

**NEW Pathways to Enterprise Learning to Livelihood Program\***  
**October 2018 Trip Report by Christine Nielsen, President**  
**Over 270 women benefited from our program in 2018**

*Before I was ashamed and frightened to hold the microphone and talk in front of many people.  
 But when I became president of our association, I could do it. And now I have overcome...*

Helen Gumata, President, Buhata Pinay (Do it, Filipina!) Assoc., October 17, 2018

Dates and Summary	NEW Pathways' Learning to Livelihood (L2L) Program in Action	
<p><b>October 11 – 12: Women's Bakery and Sewing Center for 22 L2L participants in Barangay Mawacat, Northern Samar</b></p> <p>NEW Pathways is proud to support the energetic women of Mawacat. These L2L participants formed Kapit-Bisig Sa Mawacat Association (KASAMA) and are registered with the Dept. of Labor and Employment. New Pathways' grant to KASAMA includes funding to purchase of a lot for the Bakery and Sewing Center. Another portion of our grant has been used to purchase two sewing machines and an edger, and the sewing business is off to a good start. The sewers have ongoing orders for school uniforms! Our local partner, Northwest Samar State University (NwSSU), is contributing management and mentoring services, and major equipment.</p> <p>Photos clockwise from top left:                      1) Chris Nielsen (president, NEW Pathways) with local partners from NwSSU College of Management, Vice Presidents of Academic and Admin. Affairs, Extension Services, Infrastructure Development Office; and Reynic Alo, president, RVN Consultancy for Micro-enterprise and Agribusiness Development;                      2) Mawacat sewer at work in temporary location;                      3) Surveying land for Bakery and Sewing Center;                      4) Meeting with KASAMA officers and members.</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.

**October 13: Livestock Integrated Food Enterprise (LIFE) for 29 L2L participants in Barangay Danao-1, Samar**

What a change since January for Nagka-orosa na Kababaihan sa Danao-1 (NAKADA)! From a vacant lot to this productive LIFE Livelihood Center where members are growing lettuce, kangkong, pechay, eggplants, with “free range” chickens in the runs underneath the greenhouse tables. Three growing cycles for vegetables and two for poultry demonstrate that NAKADA has a successful business model. Our chickens taste better than those commercially produced, and demand for our products is growing among local customers. Our model sow housing with exercise yard is yielding happier, healthier sows and lots of piglets! Local partners on this project are RVN Consultancy for Micro-enterprise and Agribusiness Development, and Northwest Samar State University. We hope to build 6 more LIFE food houses on this site.

Photos clockwise from top left:

1) View of 2 LIFE food houses; 2) Women with eggplants; 3) Piglets; 4) Chicks; 5) Woman with hot pepper plant; 6) Women with young chickens in run under greenhouse.



Children at the School of Agricultural and Environmental Sciences (SAGES) in Wisconsin, and student members of the Rowan University Philippine American Coalition provided funding for the first two Life food houses.

**October 13 (cont.) Hog Stunner and Training Donated to the City of Calbayog**

Chris Nielsen received a certificate from the Hon. Ronaldo Aquino, Mayor of Calbayog City, and the City Vet, thanking NEW Pathways for the donation of a hog stunner and employees’ training.

Photos left to right: 1) Chris receives certificate; 2) Stunner presented to City Mayor in May 2018.



Like Whole Foods, NEW Pathways’ motto is that our animals will have only one bad day, and we will make it as humane as possible for over 1,000 hogs/month.



**October 14: Handicraft-making for 47 L2L participants in Barangay Cal-igang, Northern Samar**

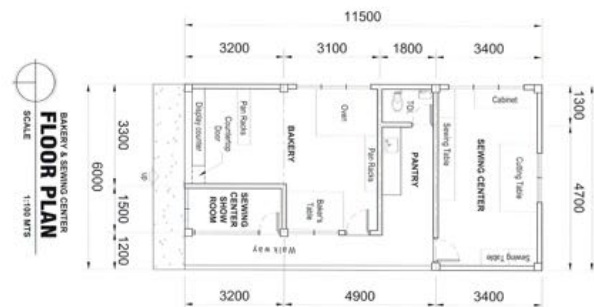
NEW Pathways is committed to the Cal-igang Handicraft-making Association, who chose hand-weaving and macramé bag making as their livelihood. Members filled an order of 41 macrame sling bags for export to the U.S. through NEW Pathways. Life in Cal-igang is extremely difficult. Despite all adversities, including annual typhoons and flash floods, our participants persevere. We discussed marketing plans for local festivals and events, and exporting to the U.S. Our proposal for a LIFE project with 9 food houses received an enthusiastic endorsement!



