

## From Homemaker to Homebaker



### JANICE CINCO WAS AN

Overseas Filipino Worker (OFW) who worked in Dubai for four years. After earning enough money to build a house, she quit her job to return home to Mayorga, Leyte to be with her family. Food vending became her new source of income, setting up snack table in front of the community school. At her table she sold homemade snacks common to the Philippines like *ice candy*, *kakanin* (rice cake),

*pichi-pichi* (cassava snack), *champorado* (chocolate rice porridge), *spaghetti* and *sandwiches*.

Just when things were starting to fall in place, Typhoon Haiyan struck Mayorga causing extensive damage to homes and livelihoods in the barangay. This event effectively halted Janice's food-vending business as most of her time was prioritized for cleaning and fixing her damaged house and tending to her children.

Following the unprecedented wrath of Typhoon Haiyan, the Philippine Red Cross (PRC) began implementing its Typhoon Haiyan Recovery Operation supporting the needs of the barangay through interventions on Shelter, Water and Sanitation, Health, Disaster Risk Reduction, and Livelihoods. Through these interventions, Janice and her family received financial and in-kind support through the Shelter Retrofitting Assistance (SRA) program, allowing them to retrofit their house to a stronger and safer state. Also, despite being an initial hesitancy due to her age, Janice sent herself for an interview with PRC hoping to secure a spot for the Skills Training and Enterprise Development (STED) program, implemented under the Livelihoods sector. Fortunately, Janice passed her interview and was awarded a grant to study culinary arts at the local technical college, with support provided for school tuition fees and allowances.

After completing the intensive 3-month training course, Janice and her STED classmates were provided with cash grants intended for the purchase of essential equipment

needed for starting a small-scale business. Janice used the cash grant of 10,000 php to purchase an oven and other baking tools like cupcake molds. Through this, she was able to re-establish her food-vending business and now focused on baking cakes and pastries.

Her new baking business proved to be a major boost in the family's income, especially so during the Christmas season in which she received over 300 orders of chiffon cakes. She further added that on one occasion they were able to earn 30,000 php in just 2 days.



With the new business, Janice expressed that she now worries less about money matters than before the program's implementation.

"STED did not only open great oppurtunities for me to venture into business again, this has also raised my level of confidence. I gained additional knowledge like techniques on icing cakes. I can also help my community by accepting single cake orders so that they don't have to travel to a nearby town just to buy one", says Janice.

In the future, Janice expressed that she wishes to expand her baking business and own a bakery showcasing her cakes, cookies, and brownies.

"It is my dream to have a bakery. I would like my own space for business and start it gradually with the help of my husband. We will be working together to realize this but for now we are starting this small business at home", expressed Janice.

Janice Cinco is one of the 391 individuals that have completed the STED program to date and one of the 3,730 households who have received support from the SRA program through the Philippine Red Cross Typhoon Haiyan Operation.