

NEW Pathways to Enterprise Learning to Livelihood (L2L) Program*
March 2018 Report by Christine Nielsen, President
240 women are benefiting from our program (January – March 2018)

“...I would like to thank how they never get tired of helping us build our dreams piece by piece. How they guide us, how to step each stone properly towards the success we’ve been impatiently waiting to have...”

Opening remarks by Henelyn Oben, President, Meeting of the
 United Women of Danao-1, Samar; January 20, 2018

Dates and Summary	NEW Pathways' Learning to Livelihood Program in Action	
<p>January 6 – 13: Negros Island Activities</p> <p>Field Visits to 82 L2L Participants in Business Start-Ups NEW Pathways' team, Chris Nielsen, President; Terry Ross, Secretary; and Jayces Garello, Director of Volunteer Services, met with 82 participants in L2L Level 4: Business Start-Up across seven barangays.**</p> <p>Malingin Women's Association (MWA): Held ground-breaking for model Livestock Integrated Food Enterprise (LIFE) Food House, enabling women to grow specialty vegetables and poultry in high demand in the local market.</p> <p>Barangay Tabao Proper Macrame and Weaving Women's Association: Assessed macramé marketing and sales results for 2017; set goal to double sales in 2018.</p> <p>Barangay Doldol Alliance Towards the Promotion of Environmental Awareness And Community Empowerment (BDATPEACE): Initiated market campaign for luxury rental gowns to capture market share during prom season.</p> <p>Alijis Women's Association: Reviewed first 7 months of slipper (flip flop) production; determined to revise plan based on high costs of supplies and intense competition.</p> <p>Sagua Banwa Women's Association: Revised business plan for soap-selling with Lins Cleaning Agents to increase participants' individual sales commission to 25%. Proposed an L2L Sales Training Program.</p> <p>Valladolid Loom Weavers Association: Shared successful results of NEW Pathway's 2017 training program in Bagumabayan and Central Tabao, and selected lovely hand-loomed products for the U.S. market.</p>		
	<p><i>We are thrilled that Joan Tanteras, Negros Women for Tomorrow Foundation (NWTF), Client Services Dept., will serve as our full-time local manager during 2018.</i></p>	<p>Malingin Women's Association Ground-breaking for Livestock Integrated Food Enterprise (LIFE) Food House Center with shovels: Chris Nielsen, NEW Pathways; Salustiana Casteñada, land owner; Helen Kumata, MWA president.</p>
	 <p align="center">Barangay Tabao Proper Macrame and Weaving Women's Association</p>	 <p align="center">Sagua Banwa Women's Association</p>

* The Learning to Livelihood Program consists of 4 levels: IdeaShop Level 1: Business Idea Generation; IdeaShop Level 2: Livelihood Skill Training; IdeaShop Level 3: Business Skills Training; Level 4: Business Start-Up and Development.
 ** A barangay (brgy.) is the smallest governmental unit in the Philippines, referring to the village/community level.

30 Participants Completed L2L IdeaShop Series, Levels 1-3, and celebrate Graduation Ceremony

Masaling Women’s Livelihood Association (MWLA): Our local partner, Negros Women of Tomorrow opened our week-long L2L IdeaShop Level 3: Business Skills Training in Masaling, Cauayan. The program was led by Joseph Guevarra, Head, NWTF Client Services Dept, and staff member, Jessa Pasco. Thirty-five women graduated from the comprehensive IdeaShop series, and prepared to start their businesses of soap-selling under license with Lins Cleaning Agents, and as macramé weavers. The women held an organizational meeting, elected officers, and began drafting their association by-laws.



Leizel Ponce, newly elected MWLA president and Chris at L2L graduation.

January 13-15 in transit from Negros Island, through Cebu and Leyte, to Calbayog, Samar island

Overcoming the challenges of bad weather, cancelled flights, and a long van ride! BUT we were rewarded for all our delays when we met NEW Pathways’ Advisory Council member, Dr. Charles McGlynn and his daughter, Melissa, for dinner on Cebu island, during our long interisland transit.



