



## Report to the Community

Annual Report to Donors and Friends of ABS CBN Foundation International

### Overview of 2009

In 2009, at least 6,300 Filipinos around the world donated approximately \$1.1 million to ABS CBN Foundation International in support of our various programs. Seventy percent (70%) of the donations were used to assist children and families directly affected by typhoons Ondoy and Pepeng. Through a unique collaboration of our programs—Sagip Kapamilya, Bantay Bata, EMedia in Schools, Kapit Bisig para sa Ilog Pasig—ABS CBN Foundation provided emergency and permanent assistance to at least 760,000 families, or approximately 3 million individuals.

In addition, EMedia in schools expanded to 8,000 public elementary schools, serving more than 400,000 students and teachers across the country. Bantay Bata touched the lives of more than 20,000 individuals, including children who were rescued; families who were given medical assistance, food, legal services; children who were brought to our transitional housing and provided scholarships; and community members who participated in workshops and trainings on child abuse and violence prevention.

Kapit Bisig para sa Ilog Pasig created a resettlement community in Calauan, Laguna for families that live along the banks of the river. As part of our new collaboration, Sagip Kapamilya also resettled 1,000 displaced families affected by typhoons Ondoy and Pepeng in this new community. The Calauan community offers housing, community and school infrastructures as well as new livelihood opportunities and skills retraining for its residents.



## Program Report on



Sagip Kapamilya is the emergency humanitarian assistance initiative of ABS CBN Foundation that spearheads our response to disaster rescue, relief and long-term assistance of communities affected by natural disasters.

Our partnership with Filipinos around the world in support of victims of major natural disasters in the Philippines goes back a number of years. In 2004, we assisted 86,000 families affected by the Quezon mud slide. We were the first to arrive in Guinsaugon, Leyte in 2006 after another mud slide decimated a whole village and we reached out to the remaining 3,000 families. In 2007, we were in Bicol after typhoon Reming ravaged the area and we helped 45,000 survivors rebuild their towns and lives. In 2008, we assisted more than 10,000 survivors of typhoon Frank in the Visayas.

But all these natural disasters did not compare to the strength and fury of typhoons Ondoy and Pepeng. On September 26, 2009, Typhoon Ondoy brought several months worth of rainfall to Metro Manila and nearby areas in a matter of nine hours. Immediate and severe flooding resulted in the loss of many lives and the devastation of private and public infrastructures and homes. Eight days later, typhoon Pepeng struck the region exacerbating the damages to life and property while stretching the capacities of local organizations and government to address the needs of the casualty and displaced.

In less than 24 hours after Ondoy struck, ABS CBN Foundation fielded its first batch of 2,000 volunteers. Many participated in the direct rescue operations while others assisted in the makeshift shelters where we provided food and basic supplies. Volunteer doctors and nurses provided medical assistance. Other volunteers provided emotional and practical support especially to the elderly, expectant women and families with children. At this time ABS CBN Foundation International sent a message to Filipinos around the world asking for help on behalf of the victims of Ondoy and Pepeng.



*First Announcement of Typhoon Ondoy in the Website of ABS CBN Foundation International*

ABS CBN Foundation used the first donations to purchase needed supplies on the ground: kerosene lamps, bottled water, medicines, blankets, some clothes, and pre-packaged food. In the next days specific topical antibiotics were requested and supplied. Special food packets were given to children and their families whose nutritional levels were severely compromised. By the first week of December, more than 760,000 families in our makeshift shelters were supported by ABS CBN Foundation initiatives on the ground.

The work to rebuild the lives of children and families affected by typhoons Ondoy and Pepeng is far from over. Community rehabilitation is a long-term effort. However, as we help to rebuild the lives of those in high disaster-prone areas, we know that the next disaster is only around the corner. This year, we will continue the rehabilitation efforts of communities affected by Ondoy and Pepeng but we will also implement disaster preparedness programs for other disaster-prone areas.



