



# Community Pantry PH

## INSPIRE. GROW. SUSTAIN.

INSPIRED BY MAGINHAWA COMMUNITY PANTRY



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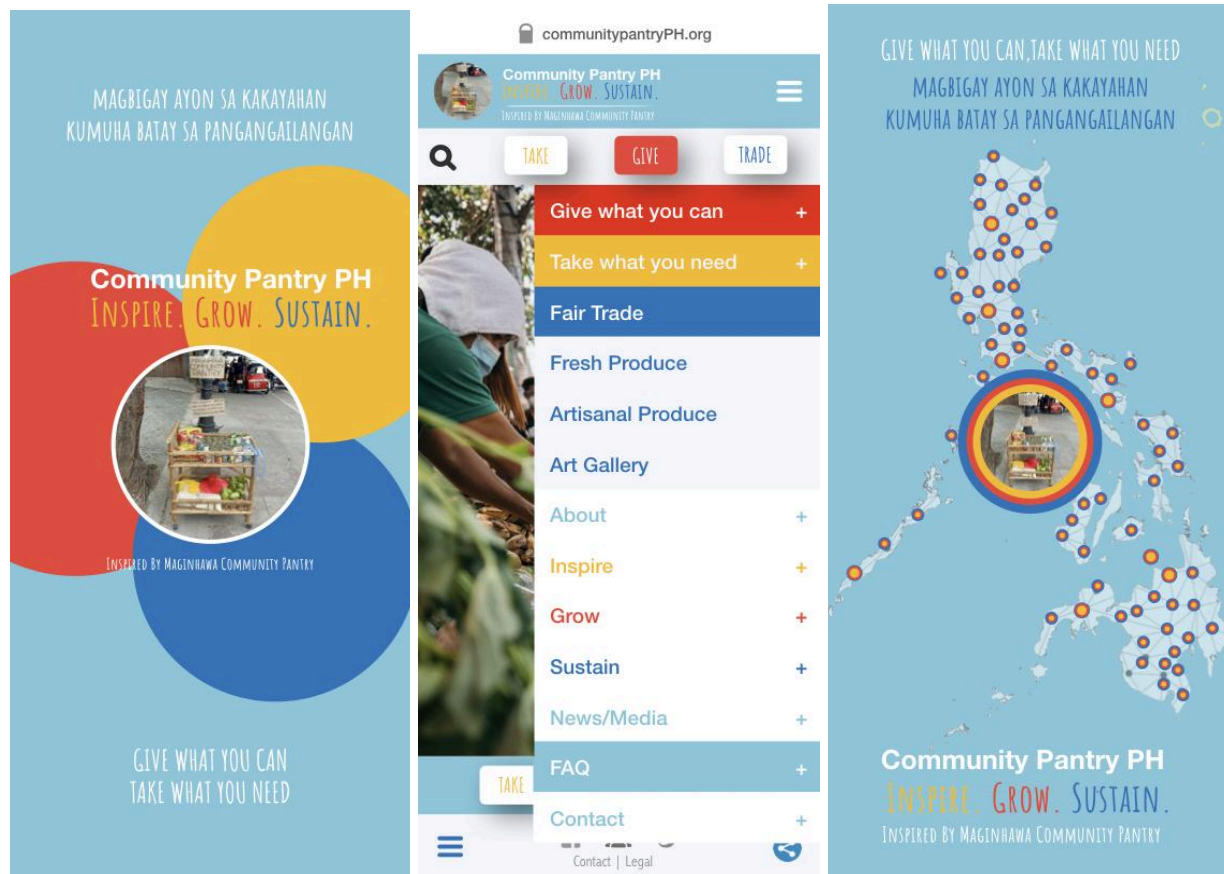
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## CPPH ONLINE BRIEF

PREPARED BY RB FOR CPPH, 14 MAY 2021



### 1.0 Introduction

This paper discusses the online requirements of the “Community Pantries PH” (CPPH).

This brief sets the tone for the following briefs :

- CPPH Website Phase One Architecture
- CPPH Website Phase One Copy
- CPPH Blockchain Brief

## 2.0 Background Story



### 2.1 Maginhawa Community Pantry (MCP)

In April 14, 2021, a young woman named Patreng Non took out a cart with 800 Pesos worth of groceries and vegetables by a tree in Maginhawa Street in Quezon City with 2 cardboard signs that read :

***"Maginghawa Community Pantry"***

***"Magbigay ayon sa kakayahan, kumuha batay sa pangangailangan\*"***

***(\*Give what you can, take what you need\*)***

She took a photo, went home and posted it on social media to make her community aware that it is there if they need it. The post went viral overnight.

