

DID YOU KNOW

There is a long-standing virus that affects 1 in 3 Filipinos?



It's called

HUNGER & MALNUTRITION.

The consequent impacts last a **lifetime** but several existing approaches to solve this are ad-hoc and event-driven.



Which is why **ASSIST** will launch **KuBO** that will serve Filipinos in hunger/poverty-stricken areas, starting in Metro Manila that will stretch across the Philippines, with **well-balanced** and **nutritious meals on a regular basis.**



What is KuBO?

KuBO stands for: ***Kusina ng Bayan sa Oras ng pangangailangan*** translated as “community kitchen in times of need.”

This is the Filipino symbolism of ***Bayanihan***, a spirit of communal unity, cooperation to achieve a particular goal.

Through **KuBO** community kitchens, we aim to:

- ➔ Help respond to the country's ongoing issue on hunger and malnutrition.
- ➔ Provide an additional lifeline and measure to combat hunger resulting from natural disasters.

We envision successfully launching KuBO in Manila, then sustaining and growing the project as a **NATION-WIDE** campaign in battling hunger and providing food and nutrition to millions of Filipinos residing in vulnerable communities.

Fun Facts! Kubo (nipa hut) is a stilt house known to Filipino culture. Also, there's a famous Filipino folk song titled “Bahay Kubo,” which enumerates different nutritious vegetables available in the Philippines.





Help us raise **\$15,000**

to build fixed and mobile community kitchens
that will feed millions of Filipinos residing in Manila
hunger hotspots.

Click to see how you can
#SupportKuBO



How can you #SupportKuBO?

Be a Donor

Ending hunger in Manila is just few clicks away!

Campaign runs from **8 June 2020, 9:00 PM (PHT)**
until **27 June 2020, 11:59 AM (PHT)**.

1. Visit our campaign page at:

globalgiving.org/projects/assist-community-kitchens

2. Click **Donate Now** and choose from the donation options or type in your desired amount. Then, select your mode of donation and fill out the required information.

NOTE: Donating via an online payment method is strongly recommended. However, GlobalGiving will accept checks and wire transfers as long as they are received by June 15.

3. Tell your friends about this campaign that you have supported on social media to amplify your impact!

Don't forget to use the hashtags:
#SupportKuBO #CombatHungerWith KuBO

Be an Evangelist

Help us get our message across your network!
Here are some actions that you can take:

1. Check out ASSIST's social media pages and reshare our posts. Click icons to visit our official pages:



Facebook



Twitter



Instagram



LinkedIn

2. Send this deck or any of our posts to as many people as you can via email, personal message, group chats, etc.

3. Create your own **fundraiser page**. [Click here to begin.](#)

4. Join this movement by sending us / posting a 30 second to 1 minute video selfie on social media encouraging your peers to support this cause.

Don't forget to tag us and use the hashtags:
#SupportKuBO #CombatHungerWithKuBO





Join us as we #CombatHungerWithKuBO

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globalgiving.org/project/assist-community-kitchens



fb.com/ASSISTAsia



instagram.com/assist.asia



twitter.com/ASSISTAsia



linkedin.com/company/assistasia

Thank you for your support!

[Click to Learn How to Create your own Fundraiser Page](#)



Mark your calendars for the following special dates!

- | | |
|----------------|---|
| 08 June | Campaign Launch on GlobalGiving Platform (9:00 PM PH Time) |
| 17 June | Start of 24-Hour Bonus Day (12:00 NN PH Time) <i>Help us receive bonus cash prizes!</i> |
| 18 June | End of 24- Hour Bonus Day (12:00 NN PH Time) |
| 20 June | FREE Online Yoga Class for a Cause (tbc) |
| 27 June | End of Campaign |



globalgiving.org/projects/assist-community-kitchens

#SupportKuBO #CombatHungerWithKuBO

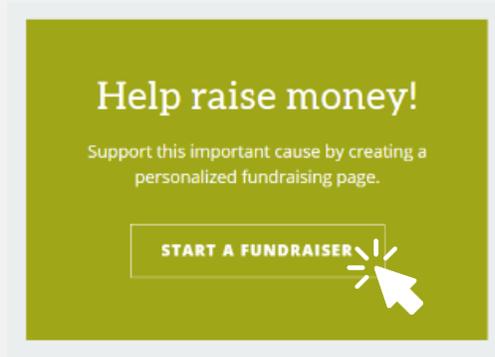
#SupportKuBO by creating your own Fundraiser Page!

It's easy! Follow these steps to create your own Fundraiser Page:

1. Visit our official campaign page on GlobalGiving:

globalgiving.org/project/assist-community-kitchens

2. Scroll down and look for the green box on the right side of the screen. Then, click **Start a Fundraiser**.



3. **Create an account** using your email or click **Continue with Facebook** if you wish to connect you Facebook account in the GlobalGiving Platform. For existing users, kindly log in using your GlobalGiving Account.

4. Enter all required information. Feel free to skip optional items!

Recommended Fundraiser Titles:

- #SupportKuBO to Feed Manila Hunger Hotspots
- Help us Feed Manila through KuBO Community Kitchens
- Join us as we #CombatHungerWithKuBO
- KuBO Community Kitchens for Manila Hunger Hotspots

5. Set your own target funding goal. Any amount that you think you can raise through network is acceptable!

6. Finally, click **CREATE FUNDRAISER** and you're done!

Maximize the creation of your fundraiser page by sharing it on your social media and sharing the link to any platform.

