

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

TARLAC LEG

09 June 2019

I. Executive Summary:

On its 10th run, the Corporate Planning and Business Development Department started the Corporate Social Responsibility 2019 with a Community Assistance through gift-giving, feeding program and an ArtReach Activity in partnership with the Climb Against Cancer (CAC) and Tarlac Mountaineering Club (TMC) to the 250 Abelling kids in Sitio San Pedro, Barangay Iba, San Jose, Tarlac on 09 June 2019, Sunday.

The group departed at 4:30 in the morning to meet in Tarlac the volunteers from the Climb Against Cancer, headed by Ms. Nini Sacro, and Tarlac Mountaineering Club before proceeding to San Pedro Elementary School. Since it is a jam-packed activity in one day, the 23 TPB volunteers were divided into four groups: School Kit Packing and Distribution, Slippers Fitting and Distribution/Mural Painting, Kitchen Volunteers, Game Facilitators.

After a short briefing by Ms. Sacro, the groups were directed to their assigned areas to commence with their assigned tasks. While the other teams were busy with their respective assignments, the game facilitators gathered the kids and started the games. The kids were supposed to eat after the games but since their food was not yet ready, the team proceeded with the school kit and slippers distribution. The activity ended with the kids enjoying the soup kitchen composed of spaghetti, chicken, juice and doughnuts.

After ensuring that each kid received their gifts and food, the volunteers partake on a boodle fight prepared by Ms. Sacro. At around 1:30pm, the team left the community to return to Manila.

II. Background

Community Assistance as one of the pillars of the Corporate Social Responsibility aims to provide assistance to the community which for this leg is through gift-giving and feeding program. This is the first time that the Tourism Promotions Board partnered with the Climb Against Cancer. The group was first introduced to Ms. Marivic Sevilla during the implementation of the CSR-Banaue last year, where the team partnered with the Black Pencil Project wherein Ms. Sacro was a member also.

The Climb Against Cancer is an organization of volunteers who belong to the mountaineering and trail running communities. They have been organizing outreach

events to raise funds for cancer-patients and they were able to help the Philippine General Hospital to build a blood infusion room through these climbs for a cause projects. Ms. Sacro, a cancer-patient and survivor as well, wanted to extend help also to the communities and people they meet along the way, so she started to bring donations whenever they have a scheduled hike. Now, the Climb against Cancer doesn't only help the cancer-patients but also those who are victims of the social cancer-lack of education in the countryside.

One of the adopted communities of the Climb Against Cancer group is the Abelling Tribe in San Jose, Tarlac. The Abelling Tribe is a little known cultural minority found in the mountainous part of Western Tarlac and around 290 Abelling families dot the mountain ranges. As per the Tribal Vice-Leader Johny Basilio, according to his ancestor's oral history, they have been hunting and gathering in the province of Tarlac even before the Aetas. They are good farmers, carpenters and fishermen and aside from their own language which is the Aberling, they can also speak Tagalog since most of them have married women outside their tribe.

III. Objectives:

- To comply with GCG Memorandum Circulars 2012-07 and 2015-07 which require GOCCs to include their interaction with communities and other corporate social responsibility activities in their adherence to the Code of Corporate Governance
- To take part in activities that aim to spread green and environmental awareness and provide assistance to communities as partners in spreading sustainable tourism
- To encourage tourism stakeholders to engage in environmental sustainability projects
- To cultivate the culture of giving and volunteerism among TPB personnel

IV. Targets:

Twenty-three (23) TPB employees volunteered in the activity. There were 250 kids who have received the school supplies, slippers and have joined the feeding program, 40 of it are still in daycare and kinder, 25 students in Grade 1, 26 students in Grade 2, 20 students in Grade 3, 25 students in Grade 4, 30 students in Grade 5 and 35 students in Grade 6.

V. Green Initiatives

To teach the community and the volunteers to be conscious in adding to the plastic waste, during the feeding program there were no plastic utensils and paper plates provided so the kids and their parents were asked to bring their own utensils and plates; and instead of bottled waters, the volunteers were also asked to bring their own water tumblers since the project officers brought water gallons as a refill.

VI. Lessons: "Aha" Moment:

- There are still existing groups who are concerned with the welfare of the minorities;
- Being sick is not an excuse to do what you love and help other people;
- There's a strong need for cultural and heritage preservation;
- Joining or starting activities like these is an eye-opener on the current living situations of our Indigenous communities

VII. Annexes:

a. Travel Itinerary

ITINERARY FORM

Project Name: Community Assistance and ArtReach Program / CSR 2019-
1st Leg (Tarlac)

Date: 09 June 2019

Venue: Sitio San Pedro, Barangay Iba, San Jose, Tarlac- Aeta Community

Date/Time	Activity	Remarks
03:30 AM	Call time	
4:00 AM	Departure from Manila (Legaspi Towers 300)	
7:00 AM	Estimated arrival in Tarlac -Meetup with other volunteers at Mcdonald's (near Tarlac State University) -Quick breakfast	
8:00 AM	Estimated time of departure to Sitio San Pedro	
8:45 AM	Estimated arrival at Sitio San Pedro -Briefing of volunteers -Division of teams to help in 4 diff tasks: A. School kit distribution B. Fitting of slippers C. Kitchen volunteers D. Game facilitators	
9:00 AM	Start of Program Prepare school kits for distribution per level -Prepare Snacks -Start of Games -Start of Art Reach	
11:00 AM	Feeding	
12:00 PM	Distribution of School Kits and Slippers	
1:00 PM	Lunch (Donors and Volunteers)	
2:00 PM	Departure from San Pedro	
6:00 PM	Arrival in Manila	
End of Activity		

As of: 22 May 2019