Shortly thereafter, donations arrived, people lined up, the media covered the event and several people formed their own community pantries.

It marked the start of a movement.

### 2.2 Community Pantries PH (CPPH)



By April 17, 2021 just 3 days after she took out her cart, there were 28 community pantries and the Community Pantry PH (CPPH) Facebook group was formed.

Its aim:

**To inspire, grow and sustain community pantries**

**#CommunityPantriesPH**

The private FB group which has now more than 20k members is composed of donors, organisers, suppliers and supporters. It is moderated by a team of volunteers led by Jenny, Patreng's sister.

## 2.3 Community Pantries (CPs)



Now, barely a month after, there are more than 1,300 member community pantries of CPPH.

Each member CP is set up by a group of people within a community with an objective of mutual help and empowerment as their guiding principle.

As such, CPPH does not include pantries that bear the names of personalities, political parties, logos, political banners and any government sector who, though have their own pantry initiatives for their own reasons, also have their own resources to propel their charity or ambition.

*Due to the upcoming election season, there are CPs which are forced to rescind operations to aspiring politicians. We remove them from the list of donation recipients until they are reinstated back to the community.*

*In spite of this, we encourage CP members to extend their community sharing to other ideas such as library, paw-try, gardening, plant a tree, recycling, cottage industry so that their spirit of community is strengthened while ensuring long term sustainability of communities even after the election period.*

### 3.0 Community Pantries. Venue for value formation.

CPs provide not only a venue for food exchange but as well value formation towards equality, commUNITY, fairness and empowerment.

## VENUE



When Patreng set up the Maginhawa Community Pantry, her idea was a stand alone, unsupervised open venue where anyone from the community can place their excess food supply to share with whoever might need it, simply on the “*take what you need, give what you can*” basis.



However, because of the long pandemic quarantine, the situation of hunger and death by starvation amongst the majority population is a dire and pressing concern.

Thus, CPPH almost intuitively adapted and organized into an interlinked network of bigger procurement and distribution hubs supplying to satellite CPs who hand out the food to recipients. (See sections on how we operate and coordinate)

## VALUE FORMATION



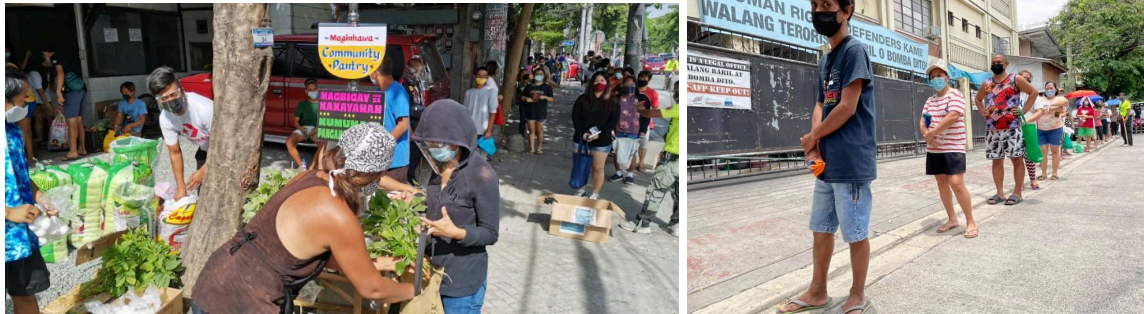
Through a series of interviews, Patreng shared her views on common doubts about the community pantry. Her ideas resonated with the Filipinos to reevaluate their set points of view, leading to a more community oriented mindset.

Though she admitted the community pantry does not address the root cause, the Filipinos embraced its hope as a good start in first tackling the more immediate problems and a better mindset in understanding the root cause and eventually solving it.

1. From the community, for the community.  
No Ego. No individual ownership. No self advertising. No politicking, no political color, banner or personality.
2. CommUNITY and Delaying Judgement.  
No dividing beliefs or labels. Everyone is treated equally whatever gender, age, socio economic status.  
We learn more about the other and deepen understanding of cause and effect and have better ideas on how to solve a problem from the root.
3. Give what you can, take what you need.  
It is a bountiful mindset of paying it forward, the opposite of greed.  
We just start with what we can contribute however small. The important thing is to start. We think of the person behind us and only get what we need.

