



GreenEarth
HERITAGE FOUNDATION

ANNUAL REPORT

2021-2022

TRANSFORMING LAND. TRANSFORMING LIVES.





GREENEARTH HERITAGE FOUNDATION, INC.

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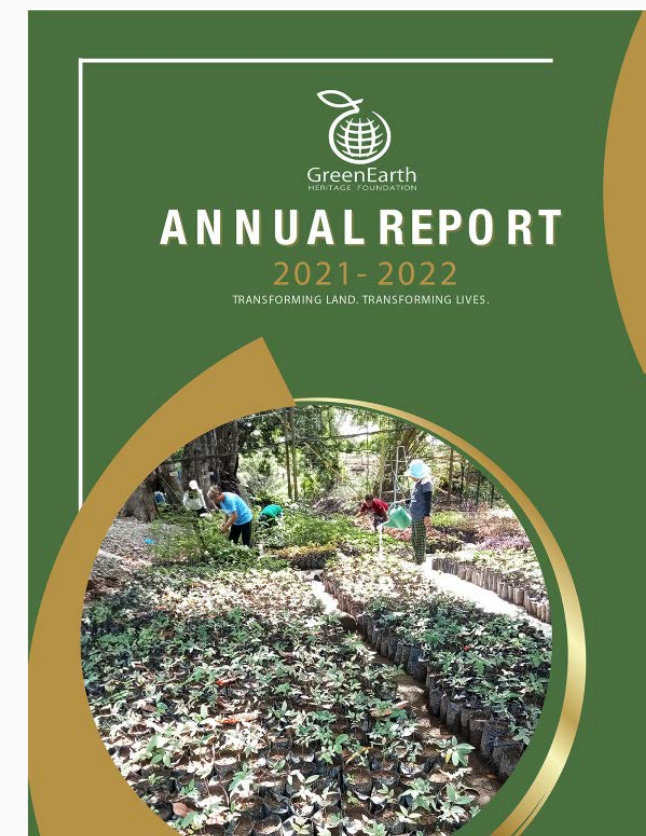
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GreenEarth Heritage Foundation, Inc. Philippines was registered with the Securities and Exchange Commission of the Philippines on May 22, 2009. It is accredited by the Philippine Council for NGO Certification.



The GreenEarth Community



About the **COVER**

2021-2022 will be forever remembered due to the enormity of the grant that was received from One Meralco Foundation which carried a mandate to plant 168,021 trees. In the middle of the pandemic season, we at GreenEarth were able to provide over 120 jobs. GreenEarth bustled with activity as seedlings were planted from seeds and cuttings, planting areas were prepared by clearing and staking, tens of thousands of bamboo markers were fabricated and on-field planting took place.

About the FOUNDATION

Green 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 preserve 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 fulfill 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.

A man with dark hair, wearing a bright green t-shirt and blue shorts, is crouching in a field of lush green plants. He is looking down at the plants with a focused expression. The background shows more greenery and a clear blue sky.

How it ALL BEGAN

Agrarian 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



LEADERSHIP MESSAGE

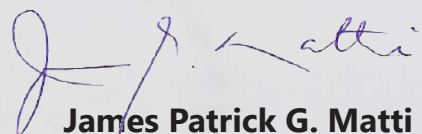
"Fear you not; for I am with you: be not dismayed; for I am your God: I will strengthen you; yes, I will help you; yes, I will uphold you with the right hand of my righteousness."
- Isaiah 41:10

In the deep recesses of the Covid-19 pandemic, GreenEarth Heritage Foundation continued to thrive despite the enormous drop in the sales of its organic produce at major retail outlets in Metro Manila and Cebu, given that international tourism has yet to return.

What saved the day for GreenEarth is the massive One Meralco Foundation (OMF) grant called "One For Trees (OFT) Campaign" which mandated GreenEarth to plant 168,021 indigenous hardwoods and fruit-bearing trees in its territory within 2 years. OFT could be compared to a lush oasis in the midst of a desert as it generated an additional 120 jobs to the residents of San Miguel, Bulacan many of whom were rendered jobless as a result of the debilitating lockdowns. Thus, combined with the inherent GreenEarth community, OMF's visionary tree planting campaign was off to a strong start with the necessary manpower complement. Moreover, GreenEarth is now able to provide breakfast, lunch and an afternoon snack to the entire community including its new significant workforce each day. Truly manna from Heaven at a time of global desolation.

