



LOPEZ
GROUP
FOUNDATION

BRIDGES

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF THE LOPEZ GROUP

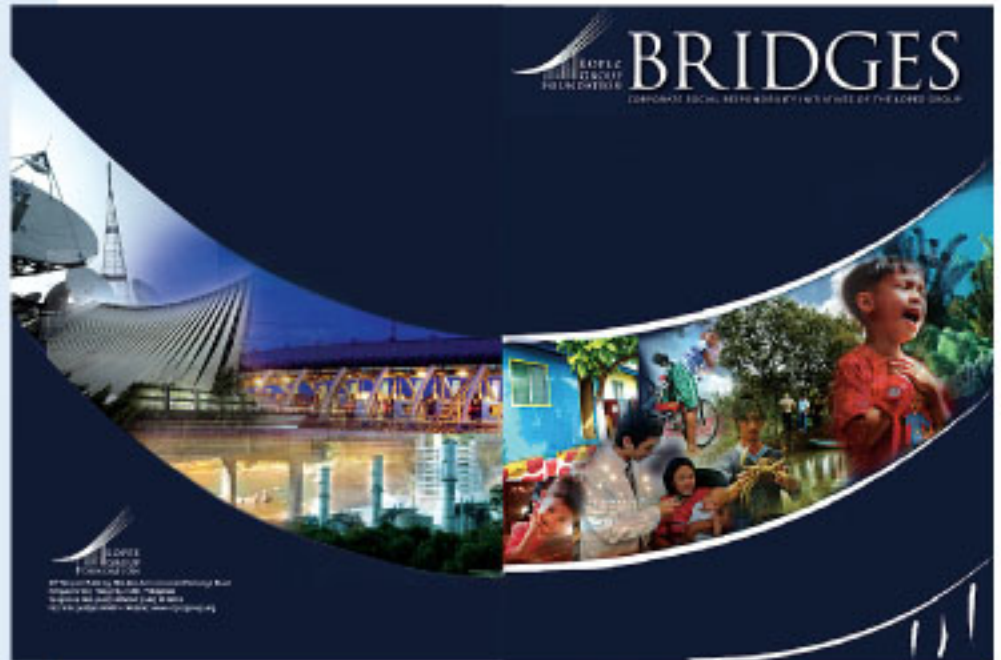


LOPEZ
GROUP
FOUNDATION

Ortigas Center, Pasig City 1600, Philippines
Telephone Nos. [632]4496060; [632] 9103103
Facsimile [632]6314089 • Website: www.lopezgroup.org

THE COVER:

A collage of photographs depicting the various Lopez companies and foundations and their CSR projects as a "bridge." For this is what the 2006 report of LGFI shows – how the CSR initiatives of the Lopez Group have become the bridge to address the issues of poverty alleviation, environment, education, and health as its contribution to the UN's Millennium Development Goals.



THE BRIDGES TEAM

EXECUTIVE DIRECTOR
DARIO J. PAGCALIWAGAN

BOARD OF ADVISORS FELIPE B. ALFONSO
PEDRO N. CHANCO
CESAR Z. GOMEZ
DANILO A. GOZO

MANAGING EDITOR DULCE FESTIN-BAYBAY

CHIEF WRITER ARTURO CARIAGA

WRITER & COORDINATOR VANESSA JANE T. SUQUILA

ART DIRECTOR BUTCHIE D. PEÑA

ASSISTANT GRAPHIC DESIGNER AARON JP ALMADRO

COPY EDITOR BERNIE LIZARDO

PHOTOGRAPHERS JOEY DE LEON
JOY HERMOGENES
DORIS NUVAL

PRINTING PRESS COORDINATOR TESS BAYANI

ACKNOWLEDGEMENTS

ABS-CBN Bayan Foundation
Raul Punzal
Diane Año

ABS-CBN Broadcasting Corp.
Ofelia Escurlaga

ABS-CBN Foundation
Gina Lopez
Angelle Agbulos
Teta de Castro
Laura Aguilta
Jojie Sales
Jules Penales (Sagip Kapamilya)
Mabel Cepe (Sagip Kapamilya)

Asian Eye Institute
Dr. Johnny Nañagas
Frances Bumanlag
Carmelita D. Icben

Benpres Holdings Corp.
Rosan Cruz
Carla Paras-Sison
Lucy Torres

Bauang Private Power Corp.
Florante Zarate
Christine Mapanao

Central CATV/Skycable
Jennifer "Bulak" Buenaventura

Don Senen Gabaldon Foundation & First Philippine Industrial Corp.
Christine Arañez
Bernie Matibag

Eugenio Lopez Foundation Inc./Lopez Museum
Cedie Lopez-Vargas
Maria Fe Marpa
Edgar Montalban (Photos)

Mary Ann Pernia
Fanny San Pedro
Mercy Servida

Fedcor
Maritess Valin

First Balfour
Josefito Yanga
Shong Aguete

First Gas Holdings/ First Gas Power
Ramon J. Araneta
Florentino R. Zaballero
Tep Javier

First Gen Corp.
Rey Laguda

First Philippine Conservation Inc.
Ferdinand Rodolfo Quicho
Geronimo Reyes (Photos)
Monica Tan

First Philippine Holdings Corp.
Rey Sarmenta
Beth Canlas
Roy Puno
Jac Sarte

First Philippine Industrial Park
Roger de Guzman
Bubot Malabanan

First Sumiden Circuits
Gerry Domingo
Aleth Pablo

Manila North Tollways Corp.
Marlene Ochoa
Cherry dela Rea

Knowledge Channel
Rina Lopez Bautista
Cita Musni
Clarissa Muñoz
Doris Nuval
Joy Tee

Lopez Inc.
Mabel Ramos
Marifi Hernandez

Lopez Group Foundation Inc.
Gisela Abcede
Diane Ebarle-Miñon

Meralco
Chris Yap
Gina Magno
Jennifer B. Hiloma

Meralco Management Leadership Development Center
Agnes Fidelino
Amor Curaming

Phil-Asia Assistance Foundation
Margot Fragante
Leah Canlas
Fe Beltran

Philec
Erlayne Figueroa

Tollways Management Corp.
Donnah Gianan
Benigno Valles

CONTENTS



4 FOREWORD

"The Strongest Bridges Are Those that Serve Best"

BY OSCAR M. LOPEZ

9 THOUGHT LEADERSHIP ARTICLE

"Connecting Two Worlds"

BY FELIPE B. ALFONSO

12 CSR STORIES

LGFI: A Bridge of Many Spans

BY DARIO J. PAGCALIWAGAN

14 POVERTY ALLEVIATION

After The Storm

ABS-CBN Foundation, Inc. Sagip Kapamilya

Kapamilya Sa Negosyo

ABS-CBN Bayan Foundation, Inc.

Miracle In 8 Months

Manila North Tollways Corporation

23 EDUCATION

Venturing Into Conflict Areas

Knowledge Channel Foundation, Inc.

Meralco Sibol School

Meralco Millennium Foundation, Inc.

E-media Reaches More Schools

ABS-CBN Foundation, Inc., E-Media

Off The Streets, Off To School

Phil-Asia Assistance Foundation Inc. (PAAF)

The Lopez Museum

Eugenio Lopez Foundation, Inc.

A Leap To The Future

Meralco Management & Leadership Development Center Foundation Inc. (MMLDCF)

34 ENVIRONMENT

Vision For An Ecopark

First Philippine Industrial Park

Caretakers Of The Planet

ABS-CBN Foundation, Inc. Bantay Kalikasan

Isla Verde: Saving The 'Center Of The Center' Of Marine Biodiversity

First Philippine Conservation Inc.

41 HEALTH

Planning The Right Size

Lopez Group Foundation, Inc.

Paliparan Illumination

First Philippine Holdings Corporation

In Love With Life

Asian Eye Institute

Bantay Kalusugan

ABS-CBN Foundation, Inc. Bantay Bata

49 OTHER STORIES

Volunteers Bring 'Goodslide' To Guinayon

Employee Volunteerism

Pipelines To Communities

First Philippine Industrial Corporation

Don't Be Another Statistic

Driver's Safety Campaign - Tollways Management Corporation

53 LOPEZ GROUP CSR REPORTS IN 2005

THE STRONGEST BRIDGES ARE THOSE THAT SERVE BEST

BY OSCAR M. LOPEZ

There is a time-tested principle about structures that seems to defy logic. Given two structures where the same materials are used and where the design and construction are equally sound, the more beautiful of them will almost always outlast the less aesthetic one.



This is true whether it is a house, a building, a dam, a bridge or anything built and used by people. On the surface, this is quite illogical. How would aesthetics have anything to do with a structure's durability? Why would beautiful works remain standing long after the ugly ones, to put it bluntly, have crumbled?

In the more than 100 years of nurturing the Lopez enterprises, we have proven one other principle in business where a similar "higher logic" seems to be at work. A business whose primary goal is not to earn the biggest profit but to serve the larger interests of the public will remain not only profitable but also survive much longer than any self-serving competitor.

The secret formula of longevity is what we may call the human factor. When people are served well, either in their aesthetic or pragmatic needs, by a structure or an institution, they will go to great lengths to take care of that "service provider," sometimes even calling it their benefactor or, literally, "benefit-giver."

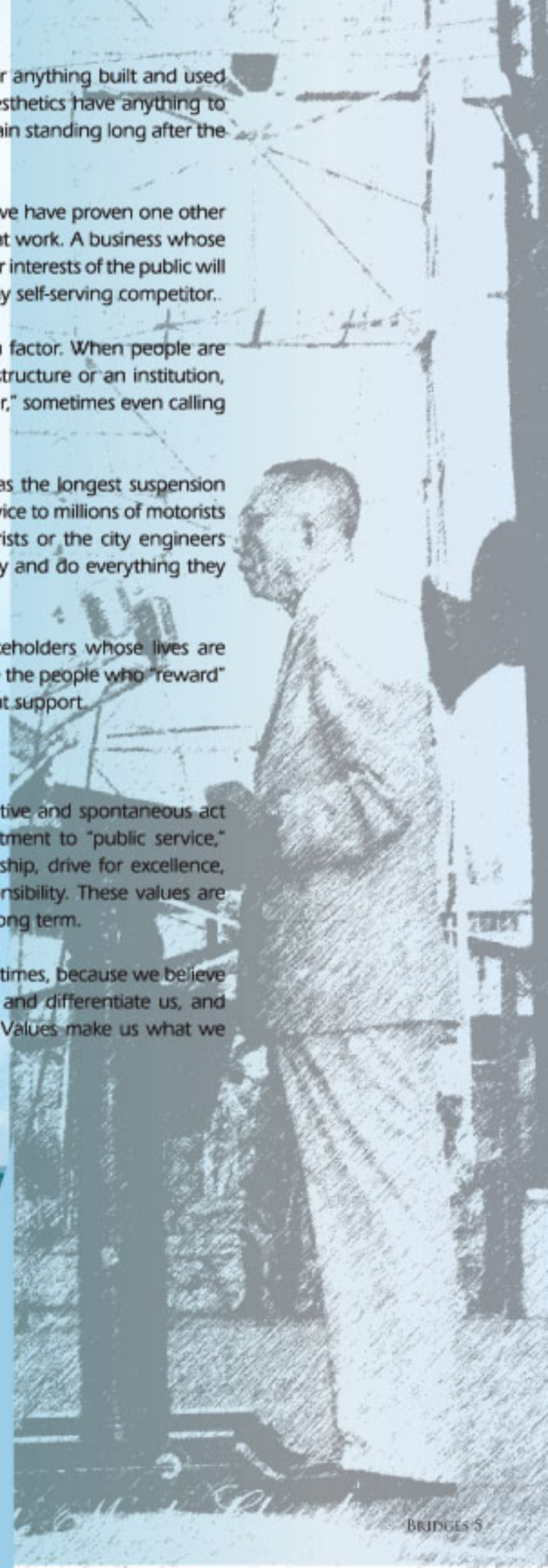
The Golden Gate Bridge in San Francisco, completed in 1937 as the longest suspension span, remains strong and beautiful despite seven decades of service to millions of motorists and pedestrians. The people it serves, whether residents, tourists or the city engineers themselves, watch it with admiration and thankfulness everyday and do everything they can to maintain and preserve "their" bridge.

In the same vein, the customers, communities and other stakeholders whose lives are made better in some way by a Lopez company or foundation are the people who "reward" us for our services through their loyalty, patronage, and constant support.

SENSE OF SOCIAL RESPONSIBILITY

Since the mid-1800s, this sense of social responsibility, this intuitive and spontaneous act of serving people regardless of a business return, this commitment to "public service," has been at the core of the Lopez values: nationalism, leadership, drive for excellence, entrepreneurship, teamwork, honor, integrity; and social responsibility. These values are what keep the Lopez Group strong, resilient and viable for the long term.

We embrace these values, and they sustain us in the most trying times, because we believe our values are the essential things that define us, characterize and differentiate us, and enable us to become the best we can be in whatever we do. Values make us what we





are, and make our organizations what they are and can become.

WEALTH-CREATING INTANGIBLES

In my mind, our values are the principal “intangibles” that enable the Lopez Group to surmount the most appalling obstacles, rise phoenix-like from any setback, and move on and sustain a momentum for reaching greater levels of accomplishment. Despite politically motivated disinformation, people recognize our values, these intangibles in us, and make them continue their support for our companies and our services.

An excellent business brief on “intangibles and social responsibility” written by Allen White of Tellus Institute which appeared in the February issue of *Business for Social Responsibility* pointed out how intangibles or non-financial capitals have become more powerful drivers of business growth and competitiveness than all the physical equipment and financial resources of a modern business enterprise. These non-financial capitals – principally human creativity and capacity to strategize and innovate, as well as establish the communications, alliances, and networks which enhance brands and reputation – are what give such companies as Microsoft, Citicorp and GE a global market value far beyond their equipment, plants, inventories or any physical assets. These companies’ acts of social responsibility help build, expand and preserve the wealth-creating power of their intangibles.

As our values define the kind of companies we are, these values also tell us the kind of people we could and would like to work with. When we encounter people and communities, we instinctively and afterwards systematically determine if there are enough commonality of values between them and the Lopez Group. We ask ourselves, “Okay, there may be a lot of differences between us, but are there enough commonalities in our values,

or what we consider important and desirable for the long term, that we could work together and make our present situation better?”

If the answer is yes, if we share enough of similar values between us, then and only then could we proceed to work out the partnership and cooperation that would enable us to accomplish significant goals. In simple terms, no values, no goals; no goals, no results. For without a commonality of values, there could be no commonality of goals and no concerted action; thus, no relationship that would endure.

VALUES ARE BRIDGES

In this sense, values are bridges. Values connect people and organizations, communities and companies. Values level our differences and facilitate understanding and cooperation. Values join together the most dissimilar of communities, interconnect the most disparate of needs and priorities, and provide avenues to fulfill the tallest of dreams.

Values bridge not only people and places, joining them in shared aspirations and cooperations, but also link generations from the past to the present, and onwards to the world of the future. In the case of the Lopez Group, we could clearly identify a continuing thread of similar values, a seamless weave of the same ideals and principles that runs through the Lopez families from the 1800s to the present, which connects us to a source of self-affirmation and pride, and a wellspring of inspiration and fortitude for whatever challenges will come our way in the coming years.

I find bridges to be a perfect analogy for the Lopez businesses and the public service that underlies all of them. In almost everything we are engaged in as a business enterprise, we find a bridging function, whether it be in power generation and distribution, in

broadcast or cable network, in infrastructure and property development, or in other new streams. The same is true in the various forms of Corporate Social Responsibility conducted by our companies and foundations.

ROOTS OF LOPEZ CSR

We view CSR as the expression of private business' commitment to help alleviate conditions in marginalized communities without encouraging dependency. In the Lopez family, we can find roots for what we now term as CSR in our forebearers' charitable works as when the first Eugenio Lopez in our branch of the family fed hundreds of families during a province-wide famine that struck Iloilo in the 1800s. He had to sell a hacienda to raise the money to buy food for hundreds of parents and their children who were dying of starvation and sickness. During the Japanese time, when a severe food shortage hit Iloilo again as the occupation forces commandeered the food supply, his son Ramon went around the city with a push cart to distribute rice, fish, other basic goods and medicine to the poor. In the time of my uncle Nanding before Liberation, when rice hoarding caused widespread shortage once more in Iloilo, he ordered price controls and a blockade of the diverted rice supply, and got the national government to send thousands of sacks of rice to Iloilo to break the rice cartel.

It was in the lifetime of my father, Eugenio Sr., that this sense of philanthropy, much of which was done incognito for countless beneficiaries, blossomed to such an extent that several foundations had to be established to lend more coherence and efficiency to helping the poor. By dint of hard work, sharp business acumen, and unerring foresight, my father grew the Lopez companies – leading in its reconstruction from the enormity of devastation



from the war – into one of the largest and most successful business conglomerates in the country until the Martial Law regime forcibly took much of these businesses from him. With my father's mentoring and inspiration, my late brother Geny, our younger brother Manolo, and myself did the best we could, together with an outstanding crop of professional managers, to bring about the recovery and expansion of these companies.

SOUND POLICY, GOOD INVESTMENT

It was my father who said in his time: "We sincerely believe that a greater proportion of the earnings accrued from business should be returned to the people, whether they are in the form of foundations, grants, scholarships, hospitals or any other form of social welfare benefits. We consider this a sound policy and a good investment which, in the long run, will pay off because it will mean more business and goodwill for the company and would minimize, if not prevent, ...social unrest and disorder..."

How prescient that was, encapsulating in those few words the essence of Corporate Social Responsibility decades before we even heard of the term. We think it appropriate that this second issue of **BRIDGES** magazine, which is actually the Annual CSR Report of the Lopez companies and foundations, is dedicated to his memory on the occasion of his 105th birth anniversary on the 20th of July this year.

As we review our conduct of CSR in 2005 and the first quarter of 2006, we want to show actual impact on the lives of the people and communities we have reached. We are mindful of the fact that many projects have long gestation periods and, often, the many changes that our efforts bring about are either subtly psychological, institutional as in capacity-building, or by the projects' very nature, they are gradual, uneven and slow.





How, for instance, would we show immediate results from the efforts of First Philippine Holdings Corp. and First Philippine Conservation Inc. as a partner of Conservation International in caring for biodiversity hot spots in Isla Verde, the Sierra Madre range and many other areas where endemic species are going extinct by the month if not faster? Where do we get the true metric that would show the life-changing impact of Knowledge Channel's broadcast lessons in opening the minds of children in remote Muslim barangays in Sulu and in Tawi-Tawi?

How do we capture the return of hope in the faces of hundreds of families in Infanta, Real and Gen. Nakar, in Northern Quezon? Some 2,000 parents and children died or were lost in the killer typhoons that struck down their homes and farms in November 2004, after which ABS-CBN's Sagip Kapamilya project began utilizing total donations of P95.6 million in cash and P63.4 million in non-cash, from various sectors to do the initial rescue operations and then start livelihood projects there. In the hundreds of micro-enterprises helped in poor neighborhoods by ABS-CBN Bayan Foundation, how do we show the sense of pride of housewives running profitable little businesses to augment family income? How do we describe the joy felt by more than 20,000 employee-volunteers from various companies as they planted seedlings and returned to care for them in over 1,300 hectares at the La Mesa Watershed area, which is again threatened by intrusion from unwelcome settlers?



How do we show the sense of pride of housewives running profitable little businesses to augment family income? How do we describe the joy felt by more than 20,000 employee-volunteers from various companies as they planted seedlings and returned to care for them in over 1,300 hectares at the La Mesa Watershed area, which is again threatened by intrusion from unwelcome settlers?

Still, we want to find instances of demonstrable impact this year and onwards so we could show that our social responsibility programs are not the *ningas cogon* or quick-burning type, or merely jumping into the bandwagon of a fad. Without an evaluation of impact, CSR can become self-congratulation. Impact tells us we are connecting to people's lives.

SUPPORTING THE MDGs

For maximum synergy with other institutions and programs, we are hewing the examination of our CSR programs along the lines of the Millennium Development Goals (MDGs).

So, we are clustering our projects along poverty reduction, education, health and environment, which are the MDG clusters where we feel the Lopez Group is making a substantial contribution.

If our CSR projects are indeed doing their bridging function well, then we should be seeing more and more of the impact we bring to our stakeholder communities. This impact evaluation might at the same time tell us how to skew the direction of our projects, if necessary, towards another aspect of social development or another more

realistic approach so we could be more helpful or relevant to the most urgent needs.

More minds working together, more hearts joining our cause, would make our bridges more useful to people and, as a result, stronger and more enduring.

CONNECTING TWO WORLDS

BY FELIPE B. ALFONSO

Not too long ago, perhaps as recently as 10 years ago, large companies still had the luxury of not being serious about Corporate Social Responsibility. Mr. CEO threw some coins to charity, wrote checks for his wife's favorite charities, sponsored medical missions, gave contributions to town fiestas, and bankrolled the pet projects of the Mayor or Congressman in places where his company had a plant or sales office. His conscience clear, the CEO hit the sack at night and slept soundly.

But companies have grown, many of them faster than the national economy, and in lock step with that growth, the public's expectation for them to become socially responsible has also careened upwards. As evidence of this growth, based on the latest available figures from the SEC, the combined assets of the top 10 companies in the Philippines of P979 Billion in 2003, exceeded the government budget of P825 Billion for the same year. Furthermore, the revenues of the top 50 corporations were 43% of the GDP of the Philippines. What this shows is that the largest companies in the Philippines control an aggregate of resources that is bigger than those at the disposal of the government. This mirrors the situation in the global scene. Corporations exert enormous influence world wide. Their revenues and assets far outstrip those of many national governments. We are told that 51 of the 100 largest economies in the world are corporations.

Over thirty years ago, in his seminal work "The Social Responsibility of Business Is to Increase Its Profits," Milton Friedman argued that business corporations had "no responsibilities other than to maximize profits for the shareholders." Today, many academics and business leaders and the public at large dispute the Friedman doctrine. With their considerable clout, business corporations in the Philippines and around the world are beginning to realize that they cannot exist in a vacuum. They need to be accountable to the communities in which they

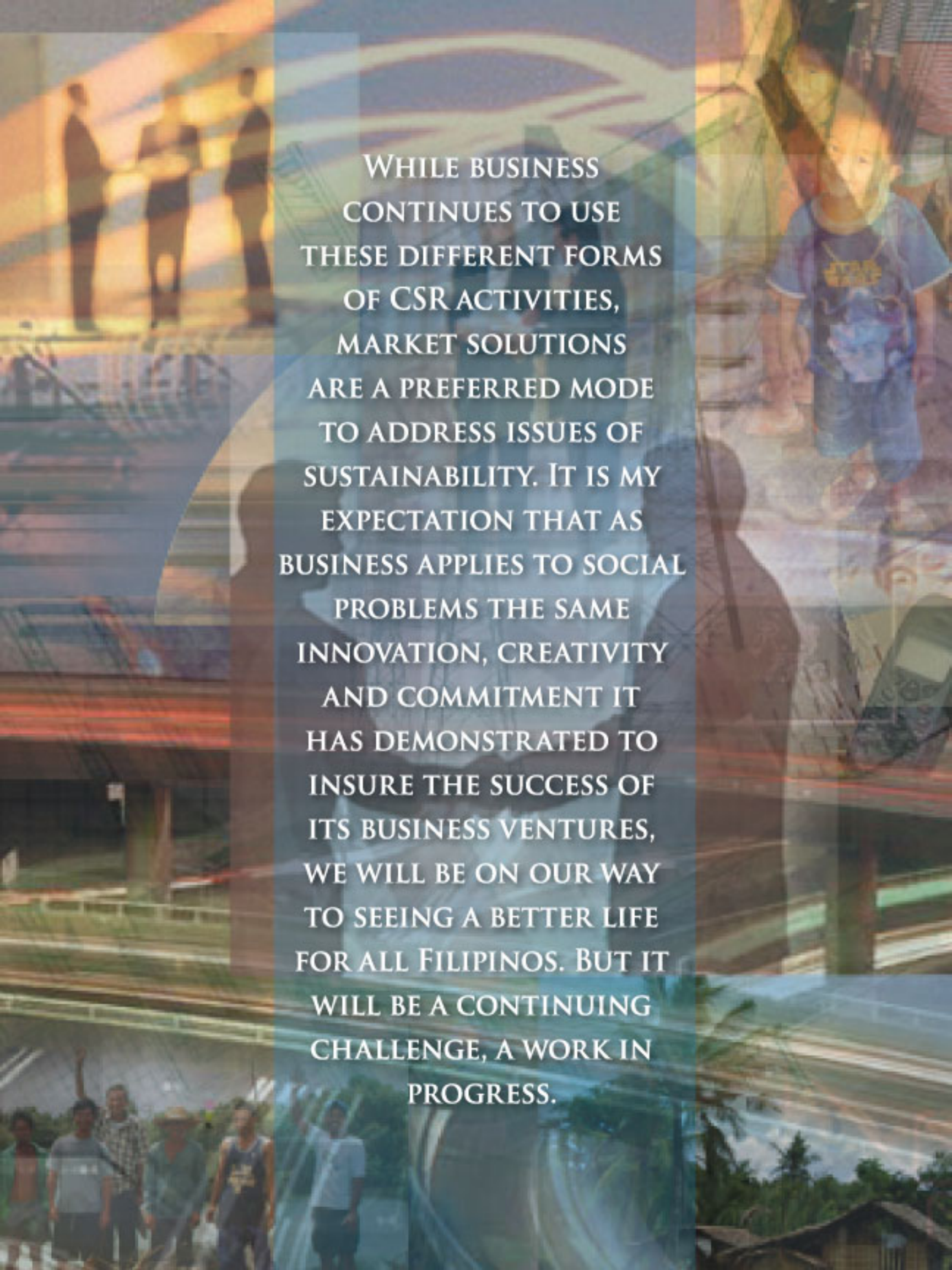
operate, for the vast resources that they have at their disposal. They need to own not only the economic consequences of their behavior but also its social dimensions.