## 4.0 Operations

### 3.1 Community Pantry (CP)



Each community pantry ideally serves 150 recipients though it is quite common to have 200-300 people who line up each day.

When a community pantry reaches 300 recipients, they are encouraged to break into 2 or more pantries. If it serves 750 or more, they are encouraged to convert into a community distribution hub (CDH) aka mother pantry to neighboring smaller pantries.

This move ensures the non-congestion of people for social distancing, eases their recipients from too long lines under the searing heat of the sun and to ensure that the community is a size small enough to extend personal regard to each member.

CPs have autonomy in seeking donations, setting working hours, deciding distribution practices which are apt to their capability and area of activity.

CPPH provides them with a list of suppliers and a venue to connect them to other CPs.

### 3.2 Community Distribution Hub (CDH)



At present, there are 15 CDH hubs in Quezon City (CPPH, Maginhawa and Matiyaga), Caloocan, Manila, Pasig, Marikina, Bulacan, Cavite(4) and Laguna(3) serving more than 400 CPs. Maginhawa CP, now a hub, serves 22 CPs in the area. Claret, the biggest hub, located in Quezon City serves 200 CPs in the NCR.

We are facilitating the creation of hubs in Rizal, Northern Bulacan, Valenzuela and other places.

Refer to [live map](#) for the CP and [CDH locations](#).

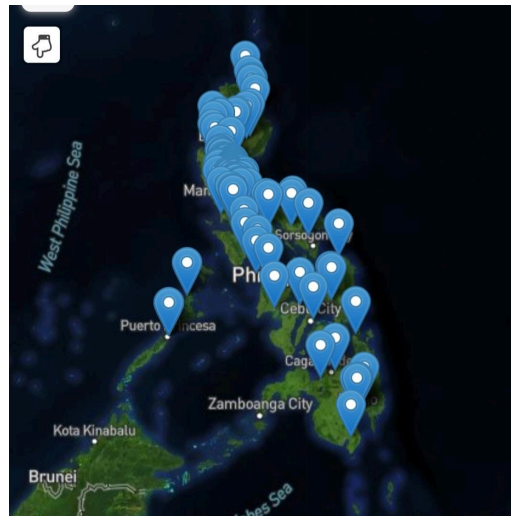
The hubs, have a big area with a number of volunteers and coordinators that act as follow:

1. Conduct donation drives (in cash or kind) in different channels
2. Procure fresh produce direct from farmers and farmers cooperatives (at a fair price to the farmer)
3. Organize delivery from supplier to hub, from hub to pantry
4. Repack and divide the produce into 150 recipient pack/pantry
6. Prepare transparency report to the public
7. Network with their satellite PCs and other CPPH members for exchange of best practices
8. Vetting of the PCs that they serve

The hubs use its central purchasing power to patronize farmers and fishermen and ensure they get a fair price for their harvests and as well help them in their dire situation of being negotiated to bankruptcy through unfair market practices.

It also has a policy of sending goods not cash to its member pantries to optimize the funds, safeguarding against fund misuse by having auditors and transparency reports for check and balance.

### 3.3 Community Pantry PH CPPH



In its role to inspire, grow and sustain community pantries, CPPH taps all resources that help in making coordination between all the vertical and horizontal elements of the network of CPs and CDHs

Some of what it provides:

- Resource. educates members on pantry creation and problem solving with infographics, FB live events, tutorial and links to information from 3rd party generated materials
- Tools. provides tools for effective community pantry management as transparency reports, database of suppliers and contacts of other CPs
- Venue. for conversation : provides a venue via the CPPH FB Group to exchange experiences, learnings, ideas and contacts with other CPs
- Inspire. connect and help each other out and more importantly share stories both heart wrenching and inspiring encounters they have which make their hard work all worthwhile.
- HIGHLIGHT. Raise awareness, inspire, unite...

## 5.0 How we moderate

Uniting individuals within a community, and communities with each other is a balancing act. Through objective observation and continuous learning, we establish guidelines that work best in fostering united interaction without compromising individual liberties.