Photos left to right: 1) L2L participants in Cal-igang; 2) Chris Nielsen and Cal-igang members visiting potential site for LIFE project with Renia Velacio, Association president (far left), and Reynic Alo, president, RVN Consultancy for Micro-enterprise and Agribusiness Development (center).

**October 15: Celebrating Success at the Government Assessor's Office!**

Henelyn Oben, president of NAKADA, has had experience with the steps required to purchase land for the LIFE Center, so she accompanied Dionesia Mayran, president of KASAMA to the Assessor's Office in Calbayog to start the process of purchasing land for the Bakery and Sewing Center. NEW Pathways will move forward with a grant to KASAMA to purchase the lot once the land title is ready for transfer.



Photos left to right: 1) Henelyn Oben, NAKADA president (left) with Dionesia Mayran, KASAMA president (right); 2) Revised blue print for the Bakery and Sewing Center in Mawacat.

Floor plans for the Bakery and Center are being revised by NwSSU's Infrastructure Development Office to account for bakery activity flow, regulations and safety requirements, and the lot shape.

**October 16: Flights from Samar through Cebu to Bacolod, Negros Occidental**

**October 16 (cont.): Market Research Planning for 14 L2L participants from Alijis**

Chris arrived in Bacolod in time for dinner meeting with 8 representatives of the “Slipper-Makers” of Alijis, along with Grace Teodosio, barangay councilor, Nora Magbanua, president of the Alijis Women’s Association, Noemi Pereira, leader of the slipper-making group, and Joan Tanteras, Negros Women for Tomorrow Foundation (NWTF) Client Services Dept. staff member who is working full-time on behalf of NEW Pathways’ L2L program on Negros Island.

For our market test, each woman has volunteered to approach 3 stores in Valladolid, the local municipality, to see if they will carry our footwear on consignment, serving as our “market test.” Joan is approaching stores in the Bacolod City Market.



Photos left to right: 1) Chris Nielsen (seated) with Joan Tanteras, NWTF (far right), and “slipper-makers” (term equivalent to “flip-flops” or “sandals” in the U.S.; 2) Mr. Manuel Reduta, slipper-maker from Brgy. Longsob, Samar, who provided our market test footwear, and would be our trainer on Negros, if market test demonstrates we could have a profitable business.

**October 17 morning: Celebrating LIFE pilot project for 28 L2L participants in Malingin Outpost**

**NEW Pathways is grateful to the UUCA Endowment Fund for this LIFE grant** for Food House construction, vegetable seeds and sprouts, batch of chicks, brooding & breeding area and chicken coop, model sow & fattening pens with exercise yard and wallowing pool, plus 9 days of intensive farm management training, and 40 days of on-site field supervision and training. Our local partners are Buhata Pinay women’s association, and RVN Consultancy for Micro-enterprise and Agribusiness Development.

*In just 3 months*, the women (along with in-kind labor contributions from their husbands) have turned a vacant lot into a prosperous small-scale farming enterprise with the first LIFE Food House!



Helen Gumata, President, Buhata Pinay (Do it, Filipina!) women’s association, presents income and expenses to date

Visiting the LIFE pilot project with Buhata Pinay members.

## October 17 morning (cont.): Celebrating LIFE

The Malingin Barangay Government has adopted our LIFE food house as their Village Vegetable Project, and its entry in upcoming competition in Bago City. This is extremely important, not only for the recognition we will receive, but also as it helps to raise the esteem of Malingin Outpost locally.

LIFE objectives are as follows:

- Enable women through innovative farming.
- 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.
- Develop a sustainable business model, including market entry and expansion to reach 170,000 potential customers in Bago City market.

We hope to raise funds to erect two more LIFE food houses on this parcel of land.



Photos clockwise from left: 1) View of chicken coop, brooding area for chicks, and food house with translucent roofing material, other plants growing in sacks; 2) Mrs. Castaneda, lot owner with Chris Nielsen; 3) Model sow pen's wallowing pool and exercise yard; 4) Our celebration feast: all foods from the LIFE project; 5) Mr. Alo addressing our group; 6) Harvesting super-size cucumbers and pechay; 7) Market day success: Lettuce sellers sold out! 8) The women of Buhata Pinay do fine hand-beading work, thanks to a Luxury Beading on Satin and Lace project, co-funded with NEW Pathways by a 2016 UUCA Endowment Fund grant for the women of Bagumbayan, Doldol, Malingin, and Tabao Proper. These lovely scarlet scarves are Malingin's latest creations.

