

◆ MURPHSLIFE FOUNDATION ◆

Casa Conejo

The MurphsLife Regenerative Sanctuary

Juayua & Los Naranjos, El Salvador

"Sovereignty, not charity. A proven, replicable blueprint."

10,000+

Edible Plants
Established

300+

Homes Built
Across LATAM

750+

Micro-Businesses
Launched

6,000

Jobs Created
or Maintained

The Problem & Our Solution



MurphsLife community members — El Salvador

The Challenge

Rural communities across Central America face compounding, interlocking crises: chronic food insecurity, land displacement, and lack of economic opportunity. Conventional aid treats these in silos and rarely builds lasting capacity. Families without land cannot grow food; without food security they cannot build economic stability; degraded land cannot produce. The cycle is self-reinforcing — and charity models leave it intact.

Our Integrated Solution

MurphsLife designed a single regenerative ecosystem where food, land, housing, and economic sovereignty reinforce each other by design. Land access → food production → community market income → housing stability → long-term land investment. Circular, self-sustaining, and already operational.

What Makes This Genuinely Different

Already built, not speculative. The infrastructure — 10,000+ edible plants, solar, wells, bio-digesters, community housing — exists and is producing results.

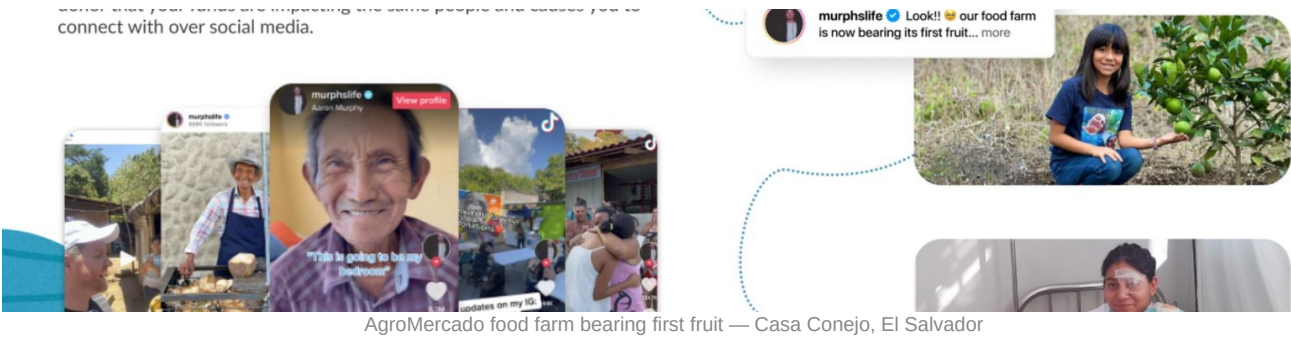
Structurally sustainable. A strict nonprofit/for-profit separation means grant capital is amplified by complementary revenue streams, designed to outlast donor funding.

Government mandate partnership. A signed MOU with ADDN (Agencia de Desarrollo y Diseno de Nacion), El Salvador's national development agency under President Bukele, positions MurphsLife as an institutional partner in national agricultural policy.

Replicable blueprint. Casa Conejo is proof of concept. Every system is designed to scale across Latin America and beyond.