1. Freedom of Self Expression X Community Anonymity  
What individuals share in their own social media is none of our business. However, we moderate what is shared in the community pantry pages, excluding those that self promote or that mentions names of donors, founders, political parties, companies and institutions.
2. Decentralization X Cooperation  
We are community first, not just aid providers. We develop strong community relationships.

This is why when a community pantry grows too big, we encourage breaking it down to serve the people better and know each other better. Social solidarity in the time of physical distancing.

3. Autonomy X Exchange

Each community's situation is different. As such, CPs are given autonomy to learn, problem solve and try ways of working for their community.

CPPH serves as a platform to share their experiences and learnings so that others may take inspiration or improve on and exchange ideas with.

4. Transparency X Privacy

CPs operations are public knowledge. CDH and independent individuals vet each CP within its cluster.

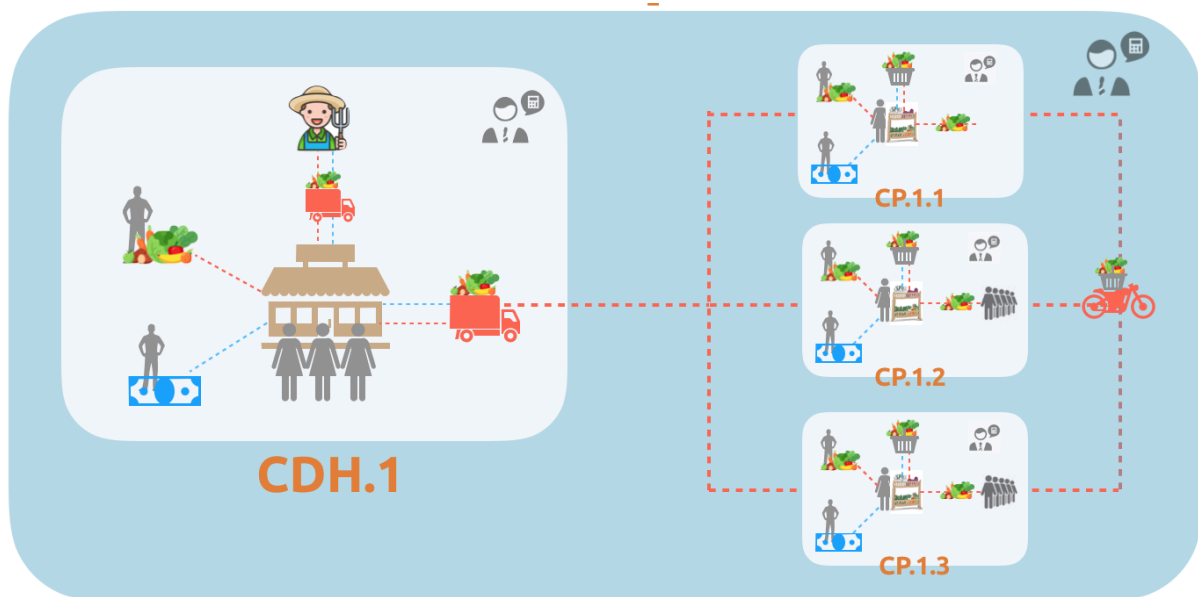
CPs are taught and obliged to provide regular transparency reports. Though sources of donations are not named in social media, they are accounted for in transparency reports made available publicly.

However, we uphold the individuals' right to privacy and do not give any personal information as much as possible.

5. Delay Judgement X Learning Cause & Effect

There is good and bad in every person. Good ideas come from all directions, the poor, the young, the illiterate. Instead of labels of good and bad, we continuously learn cause and effect and improve our ways of working.

## 6.0 How we coordinate



### 6.1 Horizontal Coordination

1. Donor to CP to Recipient
  - Donor to CP in Cash or Kind
  - CP to Recipient in kind



2. CPPH to CDH to CP
  - CPPH to CDH in cash or kind
  - CDH to CP in kind
3. CDH to CDH, CP to CP (within its cluster)
  - CDH to CDH in kind
  - CP to CP in kind

