

# The Social Grocery

## Donor's Report II



**The Social Grocery 2020 – Donor's Report II – (Oct 20-Feb 21)  
Submitted to Global Giving**

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## The SOCIAL GROCERY in Tripoli

With the support of our donors, The SOCIAL GROCERY in Tripoli opened its doors in September 2020. The store is the first non-profit grocery in Lebanon and is meeting the need of poor families in Tripoli, to whom buying from commercial supermarkets is becoming extremely expensive. Due to the economic, financial and political crisis, as well as the Covid-19 pandemic, almost half of the population in Lebanon has fallen below poverty line while prices of food have been sky-rocketing. For example basic items such as rice have tripled in price over the year. From the SOCIAL GROCERY, these goods can be bought for a reduced price.

Since opening the store, the SOCIAL GROCERY served more than 1500 walk-in clients as well as provided 75 very vulnerable clients with a card membership that allows them to buy products for almost wholesale price. In addition, 12 persons have signed up as members who buy products for an increased markup as a form of contribution and social solidarity.

### Fund Utilization

#### Report Summary Table

|                                     |  |
|-------------------------------------|--|
| PLAN REPORT:                        | Progress Report  |
| ASSISTED PROGRAMME:                 | Provision of a non-profit grocery store that sells basic households' food and non-food goods for a reduced price |
| FUNDED AMOUNT THROUGH GLOBAL GIVING | USD 280  |
| UTILISED DURING REPORTING PERIOD:   | USD 280  |
| BALANCE:                            | USD 0  |
| REPORTING PERIOD:                   | Oct 20 – Feb 21  |

### Executive Summary

This is the second progress report submitted to GLOBAL GIVING Donors for The Social Grocery in Tripoli in regard to provision of a non-profit grocery store that sells basic households' food and non-food goods for a reduced price (October 2020 to February 2021).

The SOCIAL GROCERY is a financially sustainable social enterprise model that aims at achieving public good by allowing poor families to purchase their basic items for affordable prices.

This report covers the project activities undertaken during the period of Oct 20 to Feb 21.

Due to the political, economic and financial crisis in Lebanon, there is an increase in the number of people living below the poverty line in Lebanon. In addition to the ongoing challenges in the country, the covid-19 health crisis and the lockdown influenced significantly the economy of Lebanon and led to significant negative impact on vulnerable groups. Now almost half of Lebanon has fallen below that line. One of the most significant difficulties poor families are facing is the price rocketing of essential food and non-food items. With the currency losing more than half its value, food prices have soared. Some staples like rice have nearly tripled in price over the year. Long-term residents of Tripoli, including journalists who covered the civil war and subsequent conflict on their home turf, say they have never seen the city so depressed or tense. This increase in prices is sometimes justified due to the inflation in the national currency, but it is exaggerated in many cases. Poor families in Tripoli need cheaper options since commercial supermarkets are becoming extremely expensive.

The SOCIAL GROCERY welcomes 3 different segments of clients:

- 1) Walk-in clients: buy products for shelf price (about 15% markup);
- 2) Mousahama Card members: can buy products for an increased markup as a form of contribution and social solidarity (35%);
- 3) Daam Card members: can buy products for almost wholesale price (up to 4% markup only)



The main objective of the SOCIAL GROCERY is to serve the Daam cardholders who are poor families with low purchasing power, identified and referred by respectful and non-political partner NGOs. To be able to achieve this objective in a sustainable manner, the SOCIAL GROCERY should increase its income and compensate losses occurred due to selling for extremely low prices to Daam cardholders. In order to generate this income, the SOCIAL GROCERY is promoting the Mousahama card to mobilize the highest number possible of supporters.

**The following key results were achieved through a number of activities during the period of Oct 20 to Feb 21**

- Daam Cards

The Social Grocery in Tripoli managed to provide 53 Daam Cards to 53 beneficiaries who bought products for almost wholesale price; thus, the total number of Daam cards holders became 75



- Mousahama Cards

We managed to provide 12 Mousahama Cards to 12 beneficiaries who bought products for an increased markup as a form of contribution and social solidarity; thus, the total number of Mousahama cards holders became 31



- Walk-in clients

We managed to serve more than 1500 Walk-in clients who bought products for shelf price

**Budget Overview**

|   | <b>Budget USD</b> | <b>Spent USD</b> |
|---|-------------------|------------------|
| POS Software maintenance                    | 150               | 150              |
| Website Domain's renewal                    | 100               | 100              |
| Supply & Goods                              | 280               | 280              |
| Salaries (Oct 20 to Feb 21)                 | 6300              | 6300             |
| Rent and occupancy costs (Oct 20 to Feb 21) | 1500              | 1500             |
| Miscellaneous                               | 250               | 200              |
| <b>Total Spent</b>                          | <b>8,580.00</b>   | <b>8,530.00</b>  |