What is the reality that confronts business today? Very briefly, poverty is a major issue for the country as a whole. A significant percentage of our population has income below the poverty line. Accordingly, economic, social and human inequities continue to heighten, resulting in disparities in income and access to education, health and other social services.

Environment is another pressing problem. We are all witness to the depletion of our forests that has resulted in many calamities resulting in the loss of thousands of lives and many more thousands rendered homeless. The ravaging of the environment through irresponsible mining continues to hug the headlines of our dailies. Planet Report 2004 has estimated that we, together with the rest of the world, are consuming natural resources at a rate that is 22% above their renewal rate.

How should business corporations and business leaders respond to these realities? Is it appropriate for them to limit themselves to the maximization of profits for their shareholders? Or should they expand their horizon to respond to their other stakeholders? They need to realize that there are other goals beyond the commercial role of business. In the same manner that it has used its talents and resources for creating wealth for its shareholders, business can leverage the same and be a powerful force for solving the social ills that afflict our nation.

All this has led to a rising set of expectations on the part of the public with respect to the role of business in society. In the more advanced economies, surveys have shown that customers prefer to buy goods produced by socially responsible corporations, other things being equal. There has been a similar study done in the Philippines. The result showed that a significant majority



WHILE BUSINESS CONTINUES TO USE THESE DIFFERENT FORMS OF CSR ACTIVITIES, MARKET SOLUTIONS ARE A PREFERRED MODE TO ADDRESS ISSUES OF SUSTAINABILITY. IT IS MY EXPECTATION THAT AS BUSINESS APPLIES TO SOCIAL PROBLEMS THE SAME INNOVATION, CREATIVITY AND COMMITMENT IT HAS DEMONSTRATED TO INSURE THE SUCCESS OF ITS BUSINESS VENTURES, WE WILL BE ON OUR WAY TO SEEING A BETTER LIFE FOR ALL FILIPINOS. BUT IT WILL BE A CONTINUING CHALLENGE, A WORK IN PROGRESS.

across all socio-economic classes of our population considered it important that companies offering products were undertaking projects for the welfare of society. Such expectation was highest in the E segment of the population.

How has business then responded to this challenge? What has it done to bridge the inequalities and inequities in our society? The bridge that business has used is a set of activities and programs that are now more commonly known as CSR (Corporate Social Responsibility) programs and projects.

The nature of this bridge has changed and developed as both business and society learned to work together to address specific issues and problems. At the start, it involved minimal commitment and participation from businesses – writing out checks to support projects. This evolved into much greater cooperation and involvement as trust and comfort levels between business and its partners developed. Greater commitment developed leading into progressively greater integration of social goals into business activities. Below is a chart describing these responses and some examples.

Corporate Response	Examples
<ul style="list-style-type: none"> ▪ Resource transfer ▪ Community relations ▪ Business/Industry practices ▪ Opportunity: Market solutions to public needs/problems 	<ul style="list-style-type: none"> ▪ Corporate giving and philanthropy (short-term based) ▪ Direct involvement in community-based initiatives (relationship/in partnership with NGOs) ▪ CSR through codes of conduct and value chain management ▪ CSR integrated with the business strategy (for sustainability purposes)

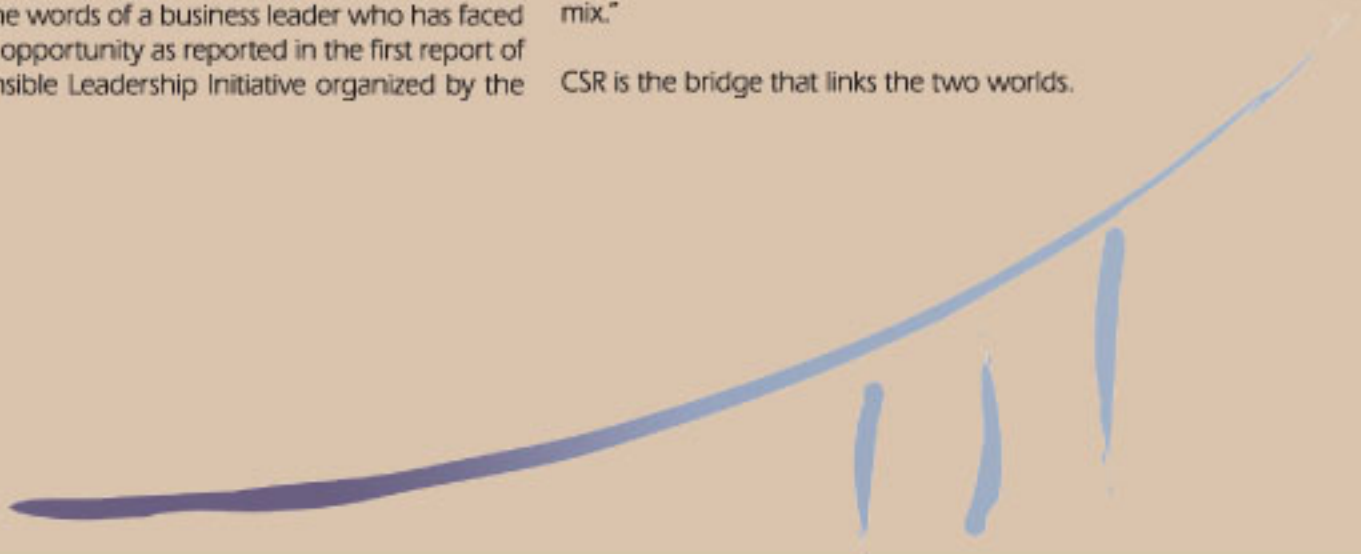
While business continues to use these different forms of CSR activities, market solutions are a preferred mode to address issues of sustainability. It is my expectation that as business applies to social problems the same innovation, creativity and commitment it has demonstrated to insure the success of its business ventures, we will be on our way to seeing a better life for all Filipinos. But it will be a continuing challenge, a work in progress.

I was struck with the words of a business leader who has faced this challenge and opportunity as reported in the first report of The Global Responsible Leadership Initiative organized by the

European Foundation for Management Development:

"My job (as a business leader) is to create wealth. It is currently impossible to link the two (social agenda and business imperatives). There is an intellectual and cultural gap between what I am supposed to do in the world and in the company... I want to make the gap between what I want to do as a human being and what I do in business disappear. Perhaps this is asking fish to walk on land, but I want to make the two worlds mix."

CSR is the bridge that links the two worlds.



LGFI: A BRIDGE OF MANY SPANS

BY DARIO J. PAGCALIWAGAN

In a figurative sense, it is a kind of cloverleaf or multi-level flyover. It facilitates interactions and relationships among various Filipino communities. Wherever they are, no matter how lowly or lofty their circumstances.

This is how the Lopez Group Foundation, Inc. (LGFI) sees itself: a bridge of many spans.

LGFI serves as a coordinating hub for the Corporate Social Responsibility programs of the Lopez companies and foundations, all of which likewise perform connecting functions. They provide the bridge on air through their telecommunications facilities; the bridge on wires through their power generation and distribution services; on the ground through expressway and oil pipelines.

LGFI seeks and enhances opportunities so that the infrastructure for sustainability of CSR programs is strengthened in areas where its members – the Lopez's five key companies and nine foundations – have major operations or stakeholders.

In various ways, LGFI provides testimony to the Lopez family's more than 100 years legacy of philanthropy, nationalism and public service, and helps enhance the partnerships and support for the present Lopez generation's CSR initiatives.

At this initial stage, LGFI focuses its mission on the following concerns:

- Developing a shared vision and direction for members;
- Linking members through information dissemination;
- Evaluating, synthesizing and sharing lessons learned across the membership;
- Enhancing collaboration and effectiveness among members;
- Mobilizing technical and process support for members' needs in CSR;
- Building synergy with other organizations' efforts where opportunities exist; and
- Finding partners and sponsors for the members' projects.

LGFI's agenda in 2006 is to strengthen the processes and operational systems for CSR within the Lopez Group. This includes deepening the understanding of key stakeholders for the members' CSR strategies and practices, and improving their benchmarking with the best practices and integrating these within the Group's business processes.

For this second issue of **BRIDGES** magazine, which actually



puts together the CSR activities of the Lopez companies and foundations for the preceding year up to the first quarter of the current one, we are featuring some of the most noteworthy projects of the Lopez Group, either in terms of their demonstrable impact on people's lives or their innovativeness and relevance to current concerns. We are clustering the members' total CSR report around the areas of poverty reduction, education, health and environment. As you may know, these are priority areas contained in the United Nations' Millennium Development Goals, which the Philippine government is committed to help promote until 2015 and where the Lopez Group feels it could make substantial contributions.

Although it recently began, we are including a program on reproductive health and responsible parenthood where LGFI solicited a grant from, and is working with, Private Sector Mobilization for family planning (PRISM), an organization funded by USAID. Pilot activities will be initiated by ABS-CBN, Meralco, First Sumiden, SkyCable and Tollways Management Corporation.

The depth and urgency of our nation's social and economic concerns, seen in the context of government's limited and overextended resources, are such that a much closer cooperation and synergy among the responsible private organizations has become absolutely necessary. This is why the senior management of the Lopez Group is strengthening its networking and collaboration with various local alliances, including the Philippine Business for Social Progress, Association of Foundations and the

Employers' Confederation of the Philippines, as well as with international institutions such as the Global Philanthropists Circle of Synergos. Some of the latter's prominent leaders were in the country early last year, and there was occasion to show them the Lopez Group's CSR initiatives.

LGFI obtained a valuable recognition and tax-exempt status from the Philippine Council for NGO Certification (PCNC), which should pave the way for greater involvement among donor organizations and individuals who would want their charitable contributions managed more reliably and appropriately pooled for greater impact.

This issue of **BRIDGES** is coming out at an auspicious time. On July 20, the Lopez Group is celebrating the 105th birth anniversary of Don Eugenio Lopez, Sr. It was he who had put up the Eugenio Lopez Foundation, the Lopez Museum, the Meralco Hospital, the Asian Institute of Management building, and ABS-CBN with its strong public affairs and educational programs; and, in acquiring Meralco from the Americans, he proved that Filipino managers could run a world-class firm as well as anyone. In his hometown of Jaro, Iloilo, his family will begin a modest Gawad Kalinga housing program for the poor, conduct the feeding of malnourished children, and implement other charitable works. In so doing, the Lopezes, particularly of the younger generation, are affirming their connection to the past years when the late family patriarch started articulating and demonstrating the principles that we now call as Corporate Social Responsibility.



POVERTY ALLEVIATION

AFTER THE STORM

ABS-CBN Foundation, Inc.
Sagip Kapamilya Livelihood Program,
Quezon, Province

By Dulce Festin-Baybay & Vanessa T. Suquila,
with reports from ABS-CBN Sagip Kapamilya



More than a year has passed since Infanta lost 915 lives (not counting the missing) and 9,841 families were displaced by the 2004 killer typhoons. Donations have poured in, relief goods have been distributed, and houses were constructed. But what has become of their lives after the storm has cleared?

Speedy Recovery

SPEED (or Social Productivity, Enterprise and Entrepreneurship Development) is a key component of the ABS-CBN Foundation, Inc. (AFI) Sagip Kapamilya program for the rehabilitation and economic improvement of beneficiary families. With funds raised from donors, Sagip provides interest-free loans for seed capital, trainings in feasibility studies, business management, networking, market research, and other technical trainings.

As of May 4, 2006, Sagip Kapamilya supports a total of 22 livelihood projects in the municipalities of Real, Infanta, and General Nakar of Quezon Province benefiting a total of 8,290 people or 1,658 families. The number of beneficiaries is expected to increase after more livelihood projects are approved. Sagip supports livelihood projects of calamity victims that can increase their family income by at least 30% above the local poverty threshold. These projects are market-driven, technically sound, environmentally-friendly, simple to manage, and financially earning. High impact projects that are gender sensitive and family-based are given premium consideration. In these projects, the seed capital lent by Sagip Kapamilya to deserving poor families range from as low as P5,000 per family beneficiary to as high as P50,000.

Above the Poverty Line

From December 22, 2005 to May 4, 2006, ABS-CBN Sagip Kapamilya already lent, without interest, an initial total of P17,900,000 for its SPEED projects benefiting a total of 8,290 persons or 1,658 families. Average family livelihood capital assistance cost is P10,796. The average project-induced additional family income is P6,000 per month.

At present, the current average local poverty threshold is P4,000 per month while the average monthly family income of beneficiaries is P3,500. This means that initially, the SPEED project is able to tide over the local poverty threshold by 150%, increasing the family beneficiaries' income by 171%. Most importantly, it means that for every peso donated by the donors, the gross return is 55 centavos. ABS-CBN Sagip Kapamilya intends to get back this capital



Among the livelihood projects of Sagip Kapamilya are the pig business and mud crab culture, school desks and charcoal briquette making.

assistance for recycling to other equally deserving families in other calamity-stricken areas.

Pig Business, Big Business

"The project is good, it helps our livelihood. I hope the project will continue for my children's future," says Teresita Lasala, 34, housewife and a beneficiary of Sagip Kapamilya's project in a remote barangay at Infanta, Quezon, as she feeds her initial five of the 10 piglets in a pig pen a few meters away from her simple 40-square-meter one-room home. Teresita has two young children (ages 6 and 5) and her husband is also a beneficiary of Sagip Kapamilya.

Amelia Felipe, 53, president and project-in-charge of the *Binulasan* Hogs Growers Cooperative informed the group that as of that day, 96 piglets have been distributed to 24 indigent families in the area since January 2006. The cooperative's target is to recruit a total of 144 member-beneficiaries of the project who will avail of the interest-free loan of Sagip Kapamilya's P1,196,000 which is payable in 10 installments within three years.

"Our initial hog dispersal took place last week of January, 2006," says Amelia. "The first 24 member-beneficiaries were given *biiks*

(piglets) to feed, help them grow, provide veterinary service, until each weighs around 80 to 85 kilos, usually after three and a half months. The cooperative then sells the



hogs to a wholesale buyer for P6,300 to P6,500 each from which they can avail of a new set of hogs consisting usually of five piglets for redistribution per member."

As of May 17, 2006, some 19 families already sold a total of 84 hogs at an average P5,625 per head. This means that each family can earn a gross income of P24,868.42 in a period of 3.5 months.

Mud Crabs

Reynaldo Joya, 62, owns a crab pond and is a director of the board of the *Binulasan* Mud Crab Growers Cooperative. "When the local government of General Nakar was invited by Sagip Kapamilya last year for consultation, I was sent by the Mayor and I got involved in the planning of rehabilitation projects," says Rey as we walked along the ponds. There are six "watching stations" (consisting of a small nipa hut) where the entire 6.5 hectares perimeter of the pond is guarded day and night.

"The mud crab cooperative was provided a P628,000 loan by the donors of Sagip Kapamilya and we are now operating eight compartment lots (*pitaks*) with over 13,000 crablets," Rey explains. "We started the seeding process last January 17, 2006, a process that will take one year. There was a slight delay in the seeding since we couldn't get the crablets. We finally



We are now helping a total of 24 families," adds Rey. A regular income for each family member can reach up to P7,000 per month for each *pitak*.

Coins from Coals

Buklod Ina, Inc., a people's organization of women, formed into a multi-purpose cooperative, was given an interest-free loan of P1,673,100 by the donors of Sagip Kapamilya. The timing was just right since out of 36 barangays, 16 were affected by the floods. Utilizing the first tranche (60% of the approved loan), they now have eight pilot areas to see how fast their family members can earn from selling the cube-like charcoal which they sell from P10 to P12 per pack depending on the size and number in each pack. To date, they are focused on local distribution, which is doing quite well. "If we all work together in marketing, we can earn big," says Leona



Nolledo. "We can make 300 kilos/day with five families who can earn P10,000 per month. We bought two grinding machines, and eight briquetters but we need help in marketing."

collected. "We can make 300 kilos/day with five families who can earn P10,000 per month. We bought two grinding machines, and eight briquetters but we need help in marketing."

Hope in Chairs

INREGNA Sash and Furniture Cooperative is a small player in the furniture business, lacking capital but with a lot of willing and able workers. Sagip Kapamilya, using funds from donors, provided interest-free loan

capital worth P1.5 million. There are about 20 active members of the INREGNA Sash and Furniture Cooperative. Each member hired five or more woodworkers, creating more jobs. The cooperative recently acquired a huge order for school tables and chairs from the Department of Education, and the expected sale is P8 million.

Maritess Aguilar, 36, mother of two, is a member of INREGNA. She previously had a piggery but the floods brought by the typhoon drowned the pigs, leaving her with no livelihood. With the capital boost and the huge purchase order, she is now busy supervising the carpenters and woodworkers she hired in making the school tables and chairs. Each INREGNA member can earn between P6,000 to P15,000 per month depending on production. The workers earn P40 per finished chair.

"Nawalan ako ng hanapbuhay at di ko alam kung ano ang gagawin ko noon," recalls Maritess. "Napakalaki ng naitulong sa amin ng ABS-CBN Sagip Kapamilya. Dati maytatlong workers ako, ngayon 10 na." (I lost my livelihood and I didn't know what to do. The ABS-CBN Sagip Kapamilya is a big help, before I had three workers, now I have 10.)

Maritess buys her materials from the cooperative which sells nails, paint, and wood at a discounted price for its members. The cooperative also offers marketing services, delivery/trucking of products, and centralized sales for the members. On the side, Maritess makes crutches to be sold at the orthopedic hospital in Quezon City.



Independent Indigenous

What's striking about Nida Ungriano Ascarraga, member of the indigenous cooperative SAKABINSA (*Samahan ng Mga Kaagtaan na Binabaka ang Suliranin Tungo sa Adhikain*), was her articulateness.

"The indigenous people here don't have permanent jobs. Rattan gathering needs a big capital, so we were not able to do that regularly. When ABS-CBN Sagip Kapamilya entrusted us with a seed capital loan, our members focused on working hard to prove we deserve their trust. It is clear to us that this is not charity. We will pay back the loan. It's an exchange. We need to make our business flourish because we have an agreement," she said.

Nida, in the midst of our serious discussion, gives a rare smile as she shared some good news. "This February we have two truck-loads of rattan poles for delivery. Each active member can earn as much as P10,000 per month. My husband 'Bakne' (the leader of SAKABINSA) and I now have the means to send our children to school this June. Also, we have the freedom to manage our own livelihood. There is nothing like being able to stand on your own feet."



Above: Sagip staff visit the 6.5 hectares pond [middle] of the mud crab cooperative, two of the livelihood projects in Infanta, Quezon provided funds by Sagip's donors. Below, representatives from the Prelature of Infanta conduct a dialogue with officers of Lopez Group Foundation, Inc.



POVERTY ALLEVIATION

Sagip Kapamilya-Supported Livelihood Projects (As of December 31, 2005)

REAL

1. Deep Sea Fishing
2. Broiler Production & Marketing
3. Virgin Coconut Oil Production
4. Hog Fattening & Swine Breeding

INFANTA

1. Charcoal Briquette Production & Marketing
2. Hog Raising Production & Marketing
3. Mud Crab Culture & Marketing
4. Aquaculture of Mud Crab & Marketing
5. Wood Product Making & Marketing

NAKAR

1. Rattan Gathering & Marketing
2. Charcoal & Briquette Production & Marketing

KAPAMILYA SA NEGOSYO

BAYAN
FOUNDATION,
BESIDES PROVIDING
LOANS TO THE
ENTERPRISING
POOR,
STRENGTHENS THE
CAPABILITIES OF
THEIR CLIENTS
BY GIVING FREE
SEMINARS ON VALUE
FORMATION,
LEADERSHIP,
BUSINESS
MANAGEMENT,
AND PARENTING.

The meetings of ABS-CBN Bayan Foundation microfinance clients could be likened to a family reunion. The clients, mostly women, hailed each other as if they hadn't seen each other for ages. The buzz of conversation filled the air as the clients eagerly swapped stories of their lives, and as this was a summer meeting, exchanged plans for summer outings.

A *Buklod* (group) meeting is usually attended by 30 or more ABS-CBN Bayan Foundation (Bayan) clients living within the same *barangay* (town) who are clustered into groups of five or more members each. Loans are given individually to each group member at the same time, and the group should be able to pay back the loan also at the same time (usually after six months, depending on the terms agreed with Bayan Foundation). If a member is not able to pay on time, the group mates are forced to pay for him/her so that their group will be able to borrow again in the next loan cycle. This scheme is based on the Filipinos' sense of "*pakikisama*," meaning Filipinos usually don't want to be embarrassed (or "*mapahiyal*") in front of their peers, thus they are motivated to pay on time. The group also has an option to re-assign a member to another group if they feel the member is not "in pace" with them. Some groups have advanced into loaning larger amounts (P25,000 or more) because they are able to pay back promptly in every loan cycle. New clients can get a minimum loan of P5,000 in their first loan cycle.

The meeting of Bayan clients of Veterans Village, Quezon City started with a prayer and proceeded to reporting of how their small enterprises were progressing.

One group was happy to report that one of their members was now constructing a modest apartment which will eventually be up for rent. Another member was able to

buy a passenger jeepney and was raking in a steady income for the first time. Most members reported that they were able to re-stock their products in their *sari-sari* stores (variety stores).

Some groups, though, were not as fortunate. A member who owned a *carinderia* (eatery) that mainly catered to students and teachers in the nearby school, reported a slight slump in sales since schools have no classes in the summer, lessening the demand for lunch food. Another client reported that she was not able to do anything recently for her mini-store because she was still coping with the loss of her husband. The other members sympathized with those who were not doing well and offered help and advice. After all, most of them knew how difficult it was to juggle running a business and taking care of family.

This is why Bayan, besides providing loans to the enterprising poor, strengthens the capabilities of their clients by giving free seminars on Value Formation, Leadership, Business Management, and Parenting. As one Bayan Foundation officer says: "Parenting seminars are vital because many clients tend to become busy with the business and have lesser time for family. The seminars remind them that family is more important, which is why we encourage businesses that can be operated at home."

Moreover, Bayan microfinance clients can have a savings account and an insurance policy. The complete support given to the clients, the low interest rate and easy terms of payment, and the camaraderie and support system given by the fellow clients enticed a lot of enterprising poor to apply for a Bayan microfinance loan. As of December 2005, Bayan Foundation had 44,776 clients (94% women) in 233 municipalities and 2,404 barangays nationwide, with a high repayment rate of 97%.

Maria Teresita Nera
Carinderia (Eatery) Cook and Owner
36 years old
Married with one daughter
Bayan client for 6 years

Soly Bermudez
Sari-Sari Store Owner
54 years old
Married with 6 children
Bayan client for 6 years



"If you don't like what you do, you won't succeed in your business. My husband and I are a great match, we both love to cook. It was a good thing that he was a former chief cook in a cruise ship and he taught me all the techniques in cooking. We started a small eatery in 1999, and at first I was afraid we would not be able to sell in a neighborhood full of other eateries. My husband adds his own business of making *siopaos*, dimsums, and *putos* and he delivers them to other mini-stores which have become our regular outlets. With the help of the loan from

Bayan Foundation, we were able to buy cooking equipment and vary our ingredients. Today, my eatery has regular orders from the nearby schools. I can earn as much as P1,500 from the eatery in a day, and with the earnings of my husband, we are able to earn regularly and send our kid to a private school. I am also able to save funds for my SSS (Social Security System). I'm able to earn more now in my eatery than when I was a domestic helper before in Singapore. And the biggest reward is I am able to do my business with my husband, and I have more time for our child."

"Since my husband retired to the province three years ago, I became the Dad and Mom to my six kids. The sari-sari store has helped me provide for the day-to-day expenses of the family. On a good day the store can get as much as P3,000 in profits, but sometimes sales are weak. I like being a Bayan member because the interest is low and at my old age, I am happy to finally have an insurance. The seminars added to our knowledge on how to manage a business. I definitely won't borrow from loan sharks. I'm happy being a Bayan microfinance client."