## 5.2 CDH Vertical Integration

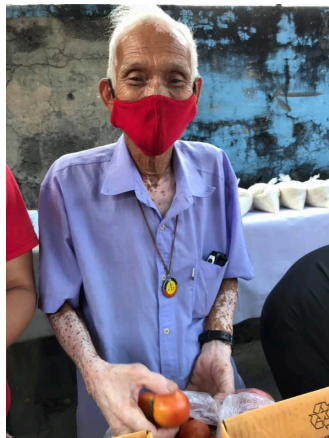
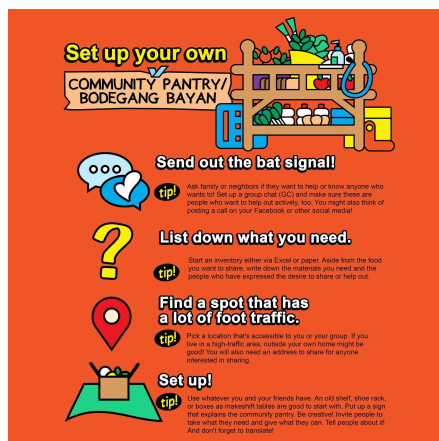
- A. Farmer/Fisherman/Cooperatives/Local markets
- B. Logistical Services
- C. CPPH, CDH, CP
- D. Community members/recipients

## 5.3 External Coordination/Support

- Media/Public. Online social media updates. FB MCP and CPPH pages. Tw CPPH.
- LGUs. CP assistance in physical distancing. Emergency first aid.
- Accountants, Auditors. Training and assistance to CDH, CP on preparation of transparency report.
- Legal support. List of contacts in case of harassment
- Tech support. Blockchain, smart contract, Community Pantry NFT. DOA.

# 6.0 CPPH Objectives

## Phase 1: Inspire



- STORIES Sharing of stories learned from members of communities
- EDUCATION Education by infograms, webinars from different contributors on all aspects of community pantry operations and value forming from talks and community anecdotes
- RESOURCE SHARING. Database of vetted source materials, references - as to suppliers, lawyers, ...
- ART. Art, music, literature freely shared with the community

## Phase 2: Grow



### 1. EXPANSION OF REACH

- Orphanages
- Prisons
- Indigenous
- Animals

### 2. EXPANSION OF IDEA

CPs are autonomous and are free to get creative according to their capabilities and have expanded the idea of community in other sectors. Here are some of their existing ideas launched

- Kitchen
- Library
- Students
- Kids toys, children's books, notebooks
- Pharmacy
- Pawtry - food for animal strays

### 3. MORE EFFICIENT COORDINATION

- Direct trade with farmers and fishermen
- Exploring better ways of working and coordination on the vertical, horizontal and with external service groups.

### Phase 3: Sustain



#### RECONNECTING WITH OUR ROOTS

The community pantry becomes sustainable when it is in harmony with the bigger ecosystem in which it is a part of. The give what you take, take what you need circular economic policy is aligned with the bigger natural ecosystem. Thus, if this can be implemented holistically, climate change and the environment benefit as well. ,

#### CIRCLE OF KINDNESS OVER PYRAMID OF GREED

However, it is not aligned with the current government structure where the ruling party gets a surplus of all resources, especially land. And thus can be an unwelcome change. Thus, this can be implemented either with buy-in of the ruling class or without them.

#### VERTICAL INTEGRATION DOING A FULL CIRCLE

Vertical coordination goes full circle and is not separate from community.

When the "give what you can, take what you need" is applied to all sectors of society and in all its manifestations, food, water, land, shelter and all byproducts of the land.

#### DEBUGGING CURRENCY

- Fiat currency that does not consider limited natural resources
- Usurious interest rates implemented by ruling class
- Currency valued more than nature
- Profit based economic model leads to a pyramidal wealth distribution

#### CIRCULAR INITIATIVES

CPPH allows each recipient, CP and CDH the autonomy to approach the question of sustainability according to their situation, capabilities and are ready to support them as they enter this phase.

Here are some initiatives that we have either started or considering to start and expand in the future.

- Community Plant A Tree
- Community Gardens (*Hydroponics from Tumana CP*)
- Community Recycling
- Community Zero waste
- Community Livelihood

## 7.0 CPPH Online Objectives

### Phase One : Fundraising & Inspiration

- A. Fundraising Drive
- B. Presentation of CPPH, its background, objectives, values, structure and ways of working, contacts and transparency report
- C. Assembly of resources for inspiration- to community pantry/idea creation
- D. Community Pantry database and map
- E. Fair Market, as part of fundraising drive, direct purchase from fresh produce farmers via Reselee.

