



**CABARETE SOSTENIBLE**

**A CORONAVIRUS CRISIS RESPONSE**

**Sustainable Food And Agriculture Solution**



# CABARETE



Situated on the idyllic North Coast of the Dominican Republic, Cabarete is a small coastal town with a culturally diverse **population of just over 25,000**.

With its beautiful beaches, trade winds and international status as a watersports mecca, Cabarete draws a disproportionate amount of surfers, kitesurfers and windsurfers to the Dominican Republic, the most visited country in the Caribbean. As such, **tourism accounts for over 65% of local employment** and is a vital pillar of the economy.



# THE SITUATION

The COVID-19 crisis has created an unforeseen food crisis in addition to the health and social situation, giving way to an estimated **85% unemployment rate** due to the temporary collapse of tourism in the region.

Today **80% of Cabarete's population are identified as 'food insecure'**, meaning they have no more than **3 days of food at any given time**. While the local government operates a food support program, this currently benefits **just 1,600 residents**.

This unique problem calls for a collective solution, with **both short-term and long-term positive impact** for Cabarete and similar communities around the world.



# THE SOLUTIONS

An **unprecedented coalition** of local NGOs, farms, food providers, community leaders, volunteers, and elected officials have joined forces as a united group to **solve the immediate crisis** and develop a **sustainable long-term solution**.

- **Immediate Solution**: to distribute nutritious food, purchased at the **lowest possible cost** and packaged under **strict hygiene guidelines**, to the **neediest families** in the community throughout the coming weeks and months.
- **Mid to Long term**: To ensure that Cabarete equips itself to **tackle crises in the mid to long-term**, we are also working with several local landowners to build **sustainable food production facilities** through community gardens, permaculture farms and food education programs.



# RELIEF PROGRAM OBJECTIVES



1. **Identify and record the neediest** and most food insecure members of the Cabarete community through local community leaders and organizations.
2. **Ensure targeted distribution of food-kits** containing quality food rations for a week.
3. **Organize and scale up fundraising** efforts to supplement local resources.
4. **Build, implement and scale up a food purchasing and distribution** plan to prevent food insecurity from creating social issues that would be damaging to the community and the local economy in the short and long term.
5. **Engage in an ongoing coordination** with local and State administrative bodies, maintain a real-time communication with community leaders and the population to prevent potential social and humanitarian issues.
6. **Build a sustainable community agricultural production model**, that will allow the most vulnerable members of the community to feed themselves on the medium and long term.
7. **Develop and share an open source sustainable model** to help small communities across the world feed themselves in times of crisis and build long term sustainable local resources.

# SHORT TERM SOLUTION: DISTRIBUTING RATION PACKS - COST & CONTENTS

Our **coalition-based approach** has allowed us to work with local supermarkets and farms to achieve a **high food safety standard** and sourcing food at **distribution cost**. This means we are able to provide each ration pack at the **lowest possible cost**.

Each ration pack has been carefully designed to provide an individual with **one week's worth of necessary nutrition**:

- 1.75 lbs of rice
- 1.75 lbs of beans
- One 8oz bottle of cooking oil
- 1 lb of pasta
- Soap & Bleach
- ½ ltr Milk
- ½ lbs Passion Fruit Pulp
- Oranges
- ¼ lbs Spinach & Dark Leafy Greens

**\$4**

will feed one person for one week

**\$15**

will feed a family of 4 for one week

**100%**

of money goes to food purchasing

# DISTRIBUTION & LOGISTICS

In order to ensure an **effective and uninterrupted distribution program**, two local schools have agreed to store raw foods upon arrival. Municipal Police are available to guard food storing facilities if needed.

A growing volunteer network of community leaders and representatives from each Barrio (neighborhood) will be deployed to distribute ration packs to the neediest families.



# COALITION

An unprecedented and united group has formed to tackle this crisis head on. Here are some of the key local organizations donating their time and resources to the effort.



## Academia de la Costa

Academia de la Costa is a martial arts academy and community center focusing on the practice of Brazilian Jiu Jitsu both as a sport and for personal defense. The Academy offers free or low-cost classes, activities and workshops to local children and youth and is recognized as a force for positive change in underserved communities.

[jiujitsudelacosta.com](http://jiujitsudelacosta.com)



## The DREAM Project

The DREAM Project provides more than 1,000,000 hours of quality education to more than 8,000 children through 17 different programs across 27 communities in the Dominican Republic.

