2F'S CORE PHILOSOPHY OF SELF-RELIANCE

### RELEVANCE | RESILIENCE | RESPECT

Face-to-Face's core philosophy is that people can rely on themselves to improve their lives — that even the most impoverished and disadvantaged villagers can empower themselves to create positive change.

F2F's mission is to foster situations where self-reliance can thrive. We do this by following 3 key tenets of our core philosophy: *RELEVANCE*, *RESILIENCE* & *RESPECT*.

#### RELEVANCE

Thanks to his victory garden, landmine survivor Born Taksi (*photo right*) no longer needs to engage in hard labor. Instead, he now feeds his family, provides them with good nutrition, and earns an income.

Taksi's situation highlights the **RELEVANCE** of gardens for people who previously felt they had no control over improving their lives. Victory gardens are particularly relevant to individuals like Taksi, who face an endless stream of challenges.



#### RESILIENCE

Chazemba village has been severely impacted by climate change, leading to extreme poverty, a hunger crisis, and an increase in theft as people struggle just to survive.

Victory gardens in Chazemba, like that of Licia Kainga (*photo left*), provide food, nutrition, savings, and income. With so many gardens in place, hunger, malnutrition, and crime have all declined.

These changes have helped build a **RESILIENCE** in Chazemba that will enable the community to persevere through the challenges ahead.

## RESPECT

Face-to-Face places great value on showing respect for people and their communities. We make sure to:

- \* Meet them where they are
- \* Set aside expectations and preconceived ideas
- \* Understand that this is a journey for both them and us

Importantly, F2F respects the laws of nature and recognizes that achieving food security for all means working with nature, not against it.

For years, Falis Mason (*photo right*) watched as endless acres of monoculture maize fields turned to dust, with chemical fertilizers and pesticides destroying the soil and accelerating topsoil erosion. Falis knew disaster was imminent.

In 2023, Falis joined F2F's victory field pilot program and learned to apply compost, manure, and mulch to her field. This past year, Falis harvested twice as much maize as usual, while also enjoying beans, squash, and peanuts.

**RESPECTING** nature and working with it is why F2F and villagers like Falis are embracing victory gardens and victory fields as the future of food security.

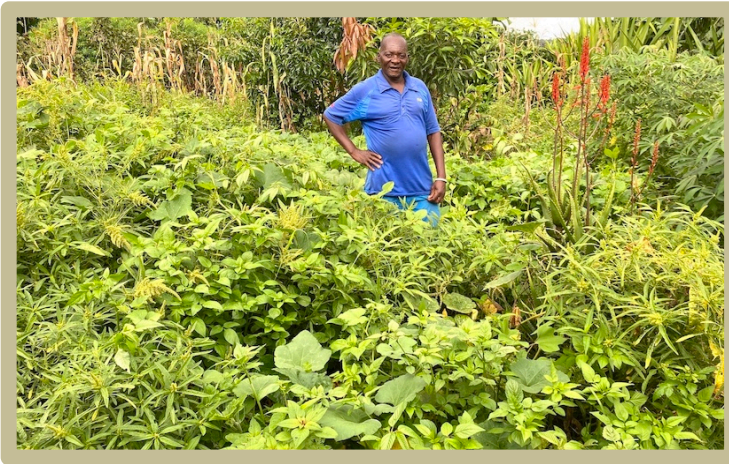


*Stunted monoculture maize fields damaged by chemical fertilizers and pesticides.*



*Healthy victory maize field using thick mulch and cover crops to protect the soil.*

## VICTORY GARDEN PROFILES



### **CHIEF CHIPALA (Malawi)**

*Chief Chipala gives vegetables freely to villagers. As a role model, he teaches gardening to his community. As a compassionate leader, he ensures no one in Chipala goes hungry.*

### **SOK VE (Cambodia)**

*Sok Ve, pictured here with F2F executive director Ken Wong, is a resilient young woman who, despite a childhood landmine accident, has become a beacon of hope for her family. Through her victory garden, Sok Ve not only grows fresh, healthy food but also saves money and earns an income—all while caring for her mother.*