### Phase Two : Coordination & Extension

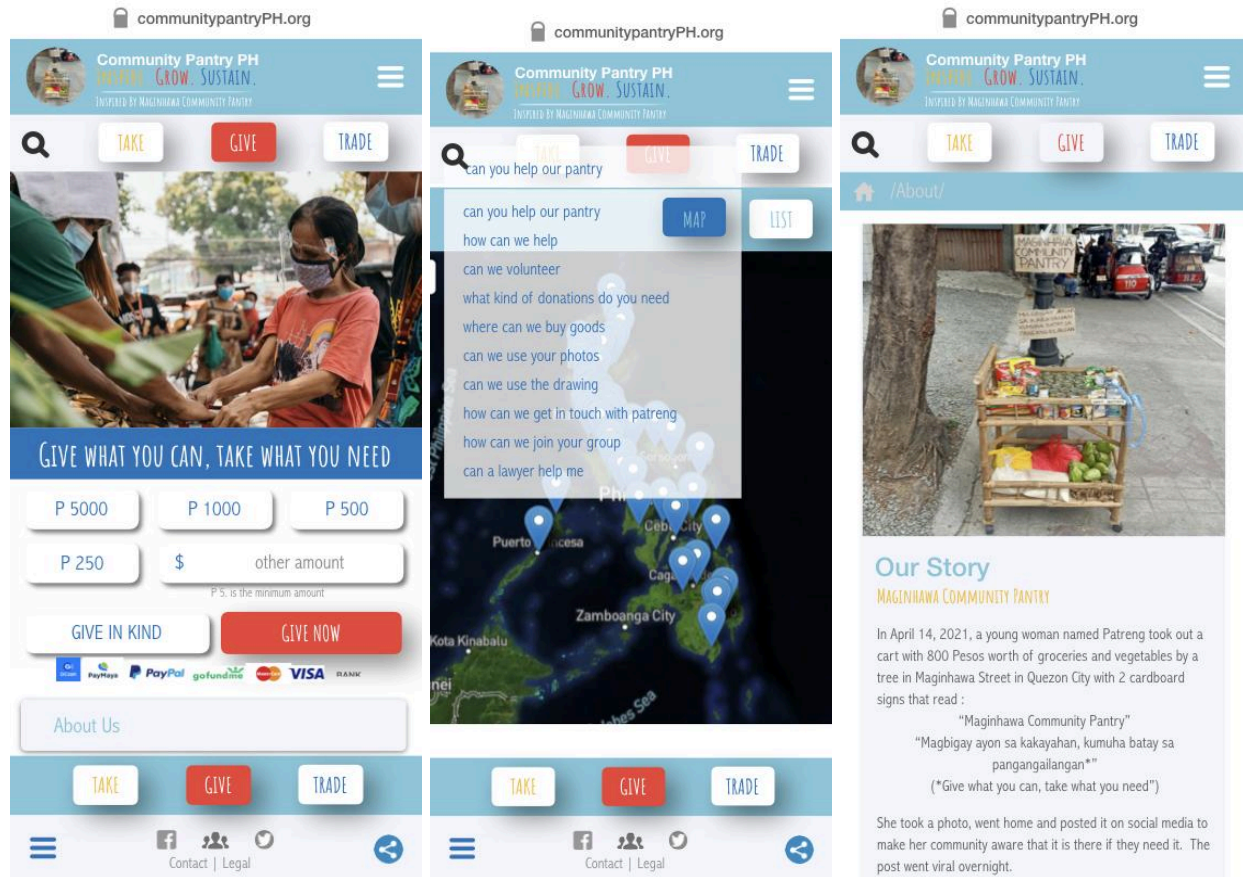
- F. Tech assisted vertical, horizontal and external support coordination
- G. Extension of fair market. Bigger selection and presentation of fresh produce farmers, fishermen and new categories- artisanal shop and art gallery
- H. Larger scope of resource materials for new community ideas. Paw-try, library, gardening...
- I. Value awareness aside from cost of things

### Phase Three : Sustainability & Blockchain technology

- J. Sustainability movement
- K. Blockchain implementation on fair market
- L. Blockchain FTS



## 8.0 Online Phase One Requirements



The objective of more than 1300 CPs at this early stage is to help the masses get through the extended quarantine period without dying of starvation. Thus phase one's focus is a fundraising drive to reach more recipients.