Photo (from left): Chris Nielsen, BoD president; Terry Ross, BoD secretary; Melissa McGlynn; Charles McGlynn, Advisory Council member; Joseph Guevarra, Head, NWTF Client Services Dept.; Jayces Garelo, Advisory Council member and Director of Volunteer Services.

January 16: Travel to Catarman, Northern Samar Province to reach 50+ Participants in L2L Level 4

We traveled over mountain roads to reach members of the Cal-igang Handicraft-making Association. Since December 17, 2017, they have suffered two typhoons and two massive floods, leaving them cut-off from the outside world, with water flooding up to the first-floor ceiling of the barangay hall and their homes. The footbridge that provides the only access in or out was impassable for days at a time.

Since there is no phone service in the area, we had no way of knowing what our participants had suffered until we reached Catarman. Given the condition of the local roads and recent reports of ambushes by the National People’s Army on the road to Cal-igang, we weren’t able to travel into the village, but we were able to meet with the president and representatives in Catarman. President Renia Velacio, and Marivic Catunghay, member, received NEW Pathways Entrepreneurship Awards for our June 2017 sales contest.



Marivic Catunghay pictured here in purple shirt during recent flooding.



Marivic Catunghay, NEW Pathways’ Entrepreneurship Award winner.



Renia Velacio, President, Cal-igang Handicraft-making Association, receiving New Pathways’ Entrepreneurship Award.

Renia told us that her house was flooded up to the second floor, where 6 families took shelter to wait for the flood to recede. Running out of food, the parents didn't eat for 3 days so that their children would not starve. She saved her macramé supplies by carrying them up to the second floor. Renia reported that all our members were trying to clean their places and get dried out.

We realized our initial plan to provide macramé materials was premature. Instead, we asked, "How can we help?" We discovered that the villagers were out of rice. In December the Philippine government had provided 5 kilos per family and Dungannon Bank had provided 2.5 kilos to its members, but those supplies were long gone. So, our NEW Pathways team went to the market, purchased large sacks of rice, and then packed it into 53 five-kilo bags for delivery to Cal-igang later that week.



**January 17: Lungsob, Samar Province
For Strategic Planning session with 23 potential L2L participants**

Northwest Samar State University (NwSSU) our MoA partner on Samar Island, has proposed Lungsob, a remote barangay inaccessible by road, as our next L2L expansion community. The proposal will be reviewed by the NEW Pathways' Board of Directors.

Jayces Garello, NEW Pathways' fearless Advisory Council member and Director of Volunteer Services, traveled with the NwSSU team on the river by small boat, then trekked through the mud to reach the village. Twenty-three participants in this strategic planning meeting were very excited to see our NEW Pathways-NwSSU team!



Jayces Garello, Director of Volunteer Services, showing us the way to Lungsob!



L2L Strategic Planning Meeting in Lungsob

January 18: Mawacat, Samar Province
Twenty-two women of the United Women of Mawacat Association (UWMA) are nearing L2L IdeaShop series graduation.

As these women prepare to launch their bakery business (17 women) and a sewing center (5 women), the barangay council's offer of a long-term lease for the first bakery location fell through. So, the council has offered the first floor of its barangay hall instead. We are waiting for the official lease before proceeding with building renovation. There is sufficient room for both the bakery and the sewing center, and this is a good location – on the entry road to the barangay.



Ribbon-cutting ceremony for UWMA Bakery and Sewing Center



From left: Chris Nielsen, NEW Pathways; UWMA member; Robenson Sagayap, barangay captain; Terry Ross, NEW Pathways; Dionesia Mayran, UWMA president; and Florabel Cananman, NwSSU's L2L coordinator, Product Development course instructor, College of Management, and Head, Student Publications

January 19: Moving forward with Nagkaroosa na Kababaihan sa Danao-1 (NAKADA – “United Women of Danao-1”)

Important meetings advanced the Livestock Integrated Food Enterprise (LIFE) program for NAKADA. First, a meeting with Northwest Samar State University (NwSSU) Chief Engineer, Marlon Sobreviga, led to the creation of final engineering drawings for our renovated sow/litter housing and for hog fattening. These specifics will help us to finalize the budget for this component of the project.