### **MEMORY MAGOMBO (Malawi)**

*Even after attending a F2F Victory Garden workshop, Memory Magombo was skeptical about growing vegetables without chemical fertilizers.*

*Despite her initial doubts, she decided to give it a try, and now she's thrilled to see her victory garden flourishing. Her success is a testament to the power of perseverance and the effectiveness of sustainable practices.*



### **KIM PECH (Cambodia)**

*Kim Pech lives with her disabled daughter and a son in a raised corrugated steel house behind her victory garden. In 2024, F2F facilitators and assistants set up a victory garden for her, protected by a bamboo and cloth mesh fence.*

*During the rainy season, with help from her son and daughter, she grew vegetables, saving more than \$1 per day. She stopped borrowing money, bought additional rice, and used her daughter's government check for meat and fish.*

*She was happy that the vegetables provided better nutrition, especially for the children.*

### **SAMRITH PHALLY (Cambodia)**

*After his F2F victory garden was damaged from flooding, Samrith Phally quickly implemented a new design, leveraging technical expertise to assist fellow villagers who also suffered from flood damage.*

*As they prepared the garden to withstand the dry season in Cambodia, the Victory Garden community was ready to implement advanced growing techniques.*

*These methods not only conserve water but also significantly reduce the costs associated with cultivating vegetables, ensuring a sustainable and affordable source of daily nutrition for all family members and the community.*



### **HEAN SOKEA (Cambodia)**

*At 32, Hean Sokea is the cornerstone of her household, providing for six people with unwavering dedication.*

*Her thriving victory garden not only nourishes her family but also serves as a vital source of income, thanks to its high-yield crops like lettuce, which fetches a premium price in Cambodia.*



## FINANCIALS

### 2024 STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December 2024

#### INCOME

Foundation	\$98,798
Benefit Income	\$91,814
Individual	\$52,452
Corporate	\$14,590
Interest, Dividend &	
Misc. Revenue	\$17,860
In-Kind	\$3,468
Cash Infusion from Investments	\$50,000
Subtotal	\$328,982
Non-F2F US Income Directly to Malawi	\$92,058
Non-F2F US Income Directly to Cambodia	\$11,232
Subtotal	\$103,290

**Total Income** **\$432,272**

#### EXPENSES

F2F USA Admin & Operations	\$153,130
Program: Travel	\$11,627
Program: Supplies	\$736
F2F US Grants: Malawi	\$108,500
F2F US Grants: Cambodia	\$62,500
<b>Total F2F USA Expenses</b>	<b>\$336,493</b>

Malawi Total Expenses	\$197,497
Cambodia Total Expenses	\$79,623
Subtotal Malawi & Cambodia	\$277,120
<i>Minus F2F USA Grant to Malawi</i>	\$108,500
<i>Minus F2F USA Grant to Cambodia</i>	\$62,500

**Total Malawi & Cambodia Expenses (Minus US Grants)** **\$106,120**

**Total F2F USA, Malawi, Cambodia Expenses** **\$442,613**

#### CASH & ASSETS

Total Cash (2024.12.31)	\$132,623
Total Investment (2024.12.31)	\$302,473
<b>Total Cash &amp; Assets (2024.12.31)</b>	<b>\$435,096</b>



## CONTACT

### ADDRESS

The Face-to-Face Project  
75 Livingston Street, 30A, Brooklyn, NY 11201  
Email: [info@facetoface.org](mailto:info@facetoface.org)

### HOW TO DONATE

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#### **F2F MALAWI**

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#### **F2F CAMBODIA**

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### **\$25,000 +**

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### **\$10,000 +**

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***“The freedom of man is the freedom to eat.”  
— Eleanor Roosevelt***

## **The Face-to-Face Project**

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**VICTORY GARDENS**  
THE FACE-TO-FACE PROJECT

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