### A. LANDING PAGE : DONATION DRIVE

- Target Audience : General public. International- Cash donations. Local- Cash and kind donations.
- CTO : Donate -> Cash via different payment methods (local and international)  
-> in kind, by purchasing fresh produce from fairmarket and choosing hub

### B. FAQ and PANTRY FINDER

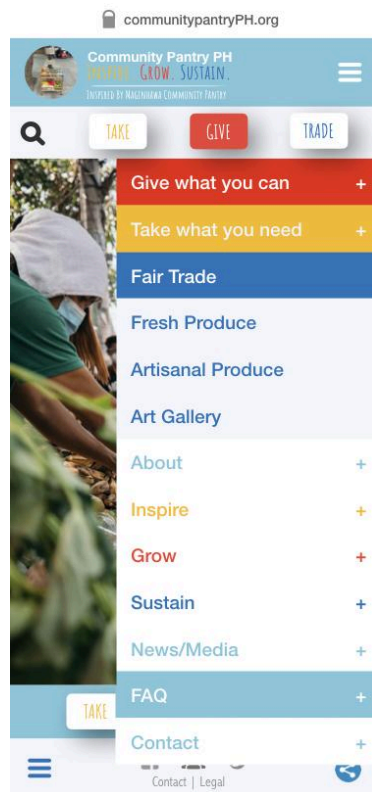
- Target Audience : CP Members and Recipients
- CTO : FAQ -> Direct to relevant info  
CP finder -> Link to Map or CP list

### C. MENU

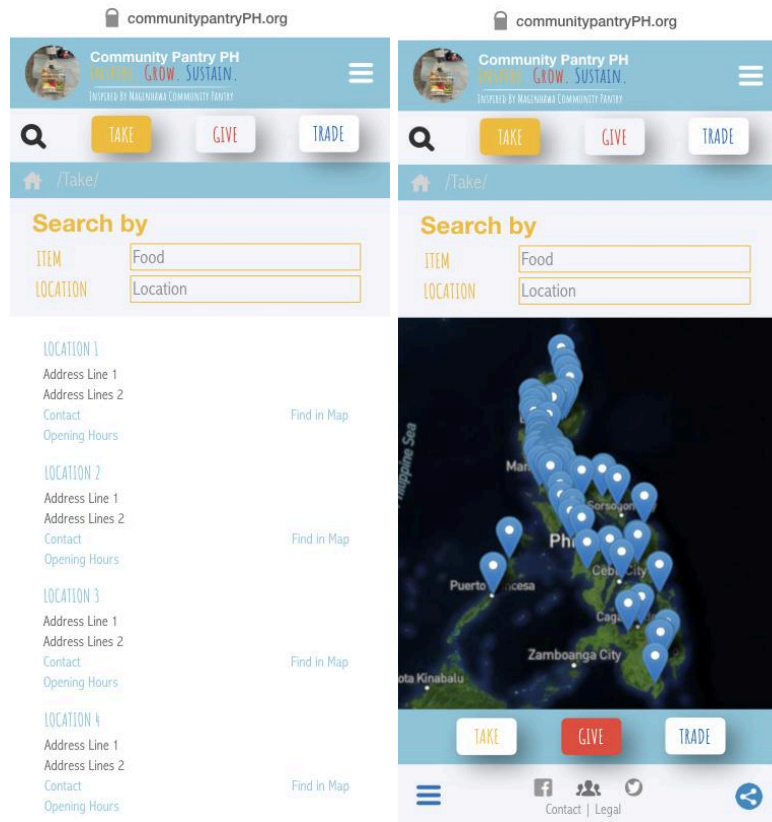
- Target Audience : General public, local and international
- CTO : Donate, Share to wider audience or create a pantry
- Contents
  1. About CPPH: Background story, venue for value formation

2. Operation, Moderation, Cooperation.
3. Inspire : Links to stories, resources and artworks
4. Grow : Links to other community services and ideas, networking
5. Sustain : Links to sustainable community ideas
6. News, Contact