POVERTY ALLEVIATION *A New Life to the Powerless*

ABS-CBN Broadcasting Corporation launched through DZMM an on-air livelihood training program called "Caravan Kaalaman" where some 30,000 participants were taught how to earn additional income.

Skills seminars aired through DZMM in August and September 2005 taught listeners how to earn more and to develop self-reliance. An outreach program, "Mga Anghel na Walang Langit," gave donations to the poor in Pasay's Pangarap Shelter and Barangay 89, Zone 9.

Other radio programs on livelihood tips were *Radyo Negasya* and *Sikap Pinoy*. On TV, both on Channel 2 and ANC, *Kumikitang Kabuhayan* also gave income-producing tips.

ABS-CBN Foundation played a major role, with the help of thousands of donors, in the Sagip Kapamilya which continued the relief operations and implementing the rehabilitation process for the provinces devastated

by big typhoons in the latter part of 2004. The prolonged relief program centered on seven regions covering 20 provinces, particularly in 93 towns and 259 barangays.

In the clearing and repair operations, and its food-for-work component, 26 schools, 36 day cares, one hospital and one church were repaired. Water sanitation was implemented in several towns of Quezon, Aurora and Camarines Sur; school supplies were given to 2,750 students and 171 teachers in Infanta and Real, Quezon.

In the rehabilitation phase which began in May 2005, a farm tractor helped 720 farmers in clearing 70 hectares of rice field that had been covered with mud, logs and debris; backhoe operations declogged more than four kilometers of creeks and river in Infanta and Nakar; six medical missions served more than 8,000 people, and three ambulance units were donated to the affected towns. A feeding program helped over

Epifania Halo
Sari-Sari Store Owner
54 years old
Married with one child
Bayan microfinance client for 3 years

Melinda Vargas Labaro
Licensed Midwife
53 years old
Married with 3 children
Bayan microfinance client for 3 years

Vilma Vargas
33 years old
Figurine Maker
Married with two kids
New Bayan microfinance client



"I remember when I used to work in a factory of shorts and shirts. I was earning below minimum wage. My schedule was hectic. I had to bring my young daughter to work, lugging her milk and her change of clothes to my work station. I also spent a lot of money in commuting. But now that I have my own store at home, I have more time for my child. Before the loan, I was only selling canned goods, but with the help of the ABS-CBN Bayan loan, I was able to expand my store a little bit more and sell rice, rags, toiletries and other products. I'm able to earn an average of P3,000 per week. Before I lived by the day and prayed money would not run out. Now that I have my own business, a savings account, and insurance, I feel assured that my child and husband will have something to lean on."

"Being a midwife is a public service. There are times that desperate pregnant women come to me who have little money, and I deliver their children in my lying-in clinic for free. After all, I was helped by Bayan Foundation. Before, my lying-in clinic only had one bed and room; now with the loan from Bayan, I expanded it to two rooms, bought medicines and medical equipment necessary for natural birth child delivery. For pregnant women who need to deliver their child through Caesarian section, I refer them to nearby hospitals. My prenatal services and family counseling services are very affordable (at P50 per consultation). And with the high incidence of teenage pregnancy, I want to teach my fellow Bayan microfinance clients and their daughters about maternal care and family planning."

"The figurine business needs a lot of materials. Before the loan, I seldom made figurines since I was not able to buy materials regularly. My husband, who sold *suman* (rice cake) only, had modest earnings. But with the help of the ABS-CBN Bayan loan, I can buy the materials needed to make these figurines."

11,000 children, and some 3,000 people were given shelter or assisted in home repairs in Santiago, Isabela, four towns in Oriental Mindoro, two towns in Quezon, one town each in Camarines Norte and Sur, and one town in Aurora.

In late 2005 and early 2006, training, credit and inputs were given to the affected families in such livelihood projects as hog growing and fattening, virgin coconut oil marketing, deep sea fishing, poultry, mud crab culture, charcoal briquettes, wood products, and rattan gathering and selling.

The Bantay Bata 163 Program of ABS-CBN Foundation remained quite active in rescue, counseling, medical and legal aid, and outreach activities. The program acted upon nearly 25,000 distress calls in Manila, Davao, Cebu and Iloilo, the cities where operations are concentrated; rendered outreach social services to nearly 30,000 children; counseled on the phone more than 6,500 children; and assisted some 1,500 kids

who had walked in seeking help. The Bantay Kalikasan Program opened the BK Ecomart to promote organically grown and recycled products.

Meralco took active part in the STEP-UP Program of the Philippine Business for Social Progress which gave basic services, livelihood skills training and overall community development to the urban poor in 26 areas of Metro Manila. In support of Gawad Kalinga, Meralco carried out the electrification of 16 selected sites.

The Meralco Management and Leadership Development Center Foundation Inc. donated through the social center Bahay Maria thousands of blankets, bed covers and pillow cases to poor communities; and extended health assistance to contractors and employees.

First Philippine Holdings Corp. implemented Phase 2 of its Paliparan Integrated Community Development Program in Dasmarinas, Cavite



THE 'MIRACLE' IN 8 MONTHS

Bagong Bahay ... Bagong Buhay. This title of the photo exhibit featured at the inauguration of the First Lopez-MNTC-GK Village captures the rekindled hope inspired by the housing project sponsored by the Manila North Tollways Corporation (MNTC) through Gawad Kalinga (GK).

The once drab community of houses with tattered roofs, makeshift walls and shaky foundations has been transformed into a gleaming row of multi-colored houses, built with strong roofs, sturdy walls and solid foundation. Along with these physical improvements is an infectious renewed hope among the community folk, now sheltered from "life's storms," and looking forward to a future that is more certain and more reassuring.

All it took is a period of eight months to build the houses, courtesy of the brain and brawn of MNTC personnel, community volunteers and GK housing experts.

What made it possible is the funding provided by MNTC and its partnership with *Gawad Kalinga*.

MNTC provided 50 homes for 50 families in Mary Grace Subdivision, Sta. Rosa I, Marilao, Bulacan, working with a budget of P50,000 for each house for a total of P2.5 million to establish the Village.

(Meralco, another member of the Lopez Group of Companies, constructed a school house in the village for the children of the GK residents.)



where some 4,500 families had been relocated from the coastal area of Pasay City. Through KALP (*Kalipunan ng mga Alay Lingkod sa Paliparan*), composed of four POs and five NGOs in the community, the community development program addressed the 3.9% population growth rate in the community by including a population management program, and also the high incidence of drug abuse, gambling and the rising number of out-of-school youths resulting from low incomes.

KALP conducted several initiatives to help the residents have access to microfinancing, facilitated job matching based on existing skills, and seminars on enterprise and skills development.

First Gen Corporation focused its assistance on the typhoon victims of Quezon, where more than 60 volunteer-employees distributed school supplies to children, and on Christmas 2005, distributed gift bags to poor families. First Gas Power Corp. launched the GABAY or *Gatas ay Biyaya at Yaman* program, to provide 200 malnourished children in Bgy. Rita Karsada, Batangas City with milk three times weekly for three months.

The company also gave a computer literacy course and sewing craft training to residents of two barangays in Batangas City. The Bauang Private Power Corp. has its ongoing microfinance program, through ABS-CBN Bayan Foundation, extends credit and training to micro-enterprises. Its tree-growing program in Bgy. Bucayab, gave forest and fruit saplings to residents and rehabilitated idle land and a watershed portion to allow income opportunities to them.

The First Philippine Industrial Park donated five sewing machines to increase the family income of 29 cooperative members in its host community in Sto. Tomas, Batangas.

The Manila North Tollways Corp. donated to build through Gawad Kalinga 50 houses for indigent families in Mary Grace Subd. near the NLEX Marilao exit. Volunteers from MNTC and the community demolished old houses and built new ones. Today, the beneficiaries have moved into brightly painted houses with landscaped gardens and picket fences.

Last July 29, 2005, MNTC employees joined the residents in building a house, block by block hollow block. Hands, used to office work, took brush and paint to cover the walls with rainbow colors. In eight months' time, these gray hollow blocks were transformed into houses gleaming with candy-colored paint.

As Lopez Group Chairman Oscar Lopez acclaims, "(These are) houses that can stand the test of time. MNTC gave funds, GK the expertise. They shared sweat capital. Complete strangers, a few months ago, now dream together and work together."

Leonisa Velarde, subdivision resident, said during the Lopez MNTC Village inauguration last March 2006: "*Higit sa bahay ang inyong pinagkaloob sa amin, kung di isang bagong buhay*" (More than houses, it is a new life that you have given us). Besides the weekly seminars on kapit bahayanan (good neighborhood), values formation, kalinisan (cleanliness), Leonisa is also looking forward to the livelihood program included in the project which will also be implemented.

MNTC President Jose P. de Jesus, who also took shovel and paintbrush to join MNTC employees and community folk at the start of construction said: "We are one with the community residents in Mary Grace in looking forward to a brighter future. We are glad to be instrumental in helping make their dreams possible."

Gawad Kalinga Executive National Director Tony Meloto says, "*Malinis, naka-tsinelas, walang inuman sa kalye, walang sugal* (clean environment, everyone is wearing slippers, no drinking sprees and gambling) – this is the miracle. We have restored human dignity. Our task is to break the cycle of hopelessness, transform the community, empower the poor to have the confidence to dream again, and rebuild a life again. The miracle in eight months."



Working with Valenzuela Mayor Sherwin Gatchalian, MNTC began building a second housing village at Bgy. Dalandanan of that city. The program, called "Shelter from Life's Storms," is also being done in coordination with Gawad Kalinga, with the beneficiaries, GK and MNTC volunteers working hand in hand to build decent houses for the community of Manolo Village.

First Philippine Conservation Inc. provided a small-scale irrigation facility to improve crop yield to farmers in several areas and, in its Equip-A-Facility project, donated equipment, furniture and other basic materials to public schools, NGOs and people organizations. Grants were sourced from Philip Morris, and the implementation costs were borne by FPCI and volunteers.

With the Lopez Museum as its principal vehicle for CSR, Eugenio Lopez Foundation Inc. conducted workshops on basic book repair and bookbinding that helped librarians, book binders, book collectors,

students and other people do their own repair and binding, and have additional income.

Skycable (Central CATV Inc.), through an organization of its motorbike-riding employees called Beyond Riders Club, helped in relief operations at Infanta, Quezon. At least 200 families who were typhoon victims benefited from the fast and agile bikers' donations.

Philippine Electric Corp. (Philec) donated to Gawad Kalinga to build homes for poor communities, while the First Electro Dynamics Corp. (FEDCOR) gave on-the-job training and sponsored several hundred students in Sto. Tomas and nearby areas in Batangas to have vocational training under Dualtech to help them find livelihood.

VENTURING INTO CONFLICT AREAS

by Doris S. Nuval

EDUCATION



"To have raised the achievement levels of 50% of public school student beneficiaries by 15% in English, Science and Math at the end of the project cycle through educational television."

In numerical terms, this is the goal the Knowledge Channel Foundation set for itself as a deliverable for the USAID-assisted project, the Television Education for the Advancement of Muslim Mindanao (TEAMM).

TEAMM is optimistic it can deliver its promised output; hopefully even more, but would for now like to tell the stories behind those numbers. Now, 18 months into the project, the acronym TEAMM has taken on a totally different meaning for its ground-level implementors. For us, "TEAMM" has evolved into a Totally Exhilarating and Awesome Mission in the Making.

Cotabato City was to become the new headquarters of the project. Sometimes called the "wild wild West" of Central Mindanao, the City is host to the regional headquarters of the Autonomous Region in Muslim Mindanao (ARMM) though the City itself is not part of the ARMM. It is also

home to the Malaysia-led International Monitoring Team (IMT) which is brokering the ongoing peace agreement between the government of the Philippines and the Moro Islamic Liberation Front (MILF).

Because the City is smack in the center of the ARMM province of Maguindanao, it has also become a favorite rendezvous point of the province's rival mayors. Picture them landing at an airport a stone's throw away from the local military base with some of the military's camouflage-painted hardware (mostly old but sturdy Huey helicopters and sometimes a plane or two) parked on the airport's tarmac. Add to this, fully-armed soldiers freely roaming the streets of the City or riding on their armored personnel carriers or 6 x 6 trucks in convoys; stopping traffic whenever they do. One of the more "exotic" sights we have seen is IMT's Libyan monitoring officials fully garbed in their flowing white robes and headdresses conversing animatedly in the City's hotel lobbies.

The selection of 150 public schools in January 2005 from a field of more than 2,000 did not seem like too formidable a task until we got down to the actual

work. Selecting the public school recipients became a huge endeavor; what with having to match an inaccurate school data base with what was on the ground. The social preparatory phase included looking for schools which had a consistent source of power, a spare non-instructional room and school officials who were open to using a technology-based tool of instruction.

Because ARMM is the poorest region in the country and is blighted with a lack or absence of educational resources, locating schools with a consistent power source and a room to spare as a Knowledge Channel viewing room was like looking for that proverbial needle in the haystack.

Over a hundred schools had been profiled over the two-month period in the landlocked areas of ARMM. . . and it was during these times that we learned the ropes of traveling through areas of conflict.

Barangays (towns) are at times emptied of their residents who seek safety elsewhere at the height of feuds. Military checkpoints of the Marine and Army variety dot the highways and are an integral part of travel. So, whenever TEAMM plans its itinerary, being "home" before dark is a cardinal rule; and will be for a long time to come. Ali, our driver, always does a running commentary while we travel: who ambushed who, where and when it happened, and how many casualties.

Areas in Maguindanao (Datu Paglas, Liguasan Marsh) have similar tales and like Narciso Ramos highway, are scantily traversed especially at night. And this truly is quite unfortunate because the scenery along these highways are a cinematographer's dream: winding highways bound by blue-hued mountains set against an almost-always dramatic skyline and hysterical cloud formations, sloping hills peppered with sheep (how exotic can you get?) and goats, women in their malongs fashionably twisted around their bodies and heads in

as many ways as the wearers, marshes and lakes of the virgin kind, and an awesome compendium of tiny and mid-sized colorful mosques constantly reminding the traveler of Allah's greatness and goodness.

The irony of it all is that this beautiful landscape is peopled by children who are in want – of food, of decent roofs to live under, of basic health services and of basic education whose quality should help pull themselves out of that quagmire called poverty. Sadder still is that peace has remained a stranger to these children.

By May 2005, after installing the ETV infrastructure in Maguindanao, TEAMM hit the ARMM island provinces of Basilan, Sulu and Tawi-Tawi (BASULTA in *developmentalese*) with a firm resolve to find more needles in the haystack. But the appalling poverty in these isolated ARMM island provinces begged for an intervention such as the Knowledge Channel; because its impact here would be far, far greater than its impact in landlocked and resource-accessible areas. Thus, TEAMM tied up with an on-the-ground partner which was capable of electrifying public schools in BASULTA with photo-voltaic systems or solar panels. The Alliance for Mindanao Off-Grid Renewable Energy (AMORE) selected barangays from among its 200 electrified sites with outstanding community development associations called BRECDAs (Barangay Renewable Energy Community

Development Association); and presented this list to TEAMM. The BRECDAs would take care of sustaining the life of the solar panels and batteries through P1.00

monthly contributions per student; thus guaranteeing the ETV infrastructure's usability for at least 15 years.

Unknown to many, Tawi-Tawi is made up of over three hundred islands; and is home to the Tausug, Sama and Badjao tribes who inhabit its island barangays. Basically sea lovers and seafarers, their houses are built on stilts along the coasts' shorelines; with the islanders getting next to nothing in terms of basic services. Potable water is unheard of; and television more so.

On the way to one such island barangay, our small outrigger-less boat for three met with rains and winds of the nastiest and cruelest kind. An hour into the seemingly endless ride which had the waves tossing us into all directions, the boatman, without warning, killed the motor and murmured "maghanda kayo." Drenched to the bone, hungry and chattering from the cold, we looked around and saw nothing; we had been surrounded and shrouded by a 360-degree impenetrable mist and 500 kilos of penetrable fright. Tears could not be contained whilst images of a mist-free comfortable office at the Benpres building filled this writer's mind. A GPS (thank Allah for technology!) brought by our AMORE electrical engineer saved the day.

The discomforts TEAMM experienced while installing the Knowledge Channel in 15 public schools in Tawi-Tawi were many, to



As classrooms don't have chairs, kids sit on the floor and leave slippers outside when they watch KCH.





Installing a Knowledge Channel satellite dish on a school rooftop in Muslim Mindanao gave TEAMM a different 'high.'



be sure – the scalding March heat, the equatorial sun and wind burns, the seasickness, the lack of sleep, the aching bones, the damaged compasses – just to name a few. But whenever classes in public schools would come to a screeching halt; and teachers and students would come out and watch and try to assist us in installing the satellite dishes and receivers, TEAMM always revved up to “performance level.” Of course, their “assistance” came in the form of cheers, which, in the end, became largely responsible for turning fatigue and weary bones into an indescribably delicious sense of fulfillment; if not downright ecstasy.

By May 2006, we were looking back to our first year, and thinking TEAMM would never have completed its first 18 months if it hadn't partnered with enlightened cable operators in Mindanao: Cotabato Cable and Satellite System, Sultan CATV and Bongao CATV. The 73 ETV systems were put into place, man-made and God-made disasters notwithstanding because of a spirit that drives TEAMM and its supporters – a spirit borne out of a deep belief that quality education is indeed the key to opening doors to a better life.

(Editor's Note: Doris Nuval is the Project Director of TEAMM.)

MERALCO SIBOL SCHOOL

by Myra Salvosa

POVERTY keeps people hostage in a myriad of ways. Education, however, is one way to loosen its grip.

Meralco initiated efforts to help untighten the hold of poverty on the minds of the youth through the Sibol educational program for pre-school children. The enrollees belong to families of the *Gawad Kalinga* (GK) communities, the shelter program supported by the Couples for Christ (a religious organization).

"The idea of the Sibol schools actually took off from the GK," said Christopher Yap, head of Meralco's Corporate Social Responsibility Office (CSRO).

The members of GK have also recognized the impact of education in relation to the

development of communities. "GK is not about structures, but building communities, with education being a pillar," Reynaldo Cajulis, GK regional coordinator for Metro Manila, said.

According to Yap, eight Meralco Sibol schools will be constructed this year in GK communities within Meralco franchise areas.

Recently, Meralco had set up a new school in GK Zontaville in Mandaluyong to initially accommodate 25 pre-schoolers from 59 families.

"We were encouraged by the success of our initial partnership with GK to continue our involvement in the Sibol program," Meralco Chairman and CEO Manuel Lopez said

during the groundbreaking in Zontaville. Gawad Kalinga National Executive Director Antonio Meloto expressed confidence over the project's sustainability.

"With the leadership of Meralco throwing its full support behind this project, and the involvement of employee-volunteers from Meralco, who spend their weekends at the GK sites to help build a school for the children, we are confident of the continued success of this program," Meloto said.

Occupying 60 square meters, a one-storey structure takes around two months for volunteers and residents of the communities to build. "The space might be thought of as small but you will be surprised that all of the kids fit comfortably in the area," Yap said. Meralco also provided the school furniture,

Children of Meralco Sibol School give a song number during the MNTC Gawad Kalinga turnover in Bulacan.





EDUCATION

Bringing Knowledge to Every Village

ABS-CBN Broadcasting Corp. devoted a great part of its radio and television programming to teaching livelihood skills and entrepreneurship and other core values, giving parenting, legal and medical advice, coordinating nationwide disaster relief and rehabilitation fund-raising such as in Sagip Kapamilya, and promoting Philippine nationalism, art and culture in the country and overseas through TFC, the Filipino Channel. It donated millions of pesos worth of airtime to educational shows and various informative segments in its news and public affairs programs.

ABS-CBN Foundation E-Media produced and aired Fisheries School on Air, in cooperation with TATEH and PCMARRD, an agriculture agency, and Nutrition on Air with the National Nutrition Council and Lactum milk. Some 100 radio sets were used to promote the fisheries lessons. ETV materials were given to more than 930 public elementary schools, and trainings were conducted for 525 teachers from 325 schools.

In the first year of its ground-breaking partnership with local governments in Muslim Mindanao with fund support from USAID, Knowledge Channel's TEAM-Mindanao provided KC connectivity to 150 schools in poor and remote villages in Muslim Mindanao, and produced 30 episodes of livelihood and advocacy programs for out-of-school youths. The *Lakad Mo Pangarap Ko 2* raised funds for Knowledge Channel beneficiaries from walkathon participants in Manila, Cebu, and Davao.

Meralco Millennium Foundation implemented several educational support projects, among them the *Gawad Kalinga-Meralco Sibol School*, a 60 sq. m. one-storey building day care center for the Lopez-MNTC-GK village in Marilao, Bulacan. Meralco turned over to the DepED 2,000 copies of the *Electrical Assessment Guide*, which sets the standards for the long-term project of assessing electrical installations in 2,332 public schools in Meralco's franchise area. An assessment training program held at Pontefino Hotel in Batangas City was attended by 188 participants from LGUs, schools division, electric cooperatives and other groups from Region IV-A.

Meralco also assisted 14 public schools in the DepEd's *Brigada Eskwela* project which promoted parent and student volunteerism

educational supplies and multimedia equipment.

Meralco relies on "sweat equity" where the neighborhood pool their human resources to build the schools. Meralco employee-volunteers visit the area on weekends to participate in the construction.

"The sweat equity concept makes the participants value the output of their contribution even for a long time. This is also a way of erasing the dole-out mentality," Gina Magno of CSRO said.

Meralco President Jesus Francisco said "CSR projects keep us young. The number of Meralco-GK volunteers increases after every project completed."

It may be recalled that the joint undertaking of Meralco and GK went beyond community development. Last April 2006, the partnership proved its reliability in disaster management when 19 Meralco employees and volunteers traveled to Southern Leyte to build GK homes in a relocation area for the survivors of the tragic mudslide.

Aside from the one established in Mandaluyong, Meralco also built a Sibol

School in Marilao, Bulacan. The school has a schedule of three shifts to accommodate about 100 pre-schoolers. Yap estimated the families in the community to reach nearly 200.

Norma Caprecho, Kapitbahayan president of GK Zontaville, said "Ito na yata ang pinakamagandang Sibol school sa buong Metro Manila. If not for GK and Meralco, we would still have cartons over our heads."

To ensure that the volunteer teachers of the school are updated in teaching methods, a trainer's training has been undertaken. The progressive approach in instruction and proper classroom management have also been introduced.

In the long term, it is hoped that Meralco's contribution to the foundation laid down by GK would remove the paralyzing effect of educational deprivation in the areas currently served by the company and its employee-volunteers.

to repair and maintain school buildings, by assessing and whenever possible rewiring electrical installations.

In its teacher education project, Meralco gave 187 teachers in two public schools training in computer literacy, biodiversity conservation and 5S or organized cleaning, sorting and filing in schools.

In its Kiddie Fire Marshal Project, the company distributed 2,000 copies of its instructional video on fire safety tips to elementary and high school students.

An ongoing information campaign benefited barangays in Makati, Marikina and San Pablo cities on such topics as public safety, anti-pilferage, and energy conservation.

MMLDCFI held safety education for electric cooperatives, drawing 32 participants from 18 coops, supported *Gawad Kalinga* in Antipolo particularly on Earth Day, assisted a leadership training for students, supported *Brigada Eskwela* work at the De la Paz Elem. School, and helped masters teachers in out-of-the-box teaching methods.

First Gen provided vehicles and came up with over 100 employees and other volunteers for the Lakad Mo, Pangarap Ko 2, which raised funds for the educational needs of poor communities. It also sponsored cable connectivity for Knowledge Channel programs in 27 schools in Batangas, and donated to the Lopez Museum to promote cultural and historical awareness among students and research facilities to scholars.

First Gas rehabilitated four classrooms in Sta. Rita Karsada elementary school in Batangas City, and conducted plant tours for students from Batangas State University, De la Salle, Adamson, Technological University of the Phils., Western Mindanao State U., Lyceum and Mapua, and to the Meralco Assn. Of Cadet Engineers, Dept. of Energy employees, etc.

Bauang Private Power Corp. supported additional scholars for Bauang, La Union high school graduates to enter Don Mariano Marcos Memorial State University La Union with free tuition and stipend.

First Philippine Industrial Corp./ Industrial Park repaired three classrooms and repainted schools, sponsored nine scholars in college, and gave other vocational and teacher

scholarships, donated 200 tables and chairs to elementary public schools, supported Knowledge Channel connectivity to various schools, and assisted a day-care center in Sto. Tomas, Batangas.

Tollways Management Corp. implemented its Motorists Road Safety program to help promote expressway safety among sectoral and geographical groups along NLEX. In its "*Expressway sa Edukasyon*" project, MNTC helped barangays in Bulacan and Pampanga repair and install facilities in their public schools. MNTC built the NLEX Gazebo at Valenzuela Science High School and the NLEX Carpentry Room for the Mapulang Lupa High School. It also repaired and repainted the Segundo Esguerra Elementary School and the Pulilan Central School Gym.

The company also sponsored four batches of scholars – 96 students – from Pulilan, Bulacan town, Calumpit, and Hagonoy for a three-week culinary skills training conducted by the Culinary Education Foundation's Mobile Kitchen.

