



# ANNUAL REPORT 2018 - 2019



GreenEarth  
HERITAGE FOUNDATION

Transforming Land. Transforming LIVES.



The GreenEarth Community

## BOARD OF TRUSTEES

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GreenEarth Heritage Foundation, Inc. Philippines was registered with the Securities and Exchange Commission of the Philippines on May 22, 2009. It is accredited by the Philippine Council for NGO Certification.

## About the COVER



The featured space is leveled land planted with ground cover called *arachis pinto* or peanut plant which springs cheery yellow flowers during sunny days and leaches nitrogen continuously into the soil for natural/organic fertilization. This space is in front of our first mini-forest development of 4 hectares at GreenEarth--the first area we forested 10 years ago.

We celebrate 10 years of the LORD's faithfulness this glorious year!



Drawing by : Aldrea Presas  
Grade 5 Homeschool Student of Green Earth

## About the Foundation

**G**reen Earth Heritage Foundation is a holistic Christian organization whose mission is to preserve the environment, adhere to sound and sustainable agricultural practices and assist in alleviation of poverty through livelihood and community development.

### We are Christian

We acknowledge One God: Father, Son and Holy Spirit. In Jesus Christ alone we have the promise of salvation.

We seek to follow Jesus in His Teachings to nurture and protect all of God's gifts, in His respect for the dignity of all men and women, in His call to love others as ourselves, and in His offer of abundant life to those who choose to follow Him.

### We are Stewards

The resources at our disposal are not our own.

They are entrusted by God; therefore, we are committed to sound and sustainable agricultural practices that will preserved and protect the environment for the generations to come.

### We Believe in the Dignity of Every Human Being

We are committed to help our workers and beneficiaries fulfil their dreams through fair compensation, benefits and a housing plan right on GreenEarth's land donation.

This VILLAGE OF HOPE will adhere to the principles of green design. The plan will be implemented through working partnerships with professionals as well as non-stock, nonprofit organizations that share our core values of fairness, ecology, health and Christ-centeredness.

### We Promote Good Health

The Bible teaches that "the body is the temple of the Holy Spirit (1 Corinthians 6:19)". We, therefore, have to make choices that will enhance wellness and prevent disease.

## HOW IT ALL BEGAN

**A**grarian unrest has been a hallmark of Central Luzon's history for over 60 years now. It is the cradle of the Hukbalahap movement which metamorphosed into the Communist Party of the Philippines and the New People's Army.

Thus, the manifestation of idle yet fertile land has been the basis of socio-economic conflict as seen in peasant unrest and the unequal distribution of wealth experienced by our nation.

This is the social backdrop of our fledgling Foundation's mission. Nestled in the foothills of the majestic Sierra Madre mountain range in historic San Miguel, Bulacan are over 100 hectares of bucolic hills. These were donated to GreenEarth Heritage Foundation by a generous land-owner in early 2009.

The Land was purchased roughly 40 years ago with the landowner's dream of developing a viable agricultural endeavour. However, as is often said, "work got in the way," and the land was left idle, susceptible to both fraudulent transactions and illegal squatting. Its lush potential was never achieved.

Hence, the decision to cede the raw Garden of Eden to our foundation to ensure its viable promise for beneficiaries without the taint of potential profiteering and the past mistake of non-use.

Over 139 families live in the foundation's immediate vicinity, mostly in abject poverty. An overwhelming majority of the residents have only attained an elementary level of education and 48 percent of the population are below 20 years old.

GreenEarth's mission is to assist in poverty alleviation by providing livelihoods centered in organic agriculture and by empowering communities through spiritual transformation in the Lord and Savior Jesus Christ. We believe that it is through a personal relationship with Christ alone that we will be able to bring hope, change and a bright future to the people of the community that we serve.

"The earth is the Lord's, and everything in it.  
The world and all its people belong to him."

- Psalm 24:1



The Chairman and President/ Executive Director of GreenEarth

## LEADERSHIP Message

## Dear Friends of GreenEarth:

The number 10 is a powerful and symbolic number.

In the Bible, "10" is viewed as a complete and perfect number as is 3, 7 and 12.

Ten is made up of 4, the number of the physical creation, and 6, the number of man. The number 10 signifies testimony, law, responsibility and the completeness of order.