[dominicandream.org](http://dominicandream.org)



## Providing Opportunity

Providing Opportunity has adopted the community of Barrio Blanco with a comprehensive approach toward lifting it up from poverty. This includes 50 new homes, a clinic, 33 scholarships and more.

[providingopportunity.org](http://providingopportunity.org)

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## Inspire DR

INSPIRE DR educate, mentor and inspire underprivileged boys to become productive and responsible members of the community. InspireDR provides free programs that teach practical life skills and instil positive values, so boys in the Dominican Republic can mature into responsible men, husbands, and fathers.

[inspirebyaction.org](http://inspirebyaction.org)



## FEDUJAZZ

The non-profit Education Foundation of the Festival offers free music education to children from underserved communities, and special workshops for local musicians. Many of the artists participating in the DR Jazz Festival offer workshops to support the cultural development of hundreds of local children every year.

[drjazzfestival.com](http://drjazzfestival.com)



## Charlie's Foundation

Charlie's Foundation is a Canadian and Dominican non-profit organization that teaches Dominican youth the English language, connecting them with the wider world and improving their future career prospects.

[charliesfoundation.org](http://charliesfoundation.org)



## Cabarete Mayor's Office

The Mayor elect's Freddy Cruze, a State Senator, and the Governor's office are actively supporting this coalition, including by pledging ground support to ensure proper food distribution.

# EXECUTIVE TEAM



## Tomas "Papo" Soñé - Founder, Academia De La Costa



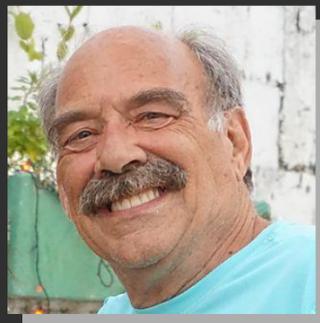
Tomas "Papo" Soñé is a Brazilian Jiu Jitsu black belt, boxing instructor and former professional MMA fighter. He is the co-founder of Academia de la Costa, a martial arts academy and community center based in Cabarete, Las Terrenas, Santo Domingo and Ottawa, Canada. Through Academia de la Costa, Papo has organized free Brazilian Jiu Jitsu, art and skateboard classes for local children, as well as Carnaval de Cabarete. Originally from Santo Domingo, Papo has lived in Cabarete for over 15 years. Cabarete Sostenible started with a brief conversation at the parking lot of Yanet's supermarket between Papo and Jonathan Tomato.

## Catherine DeLaura - Executive Director, The Dream Project



Catherine DeLaura has led the DREAM Project in the Dominican Republic since 2009. DREAM focuses on early childhood education, high quality primary education and holistic youth development. Catherine was assistant principal and principal of School of the Future in New York City from 2002 – 2007. She taught ESL and history as a Peace Corps Volunteer in Micronesia and in the New York City public schools for 10 years. Her administration experience also includes founding an interdisciplinary arts program at Taft High School in the South Bronx and receiving an MBA from Columbia Business School.

## Ron Zauner - Founder, Providing Opportunity



Expertise is Fresh Produce generally from farm through supermarket distribution in the role of long-haul truck transportation brokerage. Founded and owned the third largest produce logistics brokerage in North America. Voted # 1 Transportation company for the Canadian Produce Marketing Association, earned and maintained Business Character Award and Blue Book Transportation Membership (both highest awards). Arbitrated produce damage claims. Shipped over 20,000 truckloads over 27 years. Knowledgeable in packing, sizing, temperature controls.

## Jonathan Wunderlich - Director of Development, The Dream Project



Jonathan Wunderlich has been with The DREAM Project since 2004, its first year of operations. Originally from Rochester, NY, Jon has held various titles and certifications as a teacher, trainer, professor, and business consultant. Initially, Jon came to the Dominican Republic to visit a good friend, write a novel and do some volunteer work. After becoming a DREAM volunteer, he was offered the position of Dominican Director. Since then, Jon has led the organization in strategic partnerships, PR, Marketing and fundraising as Director of Development, watching The DREAM Project grow from a small, grass roots organization, into an internationally recognized non-profit.



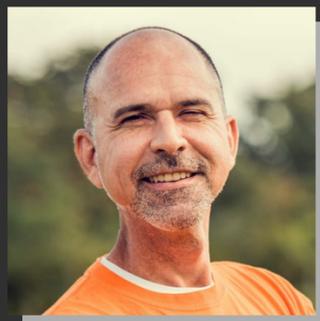
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### Jennifer Kirkman - Co-founder & Vice President, FEDUJAZZ



Jennifer was raised in Santiago, Dominican Republic and has been volunteering and supporting non-profit organizations for over 35 years. She is a founding member and VP of FEDUJAZZ, a Cabarete non-profit dedicated to bringing about social change through music education. The organization also puts on the Dominican Republic Jazz Festival to promote cultural exchange. She is also Managing Director of Sea Horse Ranch one of the pioneers of development in the area with a long standing reputation for their leadership and support in the community.