FPCI, with the help of a grant from Philip

Morris, constructed classrooms in Cagayan province.

The Lopez Museum/Eugenio Lopez Foundation Inc. supported the Lakad Mo, Pangarap Ko project of Knowledge Channel, which benefited 400,000 school children, provided technical assistance to the proposed La Mesa Dam museum, held a lecture series attended by more than 150 people, and several cultural exhibitions benefiting 3,117 researchers and museum visitors, held a lecture-demonstration at the Robinson's Children's Library, and provided partner museums and libraries with training on digitization (Techportals) and conservation of library collections and conservation of museum collections.

FPHC donated computers and a set of encyclopedia and books sourced from Mr. Oscar Lopez's library, and improved the school facilities at Paliparan, Dasmariñas, Cavite.

The Asian Eye Institute worked with the Commission on Higher Education for intensive seminars for optometry teachers. Under a clinical fellowship training, fellows from abroad undergo training for low vision and visual rehabilitation so that optical health can spread in the country and abroad.

Philec supported the Lakad Mo, Pangarap Ko of Knowledge Channel, gave in-plant training to 15 students of Dual Tech Training Center Foundation, donated books, bookshelves, a computer, electric fans and water dispensers to the Hapay na Mangga Elem. School.

Bayantel and the Quezon City government, partnering under the project GILAS (Gearing Up Internet Literacy and Access for Students), installed DSL connection to 12 public schools. The goal is to make Quezon City the first city to have all its public schools connected to the Internet. Bayantel President Eugenio Lopez III said DLS Internet connectivity will be extended to some 200 public schools nationwide.



REACHING MORE SCHOOLS

What does it mean to be of service to the Filipino child?

"For us it is giving not just bits of our time, but dedicating our lives to the betterment of the future. It's not offering just bits of ourselves, but making it our life's work to save a child in crisis, to caring for the environment, and to invest in educational tools for the young. It is the granting of our skills and our spirit 24 hours a day, seven days a week.

"For we take to heart the AFI vision of serving the Filipino Child, and of creating a better tomorrow for every one to share."

ABS-CBN FOUNDATION, INC.

The above quote says it all when it comes to this Foundation's commitment to uplift the quality of life of the Filipino Child.

The E-Media Program of ABS-CBN Foundation, Inc. (AFI), in tandem with Knowledge Channel Foundation, continues to bridge donors and public elementary schools in bringing education to far flung areas of the Philippine archipelago. For Year 2005, 931 public elementary schools received Educational TV (ETV) materials and eight teacher training programs for 525 teachers from 325 schools were conducted by E-Media.

Donors for the Adopt-your-Hometown-School came from all over the world. A Pinay socialite from Hawaii adopted two hometown schools in Tarlac. A 90-year-old retired teacher, Catalina Andres, received a birthday surprise from her children when a DVD set of educational materials, DVD player, and color TV were turned over to Cordon Elementary School in Isabela, where she formerly taught. Ilocanos from Chicago also donated to their hometown schools. Even Pinoy students in Saudi adopted a school in Mindanao. The Maramba family, who has sponsored educational projects for decades and now continued by the Daniel B. Maramba Foundation, Inc, turned over an ETV package (consisting of 108 DVD volumes, a television set, and a DVD player)



to the Sta. Barbara West Central Elementary School in Pangasinan. Ignacio Maramba says: "A good basic education steeped in sound values is one of the greatest gifts a man can give to his community, especially the underprivileged members. The reward to the giver is immeasurable."

Moreover, E-Media continues to produce award-winning shows such as "Bago Yan Ah!" aired on DZMM radio, and its Fisheries School on Air program just distributed 100 radio units to enrollees. Art Jam, the program that inspires children's creativity, was awarded the Anak TV Seal by the Southeast Asian Foundation in December, 2005 as well as Sine'skwela (program on Science).



Epi Quizon hosts ART JAM, a program to spark children's creativity.

OFF THE STREETS, OFF SCHOOL TO

PHIL-ASIA ASSISTANCE
FOUNDATION, INC.



In 1986, when the country broke free from the jaws of martial law, the late Roberto "Roby" Moreno Lopez (youngest son of Eugenio H. Lopez, Sr.) returned from the United States wanting to help rebuild his country. He decided to head the Philippine sister company of the Philippine International Aid (PIA) – a non-profit organization based in San Francisco, California. Roby said that he "found a new meaning to his life."

Roby, then a Trustee of the Eugenio Lopez Foundation and the Director of the Lopez Memorial Museum, provided office space for the Phil-Asia Assistance Foundation, Inc. (PAAFI) inside the Museum located at the ground floor of what was then called the Manila Chronicle building. He hired two social workers and administered the funds raised by PAAFI and PIA. The PIA-PAAFI program "Off the Streets – Off to School Scholarship Program" helped at least 300 street children in urban poor communities go to grade school and high school. By partnering with parishes, children beneficiaries were identified. These were the children of drivers, laundry women, carpenters, and laborers who did not have enough money to send their children to school.

While PIA was getting donors in the USA, PAAFI solicits from Philippine donors. With only a modest contribution from one's paycheck, a child could be spared from growing up without an education, and without a chance of getting a decent job. Roby, described as a man who rarely asked for favors and who used "gentle persuasion," easily convinced many friends and relatives to donate.

"We want to show them that in their society, there are still people who care," said Roby about the urban poor children in a PIA newsletter published in 1987. He

envisioned PAAFI to be "...An active hand in changing the conditions of the poor in our society, no matter how small the contribution might be."

And in these small gestures, Roby left a contribution that outlived his life. Roby's demise on September 26, 1992 at the age of 42 was a blow for PAAFI. Ms. Presy Psinakis, Roby's sister, felt that PAAFI was her brother's baby. She vowed that she will help PAAFI continue to bring poor children to school. Presy is the current Chair of PAAFI with Yvonne Yuchengco as President. With only two full-time social workers and a handful of volunteer staff, PAAFI enrolled 380 students in school year 2005-2006. The children were mostly from Sta. Cruz Parish, Sto. Niño Parish, Our Lady of Sorrows Parish, Resurrection of Our Lord Parish, Christ the King Parish, and Parokya ng Inang Laging Saklolo. VTS



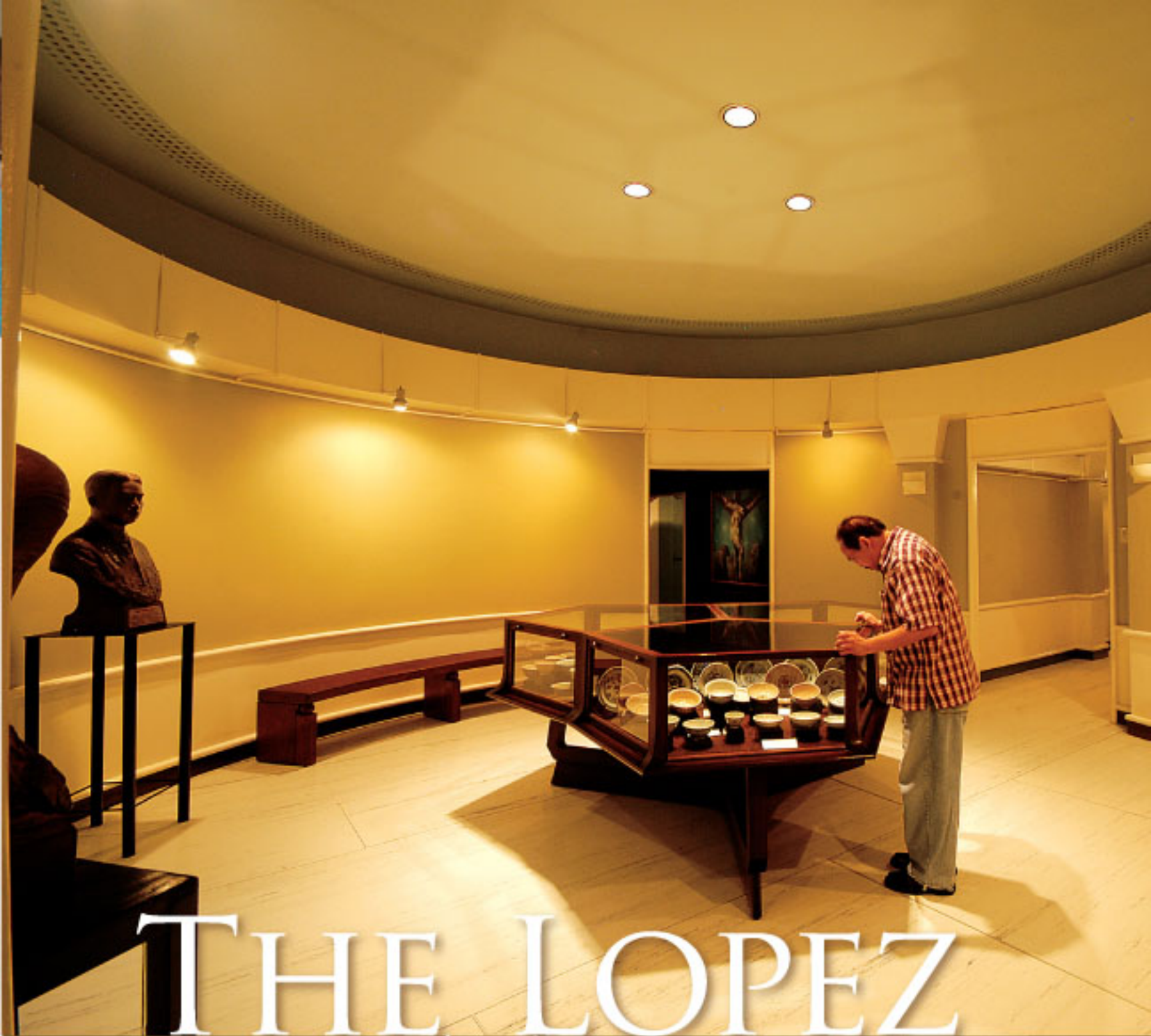
Maria Jessica C. Laroza
13 Years Old, First Year High School
Alejandro Roces Science and
Technology School
Scholar since Grade 2
Father works in printing press,
mother is a housewife.



"I want to be an astronaut, I have always been interested in observing heavenly bodies. And I hope to go to a good college someday and study five courses. I am lucky to have a sponsor for my education and I want to help my younger siblings in their studies when I grow up."

Chelsea F. Kuizon
9 Years Old
Grade 4
Bayanihan Elementary School
Father is a driver, mother is a
housewife.

"I want to be a doctor in the future so I can help children who are sick. When I grow up I will also help children go to school like what my sponsor is doing for me."



THE LOPEZ MUSEUM

The number of holdings in the Lopez Memorial Museum library has now grown to more than 18,000 and its fine arts collection has received critical interpretations through regular exhibitions. The museum continues to update its programs and services to be more relevant to today's audiences.

Visitors coming to the museum stay for an average of two hours or more and made return visits, indicating that the museum has hit the right note with its audience.

Audiences have a more intimate experience with the artworks and derive greater pleasure from the experience as

the artworks are placed in the best light. The flow of the space in each exhibition allows viewers to explore and make new discoveries on their own. Putting together the works from the 19th and 20th centuries with more contemporary forms creates a "conversation" where audiences are encouraged to take part.

Different aspects of art history were highlighted as in the Juan Arellano and Destruction-Reconstruction exhibitions. A renovated website enables audiences to get information on this as well.

The Museum has partnered with the Museum Foundation of the Philippines, Incorporated and set up an exhibition on

National Artist Vicente Manansala and launched a book on the same artist. Their lecture series, Stories About Preserving Cultural Heritage, combined the expertise of both institutions.

The Lopez Museum and the National Museum jointly offered a Disaster Management Seminar for museums' responsibility as custodians. Works by Filipino artists in critical condition from private collections have been accepted for treatment by its Conservation Laboratory as part of its outreach program.

The extension of Museum days and hours, and the library holdings give more people access to the Museum's treasures.



Above and below right: The Babble Bauble exhibit depicts the different images of women. Below: The Lopez Museum holds several educational workshops like comic book writing and drawing for children.



A LEAP TO THE FUTURE

"MMLDC'S PROGRAMS CREATED A GREAT IMPACT ON OUR SCHOOL PRINCIPALS AND HEAD TEACHERS. THE SCHOOL HEADS WERE EXPOSED TO THE PREPARATION OF A SCHOOL IMPROVEMENT PLAN WITH THE GUIDANCE OF THE TRAINERS FROM MMLDC. THE WORKSHOP DEFINITELY IMPROVED THE PLANNING SKILLS OF THE PRINCIPALS.

Dr. Aurea F. Sto Domingo,
School Division Superintendent of Antipolo

Meralco Management and Leadership Development Center's (MMLDC's) programs were designed with a vision to create a brighter future for its beneficiaries. As a leadership development center, its programs are infused with the advocacies of technical

excellence, social responsibility, and servant leadership.

The Strategic Alignment course served as a relevant starting point in the development of their school improvement plans. They were trained on how to plan, organize,

lead and control and at the end of the course, to implement and practice it in their own schools. MMLDC's goal was not just to impart or test their knowledge, but to create the desire for excellence.

Likewise, the Workshop on Wonder for Science and Nature and the Out-of-the-Box Training program for teachers also yielded positive results in faculty development. As one teacher from the Juan Sumulong Elementary School said: "It made me a better teacher. In fact, I always tell my co-teachers that the workshops made me realize – and take pride – that I'm a Science teacher." New techniques enabled them to apply these lessons in producing more effective classes even with the same limited amount of resources.

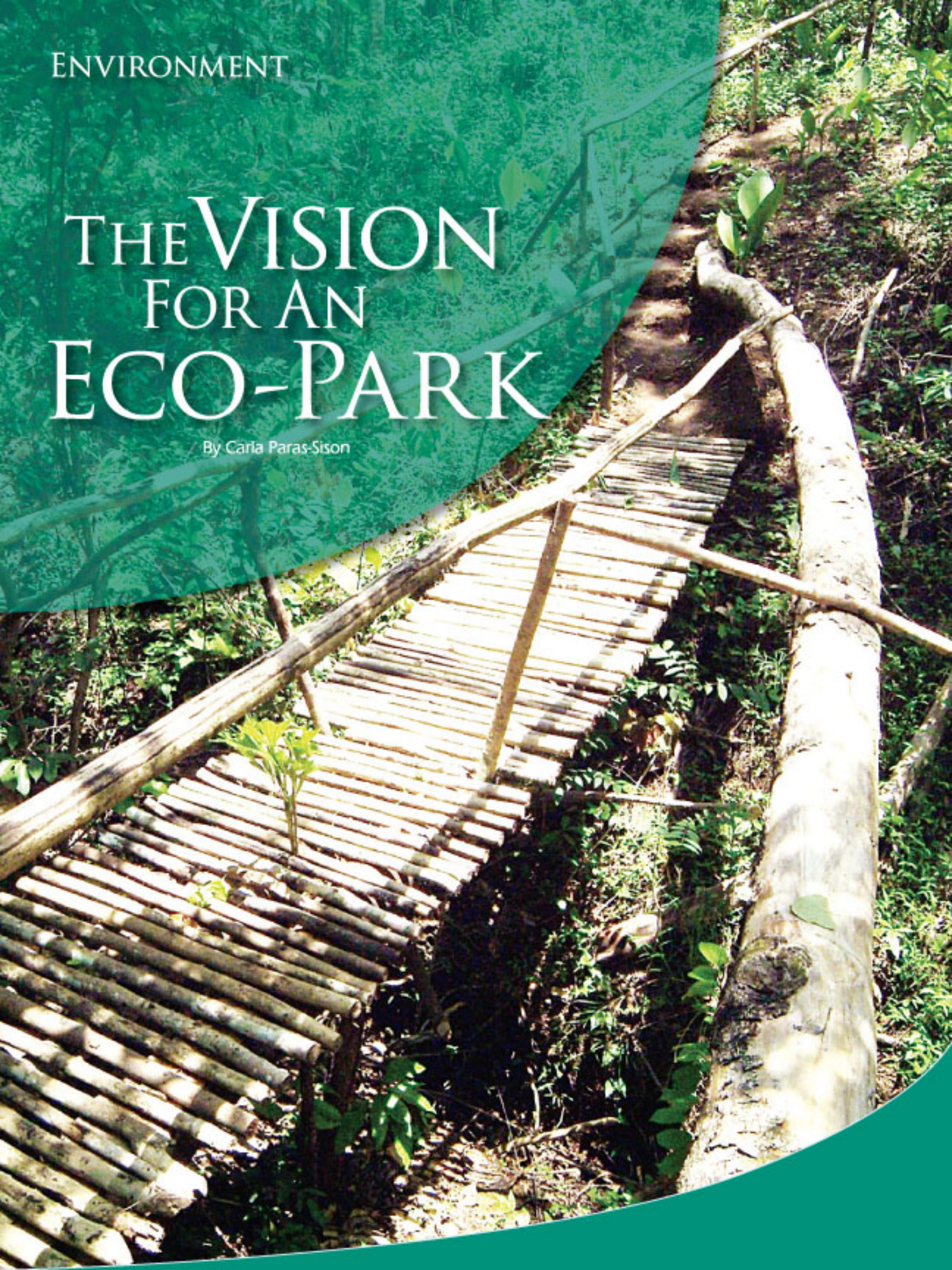
True, the future rests in the hands of the educators. In this respect, MMLDC contributes to developing those who will develop the children. To quote Dr. Sto. Domingo: "MMLDC's training of our principals and teachers will surely create a ripple effect to the end beneficiaries – the pupils. When we have responsible leaders at the different levels in the schools, the districts and the divisions, we are also developing responsible leaders for the future."



ENVIRONMENT

THE VISION FOR AN ECO-PARK

By Carla Paras-Sison





Did you know that the First Philippine Industrial Park (FPIP), located in Sto. Tomas, Batangas, is home to the country's first and only ecological park within an industrial park?

But when you visit it today, you will hardly see the park. What you will see are newly planted saplings, all less than a year old. The shrubs have not yet borne flowers and you could barely see the yellow in the yellow entrance, nor the red in the red entrance—the colors are supposed to be provided by the flowering plants which have not yet bloomed.

Roger A. De Guzman, FPIP community relations manager and officer-in-charge of the eco-park project, labors with love at his baby forest. "This was all cogon grass before, a wasteland. Look at it now. The trees have not grown to forest proportions, but they will."

De Guzman says he has a clear vision of what the eco-park would look like simply because he shares Lopez Group Chairman Oscar M. Lopez's vision of improving the environment and promoting its protection. The chairman asked FPIP management to commit to a 'mini-forest' project using any available space to preserve endangered Philippine trees.

Initially located in 4.5 hectares of selected land areas inside FPIP, the eco-park is envisioned to become the sanctuary of threatened and endangered endemic trees. Three small non-commercial areas were identified for conversion and cloned saplings were secured with the help of the Environment Research Development Bureau of the Department of Environment and Natural Resources based in the University of the Philippines-Los Baños.

The project is bound to improve the ecological balance inside the industrial area which is located in one of the country's fastest-growing provinces. It may also be used as a venue for wellness programs of employees of locator firms.

As of January 2006, the park has 1,426 endangered forest trees of 24 species, 471 bamboo plants of 14 species, 483 flowering plants, 400 ornamental trees, and 63 fruit trees. A rugged 2.3-kilometer trail winds through the park, dusty during summer, muddy during the rainy season.

But visitors will soon take to this path to enjoy the breeze and partake of a visually captivating forest-scape, as De Guzman tirelessly works at the FPIP eco-park vision, slowly but surely to turn it into a reality...all in good time.

ENVIRONMENT

A Greener, Fresher and Friendlier World

ABS-CBN Foundation, through its Bantay Kalikasan program and subprograms, continued its reforestation program at the La Mesa Watershed, where so far 1,344 hectares have been replanted out of a total area of 1,500 hectares. At least 72 tree species endemic to the country have been planted in Metro Manila's principal watershed. Last year, Bantay Kalikasan opened the watershed to ecotrail/educational tours and camping to the public. Two ecotrails and three camp sites drew 30,871 students

to their opening, and were part of the attraction to the 3,146 visitors recorded only from April to October 2005.

The La Mesa Eco-park inaugurated the Petron Amphitheater, the Petron jogging and biking trails, Senator Drilon Orchidarium, Shell flower terraces phase 1 and 2, and the Super Ferry Boating Lagoon.

Bantay Baterya collected 433,192 kg of used lead acid batteries from 62 companies.

A total of 368,214 tons of lead were recovered and properly recycled through the Philippine Recyclers Inc. Other projects were the Treeathlon, a family fun day at the La Mesa Eco-park held in April 2005 with 10,000 participants, and the Family Wellness festival in November 2005 that got another 10,000 participants; the BK Club to get the public actively involved in environment projects, the BK Coinbank that seeks to revive and strengthen the BK Hotline to receive reports of environment

(Continued on page 37)
BRIDGES 35

CARETAKERS OF THIS PLANET

"We are all but caretakers of this planet. We safeguard it for the real inheritor—the CHILD. In saving the air, and cleaning our waters, we at Bantay Kalikasan do so with a far-reaching vision of a better tomorrow."

Thus says Bantay Kalikasan in its 2005 Achievement Report where updated figures are shown on the La Mesa Watershed, the La Mesa Eco-park and the Bantay Baterya.

Bantay Kalikasan has already 1,344 hectares planted out of the 1,500 hectares set out for reforestation inside the La Mesa Watershed, with an average survival rate of 92.5%. To date, 74 Philippine endemic tree species have already been planted. To ensure high quality of planting materials, Bantay Kalikasan has maintained its own nursery. To help protect the forest, there are four units of 18-meter high steel towers/view deck donated by the Embassy of Japan.

To sustain its forest protection activities, Bantay Kalikasan also undertook to rehabilitate and develop the La Mesa Eco-park. It has since become a popular local tourist destination for 2005 as guests from all over Metro Manila and nearby provinces flocked to the many unique attractions of the Eco-park. These are the Salt Water Pool, the Shell Flower Terraces, the Superferry Boating Lagoon, the Petron Amphitheater and Fitness/Jogging/Biking Trails, the Fishing Lagoon, Senator Drilon's Orchidarium, as well as the usual picnic and playgrounds.

The La Mesa Eco-park was also the site for the 2005 Treeathlon and Family Wellness Festival events which gathered thousands of wellness and sports enthusiasts committed to the cause of healthful lifestyle and the promotion of a healthy environment. There were 2000 participants for the Treeathlon and 10,000 gathered for the family wellness festival.

The La Mesa Eco-park guided tour was also launched and to date more than 30,871 students have undertaken the tour. The

educational tour showcases camping sites by the lake and three major ecosystems, namely, grassland, forest and freshwater. At present, there are five eco-trails and three campsites for everyone to enjoy and learn from.

Although the La Mesa Watershed (the only remaining forest within Metro Manila) and the La Mesa Eco-park continues to be Bantay Kalikasan's flagship projects, other environmental concerns and advocacies are also being addressed by the ABS-CBN Foundation, Inc.

In order to raise environmental awareness for the youth, the Bantay Kalikasan Club was launched in July 2005 and has more than 122 members. Also for 2005, the BK Coinbank project was launched and the BK Ecomart began operations at the ABS-CBN compound to promote organically grown food products and various environment-friendly items such as health and beauty products.

To help in promoting the quality of air and water, the Bantay Baterya project collected 433,192.64 kg of used-lead acid batteries from 62 companies and 368,214 tons of lead recovered and properly recycled through the Philippine Recyclers Inc. This translates to 23,759 pieces amounting to thousands of hazardous lead acid and other toxic substances prevented from seeping into the surrounding top soil and water systems.

There is too the Bantay Kalikasan Hotline where the general public continues to report environmental crimes and violations.

Being caretakers of nature, of this planet, is a daunting task. But as Bantay Kalikasan has shown, commitment and passion for saving the air and cleaning the water with the support of partners and donors, will help make the dream of an environmentally sustainable world for our children, a reality.





Gina Lopez watches over the lush growth at the Eco-park.



ENVIRONMENT *(Cont. from p. 35)*

laws violations and other concerns, and the BK Economart to promote organic and recycled produce and crafts.

Meralco worked with Haribon Forum to promote biodiversity conservation and fight illegal logging and mining, turned over to Bantay Baterya a total of 2,552 pieces of junk lead-acid batteries for 2005 alone, and continued with the maintenance, protection and replanting of trees planted in 434 hectares at Bgy. Puray, Montalban, Rizal under the company's stewardship.

MMLDC assisted the Mayamot Elem, School in Antipolo to run their solid waste management workshop and in materials recovery efforts, and in their Lakbay Kalikasan student field trip in cooperation with Adarna Publishing, Alitaptap Storyteller, and Antipolo LGU.