In Genesis 1, we find the phrase "God said" 10 times, which is a testimony of His power over all creation. God gave the Ten Commandments to man. 10 represents man's responsibility to keep the commandments. A tithe is a tenth of our earnings and is a testimony of our faith in the Lord.

As we celebrate GreenEarth Heritage Foundation's tenth founding anniversary, we honor God's physical creation and the triumph of man in pursuing God's will in His natural creation by giving back to Him through our tithes and faithful testimonies by living for Him daily at GreenEarth.

To highlight our commitment to transforming land and transforming lives, I am pleased to share with you the following key activities GreenEarth embarked on and conducted the past year.

### **AGRICULTURAL DEVELOPMENT**

We garnered funding to be able to drill deeper (from its existing 9 feet up to 120 feet) in Well No. 2 near the Dormitory area. This was immediately followed by our further upgrading also of Well No. 4. These were made possible through the kind sponsorship of the intrepid Everest Academy junior high school student Jonathan Huang under his visionary "Water for GreenEarth" project.

It was on our 10th year that GreenEarth received its largest singular monetary grant thus far. The Department of Agriculture's much-awaited grant funding in the amount of Php 5 million was finally released. This allowed us to construct 115 rainwater harvesting tanks, purchase crucial tractor accessories, formulate organic pesticides and plant 30,000 moringa

trees. Now that we are selling our flagship products, internationally certified-organic Moringa Tea and Powder in 53 stores and two sites online, the need for more agricultural infrastructure to support product demand looms larger than ever. Every peso of the livelihood program earnings supports the income of our farming families and our "Live, Hope, Dream" educational initiatives.

The sustainability-minded Metro Retail Group conducted a "Meet and Greet" activity and photoshoot at the farm. They likewise interviewed our farm staff and beneficiaries to learn more about our organic agricultural mission and related initiatives. We have been blessed by their support to allow us to sell in 11 retail stores under their network.

Our farm was once again inspected by EcoCert, the distinguished French organic certification body through the kind support of the Organic Farm Producers Association of the Philippines (OFPAP). Our moringa (*malunggay*) plantation and processing facility was given a renewal certificate for its adherence to organic agricultural practices.

### **TREE PLANTING ACTIVITIES**

The Pasay City Lion's Club and Ginang Parokya-Sta. Cruz both conducted their respective tree planting activities. The former planted 200 Narra seedlings while the latter civic organization planted 50 Narra seedlings.

The hotelier Hospitality Investors, Inc. (HII) planted 322 Moringa seedlings.

Sustainability advocate and global technology powerhouse ACER Philippines is on its 8th year of continuous planting at GreenEarth. They sponsored the largest amount of trees, to date, in the history of our 8 years of partnership ---10,000 trees! We are humbled by the strong advocacy and commitment of ACER Philippines' CEO Manuel Wong who has been an ardent supporter of GreenEarth's mission and programs since 2011. Longtime tree planting benefactor Willis Towers Watson planted 543 special red Narra tree saplings in 2018.

True Logic planted 450 Moringa seedlings.

Xavier School planted 65 Tibig seedlings.

Atty. Romy Marzan, an ardent supporter of our organic vegetables' livelihood program sponsored the planting of 84 Pilis and 16 Molaves this year.

The International School Manila (ISM) sponsored the planting of 209 Coffee, 58 Sampaloc (Tamarind), 44 Talisay and 89 Tibig saplings this year.

### **LEARNING & COMMUNITY DEVELOPMENT**

We received a generous grant amounting to USD 10,000.00 from TELUS International Philippines to build a Science Laboratory for our farmers' children. This was inaugurated on January 19, 2019. All the contents of the Science Lab were fund-raised for by British School Manila student, Katelyn Cua, as part of her community service project. Katelyn extensively wrote about her project backed up by a video in her US college applications. She is the only Filipino who was accepted by the University of Pennsylvania's Undergraduate Program for SY 2019-2020.

Our founder and executive director, Dr. Mylene V. Matti was invited to be an inspirational guest speaker at the University of the Philippines-Diliman's College of Science's 50th anniversary celebration. Dr. Matti is an alumna of UP-Diliman College of Science with a major in Zoology-*magna cum laude*. Her invitation was under the auspices of multi-awarded scientist and former Vice President for Academic Affairs Dr. Gisela Concepcion and the Dean of the College of Science, Dr. Perry Ong.