## 9.0 CPPH Online Phase Two Requirements. Growth.

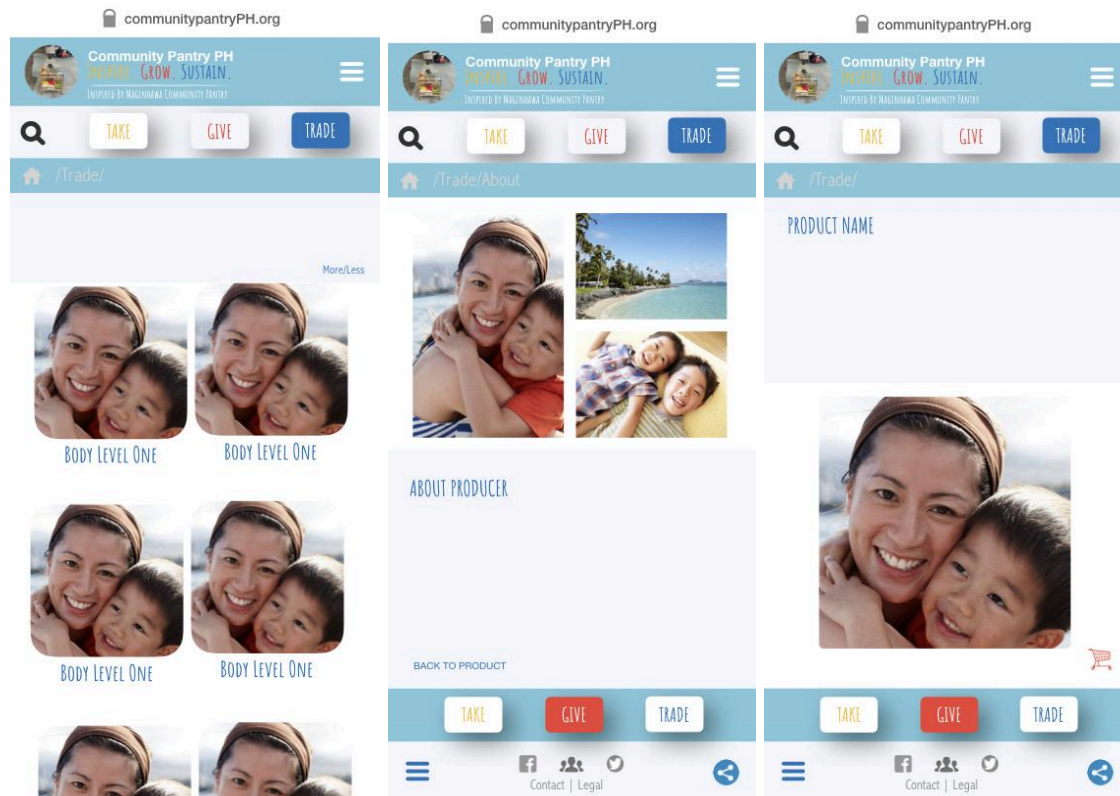


### D. TAKE (Pantry and item finder)



- Enabling of horizontal process facilitation between donors, suppliers, CDH, CP and recipients
- A simple about of CPs, FB page, contact, timings, donations accepted
- Sample Items
  - Food
  - Medicine
  - Pet Food
  - Books
  - Baby Products
  - Seeds
  - Used clothes
  - Gadgets
  - Used furniture
  - Home items
  - Bulk products
  - Waste Free

## E. FAIR MARKET FULL FUNCTIONALITY



- Wider supplier reach for fresh produce including rice, farm, fish all over Philippines. Make market accessible to pantries, local markets and donors (via Reselee)
- Extension of market categories to artisans with awareness of raw material source and cycle, human labor and cost percentage allocation
- Awareness of value over cost
- Extension of Fair market to artworks with bidding option (model: ebay)

## 10.0 CPPH Online Phase Three Requirements. Sustainability.

- Move towards sustainable economics
- Integration of blockchain technology. Fair value based circular currency.
- Blockchain transactions

## 11.0 Online Technical Guidelines

### 11.1 Mobile first

As 80% of digital content is consumed on mobile, the website is on a 4 column grid system.

### 11.2 Transparency vs Personal Anonymity

Aside from public transparency reports, it is important not to divulge personal details when not necessary.



### 11.3 Design

Rowena to provide all assets- copy, links and artwork

## 12.0 Contacts

- Jenny - [communitypantryph@gmail.com](mailto:communitypantryph@gmail.com)
- Rowena - [beautyandthebullsh.t@gmail.com](mailto:beautyandthebullsh.t@gmail.com)