First Gen funded the reforestation of 100 hectares inside the La Mesa watershed managed by Bantay Kalikasan and with FPCI conducted the initial phase of the coastal resources management plan for Verde Island, Batangas City, which is in the middle of Verde Passage, a marine biodiversity center in the world. The company also continued with a community-based information campaign to protect the Philippine eagle, particularly in Baggao, Cagayan, a known habitat of the endangered bird specie. First Gen also maintained its support to the Tarsier Conservation Program by funding

(Continued on page 40)

Isla Verde lies at a narrow passage a few nautical miles southeast or, let us say below, Batangas City, above and slightly closer to Puerto Galera of Mindoro Oriental, and much farther to the left of Marinduque. The island itself, with six barangays of some 6,000 residents, mostly fisherfolk, may not be visually arresting on the surface, much of it quite arid and increasingly barren, but the waters of the sea corridor around it have been cited by a world-renowned fish biologist as "the center of the center" of marine shore fish biodiversity in the world.

The unusually strong currents that sweep through this passage provide only a faint clue to the highly remarkable geologic movements over the past 50 million years of lithospheric plates and continental shelves that brought together constantly re-forming land masses -- some from that part of China which is now Hong Kong, from what now constitute Australia and New Zealand, and from what is currently Indonesia -- and, combining with equatorial currents, sea temperature and other major factors, created a marine corridor that is an unusually rich habitat of marine species.

A landmark study by Kent E. Carpenter, a former Peace Corps volunteer in the Philippines who has since become a highly respected fish biologist now working on a global marine species assessment for the IUCN, the world conservation union, and Victor G. Springer of the Dept. of Zoology of the Smithsonian Institute, presented this striking finding: marine biodiversity in the world reaches a peak in the Indo-Malay-Philippines archipelago (IMPA).

Using a geographical information system (GIS) overlay of 2,983 generalized distributions of marine species to examine the pattern of diversity in the IMPA, Carpenter and Springer found "the central Philippines as the area of highest diversity and endemism. A secondary area of high diversity is located between the tip of Malaysia and Sumatra..."

Continuing geologic movements and other prevailing factors do not give permanence to any site of biodiversity. The two scientists themselves said, "the identification of the Philippines as the major center of marine biodiversity is troubling because of the heightened level of threat to marine environments there." What the

Philippines has in the Verde Passage is a globally significant natural treasure that, unfortunately, could disappear forever if the threats to it were not addressed in a timely and vigorous manner.

The richness and significance of Isla Verde's marine resources had been apparent even before the Carpenter-Springer study. So, under the leadership of Federico "Piki" R. Lopez, First Gen entered into a tripartite arrangement with First Philippine Conservation Inc., and Conservation International Philippines, to respond more adequately to the problem. Exercising a leadership role and taking the cudgels to address the problem's magnitude, First Gen and its initial partners initiated the Integrated Conservation and Development Program (ICDP) at Verde Island to provide a venue for cooperation among all the companies, organizations and sectors in the area that would be major stakeholders in protecting the marine corridor.

In fact, together with the cooperating government agencies and LGUs, the conservation effort is being extended through the length of the threatened

ISLA VERDE

SAVING THE 'CENTER OF THE CENTER' OF MARINE BIODIVERSITY





Federico "Piki" Lopez in an exploratory dive.

A biological assessment of the coral reefs and fish in the island's waters provided a baseline data for the program.

Quite helpful in accomplishing all those was a volunteer corps comprising employees of the Batangas City and First Gen and First Gas Power Corp., and residents of Verde's barangays Liponpon, San Agapito, San Agustin Kanluran, San Agustin Silangan, San Andres and San Antonio.

A stakeholder vision was drafted by the people, an effort led by the late Reynaldo Manongsong, former head of the island's Sanctuary Management Board. The vision rings

corridor and even as far as the Apo Reef Natural Park off the coast of Mindoro island.

Tourism may provide an alternative livelihood to Verde's population, already thinned by out-migration due to lack of jobs there. "Divers from Puerto Galera, and even all the way from Calatagan and Anilao, and of course from the coastal towns of Batangas City, are being drawn to the rich corals and beautiful fish varieties of Isla Verde," said Rodolfo Ferdinand "Jun" Quicho, FPCI Executive Director, himself a new convert to the wondrous world of diving.

"We want to properly develop tourism there, as it will mean sustainable livelihood that does not damage the marine life, so we don't want unregulated activities," he said, adding that the residents must be equipped to 'receive' or handle tourism.

"The underwater community there is world-class. You dive only 20 or 30 feet down and your eyes would feast on the sight of corals and tropical fishes. In the surrounding areas, there have been sightings of Fraser's dolphins, which behave quite differently from others of their kind. They are bow riding. Perhaps we could promote dolphin watch. And there are also reports of Baleen whale sightings," he said.

The Initial Phase of the three-year conservation program in the marine corridor lasted eight months from November 2004 to July 2005. The main outputs were the draft of a Coastal Resource Management [CRM] plan, and capacity building for the main stakeholders, reorganization of the Sanctuary Management Board, a study on diver fees, and draft of a communication plan.

with conviction especially in the vernacular in which it is written:

"Ang Isla Verde na nasa gitna ng pandaigdigang samu't saring buhay pangkaragatan, na may mga taong sama-samang nangangalaga at pinayayaman ang masaganang likas yamang dagat na kaloob ng Maykapal sa kasalukuyan at darating pang saling-lahi."

ICDP program coordinator Geronimo P. Reyes said that, of course, this is a long-gestating project where impact may be negligible at the onset. "That's the way it is," he said, a slight shrug of the shoulder indicating his group didn't mind fighting long wars. The struggle will take a long time to bear fruit, and at this point it is premature to expect much. But there have been some changes one could point his finger to, such as an enhanced awareness among residents of the importance of conserving their coastal resources; positive changes in the attitude and relationships among groups, including willingness to participate, articulate their views in their own terms, openness to new ideas, and less hostility between groups; better understanding of and skills in planning and monitoring of resources, at least among the leaders; and more productive interface with LGUs and government agencies.

Phase Two is being devoted to long-range strategic planning, laying down the doables of the next three to five years, promoting the partnership further along the corridor, and using hard science to support social programs.

"The capacity building will have to continue, and we need some infrastructure, like a center for research. We have to be scientifically valid with our actions if we are to make a successful case for Isla Verde's conservation to the world," said Quicho.

ENVIRONMENT

(Cont. from p. 37)

research, infrastructure repair and information and education activities in the animal's sanctuaries. The company also assisted My Zoo Foundation by repairing animal enclosures at the Wildlife Rescue Center.

First Gas continued with the monthly coastal cleanup of the shorelines of Sta. Rita Aplaya, Sta. Clara and Cabubulag river with the help of employee, community and government volunteers. The company cooperated with the city by providing logistics support to the Waste Management Seminar for Sta. Rita Karsada. Its Mangrove Rehabilitation Program has resulted in an 85 to 88% recovery rate, and in raising the average height of the mangroves around the plant to 4.75m with regeneration at 1,423 wildlings per hectare.

Bauang Private Power Corp. continued taking care of 350 hectares of forest lands in the towns of San Gabriel, Bagulin, Burgos, Naguilian and Bauang, and the city of San Fernando in La Union under the Naguilian River Basin Development Program and Reforestation Project.

FPIP began and is rapidly developing a novel ecopark, initially called the tree and bamboo park, covering 4.5 hectares of river setback, ravine and otherwise indisposible land in the First Philippine Industrial Park. The project is considered a first in the country, a model ecological project for all industrial zones.

FPCI worked with First Gen in the conservation and development of Verde Island in Batangas and in protecting the Philippine eagle, particularly in its lairs in Baggao, Cagayan. It also worked on capacity-building and fund-raising for other CEPF grantees as it strengthened corporate and philanthropic support for biodiversity conservation.

MNTC extended support to the La Mesa Ecopark and in a study done by Miriam College on a solid waste master plan for Metro Manila.



40 BRIDGES

BPPC'S ARTIFICIAL REEF



Manong Ernesto Sabado, like his father and grandfather before him, has been fishing in the Lingayen Gulf for over five decades now. He fondly reminisces how as a boy, he would tag along in the family-owned *sagwan* for a 3-km ride to a fishing ground teeming with 15-pounder lapu-lapu.

"Sari-saring isda ang nahuhuli namin noon. Malalaking sapsap at bisugo," he recounts. *"Malaki din siempre ang kita ng mga mangingisda."*

"Ngayon, 30 kms. na ang nararating ng bangka naming de motor, malapit na sa Bolinao, e kakaunti pa rin ang nakukuhang isda," laments Manong Ernesto. *"Dala ito ng paggamit ng buli-buli (fine mesh net) kung saan nasasama sa mga net ang maliliit na isda at mga corals. Sira na din ang mga corals dahil sa trawl (fishing gear dragged or towed along the sea bottom), cyanide fishing, at gamit ng dinamita."*

Coral destruction in Philippine waters has reached alarming levels. The Inventory of the Coral Resources of the Philippines showed that 98% of Philippine reefs are already at risk.

Bauang Private Power Corp. joined hands in 1995 with its host local government units in establishing as a "marine reserve" the sea breadth of over 1 km parallel to the entire Bauang shoreline. Furthermore, the plant has maintained its breasting dolphins in "fish sanctuaries."

In November 2005, BPPC installed artificial reefs for the breasting dolphins, approximately 1.2 km from the plant's shoreline. Assisted by the Bureau of Fisheries and Aquatic Resources, BPPC had recruitment blocks made of PVC pipes and cement fabricated in-house and then dropped into the sea for underwater assembly into artificial reef modules.

HEALTH & WELLNESS





PLANNING THE RIGHT SIZE

Is it the business of business to talk about family planning with their employees?

Though Article 134 of the Philippine Labor Code and DOLE Department Order 56-03 mandate employers to provide Family Planning (FP) services for their workers, more than mere compliance should drive a corporation to provide FP services for employees.

If employees need to know about responsible parenthood, are troubled by unplanned pregnancies and related family dilemmas, if leaves and absences have increased, then the company could look into installing an FP in the Workplace Program (FPWP).

Today, the average per capita income and labor productivity are at about the same levels as they were in early 1980s because of our rapid population growth. The country more than doubled its population, from 36.8 million in 1970 to around 84.3 million in 2004. Unless we do something now, our population will exceed 100 million in less than 10 years.

The population issue prompted Lopez Group Chairman Oscar Lopez to involve the Lopez companies in family planning. He directed the

Group to integrate family planning and other reproductive health services in the human resource development programs, making the Lopez Group as one of the first conglomerates in the country to institutionalize FP in the workplace.

Lopez Group Foundation, Inc. (LGFI) received the grant of the USAID-funded Private Sector Mobilization for Family Planning (PRISM) to help establish and strengthen the Lopez Group's FP in the workplace.

ABS-CBN Broadcasting Corporation, First Sumiden Circuits, Inc. (FSCI), Meralco, Sky Cable, and Tollways Management Corporation (TMC) are the initial five companies implementing FPWP under the assistance of PRISM and facilitated by LGFI. After the grant period, the five companies are expected to continue the program and help other companies replicate their best practices.

The Lopez Group FP program aims to build the capacity of company clinics for FP service provision, educate employees to know the different methods they can use to plan their family size, and increase the awareness of CEOs about the relevance of FP to the company.

As of May 2006, the CEOs of the five companies were orientated on "The Role of the Business Sector in Population and Development in the Philippines," an FP needs assessment has been conducted, the FP Core Team/ Peer Motivators participated in the FP Interpersonal Motivation seminars to enhance their skills in motivating others to use FP methods, the company nurses have completed the Counseling Skills and FP Technology Training; and the HR Personnel, selected FP Core Team members, and nurses will attend the Training of Trainers (TOT) on FP Motivational Seminar.

Johnny Aragon Jr. of Meralco, a recently trained company nurse, shares, "Before, we just gave out the pills and other FP commodities to employees without offering advice which FP method might suit them more. After the training, we realize that we are the primary FP educators for the employees."

By giving employees informed perspectives on FP, at the end of the program more employees, especially the males, would be more pro-active in planning their ideal family size.

Mr. Lopez, in his speech given during the PRISM Grant Agreement Signing last March 16, 2006, likens the current state of our country to "a small leaky wooden boat, or a batel, overloaded with passengers and buffeted by big waves in a turbulent sea... in danger of sinking at any moment."

He sees the current commitment of the Lopez Group to implement an FP program in the workplace as part of the solution that will help the country "charter a course toward a safe harbor where we can unload some of the excess passengers and then proceed more safely towards a better destiny."



Selected employees learn how to become Family Planning counselors and about modern family planning methods.



PALIPARAN ILLUMINATION

Francia del Rosario's round face burst into a smile as she pointed at the photo of her daughter in a white toga. "She's a responsible ten-year-old kid. She looks after her younger brother when I'm busy doing the house chores. And after attending the Family Planning Educator's Training, I learned more about her rights as a child. They deserve proper education, clothing, food, and care. This is why planning your number of children is important, especially during these hard times."

Francia, 29, who gave birth to her first child at 19, is one of the beneficiaries of the Integrated Community Development (ICD) program of the First Philippine Holdings Corporation and the Philippine Business for Social Progress (FPHC and PBSP) for the depressed area of Paliparan III, Dasmarinas, Cavite.

Paliparan III is a resettlement site for approximately 4,500 urban informal settlers from the Manila Bay, Pasay area in 1993. The earliest problem of Paliparan, besides poverty, was the factions among the Peoples Organizations (POs) who competed against each other in getting members, as POs who have at least 3,000 members willing to transfer were allocated lands and funds by the government.

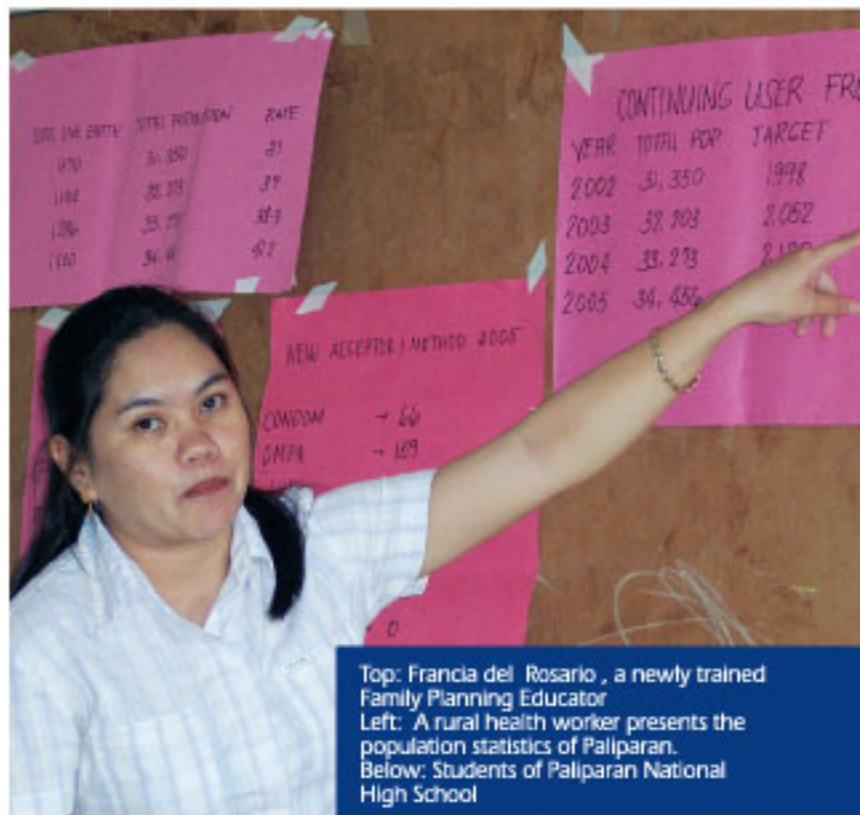
FPHC, which has been doing medical missions for Paliparan III before, decided to deepen their corporate social responsibility (CSR) in Paliparan by making "community healing" their main CSR objective. In April 2002, together with PBSP, they developed the ICD Program which helped unify the different POs and NGOs to work as one team, thus the Kalipunan ng Alay-Lingkod sa Paliparan (society of service in Paliparan or KALP) was born.

The first phase of the ICD program was focused on solidifying KALP and building the capacity of its members in program management and implementation of projects in livelihood, land settlement, environment, and youth welfare. The public schools facilities were also improved with the assistance of FPHC and Knowledge Channel.

FPHC Chairman Oscar Lopez, after reviewing the Phase One milestones of the program, asked FPHC and PBSP to include reproductive health as a new component in Phase Two of the ICD program. This is in response to the high population growth rate of Paliparan III, which is at 3.9% in a 70,000 population, the highest rate in Cavite. Paliparan also has a high incidence of early pregnancies.

Phase Two started in the last quarter of 2005. Data was gathered to determine the current FP practices of married women of reproductive age and FP Educators and counselors were trained.

Francia shares why she volunteered to become an FP educator, "Gusto ko mamulat silang lahat. Iniimbita ko ang mga kapitbahay na dumalo sa Family Planning orientation, maski ayaw nila binabalikan ko sila. Nanghihinayang ako kasi marami sila



Top: Francia del Rosario, a newly trained Family Planning Educator

Left: A rural health worker presents the population statistics of Paliparan.

Below: Students of Paliparan National High School



pwedeng matutunan. Kasi kung ako nga, matagal na akong nag family planning akala ko alam ko na lahat yun. Pero pagkatapos ng seminar marami pa akong nalaman. Bukod sa karapatan ng mga bata, natutunan ko na dapat patas ang mag-asawa sa pag-desisyon sa pamilya. Hindi lang yung lalaki lang dapat ang masunod. Dapat desisyon ninyo pareho. At saka hindi sapat na nakabili ka ng mga pills sa botika, dapat may kaalaman ka rin sa iba pang FP method, at mamili kung ano maganda para sa iyo.” [I want to open their eyes to reality. I invite my neighbors to attend the Family Planning orientation, and even if they decline, I invite them again. I feel that it will be a loss if they don't learn. I myself, who already planned the number of my children, thought I already knew everything about family planning. But after the seminar, I learned a lot more: about my children's rights, about family decisions that should be made by both husband and wife, and not just the husband. Also, I learned it is not enough to buy pills, it is important to learn the other FP methods so you can choose which method suits you more.]

According to the baseline data, there are still a lot of women within the reproductive age who have misguided notions about their reproductive health. Some believe that certain FP methods will make them bloat, and that if the husband disapproves, they should not use any FP method. It is also astonishing to see the survey results of the

youth where a majority believe that they cannot get pregnant if they only do it once, and that HIV is transmittable by kissing and insect bites.

A Teen Head Quarters (THQ) is being set up with the La Salle Community Development center. The THQ is a venue wherein teenagers could have confidential counseling with FP educators. A seminar on "Education on Adolescent Reproductive Health (ARH)" will be conducted for selected youth willing to be trained as peer counselors.

For adults, there is the Kaagapay Center. This is the one-stop shop for health and counseling which was launched in March 2006. The center is located strategically in the community so that health services will be accessible, and this will complement the health service delivery system of the local government's rural health unit in Paliparan III. To help make medical supplies and FP commodities affordable and readily available, KALP will be networking with health agencies and seek assistance of government health units to install referral and feedback mechanisms.

Though it will take a while before Francia and the other FP educators and counselors could enlighten their neighbors about their reproductive health and FP, at least the illuminated are now starting to spread light. VTS

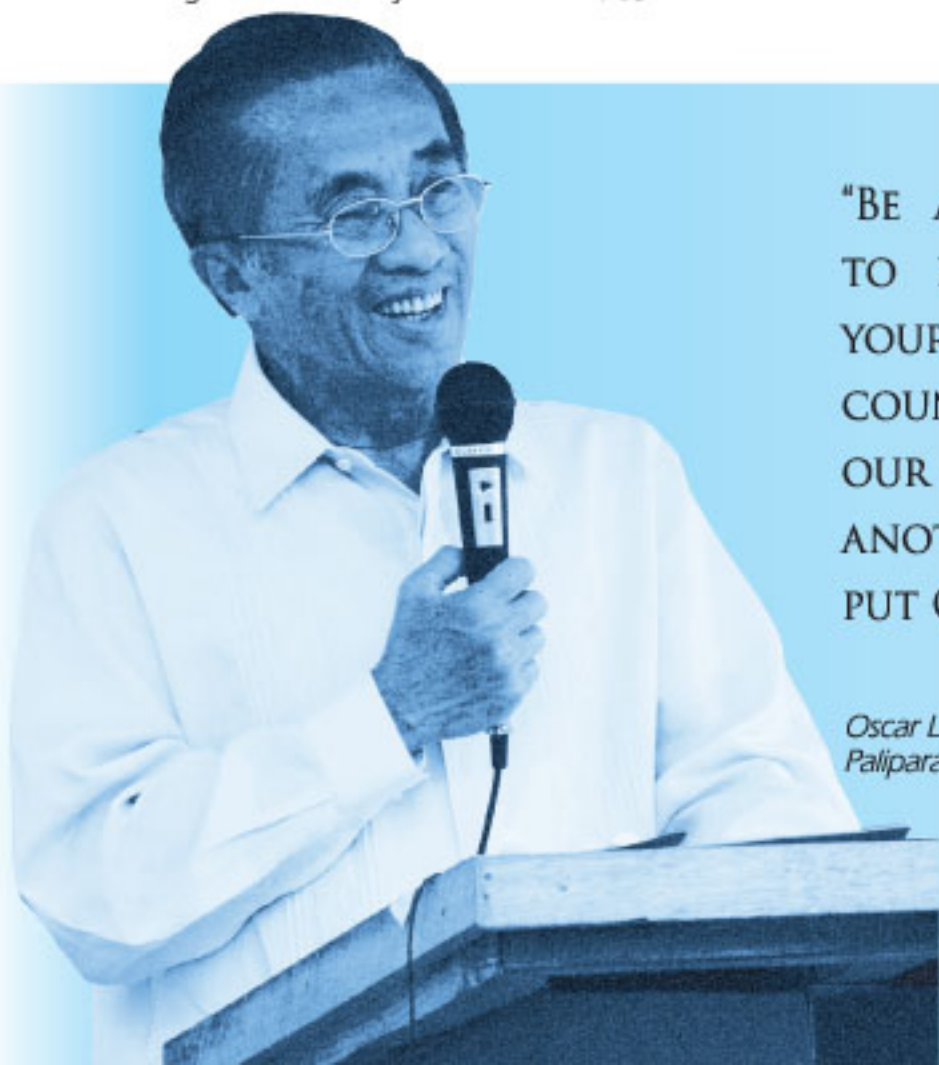
HEALTH AND WELLNESS

Vital and Vigorous Communities

ABS-CBN Foundation's Bantay Bata 163 program remained the preeminent child health and welfare NGO in the country, with 25,476 distress calls acted upon. The hotline 163 still gets an average of one million calls per year or an average of 84,000 calls per month. Clients counseled over the phone have risen to 561 per month from only 116 per month in 1997. Home visited cases rose to 1,611 cases in 2005. The Children's Village in Norzagaray, Bulacan and provincial branch children's home rescued an average of six children a month, all of whom were given shelter in the children's village or provincial branches.

A total of 1,295 children were given medical assistance and 149 cases were given legal assistance. Physical abuse was still the top form of child abuse reported, with 1,576 cases reported in Manila, 97 cases in Davao, 94 in Cebu, and 49 in Iloilo. The other cases involved sexual abuse, neglect, and psychological abuse.

Meralco held four medical and dental missions in as many barangays, continues logistical support to the Ophthalmological Foundation of the Phils. which served



"BE AMBITIOUS AND BE READY TO PAY THE PRICE TO MAKE YOUR DREAMS COME TRUE. OUR COUNTRY NEEDS US, SO SERVE OUR COUNTRY IN ONE WAY OR ANOTHER. AND IN EVERYTHING, PUT GOD FIRST."

Oscar Lopez addressing the graduates of the Paliparan National High School last March 24, 2006.

Leah Napicog, 26, will easily impress you as someone bubbly, engaging, and friendly. She doesn't look like someone who had walked with her head bowed for almost all her life.

Since birth, Leah had been afflicted with strabismus, an eye condition characterized by a misalignment of the eyes. While her left eye was normal, her right eye was turned to the left and inward. "People would stare, so naturally, I was always self-conscious," she said, which was why she resorted to walking with her head bowed to avoid stares. She developed feelings of self-pity and often cried about her condition.

Growing up in Apayao province in Northern Luzon, Leah was treated by her family as though there was nothing wrong with her eyes. They didn't make her feel different from her siblings, making her feel loved and accepted. But outside her family, it was different; it was difficult for Leah to put up with strangers who gave her looks and classmates who teased her and called her names.

In spite of this, Leah grabbed every opportunity to achieve her goals. She became part of the honors' section of her school, was the features editor of her high school newspaper, and even participated in quiz bees and track-and-field events. When she was in high school, it was only during awards ceremonies that she felt she could walk proudly. Leah explains, "It was only at those times that I felt others didn't think of me only as someone who was cross-eyed, but someone who was an honor student, someone who had achievements in her own right."