**October 17 afternoon: Barangay Doldol Alliance Towards the Promotion of Environmental Awareness And Community Empowerment (BDATPEACE) meeting with representatives of 25 L2L participants**

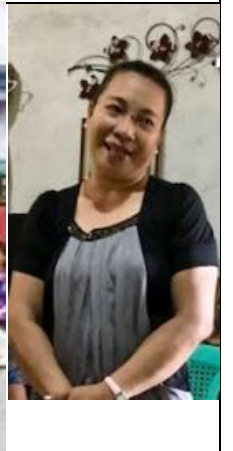
Joemarie De Juan, Doldol's brgy. captain, offered a warm welcome. Brgy. councilors; Arman Pedro, UUCP Administrator (and longtime supporter of NEW Pathways); and BDATPEACE members attended.



Photos clockwise from left: 1) Children's welcome; 2-3) BDATPEACE officers providing reports on the status of luxury gown rentals and NEW Pathways' orders; 4) New garment center location with wardrobes for gowns; 5) Beaded scarves and satin bags; 6) "Be Confidently Beautiful" banner; 7) Group photo.

**October 18: Masaling Women's Association, Municipality of Cauayan, with representatives of L2L's soap-sellers**

30 graduates of our 2018 L2LIdeaShop series are discouraged. The licensor for Lin's Cleaning Agents (soap supplier) has passed away, and Lin's distribution agent has ceased delivery of soap supplies to the women. Despite their disappointment, the women have rallied around the concept of making and selling their own line of cleaning products. NEW Pathways is exploring this option under a consultancy arrangement with Manuel Margate, former Head of NWTf Client Services Dept., and formerly soap-selling business owner. We are in the process of carrying out a cash flow analysis to insure this business model is profitable.



Photos from left: Meeting with representatives of Masaling Womens Association; Soap-selling in Kabankalan City earlier this year; Liesel Ponce, president, delivering status report.

**October 19: Meetings with representatives of 75 L2L Level 4: Business Start-Up participants**

At meetings with loom weavers in Bagumbayan and Central Tabao, we discussed plans with junior weavers to increase orders for their work. Senior weavers have more orders than they can fill!

Tabao Proper's macramé experts are in demand. In 2017, their V.P. wrote, "I want to let you know that macramé weaving and NEW Pathways is already a success because our products are already spread out in other places, not only in the Philippines, but abroad already..."

In January NEW Pathways challenged Tabao Proper to double their 2018 sales over 2017 sales of 800+ items! Chris was thrilled to see they have a Goal Meter in which they are demonstrating their efforts to do just that!

Sagua Banwa soap-sellers are struggling for the same reasons as Masaling soap-sellers: The death of the licensor, and cutting off of supplies. Still they are encouraged about the possibility of making and selling their own line of cleaning products. NEW Pathways is exploring this option through a consultancy described on previous page.



LIMOK VISAYAS, Vilma Doloso, 88, demonstrates the hablon weaving process, of Valladolid town in Negros Occidental, one of the creative industries featured at the LIMOK Visayas Exhibition at the Negros Museum in Bacolod City yesterday (story on page 9).



Photos clockwise from top left: 1) NEW Pathways table top loom with Vilma Doloso, Valladolid Loom Weavers Association (VALWA), featured in local newspaper while weaving at the Negros Museum; 2) VALWA representatives in Central Tabao; 3) Sagua Banwa Soap sellers; 4) Tabao Proper Macrame members with 2018 Goal Meter aiming to double 2017 sales!

**October 20: From Negros Island to Manila for meeting with leaders of the Taguig City Waterlily Livelihood Center**

NEW Pathways is moving forward with a project in partnership with the Waterlily Center and the Mother & Child Association founded by Nelly Nacino, our Advisory Council member. Adapting NEW Pathways' table-top loom to the Center's requirements will provide a more efficient, less costly means of production. The Center will provide weaving training; NEW Pathways, the looms!



Photos from left: 1) Leaving Negros Island; 2) Waterlily Livelihood Center meeting with Lito Balderrama and Vicky Soriano (left); Councilor Remy Encanto and Chris Nielsen (center) and other representatives.

**October 21: Homeward Bound! From Manila to Los Angeles, then on to BWI (24 hour+ trip)!**