



## **#SaloSalo: Towards a Million Meals**

**Nourishing Filipino families with one million healthy meals – bringing hope for a healthier, cleaner, and more equitable world.**

### **I. About the Partners and Program Rationale**

#### **Reach Out and Feed Philippines (ROFP)**

Founded in 2012, **Reach Out and Feed Philippines, Inc. (ROFP)** is a volunteer-driven, non-profit organization committed to ending child hunger and malnutrition in the country. Over the past decade, ROFP has **served more than 555,932 nutritious meals** to children and families nationwide – from disaster-affected zones to urban poor and rural schools.

ROFP works through a trusted network of **schools, community kitchens, and faith-based organizations**, ensuring that every peso directly supports local feeding, health monitoring, and livelihood-linked nutrition programs. The organization's mission goes beyond providing food; it aims to **break the cycle of hunger and dependency** by restoring dignity, building community self-reliance, and nurturing Filipino youth to become healthy, productive citizens.

## Race to Net Zero Philippines (RTNZ PH)

**Race to Net Zero Philippines, Inc.** is a national non-profit coalition aligned with the **United Nations Climate Change High-Level Champions' Race to Zero campaign**. It mobilizes cities, companies, and citizens toward halving emissions by 2030 and achieving net zero by 2050.

The organization leads climate education, corporate decarbonization, and zero-waste initiatives nationwide, working alongside partners such as the **European Chamber of Commerce of the Philippines (ECCP)**, government agencies, and sustainability leaders. RTNZ's approach is data-driven, integrating **environmental monitoring, policy advocacy, and community capacity building** under its core pillars: **Pledge, Plan, Proceed, Publish, and Persuade**.

## Why the Partnership Matters

The **ROFP × RTNZ** partnership unites two vital missions — **nutrition security** and **climate action** — to tackle the interconnected crises of **child malnutrition, poverty, and environmental degradation**.

- **Child malnutrition remains a national emergency.**
  - The **World Bank** calls nutrition an *ethical and national security imperative*.
  - **UNICEF** estimates that the Philippines loses **₱220 billion annually** from malnutrition-related productivity loss, equivalent to **1.5% of GDP**.
  - **One in three Filipino children** under five is stunted, limiting lifelong potential.
- **Toxic environments worsen malnutrition and disease.**
  - Over **13 million residents** in Metro Manila are regularly exposed to air pollution exceeding safe levels.
  - The **State of Global Air 2024 Report** attributes **8.1 million deaths worldwide in 2021** to air pollution, with children being the most vulnerable.
  - Poor air and waste conditions near landfills directly contribute to **respiratory, cardiovascular, and developmental diseases**, compounding nutrition deficits.

By combining ROFP's **feeding and health expertise** with RTNZ's **climate and environmental systems**, the #SaloSalo program directly addresses these root causes:

- **Feeds families**, not just children.
- **Empowers parents** through green livelihoods and zero-waste training.
- **Improves air quality** and public health in landfill-side communities.
- **Builds replicable models** of clean, circular, and climate-resilient neighborhoods.

## The 2025 Year End Campaign: #SaloSalo – Towards a Million Meals

“Salo-Salo” is a Tagalog word that means get-together, gathering, or reunion – a uniquely Filipino tradition of sharing food, stories, and laughter around one table. It embodies the spirit of bayanihan – **the belief that *when we come together, we can overcome hunger, hardship, and adversity.***

**From October 22, 2025 to January 22, 2026**, every gathering can become an act of hope. Whether it's a holiday reunion, a company celebration, a family get-together, or a simple meal with friends – turn your shared moments into meaningful action through the #SaloSalo campaign.

### How It Works

#### 1. Rally Your Group

Invite your family, friends, officemates, or community to dedicate your next get-together to Filipino children in need. Every *Salo-Salo*—whether a reunion, dinner, or team celebration—can become a moment that feeds hope.

#### 2. Set Your Target Impact

Decide how many **meals you want your gathering to provide.**

Each **₱59 (≈ USD 1)** funds one nutritious meal for a child and supports clean-air and zero-waste community programs.

*Example: 20 guests × ₱590 each = 20 children nourished for a day.*

#### 3. Pool Your Contributions

Collect your group's pledges and channel them through the **official Salo-Salo donation platform**. You can donate collectively or individually online, knowing every peso directly fuels **#SaloSalo: Towards a Million Meals**.