She moved to Manila after graduating from college. Trying to find a job was not easy for Leah. "After some interviews I would be told that due to my condition, [the company] didn't think I could perform the job," she says. The discrimination she encountered from interviewers, officemates, and strangers worsened feelings of inferiority.

Finally, two years ago, Leah met the former administrator of Asian Eye Institute (AEI), Ms. Socorro Reyes, who offered her free eye surgery at the AEI. Leah visited Dr. Pik Sha Chan-Uy, who specializes in Pediatric Ophthalmology and Adult Strabismus, as well as Retina and Vitreous Disease.

Dr. Pik Sha Chan-Uy said, "There's a common misconception that strabismus can only be corrected in childhood, but really, strabismus can be fixed even if you're an adult. But parents should not delay having

IN LOVE WITH LIFE

surgery to correct misalignment is done not on the eye itself, but on the muscles surrounding the eye.

Leah wasted no time and went ahead with the procedure. Having herself prepped for surgery, she naturally felt a little nervous. However, she knew that having the operation was something she needed to do, with the anticipation of finally having her eyes corrected filling her with courage, excitement, and hope. The reassuring care that the medical staff gave her before and after the surgery



their child's eyes checked. Even when they're babies, they can be examined."

While strabismus is considered medically as a physical defect, those with strabismus may suffer more emotionally from feelings of inferiority—that can last way after childhood. "I have a 56-year-old patient who is married and has children, but he still has a bit of an inferiority complex," Dr. Pik Sha revealed.

Leah was ecstatic about the prospect of having her eyes corrected. Her family expressed their concern about undergoing eye surgery, but Leah was determined to have the operation. She thought that she was the best judge as to whether she should go through with it or not. Besides, Dr. Pik Sha explained to her that risks from surgery with strabismus cases were generally lower than with other types of eye surgeries, since

helped calm her. Leah remembered that "they were so helpful and so kind. They really made sure I was always comfortable the whole time." Leah was surprised that the surgery was quick and that she didn't need the medicines given her for post-surgery pain.

Leah laughs and says that after the surgery, she looked at herself in the mirror and thought, "I'm so pretty!" The success of the operation was further confirmed at routine checkups at the clinic. During those checkups, Leah brought a different family member each time, just to make them experience the warm environment and lounge at AEI. "It doesn't feel like a hospital at all," she says. "It's like a hangout! My sister even joked that she would be happy being there not to see a doctor, but just to sit at the comfy sofas, read, or watch movies!"

More opportunities have now also opened up for Leah. The physical improvement was great, but in a bigger and more important way, her attitude towards life has changed. "I feel like I can do anything, because now, nothing is holding me back," she says. And to empower more people like Leah, Asian Eye Institute partnered with the Ophthalmological Foundation of the Philippines (OPPHIL) and Operation Blessing to give indigents free eye care and surgery. Every week old men, women, and people who do not have the means to afford eye care, line up to OPPHIL's Mobile clinic at the Meralco compound for free consultation and medicine. If the patient needs eye surgery, they refer them to AEI who will do the operation for free.



Clockwise from above: World-class facilities of Asian Eye Institute; an indigent beneficiary gets checked at Asian Eye Institute; and inside the OPPHIL Mobile Eye Clinic



HEALTH AND WELLNESS (Continued from page 45)

4,715 patients last year. In 2005, the John F. Cotton Hospital of Meralco was transformed into the Corporate Wellness Center to coordinate proactive occupational and organizational health.

Asian Eye Institute conducted more medical missions and accepted charity treatment for poor communities and deserving individuals, and free eye exam and treatment for public school children in Marikina and Camp Crame. It also supported a wellness program for employees including aerobics, pilates, eye care seminars and sports.

First Gas, together with the Batangas City nutrition office, had a milk-feeding program for 200 malnourished children

three times a week for three months in Sta. Rita Karsada Elementary School. Bauang Power held quarterly medical missions rotating among seven barangays around the plant, and gave a one-time donation of medical equipment to the barangay health centers of six areas.

FPIP assisted the Association of FPIP Locators Inc. Sports Fest to promote health and fitness among all employees of the industrial zone, implemented an open canal project to prevent flooding in an area affecting 21 households and opened pathways that gave easy access to the barangay health center of Ulango.

MNTC supported a good number of health and fitness projects among its internal and external stakeholders, including donations to the Down's Syndrome Association, Children's Heart Foundation, medical and dental missions in Pasig, Tondo with the EDSA Shrine and Radio Veritas, and various golf tournaments that raised funds for Sagip Movement, the Center for the Promotion of Peace and Development in Mindanao, and the National Social Action Council. First Balfour held the third year of its blood donation drive for the Philippine National Red Cross, with 42 successful donors contributing.

BANTAY KALUSUGAN

BANTAY BATA 163 continues its family and community strengthening project to address the myths and false beliefs of typical Filipino families leading to child abuse.

Barangay Batasan Hills which once topped the list of child-abuse prone areas in Metro Manila registered a dramatic 80% drop in such cases.

Some 456 families in Batasan Hills benefited.

A batch of 28 adult leaders and 15 youth leaders initially formed the Bantay Bata

163 Task Force in Batasan Hills which later evolved in KKPASS Tulong sa Bata Association. Their activities included a feeding program, medical and dental services, deworming and Patak Vitamin A dissemination.

The project is now replicated in three communities—Barangay Sto. Cristo, Guagua, Pampana, Barangay Bagong Nayon, Antipolo, Rizal, and Barangay Tangos, Navotas.

There is now the Bantay Kalusugan program, a supplemental feeding for 649 preschoolers (ages 0-6) from

Jaro, Iloilo, who were all found to be suffering from second and third degree malnutrition.

The children came from Barangays Cuartero, Simon Ledesma, Sambag, Buntatala, Buhang, Hechanova, Tagbac and Balantang. Each child is being provided nutritious meals three times per week for six months, provided check-ups, deworming and their parents are being given parenting education and skills training. This Jaro project is being sponsored by The Lopez Family in partnership with local government officials.



OTHER STORIES OTHER STORIES OTHER STORIES OTHER STORIES
OTHER STORIES OTHER STORIES OTHER STORIES OTHER STORIES
OTHER STORIES OTHER STORIES OTHER STORIES OTHER STORIES
OTHER STORIES OTHER STORIES OTHER STORIES OTHER STORIES
OTHER STORIES OTHER STORIES OTHER STORIES OTHER STORIES

VOLUNTEERS BRING “GOODSLIDE” TO GUINSAUGON

By Vanessa Jane T. Suquila



Ladies from First Philippine Holdings Corp. (FPHC) sort out donated clothes.

After days of continuous rains, the side of a mountain collapsed in southern Leyte last Feb. 17, 2006, transforming most of barangay Guinsaogon from a community bustling with morning activity into a still, muddy graveyard of more than 1,000 people. Among the suddenly dead were 250 children and teachers buried alive in their classrooms.

But after the landslide, a "goodslide" started to happen. In response to the call for assistance for retrieving mudslide victims and providing basic needs for the evacuated families, tons of donations and volunteer manpower poured in from all over the Philippines and foreign countries like the U.S.A, Australia, Taiwan, and Malaysia.

I got to witness the "goodslide" when I volunteered to repack relief goods at ABS-CBN Foundation Sagip Kapamilya warehouse at Examiner Street, Quezon City. As we waited for the other volunteers to arrive in the morning, I saw cars stopping by the warehouse every few minutes, bringing in boxes and bags of clothes, food, and other goods. Some of the donors would come by in their luxury cars, with their drivers lugging the cargo. Others passed by in taxi cabs, tricycles, and even a school-service fiero. All day long, donations kept coming.

When all the volunteers had arrived (there were about 20 of us that day), we were instructed to sort the donated clothes and pack them into sacks labeled kids, adult male, and adult female. So I squatted down with the other volunteers on the straw mat-covered floor of the warehouse and started rummaging through heaps and heaps of clothes. Shirts, skirts, jeans, and an occasional underwear could be seen flying around as the volunteers tossed to each other the articles of clothing into sorted piles (used underwear went to the reject pile). Some of the clothes were woefully worn (with sewn-up holes and all), and some were so new they still had their price tags on – and judging from their mothball scents, were probably kept in closets unused for years. But now these clothes would have new bodies to warm, and it is amazing to see just how many



of our *kababayan* thought of giving to those who had nothing left except for the clothes on their back.

After sorting and packing an estimate of 200 sacks of clothes, the volunteers had a chance to mingle while eating packed lunches (from ABS-CBN Foundation). Lopez group volunteers who volunteered that day (February 23) were employees from Skycable, Philec, First Philippine Holdings Corp., and Lopez Group Foundation Inc. The ABS-CBN Foundation Volunteers had other day jobs, and they came from all walks of life, ranging from the twenty-something waiter of a five-star Makati hotel to a 70-year-old *lola* who retired from government a year ago. We all had specific reasons why we volunteer, but looking around our assorted group, I think we all know we were doing this because it felt good, otherwise we would've fled when we saw the mountain of goods we still needed to pack (after finishing 200 sacks of clothes, it was no joke).

And so we divided the mountains of canned goods, noodles, and rice into proportions that will feed, perhaps a family of three, for one day. As I stuffed the sardine cans into the plastic bags I mused about these relief packs traveling from Manila to Leyte, and finally being opened by someone who may not be used to relying on donations before. But here they are, donations put together by total strangers, given by faceless, nameless people who hadn't met each other but somehow cared about what happened to those in Leyte.

I know packing relief goods are but one of the many moving cogs and wheels in the "goodslide." But I felt a rare kind of fulfillment in being able to use my hands for something that will be felt by those people miles away, helping them unearth their buried hopes one day at a time.

Volunteers from the Lopez Group take time off from office cubicles for a day to sort and pack donated clothes for the Leyte victims.





PIPELINES TO COMMUNITIES

A simple yellow signpost says that underneath is an oil pipeline, one of hundreds that traverses 93 barangays in 17 cities and municipalities, from Batangas City to Manila.

The First Philippine Industrial Corporation (FPIC) is the 36-year-old company of the Lopez Group operating the pipeline system that brings critical fuel oil to the premier metropolis of over 12 million people.

Through the years, FPIC's community relation, which involves thousands of families living along the pipeline route, was done through simple one-shot projects until a more extensive intervention was launched in 2002. The Squatter Relocation Program resettled thousands of informal settlers along the pipeline ROW (Right-Of-Way). Sustainable programs for the resettled communities ensure that they would have some assistance to cope with the relocation. FPIC's COMREL became a more widespread Corporate Social Responsibility program.

For 2005, FPIC's projects were: The "Unlad Bakawan" and coastal clean-up benefiting 2,000 families, donation of tables and office furniture to schools and barangay offices, and a paint-a-school project for 600 students/beneficiaries, scholarship for teachers, vocational scholarships, a day-care center for 50 kids and Knowledge Channel infrastructure set-up for 4,000 students; medical and dental missions for more than 3000 patients.

FPIC's CSR had an impact study of their programs. A questionnaire determined their level of awareness and recognized benefits in selected ROW areas of programs implemented by FPIC. In eight ROW areas (six from Batangas and two from Laguna), a total of 209 respondents answered the questionnaires.

It was noted that 164 out of the 187 respondents or 88% from the ROW communities are aware of FPIC's nature of business, 63% or 131 respondents had knowledge of FPIC programs, and 63% of community respondents as well as company personnel recognized the major programs implemented. Dulce Festin-Baybay

DON'T BE ANOTHER STATISTIC



NLEExpress
NORTH LUZON EXPRESSWAY
VOL.1 No.1 2005
A Publication of Tollways Management Corporation

BIYAHENG LANGIT ANG SINAPIT!

Mahigit 4,000 na ang nahuli sa overspeeding sa NLEX

Safety Driving Tips p.2
Kailan Tama Ang Akselerasyon? p.3
MGA BAYANI NG NLEX p.5
Ang Pagkahati ng MC Under 03 p.5
Job Openings sa TMC p.6
Dapat Muna sa NLAGA p.7
Saliit naman pala p.8

EC TAG P950
(W/EC) P2,200
Promo Price up to Sept. 30, 2005 only
CALL: 880-8910

Ang mga saknang nakalarawan ay nangangahulugang mga insidente sa loob ng NLEX dahil sa Reckless Driving. Bukod sa kakulangan sa pag-iingat sa pagmamaneho at tamang pangangalaga ng mga sasakyan, ang overspeeding ang nagpapalala sa mga saknang tulad nito.

Ang mga saknang nakalarawan ay nangangahulugang mga insidente sa loob ng NLEX dahil sa Reckless Driving. Bukod sa kakulangan sa pag-iingat sa pagmamaneho at tamang pangangalaga ng mga sasakyan, ang overspeeding ang nagpapalala sa mga saknang tulad nito.

The top three causes of road accidents, as reported by the Traffic and Motorists Assistance of Tollways Management Corporation (TMC) in 2005, are driver's error, tire failure, and recklessness such as "swerving" or sudden changing of lanes. There were about 626 road accidents along North Luzon Expressway (NLEX) in February to June 2005 alone.

In response, TMC has launched a Driver's Education and Safety Campaign. Drivers' knowledge and skills about driving safety practices are assessed. During various consultations with jeepney organizations, TMC personnel presented common reasons why road accidents happen, and how to avoid them.

The campaign initially focused on the regular motorists of the NLEX, especially big bus operators. TMC posted safety reminders at its toll plazas, released a monthly tabloid called *NLEExpress*, and published the first motorist handbook containing tips for driving on the expressway.



LOPEZ GROUP 2005 CSR REPORTS

FOUNDATIONS

- 1) ABS-CBN Bayan Foundation
- 2) ABS-CBN Foundation Inc. (AFI)
- 3) Eugenio Lopez Foundation (Lopez Museum)
- 4) First Philippine Industrial Corporation & Don Senen Gabaldon Foundation
- 5) First Philippine Conservation, Inc.
- 6) Knowledge Channel Foundation, Inc.
- 7) Meralco Millennium Foundation
- 8) Meralco Management Leadership Dev't Center Foundation, Inc. (MMLDC)
- 9) Phil-Asia Assistance Foundation, Inc. (PAAFI)

CORPORATIONS

- 1) ABS-CBN Broadcasting Corp.
- 2) Asian Eye Institute (AEI)
- 3) BALANG PRIVATE POWER CORPORATION (BPPC)
- 4) CATV (Skycable)
- 5) First Balfour
- 6) First Sumiden Circuits, Inc.
- 7) First Electro Dynamics Corp. (FEDCOR)
- 8) First Gen Corp.
- 9) First Gas Holdings (includes First Gas Power, FGP Corp.)
- 10) First Philippine Holdings Corp. (FPHC)
- 11) First Philippine Industrial Park (FPIP)
- 12) Manila North Tollways Corp. (MNTC)
- 13) Philippine Electric Corp. (PHILEC)



ABS-CBN BAYAN FOUNDATION INC.

#14-A Scout Borromeo St., Quezon City 1103, Philippines
 Telephone: (+63 2) 374 0292 / (+63 2) 372 8577 Fax: 371-1427
 Website: <http://www.abs-cbnfoundation.com/microfinance/index.htm>

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Outcomes
POVERTY ALLEVIATION		
Microfinance (Livelihood Loans)	Regular program since 1997	To provide families with socio-economic opportunities that would enable them to live dignified and decent lives. Since 1997 to 2005, there are 44,776 clients in 2,404 barangays (towns) nationwide.
Linang Bayan (Training Activities for Bayan Clients)	Regular program	To enhance and promote values, leadership and business management capabilities, and parenting strategies. <ul style="list-style-type: none"> • At the end of 2005, a total of 2,740 clients were trained under the Linang Bayan Program • 72 training courses all over the country were conducted.
Bridgecom sa Bayan (clients and non- clients)	Regular program	A combination of leadership and business management training made especially for barangay leaders and ABS-CBN Bayan clients. This project is sponsored by Globe Telecom as part of their corporate social responsibility project. <ul style="list-style-type: none"> • Conducted 28 training courses all over the country. • Trained a total of 1,900 microentrepreneurs and barangay leaders. • Won an Anvil Award of Merit from the Public Relations Society of the Philippines and a Gold Quill Award from the International Association of Business Communicators.

Official CSR Representative:

IRMA L. COSICO
 Head, Client Services Group
 374-0292
info@absbayan.pinoycentral.com

Alternate CSR Representative:

DIANE S. AÑO
 Communications Officer
 374-0292
info@absbayan.pinoycentral.com
dianeano@yahoo.com



ABS-CBN FOUNDATION, INC

Mother Ignacia Ave. corner E. Lopez Street. Brgy. South Triangle, Quezon City Philippines
 Telephone: (632) 411-0850/51; 924-4101 to 22; 415-2272; 9242740 Fax. (632) 921-4042
 www.abs-cbnfoundation.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Outcomes
ENVIRONMENT		
Bantay Kalikasan		The reforestation in La Mesa Watershed has 74 Philippine endemic tree species planted, with 1,344 has. planted out of 1,500 has. of the watershed with 92.5% survival rate. Other projects are: Environmental Call Center (Bantay Kalikasan Hotline), Car Battery Recycling (Bantay Baterya), La Mesa Eco-park, Eco-trails, Campsites.
EDUCATION		
E-Media (education through multimedia)		Production and distribution of multimedia instructional materials such as a science show (Sine'skwela), values education show (Hirayamanawari), and Art Jam – inspiring children's creativity using everyday materials. Art Jam won the 2005 Golden Dove Award as Best TV Children's Program by the KBP and Anak TV Seal from the Southeast Asian Foundation. E-Media's TV packages were given to 931 schools and 525 teachers from 325 schools that were trained.
POVERTY ALLEVIATION		
Sagip Kapamilya		Sagip Kapamilya served 86,603 families with relief goods (food, clothing, and medical supplies). Now focused in rehabilitating Northern Quezon with poverty alleviation programs such as family-based livelihood projects. Invested a total of P10.4M to 1,269 families to generate a family income of P6,000 per month or P72,000 per annum or a total aggregate income of P91.4M per annum. This meets the target of 30% increase over the poverty threshold level.
HEALTH & WELLNESS		
Bantay Bata 163 (BB163)		Only media-based program in the rescue and rehabilitation of abused children reported through their 163 hotline. BB163 received and acted upon 25,467 calls in 2005 of which 6,735 were counseled through phone. An average of 6 children are rescued per month and provided shelter; the Children's Village in Norzagaray, Bulacan housed 123 children; 1,295 children were given medical assistance and 149 were given legal assistance. Scholarships were given to 296 formerly abused clients.

Official CSR Representative:

REGINA PAZ LOPEZ
 ABS-CBN Foundation, Inc.
 Managing Director
 Tel. 924-4101 ext. 3792
 regina_lopez@abs.pinoycentral.com

Alternate CSR Representative:

ANGELIE M. AGBULOS
 ABS-CBN Foundation, Inc.
 Chief-of-Staff
 Tel. 411-0849 ext. 3780
 angelie_agbulos@abs.pinoycentral.com



EUGENIO LÓPEZ FOUNDATION, INC.

Ground Floor, Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City, Philippines
 Telephone: (+63 2) 631 2417
 Website: www.lopezmuseum.org.ph

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
EDUCATION		
Knowledge enhancement Lecture-demonstration at the Robinson's Children's Library	August 2005	Bring awareness to teachers and librarians on how to take care of books so that these would last longer and more readers will be able to benefit from accessing these books.
Lecture series	At least one every other month or as corollary activity to current exhibits	Encourage appreciation on the knowledge of Philippine art and history so that pride in cultural heritage may be developed and audience may be guided in their actions in light of lessons from history.
Collaborative projects Exhibition Lecture series	Zero In held annually In cooperation with the Museum Foundation held monthly in the Lopez Museum or in other venues	To increase the awareness of audiences about the Philippines' artistic and scientific achievements and potentials through the sharing of the different museums' resources and enabling their various audiences access to these.
Skills development Workshops	At least one every other month or as corollary activity to current exhibits	<ul style="list-style-type: none"> • Encourage creativity and develop appreciation for working with one's hands. • Share expertise.
Outreach project Zero In exhibition tour for public school teachers from the cities of Manila, Pasig, Mandaluyong, Makati and Quezon City	October 22, 2005	As exposure to the museum and the possibility of using the museum's resources as teaching tools because of the museum's interdisciplinary approach
Heritage Conservation <ul style="list-style-type: none"> • Digitization/conservation of library collections • Conservation of museum collections • Conservation of private collections 	Ongoing	<ul style="list-style-type: none"> • Conserve tangible cultural heritage for future generations of Filipinos. • Make materials more accessible for the use of researchers/scholars.
HEALTH & WELLNESS		
ESH	Ongoing	<ul style="list-style-type: none"> • Improve safety and health conditions in the institution for both employees and visitors. • Ensure that all museum procedures have minimum negative impact on the environment.
Awareness and preparedness program Disaster Management Seminar	February 15, 2006	Ensure the safety of museum employees and visitors as well as the collections.

Official CSR Representative:

MERCEDES LOPEZ-VARGAS
 Director, Lopez Memorial Museum
 631-2417
 pezmuseum@skyinet.net

Alternate CSR Representative:

FANNY SAN PEDRO
 Administrative Officer, Lopez Memorial Museum
 631-2417
 pezmuseum@skyinet.net



FIRST PHILIPPINE INDUSTRIAL CORPORATION AND DON SENEN GABALDON FOUNDATION

20/F JMT Corporate Condominium, ADB Ave.,
Ortigas Center, Pasig City, Philippines
Telephone: (+63 2) 634 4092 Fax: 632-0783



CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Unlad Bakawan	April 22	Protection and Management of the Environment
Coastal Cleanup	September 16	
EDUCATION		
Donation: Tables For Schools	May 24	Help improve the quality of public education
"Paint-A-School" Project	June 02	
Scholarship: Teachers	June 15	
Scholarship: Vocational	June 15	
Day Care Center	September 07	
FPIC & Knowledge Channel	November 09	
HEALTH & WELLNESS		
Medical and Dental Missions	July 06, September 13 December 02	Provide basic health services to less privileged families along FPIC ROW (Right of Way).
ESH (Environment, Safety, and Health) Awareness Program and donation for barangay police	August 18, September 06	Solicit safety and security cooperation with barangay officials by providing necessary information regarding Pipeline Operation.
OTHERS		
Support to LGUs & communities' activities		To enhance relationship with LGUs and communities where we operate.

Official CSR Representative:

BERNARDO MATIBAG
Right of Way (ROW) Division Head
634-4092 local 1202
brmatibag@fpic.com.ph

Alternate CSR Representative:

ERLINDA CHRISTINE ARAÑAZ
General Services Division Head
634-4092 local 1202
edaranez@fpic.com.ph



FIRST PHILIPPINE CONSERVATION, INC.

4th Flr., Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City, Philippines
 Telephone: (+63 2) 449 6086 to 87 (+63 2) 638 7670 Fax: (+63 2) 631- 4089

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Verde Passage Integrated Conservation & Development Program (Phase 1)	December 2004- July 2005	Formulate and implement a coastal resource management program in Verde Island, Batangas City. Beneficiaries: fisherfolks, people's groups, local government units. In partnership with Conservation International – Philippine Office and First Gen Corp.
Community-Based Conservation of the Philippine Eagle in Baggao, Cagayan	March -September	Survey of perceptions on the Philippine Eagle, conduct of IEC with public schools, and training of teachers/principals on the Dalaw-Turo concept/ Philippine Eagle and its habitat. Beneficiaries: children/youth. In partnership with Conservation International – Philippine Office and BG Group Phils.
EDUCATION		
Conservation and Development Support through Education Project	Oct. 2005-June 2006	Support development initiatives in the Province of Cagayan through education – construction of five (5) fully-equipped classrooms. Build relationships with stakeholders and the local government units. Beneficiaries: Public Schools In partnership with Philip Morris Phils. Manufacturing, Inc., Philippine Band of Mercy, and Cagayan Valley Partners in People Development (CAVAPPED)
POVERTY ALLEVIATION		
Agricultural Assistance to Tobacco Farmers project	Oct. 2005-June 2006	Provide small-scale irrigation facility to improve crop yield and quality Beneficiaries: farmers In partnership with Philip Morris Philippines Manufacturing, Inc. and Yakap Kalikasan Tungo sa Kaunlaran ng Pilipinas, Inc.
OTHERS		
Strengthening Corporate and Philanthropic Support for Biodiversity Conservation in the Philippines	July 2003-Sept. 2005	Capacity building for FPCI and fund-raising for the other CEPF grantees
Equip-A-Facility Project	Dec. 2004-April 2005	Donation of used equipment/ furniture to NGOs, people's organizations, public schools, and others Beneficiaries: people's organizations, NGOs, public schools In partnership with Philip Morris Philippines Manufacturing, Inc.

Official CSR Representative:

ATTY. RODOLFO FERDINAND N. QUICHO, JR.

Executive Director
 Direct Lines: (632) 449-6085, 638-7670
 Fax: (632) 631-4089
 Mobile Number (63-920) 908-7830
 Email: junquicho@gmail.com, FPCI_ED@fphc.com

Alternate CSR Representative:

MONICA TAN

Associate for Project Development & Communication
 Direct line: (632) 449-6086
 Fax: (632) 631-4089
 Mobile Number: (63-926) 321-8032
 Email: monica_tan17@yahoo.com



**KNOWLEDGE
CHANNEL**

KNOWLEDGE CHANNEL FOUNDATION, INC.