Our next meeting took place at the office of the City Veterinarian for Calbayog City, during which NEW Pathways offered to work with the City to fund the use of a stun gun and related training in preparation for the opening of the City's new slaughterhouse in June.



From left: Henelyn Oben, NAKADA president; Noel Arellano, expert in farm management; Reynyc Alo, Executive Director, Multi-sectoral Alliance for Development (MUAD); Joseph Guevarra, Head, Client Services Division, NWT; Terry Ross, Chris Nielsen and Jayces Garello, NEW Pathways; Marlon Sobreviga, Chief Engineer, NwSSU.



From left: Chris Nielsen, NEW Pathways; Reynyc Alo, MUAD; Dr. Gerardo Guzman, Assistant Head, City Veterinarian; Dr. Ma. Ruth Enriquez; Terry Ross, NEW Pathways; and Henelyn Oben, NAKADA.

**January 20: Danao-1, Calbayog City, Samar
Celebrating with 26 members of NAKADA – “United Women of Danao-1”**

Following an official Association meeting, we celebrated the launch of the Livestock Integrated Food Enterprise (LIFE) program with a ribbon-cutting on the 308 sq. m. lot purchased by NAKADA through a grant from NEW Pathways. The LIFE Training Center will be constructed here with food houses for raising vegetables and poultry in strong market demand.

Elementary school children at the School of Agricultural and Environmental Sciences (SAGES) in Wisconsin raised money for construction of the first LIFE Food House, shown under construction below. Local children sent their thanks to SAGES students with notes of thanks and posters saying, “Salamat!” (Thank you!)

Our objectives are as follows:

- Enable women through innovative farming opportunities.
- Provide employment opportunities for local women so they can improve their families’ lives.
- Develop a small-scale integrated farming system for vegetables, chickens, and pigs.
- Establish a reputation for humane treatment of animals, and a healthy environment, including recycling and disposal of waste materials, and vegetable and chicken production that minimizes inorganic chemicals.
- Develop a sustainable business model, including market entry and expansion plans to reach the market of 36,000 households in Calbayog City.



January 21: Travel from Calbayog, Samar through Cebu, to reach Bacolod, Negros Island

Our reward was to arrive in time to be hosted for dinner by Arman Pedro and his family, and to attend the annual Doldol Fiesta!

January 22: Working with the Luxury Fashion Design Team of BDATPEACE

Barangay Doldol Alliance Towards the Promotion of Environmental Awareness And Community Empowerment (BDATPEACE) is designing a new satin evening purse series, and lovely soft pink scarves. Our trip to the market led to the supplies needed to finish the latest products in the next few months.



With Arman Pedro and his family in Doldol.



BDATPEACE Luxury Fashion Design team from left: Lorie Mae de los Reyes, Rosejean, Jayces Garelo, and Gina Limen, president, BDATPEACE.

January 23: Travel from Negros Island to Manila

Visit to the Taguig City Waterlily Livelihood Center, organized by Advisory Council member, Nelly Nacino, and assisted by Conchita.

Our tour with Lito Balderrama and Vicky Soriano and others led to a discussion of how the NEW Pathways' table top loom might be adapted to fill their weaving requirements. They use a large floor loom to produce woven leis, approx. 2" wide, which are worn for special occasions and ceremonies. Our small loom could provide a more efficient, less costly means of production. (See adjacent photo for example.)



From left: Conchita, Nelly Nacino, Chris Nielsen



Jan 24-25: Homeward Bound! Following a day in Manila visiting "Intramuros," a walled city constructed during the late 1500s; being inspired by the writings of Jose Rizal who was imprisoned there; and honoring over 17,000 lives lost during World War II in the Philippines and New Guinea, at the American Cemetery.