#### 4. Share Your Story

Capture your *Salo-Salo* moment and post it on social media with **#SaloSalo**. Show how your shared table helps create **cleaner air, less waste, and healthier Filipino families**.

## A Movement Beyond the Table!

The 2025 edition of #SaloSalo aims to deliver 500,000 additional meals, bringing Reach Out and Feed Philippines (ROFP) closer to its one-million-meal milestone. This year's campaign focuses on 25 landfill-adjacent communities, where child malnutrition and respiratory illness are most severe due to poor air quality and unmanaged waste.

Through this joint initiative between ROFP and Race to Net Zero Philippines Inc. (RTNZ PH):

- Families gain consistent access to nutritious meals and health supplements.
- Parents receive training and livelihood opportunities through community recycling, urban gardening, and clean-air programs.
- Neighborhoods build resilient, circular systems that link child health, climate action, and community dignity.

In every Salo-Salo, we celebrate connection – and through #SaloSalo 2025, each shared meal becomes a step toward a healthier child, a cleaner community, and a more equitable Philippines.

## II. Program Overview

Parameter	Details
Duration	120 days (4 months)
Total Meals Target	500,000 meals
Cost per Meal	\$1
Total Project Budget	\$500,000
Target Beneficiaries	5,000 individuals (approx. 1,000 households from 25 communities)

The ₱59 (USD 1) base value represents the *true integrated cost* of delivering one nutritious meal under the #SaloSalo: Towards a Million Meals program.

This amount goes beyond the direct cost of ingredients – it includes logistics, livelihood training, health interventions, and environmental programs that make each meal part of a **holistic development approach**.

While the **cash cost of food preparation averages ₱50**, the remaining **₱9 value per meal** reflects program-wide investments in systems that sustain nutrition and restore community well-being.

The ₱50 food cost already **factors in the reduction from in-kind donations** of ingredients and supplies provided by ROFP’s partner network – including schools, local food producers, faith-based groups, and private donors. These contributions significantly reduce the per-meal expense that would otherwise exceed ₱70–₱80 in commercial catering value.

#### Integrated Cost Breakdown per Meal

Component	% of Meal Value	Estimated Cost per Meal (₱)	Description
<b>Direct Food &amp; Preparation</b>	65%	₱38.35	Ingredients, preparation, safe water, cooking fuel, sanitation supplies; includes volunteer kitchen labor from partner sites.
<b>Nutrition Enhancement</b>	10%	₱5.90	Micronutrient powder, vitamin K2 supplements, health tracking, and nutrition education materials.
<b>Waste &amp; Clean-Air Interventions</b>	10%	₱5.90	Training of informal waste collectors (“Climate Heroes”), materials recovery activities, and community clean-air actions.

<b>Community Gardening &amp; Food Security</b>	<b>8%</b>	<b>₱4.72</b>	Seeds, composting kits, training, and community tool banks supporting 25 garden sites.
<b>Monitoring, Evaluation &amp; Data Systems</b>	<b>7%</b>	<b>₱4.13</b>	Air-quality tracking with Breathe Metro Manila, RTNZ Impact Score system, reporting dashboards, and playbook development.

- Beneficiaries are selected from **DSWD-identified households** in landfill-side and high-risk communities.
- Programs are implemented by **ROFP’s local partners** (schools, parishes, community kitchens), while the **ROFP-RTNZ PH team** manages **project monitoring, fund releases, and impact reporting**.
- The program officially launches **only once 80% of funding is secured** per location.