Our indefatigable farm manager and site administrator Aileen Deocampo traveled to Kaoshiung, Taiwan in November 2018 to attend a Sustainable Agricultural and Food Fair. This exposure trip was sponsored by ACER Philippines.

Our scholar Romnick Blanco entered Harvard College in September 2018. It was a brutal year for our dear farmer's child adjusting to the harsh winter, the rigor of the academic curriculum and the loneliness of being away from friends and family. But, the

grace of the Almighty God upheld him. He succeeded on his freshman year and is now getting ready for the battles ahead as he enters his sophomore year at Harvard.

Our University of the East (UE) scholar Renz Hernandez, graduated from BS Accountancy in Oct. 2018 and passed his Certified Public Accountant (CPA) Board Exams as a first-time taker in May 2019. This year was an exceptionally tough one for CPA Board takers, with the lowest passing rate in 10 years! Only 16% of the entire board examinees made it in this difficult licensure exams.

Another graduate of our scholarship assistance program on our 10th year is Gerald Lazaro. He earned a degree in Business Administration, major in Financial Management, *cum laude*. He is now fully employed at Megaworld Corporation in their Premier Leasing Office Department. Gerald and Renz's mothers are both moringa processors at our Multi-Commodity Processing Facility. Their college education was lovingly supported by kind donors and their parents' contributions from their hard-earned income processing moringa.

We are delighted to share that our HomeSchool program is now on its 4th year schoolyear. It is professionally run by our energetic resident teacher Marlourd Borrromeo-Buduan who holds a degree in Education *cum laude*, major in Teaching in the Early Grades from the University of the Philippines Diliman.

Our Home School program is complemented by the Art Appreciation classes of our other UP Diliman-educated teacher, Kathleen Dagum. Teacher Kat is a *magna cum laude* in Fine Arts with a prior undergraduate degree in Mathematics from the Mindanao State University. This offering has certainly widened the horizon of our scholars.

GreenEarth celebrated its 10th Pamaskong Handog (Christmas Offering) with a special twist, as it coincided with the wedding of our Homeschool Teacher Marlourd Borrromeo with her longtime beau BK Buduan. It was a wonderful day at the farm as the couple's family and friends came all the way from their respective home provinces of Albay and Ilocos Norte to celebrate their joyous union. Our entire community had a delightful Christmas day celebrating Christ's birth and the union of these two beloved followers of Christ.

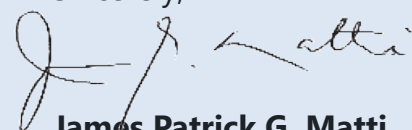
Thanks to Andres Baja, an International School Manila student recruited by Jonathan Huang, founder of the Water and Trees for GreenEarth movements, our beloved foundation received an awesome 10th anniversary present from Solar Philippines via their solarification of our main grid tie line. Five solar panels were installed on our playhouse roof. No less than Solar Philippines president Lean Leviste inaugurated the solar installation. A great time was had by all as we gave thanks to our ultimate benefactor and provider the Lord Jesus Christ for his unfailing love and generosity.

We likewise recognize our generous donors who were present on our 10th Anniversary Celebration of Praise and Thanksgiving in the persons of Jun and Jary Garcia, Cherry Ocampo, John and Wilma Huang, Aries and Jeane of UT Global and ACER Philippines' Manuel Wong, along with the members of the "Water for GreenEarth" and "Trees for GreenEarth" movements of Jonathan Huang. We were also delighted to welcome back Santi Ablaza and Ranbir Mantani at the farm, our wonderful ISM volunteers from two years ago. Ranbir revolutionized fundraising for high school volunteers, having accomplished an amazing landmark project which is solarization of our Multi-Commodity Processing Facility. Ranbir also wrote about his project at GreenEarth in his US college apps. He made it to Wharton's undergrad school of business. He is now a rising sophomore there.

GreenEarth's 10th year is a genuine testament of faith, hope, charity and love. Faith in our dreams. Hope for a better tomorrow. Charity beyond our human capabilities. Love for our God-given land and our less-privileged fellow man.