*ABS CBN Foundation Volunteers Assisting Victims of Typhoons Ondoy and Pepeng*

In the coming year, the priorities for Sagip Kapamilya include:

1. To continue to rebuild homes and community infrastructure for vulnerable groups that do not have the financial means to recover from disasters without assistance from a well structured housing program;
2. In cooperation with the Bantay Bata program, Sagip Kapamilya will scale-up existing feeding programs and medical missions across areas affected by the recent disasters;
3. To repair and rebuild damaged schools and learning facilities and replace school materials and damaged equipment;
4. To construct permanent evacuation centers in areas prone to natural calamities as safe holdings for disaster victims and coordinated places for relief distributions; and
5. To promote disaster risk reduction and mitigation advocacy in schools and communities vulnerable to natural hazards and disasters as a means to empower them to act on their own and to build a culture of safety and resiliency.

## Program Report on



Bantay Bata, Children's Village and Bantay Edukasyon. More than 20,000 individuals became part of the Bantay Bata child rescue outreach programs in 2009. Approximately 10,000 of the 185,000 calls and referrals to our hotline needed direct intervention. From this pool, 3,425 children were given extensive medical assistance. The feeding program served at least 6,157 children and their families through 15 feeding centers. More than 600 families were added to the network that needed regular follow up home visits. Legal services were extended to 350 clients. Forty seven (47) children were extracted from their home environments and brought to the Children's Village. And at least 350 children were provided special scholarships through Bantay Edukasyon.



Although the numbers of cases were still daunting we saw a decline in rescue calls that needed direct intervention in the last year due to Bantay Bata's comprehensive programs on child abuse and violence prevention, behavior modification, and the promotion of child protection and discipline initiatives. In 2009 more than 3,550 attended the Parent's Forum and at least 6,800 other adults attended special briefings and workshops. In addition, 3,890 students attended our Student's Forum on Child Abuse Prevention. To date we have more than 192 barangays, local government agencies and other organizations across the country as active partners.

We recognize that many abusive environments stem primarily from poverty. As family conditions worsen due to recent natural disasters Bantay Bata is increasing its capacity to serve in the coming year.

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## Program Report on



The Pasig River is a 27-kilometer body of water that traverses across Metro Manila and connects Laguna de Bay to Manila Bay. The river was once a major transport route, source of water and thriving ecosystem. Today, it is one of the most polluted and toxic river systems in the Philippines. Based on a study conducted by the Pasig River Rehabilitation Commission (PRRC), the Pasig River is polluted with 45% household waste, 45% industrial waste, and 10% solid waste.

But the issues of the Pasig River are also human issues. On the banks of the river and its tributaries—and perhaps the key contributing factor to the river's current polluted state—are more than 3,000 dwellers representing some of the poorest families in the country. On September 24, 2009, ABS CBN Foundation decided to address these dual issues of poverty and environmental degradation. Kapit Bisig para sa Ilog Pasig was launched to use a multi-prong strategy of community information and education, a materials waste recovery program, an aggressive communications campaign, relocation of families, and area redevelopment.



*Current State of the Pasig River and its Tributaries*

“Bayanijuan sa Calauan,” a 107-hectare site in Laguna co-managed by ABS-CBN Foundation, Inc. and the National Housing Authority (NHA) was designated as the relocation site for families living along the banks of the river, particularly focusing on those who live along the Estero de Paco. By the end of 2009, more than 1,000 families have been resettled in Calauan and 181 families in another site in Montalban, Rizal. These new communities offer better living conditions for the residents as well as new livelihood opportunities.

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## New Project for 2010



*Launching Spring 2010!!! • [www.celebritytiangge.com](http://www.celebritytiangge.com)*

In May 2010, ABS CBN Foundation International will launch Pinoy Celebrity Tiangge. The online store (with 800 numbers for those ordering from a TV ad) will feature special merchandise endorsed by your favorite Filipino celebrities. These limited items will be especially chosen by each celebrity and most will be available only through this Tiangge.