Towards the end of 2021, GreenEarth received a substantial donation from Barangay Bel-Air and other private donors to construct a 90- meter deep well (along with a much-needed submersible pump and other accessory pipelines) in order to augment the water supply necessary to nourish the emerging indigenous forest resulting from the OFT campaign. We have never had a well this deep in our 13-year history! . As most of you are aware, GreenEarth is not part of the national irrigation grid. Hence, we are totally dependent on nature to supply our unlimited water requirements. Thus, Barangay Bel-Air's donation was both timely and necessary to ensure the OFT project's viability.

We are eternally grateful to One Meralco Foundation,Barangay Bel-Air for their kind generosity this year, along with our other private donors who continue to support GreenEarth during these most uncertain, troubled times. Truly the LORD provides in the midst of difficulties. Praise His Holy Name.


James Patrick G. Matti
Chairman



Dr. Mylene V. Matti, the President and Executive Director of GreenEarth with Mr. James Partrick G. Matti, the Chairman of GreenEarth.



INFRASTRUCTURE DEVELOPMENT

TRANSFORMING LAND

HIGHLIGHTS

INSTALLATION OF FRONTAGE GATE



HANGING BRIDGE RENOVATION



COMPLETION OF BAHAY BIYAYA NO. 12



COMPLETION OF BAHAY BIYAYA NO. 13



RIPRAPPING ON AREAS UPSLOPE
LEADING TO STAFF HOUSE NO. 2 TOOK PLACE THIS YEAR



Completion of Farmhouse Kitchen Pantry



Drilling of 100-meter Well at GreenEarth



Water tanks were installed at the Biowaste Facility, thanks to the kind donation of the Department of Agriculture.



TREEPLANTING BY PNP AND MENRO (DENR)

Tree planting by San Miguel Police and San Miguel Municipal Environmental and Natural Resources Office (MENRO). This was attended by 9 policemen and women headed by PLtCol Jordan Santiago and 11 staff of MENRO headed by Mr. Willie Santos. They were able to plant 510 assorted seedlings of Golden Shower, Bamboo, Narra, Coffee, Caballero, Bauhinia, Talisay, Acacia, Peacock plant. It was wonderful to have our law enforcers and the DENR coming to GreenEarth to help.



TREEPLANTING BY PNP AND MENRO (DENR)



Visit and Proposal discussion-forging of partnership between GreenEarth and Bulacan Agricultural State College (BASC)

The President of the Bulacan Agricultural State College and top brass faculty in Agriculture came to GreenEarth upon our invitation to learn about our mission, vision and programs. After their visit, they expressed interest to write a grant jointly with us for presentation to the Dept. of Agriculture. They also expressed willingness to send agroforestry interns to be GreenEarth’s helping hands.



UPGRADING OF GREENEARTH'S PROCESSING FACILITY'S
JUICE PRODUCTION STATION



GREENEARTH'S REJUVENATE JUICE
BECOMES FDA-REGISTERED

A HEALING ELIXIR OF ALL-ORGANIC ROSELLE, SWEET POTATO SPROUTS, CALAMANSI AND
INTERNATIONALLY CERTIFIED-ORGANIC COCONUT BLOSSOM SUGAR



SECOND JUICE CALLED “REFRESH” UNDERGOES MARKET TRIAL

Refresh your weary cells with
the extracts of all-organic
lemongrass, turmeric,
calamansi, lagundi & coconut
blossom sugar



Refresh Juice

**ALL NATURAL
NO PRESERVATIVES**

NET WEIGHT : 500 ML



HEALTH BENEFITS OF THE INGREDIENTS OF REFRESH LEMONGRASS

- Anti-inflammatory
- Antimicrobial
- Anticancer properties
- May also help protect your stomach lining
- May improve your lipid profile

TURMERIC

- Anti-aging
- Anti-Alzheimer's Disease
- Anti-arthritis
- Anti-cancer
- Anti-inflammatory

CALAMANSI

- Regular intake builds resistance against the common cold, flu and fever
- Cleans the kidneys, prevents foul urine, lightens its color
- Detoxifies the colon and purifies the organs

LAGUNDI

Relief of:

- cough
- colds
- fever
- flu
- joint pains
- dyspepsia
- boils
- diarrhea

COCONUT BLOSSOM SUGAR

- Not refined nor chemically altered
- With numerous anti-oxidants, rich in iron, potassium, magnesium & zinc
- It's low glycemic index protects diabetics from blood sugar spikes
- It's unique fiber content called inulin has detoxifying effects in our gastrointestinal system



The color of the juice may have natural variations based on the cyclical changes on the individual produce.