5th Floor, Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City, Philippines
 Telephone: (+63 2) 910 2033 (+63 2) 910 3181 Fax: 910-3187
 Website: www.knowledgechannel.com.ph

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
EDUCATION		
Cable-a-School	Regular program	Educational television to improve public education by cable or satellite connections and providing TV sets. Teacher trainings, principal orientations, provision of Channel Guides and Teacher's Guides are also given. To date, the channel is available to 2.7 million students in more than 1,600 public schools nationwide.
Airtime	Regular program	Airing of DepEd curriculum-based programs to assist teachers in teaching core subjects such as Science, Math, English, and Makabayan.
Value Formation Interstitials	Regular program	Airing of value-laden interstitials designed to impart and cultivate Filipino values among student beneficiaries.
Teacher and Principal training	Regular program	Seminars are given to teachers and principals designed to enhance their skills in delivering lessons with the aide of educational television.
Channel Guides	Regular program	Publication of Channel-related literature that assists teachers in maximizing the use and benefits of the Channel.
Television Education for the Advancement of Muslim Mindanao (TEAMM)	Three-Year Project (2005- 2007)	A USAid-funded program tasked to provide the Knowledge Channel intervention to 150 public schools within the ARMM region (Maguindanao, Lanao del Sur, Basilan, Sulu, and Tawi-Tawi). It aims to raise the achievement levels of student beneficiaries in English, Science and Math through educational television. TV Modules on livelihood and peace education are also part of the program.
Lakad Mo, Pangarap Ko	Regular program	A walk-for-a-cause fund-raising event for the benefit of Knowledge Channel Foundation involving Lopez Group of Companies, other concerned companies and their employees.
TEXT CHILD	Regular Program	An MMS/SMS facilitated fund-raising program that allows mobile subscribers to sponsor Knowledge Channel through monthly subscriptions.
Livelihood Modules	Three-Year Project 2005 - 2007	Production of livelihood programs aimed at encouraging out-of-school youths to engage in productive activities. The modules also feature basic entrepreneurial skills needed to start micro-businesses.

Official CSR Representative:
RINA LOPEZ BAUTISTA
 President and Executive Director
 Direct Lines: (632) 910-2033 / 910-3181 local 100
 Fax: (632) 910-3187
 Email: rlopez@skycable.com

Alternate CSR Representative:
CITA DC MUSNI
 Resource Mobilization OIC
 Direct Line : (632) 910-2032
 Fax : (632) 910-3187
 Email : cmusni@sky.pinoycentral.com



MERALCO MILLENNIUM FOUNDATION, INC.

Secretariat : Corporate Social Responsibility Office
 G/F Lopez Building, Meralco Center, Ortigas Avenue, Pasig City, Philippines
 Telephone: (+63 2) 632 8301 Fax: 632-8844
 Website: www.meralco.com.ph



Activity	Date of Implementation	Purpose
ENVIRONMENT		
MERALCO-HARIBON PARTNERSHIP PROGRAM 1) Haribon Forum 2) 'Boto Para Sa Inang Bayan' Signature Campaign on Anti-Illegal Logging and Mining 3) Billboard Campaign 'Paraisong Pilipinas, Paraisong Pinaka'	August 22, 2005	1) Haribon Forum – monthly public forum at the Meralco Lopez Mini-Theater to build awareness of, support for biodiversity conservation. 2) 'Boto Para Sa Inang Bayan' Signature Campaign aims to build a broad-based constituency for biodiversity conservation through communication, public awareness and technical assistance to reforestation. Meralco mobilized 30 branch offices in collecting 17,304 signatures. 3) 'Paraisong Pilipinas, Paraisong Pinaka' – Meralco allowed use of its facilities in high-traffic and strategic areas within the Meralco franchise to help create public awareness through this billboard campaign.
BANTAY BATERYA A Meralco-ABS-CBN Foundation Partnership together with the Environmental Management Bureau (EMB) of DENR and the Philippine Recyclers Inc. (PRI)	Ongoing since 2004	To promote environmental protection through a recovery and recycling campaign on junk batteries in Metro Manila and nearby provinces and towns. The goal: to recover 40,000 junk batteries. 2005 Accomplishment: 2,552 pieces of junk lead-acid batteries were turned over to Bantay Baterya worth P507,676.
MERALCO'S TREE PLANTATION PROJECT (TREE FARMS)	Ongoing since 1991	Maintenance of a tree plantation in Brgy. Puray in Montalban, Rizal. Through a MOA with the DENR in December 1991, Meralco assumed the task of reforesting 927 has. in Montalban to help improve the water yield capacity of the watershed. As of December 2005, Meralco has planted a total of 130,122 trees in 434 hectares.
PARTICIPATION TO THE ENVIRONMENT MONTH	June 4, 2005 & Aug. 9, 2005	The DENR Environmental Management Bureau-Calabarzon celebrated the Environment Month with Meralco through a ceremonial tree planting at Brgy. Carsadang Bago II, Imus, Cavite.

Activity	Date of Implementation	Purpose
		<p>On Aug. 9, 2005, a total of 100 “Indian Trees” were planted along the stretch of the front of Meralco’s perimeter fence. The planted trees will serve as buffer zone against noise and air pollution caused by traffic along the Aguinaldo Highway.</p> <p>The Tree Planting Activity at Dasmariñas Headquarters aims to support the DENR-CALABARZON’s project termed as “Green Cities: Plan for the Planet” and the Dasmariñas Municipality’s drive for a clean and green locality led by Mayor Elpidio F. Barzaga, Jr.</p>
EDUCATION		
MERALCO SIBOL SCHOOL (Gawad Kalinga-Meralco Partnership Program)	Turnover Ceremonies held last Dec. 4, 2005	In support of Gawad Kalinga’s Sibol program, Meralco constructed the first Meralco Sibol School – a one-storey day-care center built in a 60 sq. m. area in the Lopez-MNTC GK Village at Mary Grace Subdivision, Marilao, Bulacan. The project was completed in the record time of 72 days with the help of 159 Meralco volunteers who worked 544 hours.
ELECTRICITY IN PHILIPPINE PUBLIC SCHOOLS PROGRAM (DepEd-Meralco Partnership)	2004 onwards	A project with DepEd to assess electrical installations in 2,332 public schools in the Meralco franchise. Meralco turned over to DepEd 2000 copies of the Electrical Assessment Guide which will serve as standard in its assessment of public schools nationwide. Meralco also participated in the Schools Water and Electrical Facilities Assessment Program (SWEFAP) Roadshows in November 2005 at Ponte Fino Hotel, Batangas for Region IV-A schools with 188 participants from LGUs, schools and cooperatives.
BRIGADA ESKWELA (DepEd Initiative)	June 2005	DepEd’s Schools Maintenance Week to help identified public schools prepare for the start of the school year. Meralco assisted in the assessment and re-wiring of electrical facilities to ensure safety. Beneficiaries: 13 public schools assessed and one public school repaired.
TEACHER EDUCATION PROJECT (Meralco Initiative)	2005	Meralco’s continuing project which aims to improve teacher’s competencies by providing them with free trainings on basic computer literacy, biodiversity conservation and concepts of 5S or organized cleaning. Beneficiaries: 187 teachers in 2 public schools
HANDOG NG MERALCO SA PASKO (Meralco Initiative)	December 17, 2005	An outreach program spearheaded by Meralco’s executives together with their spouses. For 2005, 400 children from 4 DSWD-accredited day-care centers were brought to the Meralco corporate headquarters for a Christmas outreach program. Meralco turned over the ‘Liwanag Reading Corner’ to support reading readiness in these day-care centers.
KIDDIE FIRE MARSHAL PROJECT	November 2005	An information campaign in support of DILG-BFP-DepEd’s thrust to maintaining public safety through the production of an educational video for schoolchildren ages 7 and above. Beneficiaries: 2000 elementary schools

Activity	Date of Implementation	Purpose
SCHOLARSHIPS FOR THE HANDICAPPED	2005	Financial grants to deserving students to help defray educational expenses through Meralco Employees Fund For Charity, Inc. 2005 Beneficiaries : 3 indigent students
DONATIONS / ASSISTANCE TO PUBLIC SCHOOLS	2005	Outreach activities initiated by various office groups / interest groups in Meralco to address the needs of public schools (Munting Mukha Ng Ligaya Outreach, Project Tulong Kapwa, Lugao Con Love Feeding Program, etc.).
HEALTH & WELLNESS		
MEDICAL & DENTAL MISSIONS	2005	Conducted four medical and dental missions among indigents through the help of Meralco's medical and dental teams from Corporate Wellness Center. Beneficiaries: 4 barangays
The OFPHIL MOBILE EYE CLINIC		The Ophthalmological Foundation of the Phils. sustained its Mobile Eye Clinic which responds to cataract cases in the Philippines since 1995. Meralco allows free use of 31 sq. m. in its Ortigas headquarters for eye clinic office space; and 85.56 sq. m. for the Mobile Eye Clinic Van. Beneficiaries: 4,718 patients served (surgeries and consultations). Last December, through Meralco's Project Kasambahay, 1,032 contracted service personnel of Meralco were given free checkups courtesy of Ofphil.
Meralco's CORPORATE WELLNESS CENTER	2005	The John F. Cotton Hospital of Meralco was transformed into the Corporate Wellness Center with services in Basic Corporate Health, Corporate Wellness, and Corporate Social Responsibility. It undertakes preventive health management measures such as prescribed diets and sports activities, and specializes in occupational and organizational health.
RIVER FIRE HYDRANT PROJECT	Feb. 16, 2005	The River Fire Hydrant Project supports water conservation and the fire safety program of the Bureau of Fire Protection. The fire hydrant will allow BFP fire trucks to draw water from the Pasig River to help in fire fighting.
KIDDIE FIRE MARSHAL PROJECT (same under Education)	November 2005	Instructional video on fire safety for elementary and high school students. 2000 copies of the VCDs were turned over by Meralco to DILG Usec. Marius Corpus last Oct. 7, 2005.
MERALCO'S PUBLIC SAFETY PROGRAM Minimizing and eliminating incidents on public accidents with Meralco's primary lines or distribution facilities		<ul style="list-style-type: none"> • MOA signed in Pateros, April 6, 2005 with Mayor Rosendo Capco. • MOA signed in Antipolo, Nov. 11, 2005 with Mayor Angelito Gatlabayan.
SYSTEM LOSS REDUCTION INITIATIVES (In support of the RA 7832 known as Anti-Electricity Pilferage Act of 1994)		<ul style="list-style-type: none"> • MOA signed for Anti-Pilferage of Electricity on Aug. 10, 2005 with DILG Secretary Angelo Reyes. • Presentation of R.A. 7832 to Mayors, Vice-Mayors, Bgy. Captains and Tanods, Engineering Officials of Navotas and Malabon Sept. 22 and Dec. 8.

Activity	Date of Implementation	Purpose
POVERTY ALLEVIATION		
MERALCO DEPENDENTS LIVELIHOOD MULTI-PURPOSE COOPERATIVE (MDLMC)	April-June	Administrative support to the MDLMC through provision of office space, use of company vehicles, equipment and facilities. Oversees operations of the MDLMC in support of possible business opportunities for Coop members consisting of employee dependents.
DAGDAG KAALAMANG PANGKABUHAYAN		Livelihood training for dependents of active Meralco employees. Free training courses on meat processing, bead art making, candle making, etc.
STEP-UP Program (Partnership with Philippine Business For Social Progress)	Ongoing since 2004	Overall community development of the urban poor in 26 communities in Metro Manila. Meralco provides assistance in community infrastructure and risk reduction management, specifically, technical assistance in fixing electrical wiring in priority communities.
GK-MERALCO ELECTRIFICATION PROJECT	MOA Signing Dec. 4, 2005	Focused on building communities through the GAWAD KALINGA PROGRAM, which includes shelter, health, education and livelihood. Meralco's support is in the electrification of 16 identified sites of Gawad Kalinga.
LINGAP KAPWA SA KAPASKUHAN	November - December 2005	Christmas Outreach to communities within its franchise through corporate-giving. In 2005, the project focused on communities supportive of the company's System Loss Reduction campaign. A total of 20 communities were assisted through provision and rehabilitation of basic electrical and lighting services, equipment and furniture, improvement of basketball courts, barangay halls, school campus, roads, bridges and the like. Beneficiaries: 20 communities within Meralco's franchise. 3208 hours of volunteer work
MERALCO EMPLOYEES FUND FOR CHARITY, INC. (MEFCI)		Supported by Meralco employees through payroll deductions, MEFCI engages in organized giving. Completed Projects last year: <ul style="list-style-type: none"> • 4 Medical & Dental Missions • Donations to 7 Institutions • 3 Scholarship Grants • 37 Medical Assistance cases • 5 Relief Operations • Gift-giving in 18 institutions & 3 hospital patients

OTHERS

INFORMATION CAMPAIGN held in barangays / LGUs and identified communities on various topics:

- Public Safety • Steps on Applying for Meralco service
- Anti-Pilferage • Meter Reading
- Energy Conservation

Dialogues and information campaigns through the Meralco Fiesta Liwanag and Branch Barangay Blitz events to inform customers and the public about issues that affect electricity consumers, including safety tips, anti-power pilferage, energy efficiency, meter reading, steps in applying for Meralco service.

Official CSR Representative:

MARIO CHRISTOPHER E. YAP
Meralco & Program Administrator, MMFI
Direct Line & Local : 632-8301
Email: ceyap@meralco.com.ph

Alternate CSR Representative:

GINA G. MAGNO
Staff, Meralco
Direct Line & Local : 1622 local 3318
Email: csr.ext.proj@meralco.com.ph



Activity	Date of Implementation	Purpose
ENVIRONMENT		
Lakbay Kalikasan: An Environmental Field Trip for Students	August 8, 15 and 22, 2005 Nov. 14, 21, 22 and 29, 2005	To increase environmental awareness and appreciation among school children through activities like storytelling, puppet show and aviary tour.
Solid Waste Management for Mayamot Elementary School - Waste Assessment & Solid Waste Management Orientation Workshop - Support for the Construction of the Materials Recovery Facilities (MRF)	August 21, 2005 Sept. 9, 2005	To assist the faculty and staff of Mayamot Elementary School in developing their waste management program.
Gawad Kalinga (GK) Antipolo DENR	June 10, 2005	Donation of ornamental plants for GK project and for DENR's celebration of Earth Day.
EDUCATION		
Management and Leadership Training Program for Principals and School Heads • Ethics and Values in the Education Environment 2 batches, 48 pax • Strategic Alignment 4 batches, 145 pax	Jan. 26-28 & Feb. 7-9, 2005 Feb. 26-28, Mar. 4-6, Mar. 19-21 & Apr. 28-20, 2005	To develop skills in strategic planning and enhance leadership and values of school heads and principals. All 56 school heads of DepEd Division of Antipolo were trained; they were able to use their new skills in the preparation of their school improvement plans.
Technical Training for Teachers • Workshop on Sense of Wonder for Science and Nature 3 batches, 71 pax • Out-of-the- Box Teaching Methodology - 1 batch	Apr. 11-13 & 25-27 Oct. 27-28, 2005	To develop teachers technical skills and teaching methodologies. Teachers improved their lesson plans and used the activities they learned in the training.
Brigada Eskwela (De La Paz Elementary School)	July 2, 2005	Repair and beautification of a 3-classroom school building used by 250 students.
Leadership Camp for Student Leaders	May 29 -31; June 25-26, 2005	To guide student leaders to strategically plan for their organization; benefited around 60 college student leaders.

HEALTH & WELLNESS

Industrial Safety course Module 1 & 2
Safety Assessment
For De La Paz Elem School

March 8-10 and June 21-25, 2005

To provide knowledge and develop skills among the line personnel of electric cooperatives on safety and accident prevention.

In-Reach Program

August 20, 2005

To extend support for MMLDC contractors, employees and their families through medical and dental missions.

COMMUNITY SUPPORT & OTHERS

Outreach Project for Bahay Maria
(a home for 50 orphans)

Sept. 27, 2005

Donation of cash and in-kind (blankets, bed covers, pillow cases and other home items)

MMLDC Volunteer Program
(for MMLDC employees and contractors)

Nov. 28, 2005

Donation of cash and in-kind (blankets, bed covers, pillow cases and other home items); repair of the center

Activities / projects for outreach, in-reach and Lakbay Kalikasan

Official CSR Representative:

AGNES L. FIDELINO

Managing Director
Direct Line: 632-8111 loc 300
Email: alfidelino@meralco.com.ph

Alternate CSR Representative:

MA. VIVIEN C. ARNOBIT

Director for Academic Services
Direct Line: 623-8111 loc 307
Email: mvcarnobit@meralco.com.ph



PHIL-ASIA ASSISTANCE FOUNDATION, INC.

2/F Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City,
Philippines
Telephone: (+63 2) 4159297

Activity	Date of Implementation	Purpose
EDUCATION		
Off the streets- Off to school	Regular program (every school year)	To provide financial support for the educational needs of the children of disadvantaged families by providing scholarship grants in primary, secondary and tertiary levels based on child's desire for an education. PAAFI enrolls an average of 250 children every school year. A total of 380 students were enrolled for school year 2005-2006.
Tutorial / class remedial	Every Saturday Or every Friday night	To assist PAAFI beneficiaries in their academics.
Bible sharing/ value formation seminar	Once a month per parish	To enhance the spiritual development of the children and to teach them good moral values.
Field Trips	Once a year during school break	To expose the children to educational places like museums, theme parks, swimming pools, etc. and enjoy their vacation.
Christmas Party & Gift Packs	Month of December	To gather all the children from different parishes and areas for socialization and interaction with other scholars. Christmas packs are distributed to each scholar.

COMMUNITY SUPPORT & OTHERS

Christmas Outreach Project (Pick-a-card, Share-a-gift)	Month of December	To extend assistance to 10-20 less fortunate families within Metro Manila.
---	-------------------	--

Official CSR Representative:

PRESENTACION L. PSINAKIS
Chairperson
(632) 898-2450

Alternate CSR Representative:

LEAH CANLAS
Social Worker
(632) 415-9297



ABS-CBN BROADCASTING CORPORATION

ABS-CBN Broadcast Centre, ELJCC Building, Eugenio Lopez St., Quezon City, Philippines
 Telephone: (+63 2) 924 4101
 Website: www.abs-cbn.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Takbo Para sa Kalikasan Year III		DZMM's 630 Radyo Patrol (a radio station) Fun Run fund raiser for the rehabilitation of the La Mesa Dam Watershed of ABS-CBN Foundation, Bantay Kalikasan.
Konsierto Para Sa Kalikasan		An off-shoot event of Takbo para sa Kalikasan rehabilitation of La Mesa Watershed of ABS-CBN Foundation, Bantay Kalikasan.
Tree Planting	April 2005	Earth Day – off-shoot of Takbo para sa Kalikasan at the Eco-park.
Bantay Kalikasan radio & TV airtime	Radio Saturdays 1:00-2:00 pm & 6:00-7:00 pm TV Sunday 3-3:30 pm	DZMM air time for ABS-CBN Foundation's Bantay Kalikasan to discuss environmental concerns.
EDUCATION		
Caravan Kaalaman	January to November 2005	DZMM's Livelihood training program for the radio station's listeners benefiting 30,000 participants.
Lakad Mo, Pangarap Ko	October 2005	420 employees participated in the walkathon fund raiser for the beneficiaries of Knowledge Channel Foundation, Inc.
POVERTY ALLEVIATION & DISASTER RELIEF		
Paghuhubog sa Bayaning Pilipino Skills seminar	August 27/September	DZMM program to provide listeners with ways to augment their income and inculcate the importance of self-reliance.
Kumikitang Kabuhayan	Monday-Friday 4:00-4:30 am	TV Program in Channel 2 and ANC, a livelihood/business skills program
Mga Angel na Walang Langit outreach		Main casts of the ABS-CBN program donated groceries, toys, and clothes to the Pangarap Shelter and Brgy. 89, Zone 9 of Pasay City.
Pinoy Big Brother Kawanggawa efforts		Outreach program donations

Activity	Date of Implementation	Purpose
Jobs for Life	April	DZMM & DWRR job-hunting tips for fresh graduates
Radyo Negosyo	Saturdays 7:00-8:00PM	DZMM radio program to share business ideas and tips
Sagip Kapamilya		Donation from employees for relief and rehabilitation assistance to typhoon stricken areas
Sikap Pinoy	Sundays 10:00-11:00AM	DZMM radio program on livelihood and skills improvement

HEALTH & WELLNESS

Bantay Bata Air Time	Monday-Friday 2:00-2:15 pm	ANC TV Airtime for ABS-CBN Foundation's Bantay Bata, the child welfare program that rescues, shelters, and cares for sick and abused children.
Blood Letting	Monday-Friday 2:00-2:15 pm	30 employees donated blood, in cooperation with the Philippine National Red Cross.
Buntis Congress Year 3	May 29, 2005	To coincide with Mother's Day, a whole day free seminar on proper care for pregnant women and children after birth.
Medical Missions	Monthly	DZMM Free medical and dental clinic with free medicines in different barangays in Mega-Manila from February to November in cooperation with Matulungin Mamamayan Incorporated and Kalookan-Filipino-Chinese Charity Clinic
D-DAY (Father's Day Event)	June 19, 2005	DZMM's mall-based fun games with prizes and free seminars on carpentry courtesy of Black and Decker and paternal parenting and health seminar
Gabay Kalusugan	Sunday 11:00-12:00NN	DZMM radio program for health
Pinoylimpics	April	DZMM's Kapamilya Summer Olympics – participants were 20 families endorsed by mayors of 13 municipalities/ towns showcasing the specialties of their respective cities (e.g. Pateros – balut). Participants also compete in various events.
Salamat Dok	Saturday- Sunday 6:00-7:00 am	Health information programming at ABS-CBN

Activity	Date of Implementation	Purpose
OTHERS		
Maligayang Paslit	December 10	Orphans and street children from different organizations/institutions are given a part in a carnival (Paskong Pasiklab) with entertainment from the ABS-CBN artists, gifts from sponsors and donors and free rides.
Lakbay Alalay and Stickers	March 23, & 27	DZMM & DWRR motorist Assistance for/Special Coverage of the annual lenten exodus to the provinces, Holy Wednesday and Easter Sunday
Oplan Undas	Oct. 31-Nov. 1, 2005	DZMM & DWRR special coverage of the commemoration of All Saints Day 2005. Public Service Booths were set up in North and South Cemetery for the People.
Radio Programs	Oct. 31-Nov. 1, 2005	Usapang de Campanilla Ang Mga Payo ni Compañero
Katapat	Monday-Friday 7:00-8:00 pm 8:00-8:30 pm	Public service program of Sen. Lim Callers are given free legal advice.
Ma-beauty po naman	6:00 – 7:00 pm	

Official CSR Representative:

MALOLI K. ESPINOSA

VP, Government, Corporate Affairs & PR
411-0003 / 415-2272 loc. 4377
Maloli_Espinosa@abs.pinoycentral.com

Alternate CSR Representative:

OFELIA R. ESCAURIAGA

Manager, Government, Corporate Affairs & PR
924-1416 / 414-2272 loc. 4380
ofel_escauriaga@abs.pinoycentral.com



ASIAN EYE INSTITUTE

9th & 10th Floors, Phinma Plaza, Rockwell Center, Makati City, Philippines
 Telephone: (+63 2) 898-2020 Fax: 898-2002
 Website: www.asianeyeinstitute.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
SS & Waste Segregation Program	October 2005	<p>Educate AEI staff on the importance of waste segregation and keeping a clean and organized environment. Such information may be shared with their family members.</p> <p>Beneficiaries: Direct beneficiaries are the 50 employees of AEI with multiplier effect of 3 family members per employee.</p>
EDUCATION		
Clinical Fellowship Training	Annually starting August 2005	<p>AEI accepts fellows from abroad to undergo one-year intensive fellowship training for Low Vision and Visual Rehabilitation.</p> <p>Beneficiaries: Direct beneficiaries are the clinical fellows. What they learn from the training is cascaded to the community they belong to.</p> <p>To date, AEI has trained one clinical fellow from Indonesia.</p>
<p>Free Lectures on Eye Care & Treatment</p> <p>a) Eye Advocacy: Lectures for companies and organizations</p>	Ongoing since 2002	<p>AEI MDs are invited by various companies, local and foreign organizations in the Philippines to conduct free lectures on eye diseases, eye care and treatment.</p> <p>Beneficiaries: Direct beneficiaries are the attendees with a multiplier effect of at least 3 members of the family per attendee.</p> <p>Approximately 2,000 attendees x multiplier effect of 3 per attendee = 6,000</p>
b) TV interviews	Ongoing since 2004	<p>MDs are invited to live TV interviews to discuss various eye diseases, care and treatment.</p> <p>Beneficiaries: Direct beneficiaries are local television viewers and those from abroad who watch Filipino Channels.</p>
c) Tie-up w/ TV stations	Ongoing since 2004	<p>TV programs approach AEI to provide free treatment to indigents in exchange for exposure and mention of AEI in the TV program.</p> <p>Beneficiaries: Indigents patients in need of eye care and treatment.</p> <p>Family members also benefit from this when patients become productive again after receiving eye care and treatment from AEI.</p>

HEALTH & WELLNESS

Annual Medical Mission	Starting 2002	Provide eye care and treatment to 100 indigents per year in partnership with Ophthalmological Foundation of the Philippines and Operation Blessing. Beneficiaries: 450 patients
FREE Eye Exam & treatment for public school students	Ongoing since Oct 2005	Provide free eyeglasses, treatment, and other eye care services to public school students. Areas covered: a) Marikina b) Camp Crame c) Paliparan, Cavite Beneficiaries: Marikina: 10,000 children Camp Crame: 700 children Paliparan: 5,000 children
Charity work outside of the Annual Medical Mission	Ongoing since 2003	MDs provide free care and treatment to about 40 patients per year. Beneficiaries: 40 patients per year Family members also benefit from this when patients become productive again after receiving eye care and treatment from AEI.
Wellness program for AEI employees (aerobics, pilates, Vitamin C program, sports, lectures on eye care, free eye exam)	May 2005 - ongoing	Promote health and well-being among the staff of AEI. Family members also benefit from what they are taught about the benefits of staying healthy. Beneficiaries: 50 employees x multiplier effect of 3 family members per employee = 150

Official CSR Representative:

JUAN MA. PABLO R. NAÑAGAS, M.D., M.P.H.