For example, we might have a new perfume created specifically for Sharon Cuneta. Or a really cool jacket designed just for Piolo Pascual. Maybe a designer bag with images of John Lloyd Cruz and Bea Alonzo. Or even a personalized MP3 player from Apl of the Black Eyed Peas with his music already downloaded in it.

The products in the line up are as wonderful and exciting as the celebrities who have already agreed to come onboard. Even better, we promise to keep all prices affordable—after all, it is a tiangge!

Look for Tiangge celebrity spots in The Filipino Channel soon! Proceeds of the **Pinoy Celebrity Tiangge** will benefit programs of ABS CBN Foundation International.

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## Program Report on



EMedia in schools, or commonly referred to as ETV, is ABS CBN Foundation's key educational initiative in elementary schools. The goal of EMedia is to increase student achievement across all disciplines. The inference is that students who are successful in school might have better chances of being successful in life. In 2009, more than 8,000 public elementary schools and 400,000 students and educators participated in EMedia.

EMedia accelerated the production of educational television programs (ETV) to assist in classroom teaching and learning, and to increase student engagement and promote retention. Examples of these programs: Sineskwela uses multi-media illustrations, catchy songs and characters to teach the basic tenets of science through television. The same is used by MathTinig to teach the concepts of math. Bayani introduces a sense of nationalism by featuring stories of Filipinos in art, music, and culture. The goal is to promote a strong sense of identity and national pride. Epol/Apple teaches grammar and functional English.



These educational programs are packaged into a whole initiative that involves donating a television set and DVD player to select public elementary schools. Teachers are given professional development trainings on best practices in incorporating these media-based resources in their classroom instruction and strategies on how to align these resources with Department of Education-mandated standards on instruction and content.



*EMedia (ETV) Package for Schools*



*Pag Ibig Sa Nayon Elementary School in Quezon City receives a gift of EMedia Package*

EMedia was also an active member of the collaborating team that participated in the relief and rehabilitation of communities affected by typhoons Ondoy and Pepeng. EMedia assessed the damages to schools and partnered with Sagip Kapamilya to rebuild infrastructure. It marshaled volunteer efforts to clean schools, requested businesses to replenish books and school supplies, and replaced damaged school equipment.



*EMedia volunteers (left) removing mud from school grounds brought by typhoon Ondoy and bringing cleaning supplies for the school. (middle) Malaban Elementary School in ankle-deep murky floods after the disaster. (right picture)*

In 2010, EMedia will strengthen its core commitment to increase high achievement in public schools through the innovative delivery of educational content and teacher training. It will also continue to be a major player in the Sagip Kapamilya/ Bantay Bata/ EMedia/ Kapit Bisig para sa Ilog Pasig collaboration in support of the rehabilitation of communities affected by Ondoy and Pepeng.

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September 2010



In September, we are launching a month-long texting campaign for Filipinos in the United States and their friends. By texting BATA to a preassigned number from any cell phone in the U.S. a donation of \$5 will be given to Bantay Bata. Our goal is to encourage 185,000 text messages in honor of the 185,000 calls for child rescue that were received by Bantay Bata last year.

Please look for announcements in The Filipino Channel for the **Text BATA Campaign** soon! We will be hosting 100 texting parties and gatherings across the country as early as July. See you in one of them!

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## ABS CBN Foundation is YOUR foundation

Our partnership in 2009 made it possible for us to reach more than 3.3 million Filipinos in need. We hope one day there will be no need for our foundation. In the meantime, while there are still Filipinos suffering from hunger, ailment, homelessness, poverty, abuse, violence, and even fear and loneliness, we promise to be there on your behalf. After all ABS CBN Foundation is your Foundation.

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*ABS CBN Foundation is a registered U.S. non-profit organization with an 501 c(3) IRS accreditation.*