Our 10th year is a joyous celebration of our Lord Jesus Christ's faithfulness. We thank you all who partnered with us and believed!

Sincerely,



**James Patrick G. Matti**  
Chairman





# AGRICULTURAL Development

## Transforming Land

## ECOCERT/ OFPAP Inspection



Each and every year on the last quarter everytime, Ecocert France under the sponsorship of the Organic Farmers and Processors of the Philippines (OFPAP) inspects our farm for compliance to internationally recognized organic standards. We are thankful to obtain passing marks ever since we first received organic certification in 2011.

## DA-RFO 3 Grant Implementation



- 115 Rainwater Harvesting Tanks
- 20 Tank Moulds
- Tractor Accessories
- Organic Pesticide Formulations
- 30,000 Moringa trees



Check release of DA Grant



## Inspection Visit of the DA-RFO3 Post 1st Tranche Implementation



## Launch of "Water for GreenEarth" Movement by Grade 11 Student of Everest Academy, Jonathan Huang

Because of this highly passionate and energetic student who launched this phenomenal project, we have been able to upgrade 2 deep wells at GreenEarth during this calendar year as follows: Well no. 2 -from 15 ft deep to 100 ft now along with installation of a new solar-powered submersible pump; Well no. 4- from 24 ft to 100 ft. His fundraising continues to be able to upgrade more wells!





## TREE PLANTING Events

“The best time to plant a tree was 20 years  
ago. The second best time is NOW.”  
- Old Chinese Proverb

# Pasay City Host Lion's Club and Ginang Parokya-Sta Cruz Tree Planting



June 24, 2018  
Lions Club - 200 Narras  
Ginang ng Parokya - 50 Narras



# ACER Philippines Tree Planting

August 4, 2018  
2,000 Moringa Seedlings



Thanks to ACER Philippines for another record-breaking number of treeplanting volunteers in one day on Saturday, August 4, 2018!

We planted 2000 moringas that will be part of our burgeoning food forest areas at GreenEarth Heritage Foundation. The care and maintenance of these trees for the next 18 months to 2 years (the most critical phase in the life cycle of the trees) were generously sponsored by the three entities-ACER Philippines, Bell Church and Rotary Club Manila Metro, due to the heartwarming efforts of ACER Philippines' Managing Director, Mr. Manuel Wong.



Mr. Manuel Wong was delighted to see a guyabano tree he planted over 2 years ago taller than him now.



2018 celebrates 7 years of solid partnership between GreenEarth Heritage Foundation and ACER Philippines.

Thank you from the bottom of our GreenEarth hearts for all you have done and continue to do, ACER Philippines to transform land, and transform lives.



# Willis Towers Watson Tree Planting

August 18, 2018  
543 Red Narras



# True Logic Tree Planting

August 25, 2018  
450 malunggay seedlings



# Xavier School Tree Planting

August 30, 2018  
65 Tibig



# Tree planting for ISM by GEHFI

September 11, 2018  
209 Coffee, 58 Sampalok, 44 Talisay, 89 Tibig





# LEARNING & COMMUNITY Development

Transforming LIVES

# A SCIENCE LAB FOR THE CHILDREN OF GREENEARTH



Thanks to the kindness of TELUS International who awarded us with funds to be able to construct our 24 sq. meter building and Katelyn Cua, a Grade 11 student from the British School Manila who fundraised for all the contents of the Science Lab, this dream became a reality this year !



## Completion of 4th Public Art at GreenEarth



Our art teacher Kathleen brought life to the white walls of our Science Lab with these playful and vibrant artworks.



## UP Diliman-50th Anniversary of the College of Science



Our Executive Director, Dr. Mylene V. Matti was invited as Inspirational Speaker at the UP Diliman College of Science during their 50th Anniversary celebration.



## Attendance to Innovations in Agriculture Forum - Kaohsiung, Taiwan



Thanks to the generosity of ACER Philippines, our Farm Manager, Aileen De Ocampo, had the opportunity to attend the Innovations in Agriculture Forum held in Kaohsiung, Taiwan on November 19-23, 2018.