**III. Program Components & Budget Allocation**

Component	Description	% Allocation	Amount (₱)	Key Deliverables
1. Essential Nutrition Program	Implement a 120-day family-centered feeding initiative for 5,000 beneficiaries (25 communities × 200 beneficiaries/community).  Provide 2 meals and snacks daily using nutrient-dense menus, fortified with micronutrient powder and vitamin K2 for	65%	₱16,250,000	- 500,000 healthy meals served - 5,000 beneficiaries from 25 communities - Growth monitoring & nutrition logs - Micronutrient supplementation kits distributed

	<p>children with chronic deficiencies or stunting.</p> <p>Includes volunteer support and partner in-kind food donations to lower costs.</p>			
2. Race to Zero Waste	<p>Partner with PLAF, Restore Solutions, and HARVEST to conduct waste-management training for 500 informal waste collectors (primarily parents of beneficiaries).</p> <p>Upskill and formalize them as workers in recycling or material-processing enterprises converting plastics into sustainable construction materials for schools and shelters.</p>	10%	₱2,500,000	<ul style="list-style-type: none"> <li>- 500 trained Climate Heroes</li> <li>- 25 barangay-level waste-segregation systems-</li> <li>-Plastic waste converted into usable materials</li> </ul>
3. Community Gardens & Climate-Health Education	<p>Establish or support community gardens in all 25 partner communities (50 families per site).</p> <p>Provide seeds, tools, and composting kits for fast-growing vegetables and root crops.</p> <p>Conduct workshops linking soil health, composting, clean air, and family nutrition to promote self-sufficiency.</p>	8%	₱2,000,000	<ul style="list-style-type: none"> <li>- 25 community gardens operational</li> <li>- 50 families per site growing food</li> <li>- 10 training workshops</li> <li>- Composting hubs &amp; tool banks</li> </ul>

4. Monitoring, Evaluation & Replication Toolkit	<p>Deploy the RTNZ Impact Score with Breathe Metro Manila to track air-quality improvement and community health outcomes.</p> <p>Develop a digital dashboard and publish a Community Playbook for replication in other landfill-side barangays.</p>	7%	₱1,750,000	<ul style="list-style-type: none"> <li>- Baseline &amp; post-program air-quality data</li> <li>- Health &amp; environmental dashboards- Playbook for replication</li> <li>- Public release of data-driven impact report</li> <li>- Transparent reporting for donors</li> </ul>
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**Total Project Budget**

Category	Amount (₱)
Total Integrated Value (₱59 × 500,000 meals)	₱29,500,000 (\$500,000)

**IV. Expected Outcomes**

 **Nutrition Impact**

- **500,000 healthy meals** served to **5,000 beneficiaries** (approximately 1,000 households across 25 communities).
- **Improved child growth and reduced stunting rates** among participating families through consistent access to nutrient-dense meals and snacks.
- **Micronutrient and vitamin K2 supplementation** provided for children with chronic deficiencies and stunting.
- **Growth monitoring and nutrition logs** established in coordination with partner schools, parishes, and health volunteers.
- Strengthened community understanding of the link between **nutrition, hygiene, and environmental health**.

## Environmental & Livelihood Impact

- **500 informal waste collectors** (mainly parents of beneficiaries) trained and **upskilled into formal employment** or micro-enterprise roles through partnerships with **PLAF, Restore Solutions, and HARVEST**.
- **Plastic waste recovered and transformed** into sustainable construction materials used for schools, community centers, and shelters.
- **Improved air quality** in target communities, measured through the **RTNZ Impact Score** in partnership with **Breathe Metro Manila**, demonstrating tangible reductions in particulate matter (PM2.5).
- **Behavioral change achieved** through household-level waste segregation and anti-burning advocacy, reducing pollution exposure for families and children.

## Sustainability & Knowledge Transfer

- **25 operational community gardens** providing fresh produce and sustainable food sources for 50 households each.
- **Capacity building and hands-on workshops** empowering families to maintain home gardens, compost waste, and reuse organic materials.
- **Climate-health education modules** developed and rolled out in schools and communities, linking soil health, clean air, and child nutrition.
- **Comprehensive Monitoring & Evaluation Dashboard** capturing nutrition, air quality, and waste-diversion data in real time.
- **Community Playbook** documenting implementation lessons and results, designed for **replication by LGUs, NGOs, and school-based feeding programs**.

## V. Vision for 2025 and Beyond

**#SaloSalo 2025** envisions a **Philippines where no child goes hungry** and every community thrives in **clean air, safe environments, and dignity**.

By integrating **nutrition, waste management, and clean-air solutions**, the program goes beyond short-term feeding—it builds **resilient, circular communities** where families become part of the solution.

Through this initiative, children are nourished, parents gain livelihoods, and neighborhoods become models of **climate-smart, community-driven transformation**.