Administrator and Assistant Medical Director
898-2007 / 898-2020

JRNanagas@asianeyeinstitute.com

Alternate CSR Representative:

FRANCES MARIE BADELLES-BUMANLAG

Business Development Manager
898-2007 / 898-2020

FBBumanlag@asianeyeinstitute.com



BAUANG PRIVATE POWER CORPORATION

KM 255 Payocpoc Sur, Bauang, La Union KM 255 Payocpoc Sur, Bauang, La Union, Philippines
 Telephone: (+63 2) 449-6400 local Bauang Site Fax : 637-1967

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Naguilian River Basin Development Program (NRBDP) Reforestation Project	Ongoing since 2005	Development and maintenance of reforestation sites covering 350 hectares of alienable and disposable and public forest areas in the municipalities of Bauang, Burgos, Bagulin, Naguilian and San Gabriel and the City of San Fernando, La Union.
Bucayab "Tree Growing" Program	Ongoing since 1997	Provision of forest and fruit saplings and fertilizers for the rehabilitation of portions of the Bucayab watershed area and for alternative sources of income for the residents through the development of idle land
Artificial Reef Project	Implemented in 2005	BPPC joined hands in 1995 with its host LGUs in establishing a "marine reserve" of over 1 km parallel to the Bauang shoreline. The plant has maintained its breasting dolphins as "fish sanctuaries" with the LGU decreeing marginal fishermen to use only hooks, lines and large mesh nets. In November 2005, BPPC installed artificial reefs 20m east of the South Breasting Dolphins. Assisted by the Bureau of Fisheries and Aquatic Resources, recruitment blocks made of PVC pipes and cement were dropped into the sea for underwater assembly into artificial reef modules.
EDUCATION		
BPPC-DMMMSU-MLUC Scholarship Program	Ongoing since 2004	Free tuition, monthly stipends to high school graduates of Bauang, La Union who wish to go to the Don Mariano Marcos Memorial State University Mid-La Union Campus.
Provision of educational and sports materials or equipment/Sponsorship of youth-oriented activities	Ongoing since 1994	Water systems, TV sets, VHS units and tapes, musical instruments, electric fans, computers, printers, basketball gear, etc. to schools and barangays
HEALTH & WELLNESS		
Medical Mission	Ongoing since 1996	Quarterly free medicine and medical/dental consultations to 7 barangays in the perimeter of the plant
Health Equipment Program	Ongoing since 2002	One-time donation of medical equipment to the Barangay Health Centers (c/o the Barangay Health Workers Organizations) of 6 barangays in the perimeter of the plant

POVERTY ALLEVIATION & DISASTER RELIEF

Implementation of "Bayan Microfinance"

Ongoing since 1998

In partnership with the ABS-CBN Foundation, "Bayan" provides poor but enterprising people opportunities for small livelihood development.

OTHERS

Support of Civic and Community Affairs/ Disaster Relief and Preparedness

Ongoing since 1994

Provision of communication equipment to Civilian Volunteers' Organizations, sponsorship of annual fiestas, general assemblies, etc.

Official CSR Representative:

FLORANTE B. ZARATE

Environment, Safety, Security, Health,
Community and Auxiliary Services Manager
(02) 449-6400 local Bauang Site
fbzarate@bppc.com.ph

Alternate CSR Representative:

CHRISTINE T. MAPANAO

Community Relations Coordinator
(02) 449-6400 local Bauang Site
ctmapanao@bppc.com.ph

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
EDUCATION		
Lakad Mo, Pangarap ko	October 8, 2005	Participation in the walkathon fund raiser for the beneficiaries of Knowledge Channel Foundation, Inc.
Anti-Illegal Campaign Drive	Formally started in July 2005 and is ongoing in selected areas within Metro Manila	Create Public/Media awareness on Cable Theft or Illegal connection in partnership with Philippine Cable TV Association (PCTA), National Telecommunications Commission, and Law Enforcement Agencies within Metro Manila.
HEALTH & WELLNESS		
Family Planning in the workplace	September 2005 (7 sessions)	Support the Family Planning Campaign Drive of the Lopez Group Foundation. Increase employee awareness on Family planning.
Official CSR Representative: CARLOS C. SALONGA Head of ABS-CBN Subsidiaries for Human Resources 910-2288 local 4312 ccsalonga@skycable.com	Alternate CSR Representative: SUSAN E. ORTIZ Employee Relations Manager 910-2288 local 4323 seortiz@skycable.com	

FIRST BALFOUR

FIRST BALFOUR, INC.

5/F Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City, Philippines
Telephone: (+63 2) 910-4111 Fax: 910- 4114
Website: www.firstbalfour.com

Activity	Date of Implementation	Purpose
EDUCATION		
Book Donation	December 15, 2005	To give old and new books by sharing the gift of education to the less privileged children who could not afford to buy their own.
HEALTH & WELLNESS		
Blood Donation Drive Year III	March 04, 2005	First Balfour believes that by giving blood through the Philippine Red Cross, you are also giving life to others.
Official CSR Representative: JOSELITO "LITO" C. YANGA Senior Manager 910-4111 jcyanga@firstbalfour.com	Alternate CSR Representatives: MARICAR L. HOMBREBUENO MCLHombrebueno@firstbalfour.com	SHENG M. AGUETE RMAguete@firstbalfour.com



FIRST SUMIDEN CIRCUITS, INC.

Ampere St. cor. Main Ave., Light Industry & Science Park 1, Bo. Diezmo, Cabuyao,
Laguna, Philippines
Telephone: (+63 2)694-7000 to 7008 Fax: 698-7010 to 7013
Website: www.fsci.com.ph

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Support to Bantay Kalikasan	April 2005	Donation to La Mesa Dam Treathon at the La Mesa Eco-park for the reforestation efforts of La Mesa Watershed
EDUCATION		
Donation to Rotary Club of Quezon City for educational programs	August 2005	Donated cash for accelerated training program of Tatalon Elementary School
Lakad Mo, Pangarap Ko	October 2005	Participation in the walkathon fund raiser for the beneficiaries of Knowledge Channel Foundation, Inc.
HEALTH & WELLNESS		
Mylin Yabyab Part 3	April 2005	Employees donated to fellow employee, Mylin Yabyab who is presently undergoing dialysis prior to kidney transplant.
Blood Donation	April 2005	46 employees donated blood to Red Cross
Family Wellness Program	October 2005	Donation to the Wellness Program, of ABS-CBN Foundation Bantay Kalikasan in La Mesa Dam
HEALTH & WELLNESS		
Typhoon Assistance	Jan. 2005	Christmas Party budget donated to 100 typhoon victims residing in Quezon Province.
OTHERS		
Luv ko si Lolo, Luv ko si Lola	December 2005	Christmas party, gift-giving, medical and dental missions for 364 elderly citizens of Brgy. Butong

Official CSR Representative:

GERARDO DOMINGO

HRD Manager
(632) 694-7000 local 336
gmdomingo@fsci.com.ph

Alternate CSR Representative:

ALETHEA PABLO

Employee Relations and Communications Supervisor
(632) 694.7000 loc. 206
arpablo@fsci.com.ph



Fedcor

First Electro Dynamics Corporation

FIRST ELECTRO DYNAMICS CORP. (FEDCOR)

First St., First Philippine Industrial Park, Sto. Tomas, Batangas, Philippines

Phone: (043) 405-7071 to 73

Fax: (043) 405-7070

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Support the Clean the San Juan River Project	June 2005	For cleaning the San Juan river in Sto. Tomas, Batangas
Tree Planting and Fun Run	June 11, 2005	Tree planting and health awareness
Donation of trash drums	January 2005	For cleaning of baranggay Ulango, Tanauan, Batangas
EDUCATION		
On the Job Training Program/Training Sponsorship	Ongoing since 2001	Training sponsorship of Dualtech students and other students from host community or other nearby towns (average of 20 students per month)
Support to Brigada Eskwela/Paint Donation	Ongoing since 2001	For painting of the host barangay school
HEALTH & WELLNESS		
Blood Donation	2005	Sponsoring the PNRC Batangas in terms of blood letting

Official CSR Representative:

MA. TERESA N. VALIN

HR & Administrative Supervisor

(043) 405-7071

tess_valin@yahoo.com

mvalin@globelines.com.ph



First Gen

FIRST GEN CORPORATION

3rd Floor, Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City, Philippines
 Telephone: (+63 2) 449-6400 Fax: +63 (2) 637-8366
 Website: www.firstgen.com.ph

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
First Gen Forest at the La Mesa Watershed	January to March	Reforestation of 100 hectares inside La Mesa Watershed, a project of ABS-CBN Foundation Bantay Kalikasan
Verde Island Ecosystem Based Management Program (Phase One)	September	Initial phase of the development and implementation of a coastal resources management plan for Verde Island in partnership with First Philippine Conservation Inc. (FPCI)
International Coastal Cleanup	September	Participation in International Coastal Cleanup activities (Batangas and La Union)
Support to the Tarsier Conservation Program INSERT Support to My Zoo Foundation	Ongoing	Funding of research, infrastructure repair at the sanctuary and conduct of information and education activities
EDUCATION		
Lakad Mo, Pangarap Ko 2	October	Participation in walkathon fund raiser for the beneficiaries of Knowledge Channel.
Cabling Schools to Knowledge Channel	October 2005	Sponsorship of cable connectivity for 27 schools in Batangas who can now watch Knowledge Channel.
POVERTY ALLEVIATION & DISASTER RELIEF		
Distribution of relief goods in Quezon province	January - February	Distribution of school supplies solicited from employees
OTHERS		
Breakfast Club activities with Hands On Manila	March - June	Breakfast and games with streetchildren
KiDigscovery	August	Tour of National Museum
Little Red Bags Campaign	December	Distribution of 300 Christmas bags
Donation to Eugenio Lopez Foundation, Inc.	January - December	Funding support

Official CSR Representative:

REYNALDO D. LAGUDA
 Manager for Corporations
 (632) 449-6231
 rdlaguda@firstgen.com.ph



FIRST GAS HOLDINGS CORPORATION FIRST GAS POWER CORP.



Sta. Rita, Batangas City, Philippines
 Telephone: (+63 2) 449-6400 Fax: +63 (2) 637-8366

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Eight Coastal Cleanups	January – November	To maintain the cleanliness and good condition of shorelines along First Gas and nearby communities (WaWa, Sta. Rita Karsada, Sta. Rita Aplaya shoreline, and Cabubulag river in Batangas), in cooperation with the Air Force, Phil. Army and Southbend Security.
Waste Management Seminars	July 28 and October 11	To educate the residents of Brgy.Sta. Rita Karsada and Brgy.Sta.Rita Aplaya, in Batangas on proper waste management in cooperation with the Batangas City ENRO (Environment & Natural Resources Office).
EDUCATION		
Educational Plant Tours	February – September	To be a partner in promoting quality education to host communities and beyond 10 universities, Meralco Association of Cadet Engineers, and the Dept. of Energy representatives toured the First Gas plant.
Rehabilitation of classrooms	June	To rehabilitate four classrooms in Sta. Rita Karsada Elementary School, in Batangas.
HEALTH & WELLNESS		
Medical, Dental and Optical Missions	January - November	To provide Health Care Services that is responsive to the need of the people in Batangas province. First Gas was able to serve 16 areas in Batangas.
Basketball Clinic	April	Basketball clinic for Brgy. Sta. Rita Aplaya and Sta.Rita Karsada in Batangas
San Pascual Operation Tuli	May	Free circumcision
Community Clinic in Sta. Rita Karsada and Sta. Rita Aplaya.	August - November	

HEALTH & WELLNESS

Basketball Clinic	April	Basketball clinic for Brgy. Sta. Rita Aplaya and Sta. Rita Karsada in Batangas.
San Pascual Operation Tuli	May	Free circumcision
Community Clinic in Sta. Rita Karsada and Sta. Rita Aplaya	August - November	
First Gas Soup Feeding Program	September	To provide supplemental nutrition to 300 malnourished children of Batangas.
First Gas "GABAY" program (Gatas ay Biyaya at Yaman)	September - December	In partnership with the City Nutrition office to provide malnourished students of Sta. Rita Karsada Elementary School with proper nutrition through milk feeding. They started with a seminar on nutrition before distributing milk to 200 malnourished and undernourished children three times a week for three months. Progress is being monitored by weighing the students, measuring the height, and noting the progress in their grades at the start and end of the program.

POVERTY ALLEVIATION

Computer Literacy Course and Sewing Craft training to qualified residents of Sta. Rita Aplaya and Sta. Rita Karsada	April-June	To provide community development trainings and livelihood programs to indigent residents of host and neighboring communities.
---	------------	---

OTHERS

IEC (information, education, communication)	March/July	To establish forum for discussion and resolution of problems and other concerns with host and neighboring communities.
Consultative meeting with Sta. Rita Aplaya, and Barangay Captains of San Pascual	October	To establish good public relations with provincial and other local government units/entities
Socio-Cultural Participation in Batangas City's 36th Foundation Day Parade Donation of Bell Tower to Sta. Rita de Cascia Parish	July August	Donation and funding support
Participation in City and Province Alay Lakad Activities	September	
Donation to Eugenio Lopez Foundation, Inc.	January-December	

Official CSR Representative:

FLORENTINO R. ZABALLERO
Community Relations Senior Manager
043-723-9526 loc. 243

Alternate CSR Representative:

ROSANNA A. CARAAN
Community Relations Supervisor
043-723-9526 to 28 loc. 245



FIRST PHILIPPINE HOLDINGS CORPORATION

4th Floor Benpres Building, Exchange Road cor. Meralco Avenue, Pasig City, Philippines
 Telephone: (+63 2) 631 8024 to 30 Fax: 631 - 4089
 Website: www.fphc.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Bantay Kalikasan tree-athlon & La Mesa Watershed Eco-Trail	April 10	Funds for La Mesa Dam reforestation, project of ABS-CBN Foundation Bantay Kalikasan and support for the La Mesa Eco-Trail.
Family Wellness Festival	October 5	Employee support and donations for La Mesa Eco Park project of ABS-CBN Foundation Bantay Kalikasan
Support to ABS-CBN DZMM's Takbo Para sa Kalikasan	February	Donation and employee participation in the fund raiser to rehabilitate the La Mesa Dam Watershed, project of ABS CBN Foundation, Bantay Kalikasan.
Support to First Philippine Conservation Inc.	Ongoing	Support to core operations and administration through executives' volunteer time
EDUCATION		
OML Learning Center at Dasma National High School in Paliparan - 10 used computer sets, 8 steel cabinets & OML book collection	January-November 2005	2-storey, 440 sqm building housing a school library, AVR, center cum stage
Lakad Mo, Pangarap Ko	October 2005	Participation in the walkathon fund raiser for the beneficiaries of Knowledge Channel Foundation, Inc.
POVERTY ALLEVIATION & DISASTER RELIEF		
Paliparan Integrated Community Development Program	Started in 2002, extended in 2005 for another 2 years	Extended phase will help identify jobs and livelihood opportunities, develop the needed skills, and help outsource financing; to introduce a Reproductive Health and Population Control.

HEALTH & WELLNESS

Medical/Dental Clinic (Paliparan, Gen. Trias, Cavite for Alay Kapwa)	Ongoing	Medical and Dental Assistance to Alay Kapwa members and poorest of the poor of the beneficiary community
Employee Wellness Program	Ongoing	Works on the principle that a sound body leads to a sound mind. The road to wellness is a continuing process. The program started 8 years ago for executives & employees.
Environment, Health, Safety (ESH) awareness programs	Ongoing	Prevention and protection of life in office and home

OTHERS

PBSP contributions and other philanthropic donations	Ongoing	Contributions to Philippine Business for Social Progress (PBSP) to further CSR in tandem with around 300 member companies.
--	---------	--

Official CSR Representatives:

REYNALDO R. SARMENTA

Vice President, Human Resource
Management Group
449-6112
rrsarmen@fphc.com

ELIZABETH M. CANLAS

Assistant Vice President, Human Resource
Management Group
449-6114
emcanlas@fphc.com

ROGELIO V. PUNO

Sr. Manager, Human Resource Management Group
449-6121
rvpuno@fphc.com



**FIRST
PHILIPPINE
INDUSTRIAL
PARK**

FIRST PHILIPPINE INDUSTRIAL PARK

7/F Taipan Place, Emerald Ave., Ortigas, Pasig, Philippines
Telephone: (+63 2) 637-1854 Fax: 637- 9448
Website: www.fpip.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
FPIP Tree & Bamboo Park (4.5 has.)	June (ongoing up to present)	Help preserve endangered, threatened forest tree and plant species and improve the ecology balance in the area. Improve the ecology balance in the area
EDUCATION		
3 classrooms repairs	August	To help make the primary school classroom conducive for learning.
Scholarships	SY 2005-2006	Assist deserving poor students (college) pursue higher education, sponsored 15 scholars in 2005.
Awards for Academic Excellence (Incentive Award)	April	To encourage elementary and high school pupils to study harder.
Donation of 200 pcs. chairs	November	For 4 elementary schools in Sta. Tomas
Donation of badminton and volleyball sets	August	To promote competitiveness and fitness for elementary and high school pupils.
POVERTY ALLEVIATION & DISASTER RELIEF		
Financial Assistance for purchase of 5 sewing machines	September	To increase family income of 29 cooperative members
Donation of 13 bags of used clothing (disaster relief)	October	To prevent 34 families from illness brought by heavy rains – destroyed nipa huts.

HEALTH & WELLNESS

Disaster Preparedness	June to present	To prepare every employee and locators for any untoward eventuality.
2 units - hospital beds for Brgy. Health Centers 1 unit medicine cabinet	August	Serve as holding beds prior to hospital transfer. Serve as storage of medical supplies
FPIP Employee annual medical check up	August	Monitor and improve the mental/physical condition of every employee
FPIP Annual Sports Fest	June - August	1. For wellness of employees 2. Promote camaraderie and self-discipline

OTHERS

Small Infrastructure Projects

150 m. Open canal project	July	Prevent flooding of areas affecting 21 households
Pathways	August	For easy access of residents to the Brgy. Health center of Ulango
School perimeter fence		To secure properties of Pantay National High School

Official CSR Representative:

ROGER A. DE GUZMAN

Sr. Manager – Community Relations

(043) 405-6020 loc. 210

Mobile No. 0917-533-3514

rogerdguzman@yahoo.com



MANILA NORTH TOLLWAYS CORPORATION

2/F Benpres Building, Exchange Road cor.
Meralco Avenue, Pasig City, Philippines
Telephone: (+63 2) 638-4380 Fax: 638-6276
Website: www.mntc.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Support to La Mesa ECO-PARK	April & November	Donated to EcoPark landscaping and supported ABS-CBN Foundation's Bantay Kalikasan Family Wellness festival
Solid Waste Reduction Master Plan for Metro Manila	September	Supported the Solid Waste Reduction master plan developed by Miriam College
EDUCATION		
NLEX Culinary Scholars	August – December	Sponsored 96 students from Pulilan, Bulacan, Calumpit, and Hagonoy to a three-week skills training program of the Culinary Education Foundation's Mobile Kitchen. In early 2006, Malolos City and San Miguel, San Ildefonso, San Rafael and Baliwag were slated to be visited by the Mobile Kitchen and 120 more NLEX culinary scholars will learn recipes and entrepreneurship.
Expressway Sa Edukasyon	September to November	Partnered with the schools and the Parent Teacher Community Association (PTCA) to help improve facilities of the disadvantaged schools. Built the "NLEX Gazebo" at the Valenzuela Science High School and the "NLEX Carpentry Room," for the Mapulang Lupa High School. In Pulilan, Bulacan, helped repaint Segundo Esguerra Elem. School's rooftop and Pulilan Central School Gym.
Support to Arts & Culture		Donated to Kuliát Foundation, Inc., ArtiSta. Rita Foundation, Inc., and Eugenio Lopez Foundation, Inc. (Lopez Museum) where MNTC is a member of the Board of Trustees.
POVERTY ALLEVIATION & DISASTER RELIEF		
First Lopez-MNTC- GK Village, Marilao, Bulacan	July 2005 onwards	Donated to Gawad Kalinga to build 50 houses for poor families in Mary Grace Subdivision, 10 kms from the NLEX Marilao Exit. Volunteers from the community, MNTC built the houses.
Second MNTC-GK Village Metro Manila	Valenzuela City, December 2005 onwards	With the local government, MNTC built the second housing village in 'Manolo Village' in Brgy. Dalandonan, through Gawad Kalinga.

Official CSR Representative:

MARLENE N. OCHOA

Vice President, Corporate Communications
DL: 638-1122; TL: 638-4380 to 88 loc. 8090
mnochoa@mntc.com

Alternate CSR Representative:

CHERRY P. DELA REA

CSR Manager, Corporate Communications
DL: 638-1123; TL: 638-4380 to 88 loc. 8094
rpdela@mntc.com



PHILIPPINE ELECTRIC CORPORATION

Kaytikling Road, Bo. Dolores, Taytay, Rizal
 Telephone: (+63 2) 6584911 to 15; 6584981 to 83; 6602550
 Fax: 6602550; 6584980
 Website: www.philec.com

CSR PROGRAMS AND PROJECTS 2005

Activity	Date of Implementation	Purpose
ENVIRONMENT		
Support to The Family Wellness Festival	November 11-12	Donated funds for the reforestation of La Mesa Watershed, program of ABS-CBN Foundation Inc., Bantay Kalikasan
EDUCATION		
Support to Knowledge Channel	August-December	Participation in the walkathon fund raiser for the beneficiaries of Knowledge Channel Foundation, Inc.
On the job Training	Nov. 2005-May 2006	For 15 underprivileged students of Dual Tech Training Center Foundation
Adopt-A- School (Hapay na Mangga Elementary School)	December/November 2005	Renovation and repair of school septic tanks and comfort rooms, donation of computer, bookshelves, electric fans and water dispensers
HEALTH & WELLNESS		
Health Forum for Employees	Aug. 29, 2005	Non-Ulcer Dyspepsia
Blood Donation	Sept. 26, 2005	Exercise for Wellness
Family Wellness Program	Nov. 21, 2006	Proper Diet for Wellness
POVERTY ALLEVIATION & DISASTER RELIEF		
Support to Gawad Kalinga/(Laguna)	July 2005 onwards	Donation: To build homes to the homeless people in Laguna
OTHERS		
Support to: The Filipino War Foundation OPPHIL	July 11, 2005 Aug. 5, 2005	Donation Donation: Fund-raising endeavor for the benefit of Low Vision Rehabilitation service and research

Official CSR Representative:

EDGAR B. CEREZO
 Senior Manager – Human Resource
 Management & Development
 660-2550; 6584911 to 13 loc. 217
 ebcerezo@philec.com

Alternate CSR Representative:

ERLYNNE G. FIGUEROA
 Human Resource Staff
 660-2550; 658-4911 to 13 loc. 216
 egfigueroa@philec.com

Eugenio H. Lopez, Sr.
105th Birth
Anniversary
JULY 20, 2006

Values are bridges...

“We consider these sacred and inviolable... that human values are superior to material values; the right to enjoy the fruits of labor is paramount to profits and losses; and our successes should be measured, not by the wealth we accumulate but by the amount of happiness we can spread.”

Eugenio H. Lopez, Sr.



across generations

Values bridge people and places,
joining them in shared aspirations and
cooperations, and link generations from
the past to the present and onwards
to the future.