Measurable Impact

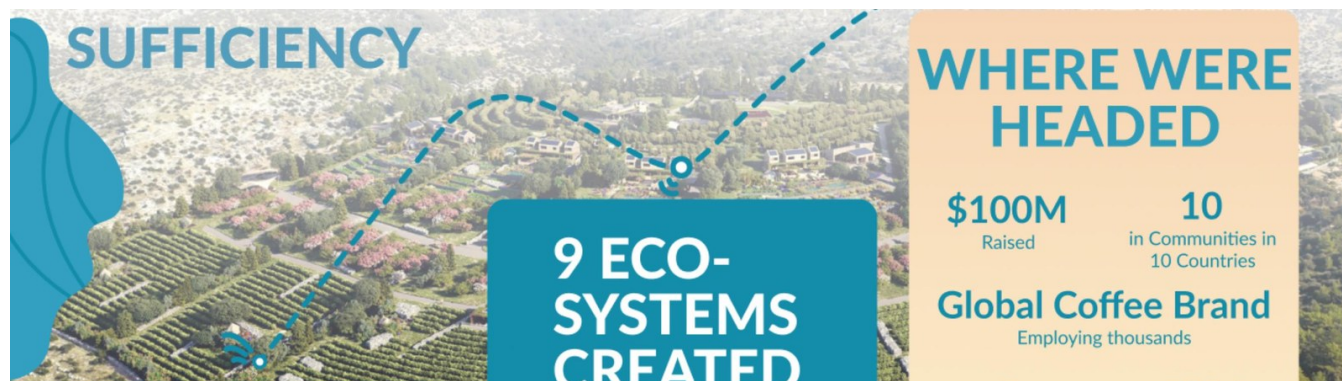
10,000+	50+	500+	2 tons
Edible Plants Established	Farmers Trained in Regenerative Ag	Community Members Directly Impacted	Surplus Produce Annually
300+	750+	6,000	20 ac
Homes Built Across LATAM	Micro-Businesses Launched	Jobs Created or Maintained (2023)	Acres Restored to Soil Health



Funding Track Record & Credibility

\$402,266	Raised across multiple grants from 8 funders
92%	Of all funds allocated directly to program (under 10% admin)
Platinum	Candid Seal 2026 — highest transparency rating
Forbes	Media feature + UN Volunteers recognition + 2023 Social Impact Innovator Prize
11.5M	Social media followers · 80–100M monthly views

The Regenerative Ecosystem



Casa Conejo — 46-acre Regenerative Sanctuary, western El Salvador

Casa Conejo — the MurphsLife Regenerative Sanctuary — is a 46-acre operational hub in western El Salvador. MurphsLife Foundation holds and has restored 250+ acres across its full Latin American portfolio spanning El Salvador, Ecuador, and Costa Rica.

Regenerative Agriculture & Food Sovereignty

10,000+ edible plants cultivated. AgroMercado circular community market. Permaculture training, soil restoration, bio-digester systems. ADDN national ag partnership.

Housing & Community Infrastructure

300+ homes built across LATAM. Refugio Seguro safe housing for vulnerable women and children. Donor-funded home model with community rental income built in.

Economic Development & Workforce

750+ micro-businesses launched. Farm-to-market supply chains. Hospitality and agritourism workforce training. Local contractor and artisan economic integration.

Financial Sovereignty

Bitcoin-integrated financial literacy for unbanked rural families. Community savings and retirement models. Building economic resilience beyond traditional banking.

Education, Media & Storytelling

Permaculture and food sovereignty curriculum. Docuseries in development. 80–100M monthly views driving coalition and funding at zero paid media cost.

Team, Partners & Vision

CREDENTIALS

92% OF ALL FUNDS ARE ALLOCATED TO OUR CAUSE

Leadership

Aaron Murphy	Founder	10+ years embedded in El Salvador. Community relationship architect and regenerative
Lucas George	Executive Director & CSO	Strategic architecture, ADDN interface, investor and funder relations.

Institutional Partnership — ADDN

Agencia de Desarrollo y Diseno de Nacion (ADDN) is El Salvador's national development agency operating under a direct mandate from President Nayib Bukele, with the goal of growing agricultural GDP from \$300M to \$1B in three years. MurphsLife Foundation holds a **signed and executed MOU** with ADDN — one of the only US-based nonprofits with a formal institutional role in a national agricultural development mandate in Latin America.

This partnership is an extraordinary differentiator. Almost no US nonprofit operates at this level of institutional alignment with a sovereign government mandate.

The Vision

Casa Conejo is proof of concept — not a destination. Every system, curriculum, supply chain, and community structure built here becomes a blueprint transferable to the next community. MurphsLife is not building one sanctuary. It is building the model for many — a replicable regenerative ecosystem that communities across Latin America and beyond can adopt and own.

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