HomeSchool Program @Year 4



## Pamaskong Handog & BK-Marlourd Wedding



**G**reenEarth's 10th Christmas celebration was extra special, having coincided with the wedding of our Homeschool Teacher Marlourd Borromeo with her longtime beau BK Buduan. The two met each other in an organization at UP DILIMAN named UP Green Leagues----quite prophetic of Teacher Marl's involvement in the green movement in 2016 and now BK! BK was enticed by Teacher Marl to also serve GreenEarth. In January of 2019, BK started as our Multi-Commodity Processing Facility Manager.





BK and Marl proudly introduced GreenEarth to their friends and families on both sides who came all the way from Metro Manila and their hometown provinces. A wonderful time was had by all, celebrating the union of these two amazing professionals who have chosen to serve our missionfield at GreenEarth.

# 10th Year Anniversary Celebration





SCHOLAR  
HIGHLIGHTS

Gerald graduated with a degree in Business, major in Financial Management, cum laude, also from the University of the East in April of 2018.



Rom Blanco entered Harvard College in the Fall of 2018 after a very fruitful gap year. He belongs to Harvard's Class of 2022

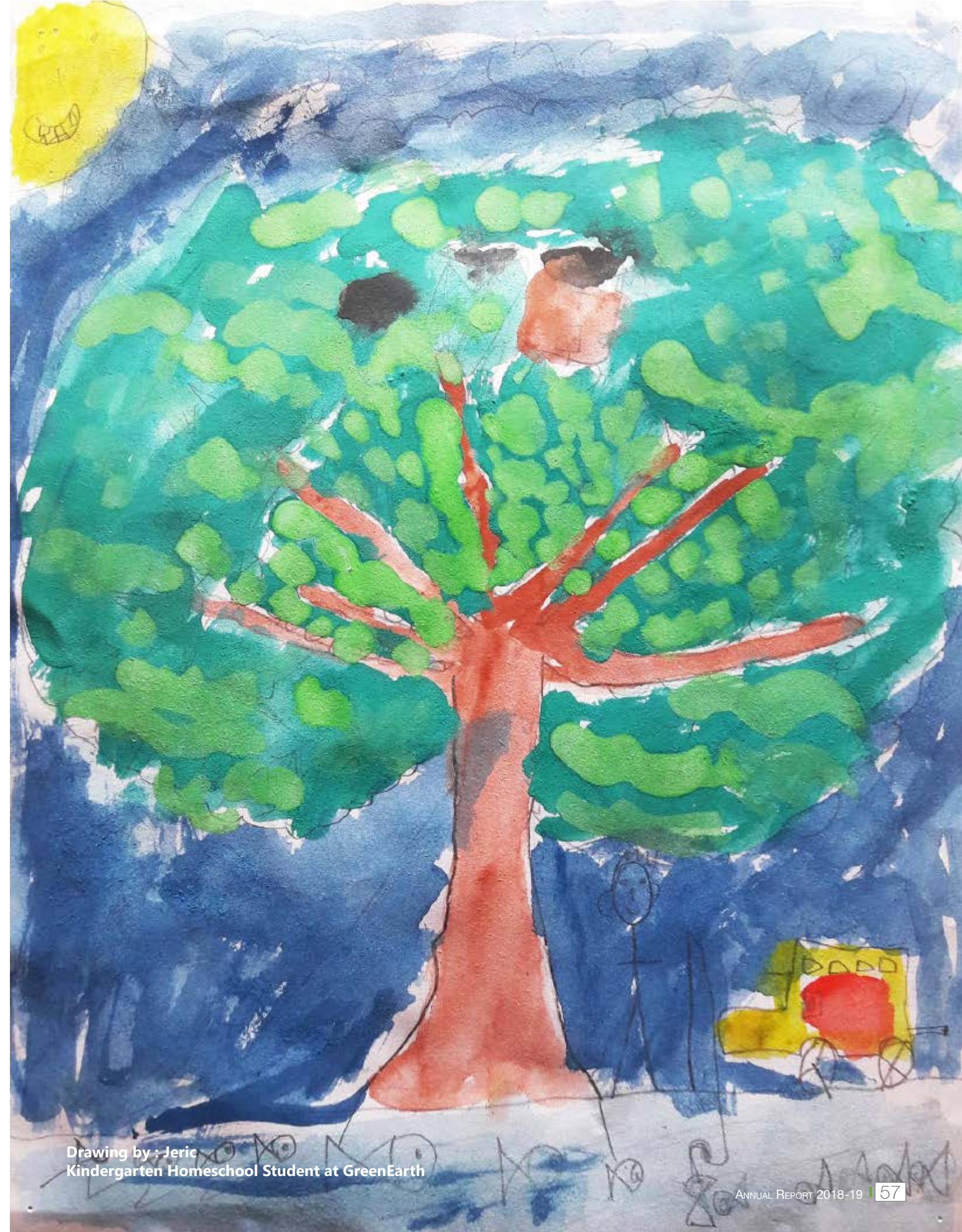


Renz Hernandez graduated with a degree in BS Accountancy from the University of the East in October of 2018. He took the CPA boards for the first time 7 months later and passed! He is our first farmer's child-CPA!