We would love to hear your comments/ feedback
contactus@greenearthheritage.org
www.greenearthheritage.org

MARKET-MARKET AT THE BGC INVITES GREENEARTH TO SELL ORGANIC PRODUCE AT THIS LOCATION

The pandemic has resulted in a tremendous drop in foot traffic in brick-and-mortar stores across the board. As the pandemic eased, Metro Retail wanted to give GreenEarth a chance to test the waters in its marketplace.



238 Rainwater Harvesting Tanks were constructed this year, thanks to the generous grant of One Meralco Foundation!



Asia Brewery partners with GreenEarth through the donation of 50,000 PET bottles to help water our seedlings on our slopes.



Water delivery is a major challenge on the slopes of GreenEarth during the dry season. We devised a system of putting using these water bottles through tiny holes at the bottom, delivering the water in drips and drops. Water refilling takes place every 7-10 days.





COMMUNITY

DEVELOPMENT

TRANSFORMING LIVES



COMMUNITY DEVELOPMENT

Dep-Ed Accredited HomeSchool Program at GreenEarth
now on its 6th school year!



GREENEARTH'S ART TEACHER KATHLEEN DAGUM WINS THE GRAND PRIZE IN SCULPTURE IN METROBANK'S ART COMPETITION



Kathleen Dagum, born in Sultan Kudarat, began her personal discovery in art when she started drawing at a very young age and aspired to be like Fernando Amorsolo. But due to inaccessibility to an art school in her hometown and a series of failed attempts when she moved to Metro Manila, she felt discouraged and backed away from the life she dreamed of and returned to Mindanao to become a schoolteacher. With the burning passion for the arts lingering in her heart, she went back to the capital to try again her luck. She passed the talent test of University of the Philippines (UP) Diliman and was able to pursue art studies. Though the money was not stable for a budding artist like her at the time, she has found happiness and fulfilment from being able to express her thoughts and emotions through her art.

She shared that one reason why she joined MADE was to push herself harder as an artist and not rest on what she has achieved so far. She credited this thinking to one of her most influential

teachers, Jonathan Olazo, who believes that artists should not rest on their laurels and continue exploring their artistic styles. Dagum also shared that the works of Yeo Kaa, another past MADE winner, inspired her to continue mastering the discipline of sculptural art. Moreover, she also found resemblance to Kaa's struggles as a budding artist whose works are not usually being taken seriously by the public. Finding her own artistic identity and infusing it with her Mindanaoan heritage are also few of Dagum's concerns as an artist but looking at Toym Imao, one of the most prolific Filipino sculptors today from Mindanao, she has found the motivation to do so. With her sculpture installation, Bungkag, she earned the top prize in the Sculpture Recognition Program.

Dagum's works have been usually influenced by her observances to the socio-political environment and her opinions on the society. Hence, she identifies herself as a social realist in art. Also, creating three-dimensional

artworks for Dagum are much more exciting and fulfilling for Dagum than is drawing. Using and manipulating the human figure for the Mindanaoan artist has made her more engrossed in the discipline of sculpture where she has limitless possibilities of angles to express her commentaries to socially relevant issues.

Timing and maturity are the two key things Dagum credits as shapers of her Bungkag piece. While the world was at the height of the pandemic in 2020, she came at a crossroad where she was contemplating to pursue her artistic career or not. Although she is used to doing whimsical sculptures for children audiences, she had this inspiration to try creating something with a deeper meaning, hence evolving her artistic style on a bigger scale.

