

Ecodana and Little Green Cyclo partner to make net greenhouses for Vietnamese farmers a reality

Ecodana is happy to announce that we have just completed a successful fundraising campaign with Little Green Cyclo, a local Vietnamese food truck, to fully fund our net greenhouse project.

For every purchase of their garlic noodles during the last two weeks, Little Green Cyclo donated \$1 towards the project. This weekend, the campaign ended successfully and we are thrilled to let Anh Duong, our partner in Vietnam, know that they can move forward. Now we will help 10 farmer households in Long My and Phung Hiep provinces implement and use eco-friendly net houses so they no longer have to rely on harmful pesticides and fertilizers.

This was a first-time fundraiser for both Ecodana and Little Green Cyclo, and the results exceeded both parties expectations. Marc Henrich, founder of Ecodana said, “ I never thought they would raise so much money. With garlic noodles, imagine that! They were so open to trying a different approach to fundraising and it worked out really well.” Monica Wong of Little Green Cyclo concurred, “It was very well received. We even had customers who didn’t buy garlic noodles make a contribution anyway.”

Henrich said he was attracted to Little Green Cyclo because they were grassroots, had a connection to Vietnam and were already donating to non-profits. Each month, Little Green Cyclo donates \$100 to a featured charity. It’s part of our business model,” Wong said, “ It’s in line with how we feel about everything.” Her philosophy is that “this should be standard for businesses, not the exception.”

She added, “Big charities are good too but small charities need more help. We’re a small company and we want to reach out to small organizations that are just starting out.”

This type of fundraising approach was a double-win because it benefitted both participants. “It makes the experience with your customer that much better.” said Wong, They feel like, ‘Hey I’m buying from this food truck and helping to do some good projects with a local non-profit. ‘ It creates a better connection with a customer if you do something like this.”

Henrich said he’s looking for other fundraising partners for Ecodana’s projects: local grassroots companies interested in green issues in developing nations, companies that sell or use products from the countries where Ecodana works and companies or organizations that have a substantial population of people who come from the countries Ecodana works with and would like to give back to those countries.