## Art Class with Teacher Kat



The GreenEarth Homeschool kids in the Art Class of Teacher Kathleen



Drawing by : Jeric  
Kindergarten Homeschool Student at GreenEarth



We salute our kind and committed donors and volunteers whose faith in our mission and vision continues to propel us forward and upward.

Thank you very much.

# FINANCIAL HIGHLIGHTS

GREENEARTH HERITAGE FOUNDATION, INC.  
For the year ended December 31, 2018  
(in Philippine pesos)

<b>REVENUE</b>	
Donations	Php 14,199,893
Sales	4,111,962
<b>Total Revenues</b>	<b><u>18,311,855</u></b>
<b>EXPENSES</b>	
Agricultural Development	Php 6,589,006
Community Development	3,870,215
<b>PROGRAM EXPENSES (Total of Agri Dev and CommDev)</b>	<b><u>10,459,221</u></b>
PROGRAM EXPENSES (Total of Agri Dev and CommDev)	Php 10,459,221
ADMINISTRATIVE EXPENSES	376,449
<b>TOTAL EXPENSES (Program + Administrative Expenses)</b>	<b>Php <u>10,835,670</u></b>
<b>Excess of Revenues Over Expenses</b>	<b>7,476,185</b>

Figure 1. REVENUE

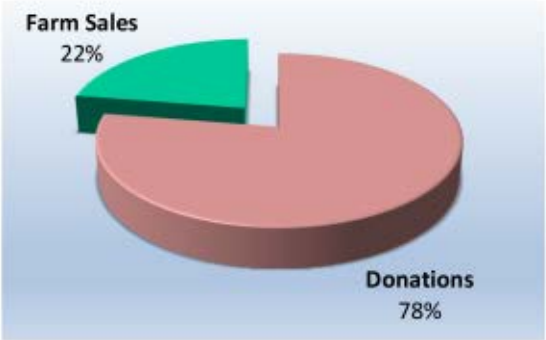


Figure 2. PROGRAM EXPENSES

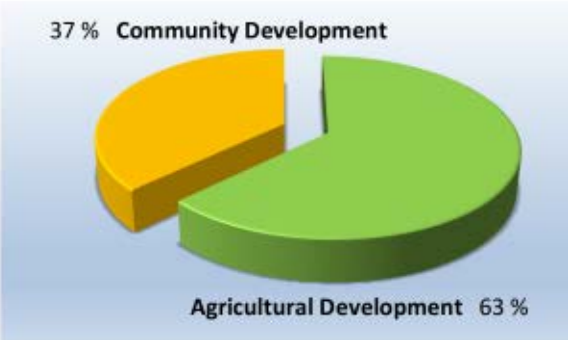
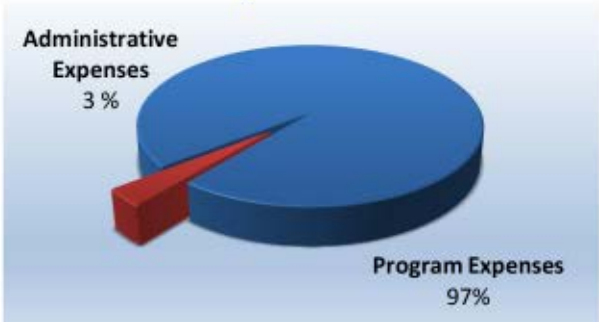


Figure 3. EXPENSES





**GreenEarth**  
HERITAGE FOUNDATION

[www.greenearthheritage.org](http://www.greenearthheritage.org)

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