### Adam Gutman - Co-founder & President, Inspire DR



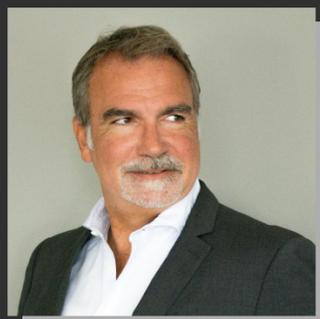
Originally hailing from Florida, Adam Gutman moved to Cabarete in 2013. After recognizing the absence of meaningful opportunities for many of Cabarete's young boys, Adam co-founded Inspire DR along with Stefan van der Spek. With a passion for helping his community, Adam now runs the day to day strategic planning, organizational goals and objectives, fundraising, annual budget and community relations.

### Yann Reynaud - Executive Director, Inspire DR



Yann Reynaud is director of InspireDR. A French native, he arrived in Dominican Republic in 2012, where he started to work in a non-profit organization as a teacher for a youth workforce development program. He has worked in multiple communities throughout the country, developing life skills projects, working with local businesses, leading teams, and training more than 600 youths. In 2016, he became director of Inspire DR, teaching boys life skills through critical thinking and problem solving skills thus increasing their opportunity to have a better future.

### Thierry Daher - Founder & CEO, Positive Solutions Cabarete Sostenible Marketing Lead



Thierry Daher is the Founder & CEO of Positive Solutions, a content marketing agency focusing on positive impact projects. Having lived in Cabarete for 2 years, he created Surfasana, a new practice weaving meditation, yoga & surfing. He spent 26 years in NYC where he headed two digital marketing agencies, founded a brand content & film production company & launched the US offices of 2 European startups. As a Filmmaker he won 5 Best Documentary Awards, one Best Film Award & the top prize at the 2007 NY Viral Film Festival. He is President of the Philippe Daher Foundation, a non-profit financing cancer research & palliative care & a Board Member of CoreDaher, a holding company of Daher Group, a \$1.3B aerospace firm founded by his great-grandfather.

### Leonidas Treadwell - Entrepreneur & Philanthropist Cabarete Sostenible Food Distribution Lead



For over 3 decades Leo has had the honor and privilege of working with organizations and individuals from all walks of life, including investment banking, indigenous peoples, military and police leadership academies, "at risk" and youth leadership programs, Fortune 500 companies and rehabilitation facilities across the board. Leo has organized multiple fundraising community music festivals oriented towards sustainability, lead several trainings for leaders in his community of Kitsap County for Leadership Kitsap and worked with many alternative schools, at risk youth and Coast Salish Tribes from Canada to California.

# HOW WILL FUNDS BE USED AND TRACKED



100% of every cent of every donated dollar is guaranteed to go toward sustainable food programs in Cabarete. All donations will be closely tracked and accounted for by our highly experienced NGO team. Donations will be securely processed via PayPal or received via wire transfer if requested.

All administrative, management and operational costs will be covered by the broad coalition of organizations and companies that have united to tackle this crisis.

A screenshot of a donation form. At the top, it says "Donate to Dominican Republic Education And Mentoring Project" with a blue checkmark icon. Below that, it says "Purpose: Cabarete Sostenible". The amount "\$40.00" is displayed in large font, with "USD" underneath. There is a checkbox labeled "Make this a monthly donation" with a question mark icon. Below the checkbox is a blue button that says "Donate with PayPal". Underneath the button is the word "or". At the bottom is a white button with a blue border that says "Donate with a Debit or Credit Card".

# AN OPEN-SOURCE, SCALABLE & EXPORTABLE MODEL

The stark challenges that this coalition aims to tackle are **by no means unique to Cabarete or to the Dominican Republic**. Significant economic reliance on tourism, widespread poverty & food insecurity and limited state resources mean that **many communities across the globe are ill-equipped to face crises** of this magnitude.

In addition to supplying both short-term and long-term solutions to Cabarete, we aim to develop and share an **open source sustainable model to help small communities across the world feed themselves in times of crisis** and build long term sustainable local resources.