Bungkag is Dagum's commentary on the suppression of a manipulative system over the people, as inspired by her work in an organisation that helps the rural poor in the mountains. With the title being the Cebuano word which means "to break apart into constituent parts," the sculpture captures her vision through a dynamic collection of children on a swing moving inharmoniously with each other, never achieving collective action and unity. The collective piece also gives the impression that it is defying gravity, thanks to the magnificent balance of tension and compression components, as well as the ingenious concealment of the supporting structure. But more than that, it renders Dagum's sentiment that "if the system persists in this [kind of] control of the state, growth is stagnant and opportunity is not equal. Caging people might crumple them but it will not take too long for the system to collapse."

Source: <https://www.tatlerasia.com/culture/arts/metrobank-made-2021-winners>



*Pamaskong
Handog
at GreenEarth
2021*

*"Glory to God in the highest, and on earth peace
to men on whom his favor rests."
- Luke 2:14*







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, 2021 (in Philippine pesos)

REVENUE	
Donations and grants	Php 32,335,779
Funds and agricultural program	2,500,423
Interest income	3,604
Total Revenues	<u>34,839,806</u>
EXPENSES	
Agricultural Development	Php 13,089,068
Community Development	5,317,176
PROGRAM EXPENSES (Total of Agri Dev and CommDev)	<u>18,406,244</u>
PROGRAM EXPENSES (Total of Agri Dev and CommDev)	Php 18,406,244
ADMINISTRATIVE EXPENSES	333,401
TOTAL EXPENSES (Program + Administrative Expenses)	Php <u>18,739,645</u>
Excess of Revenues Over Expenses	Php 16,100,161

FIGURE 1. REVENUE

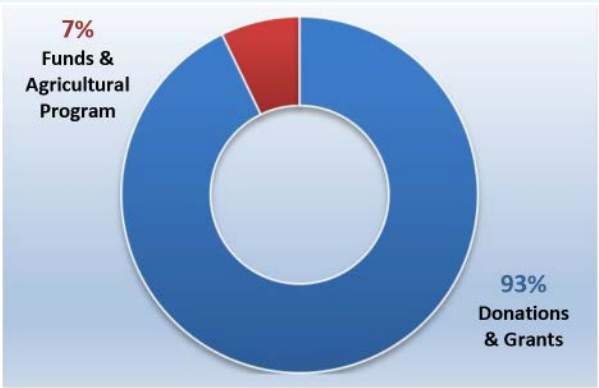


FIGURE 2. PROGRAM EXPENSES

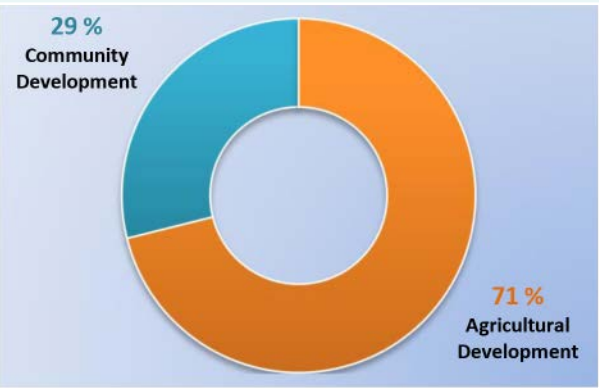
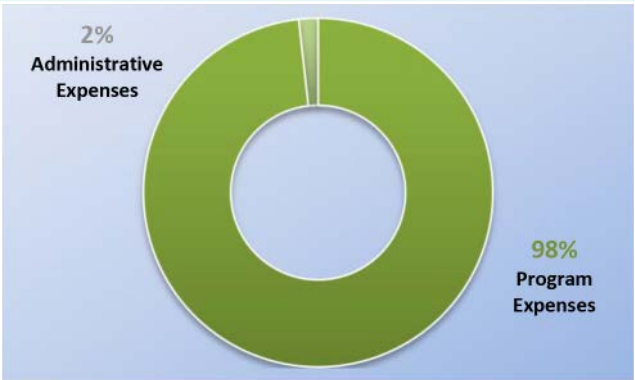


FIGURE 3. EXPENSES





www.greenearthheritage.org

Administrative Office:

1723 Dian St., Palanan, Makati, MM 1235 Philippines

GreenEarth Farm:

Sitio Malapad na Parang, Barangay Sibul, San Miguel, Bulacan, Philippines

Email: contactus@greenearthheritage.org

Tel. No. (632) 775-8836