

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) Community Assistance the Cagayan Valley Region 23 November 2020

I. Executive Summary:

The Tourism Promotions Board through its Corporate Planning and Business Development Department (CPBDD) resolved to conduct community relief efforts for the 3rd leg of its 2020 Corporate Social Responsibility (CSR) Program: Community Assistance to Cagayan as the Province experienced its worst flooding in four (4) decades with people displaced in the hundreds of thousands due to Typhoon Ulysses.

In coordination with the Department of Tourism Regional Office 2 (DOT RO 2), the CSR Project was focused towards a targeted donation of 1,000 food packs and 1,000 hygiene kits to affected families within the Cagayan Valley Region. It also aimed to have the relief kits reach identified beneficiary communities within two weeks of project inception.

Over a span of four (4) days (November 21 and 23 - 25), TPB procured the items to be packed with volunteers working around and beyond work schedules—eventually filling up 100 boxes of food packs (10 packs per box) and 50 boxes of hygiene kits (20 kits per box) and 5 boxes of personal donations from TPB personnel.

The boxes were then split. Distributed to Baggao, Cagayan were 500 food packs and the same number of hygiene kits sufficient for all assisted resident families of the barangay care of DOT RO-2 and Mr. Richard Nuñez, Brgy. Captain of Brgy. Bitag Grande. Another 500 food packs and hygiene kits were distributed to in need families at Enrile, Cagayan care of DOT RO-2 and former Mayor Kim Stephen Turingan.

II. Background

Typhoon Ulysses (international name: VAMCO) came on the heels of 3 successive cyclones hitting the Philippines all within November. Included before Ulysses was Super Typhoon Rolly (international name: Goni), the world's most powerful cyclone to date for 2020. Despite not being a Super Typhoon, Ulysses resulted in widespread and severe devastation in hard hit areas, with Cagayan Province (declared under state of calamity) among those most severely affected and experiencing its worst flooding and landslides in forty (40) years.

The Cagayan Provincial Information Office identified 336 barangays and 294,987 individuals to be affected with a lot of families still “in residence” and 151,159 individuals staying at evacuation centers across Cagayan Valley (14 November 2020 report).

The United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) Philippines on the other hand counts 442,600 people displaced, 183, 600 people inside and 159,000 people outside of evacuation centers with 339,800 damaged or destroyed houses and 4,500 totally damaged houses across the provinces of Cagayan and Isabela (16 November 2020 report).

To provide relief assistance, TPB volunteers prepared 1,000 food packs and 1,000 hygiene kits for distribution to beneficiary communities in Baggao and Enrile Cagayan as identified by DOT RO 2.

Objectives:

- To provide aid and support to the super typhoon-affected families in Cagayan Valley Region;
- To cultivate the culture of giving and volunteerism among TPB personnel
- 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;

III. Targets and Volunteers:

Thirty-three (33) TPB employees, four (4) security guards, and thirteen (13) utility personnel volunteered in the project over the course of four (4) says of repacking.

There are also 1,000 families including those of tourism workers that will benefit from the relief bags and hygiene kits.

A. TPB Volunteers

NAME	OFFICE
MARIA ANTHONETTE VELASCO-ALLONES	Office of the Chief Operating Officer
JOSEPH KERR VILLAR	
ARNOLD GONZALES	ODCOO Marketing and Promotions
MARIVIC SEVILLA	
MARIEL ANGELICA DIMAANO	
MILLISA NUADA	

RESELLE LANSANGAN	Corporate Planning and Business Development Department
SHERYLL ANN KARUNUNGAN	
THYRRISE DHENICE JUAN	
BJ MARK KEVIN REMO	Administrative Department
GENESIS LEE	
JESAMY LAUREA	
JESUS FELICES	
JULITO ALCANTARA	
MIKE SOLO	
PAULA GRANALE	
ROGELIO TACLEND0 Jr.	
SANDY VARGAS	
NEDALIN MIRANDA	
APRIL ENERIO	
DAFROSO M. FRAGINAL	
DAN FERROLINO	MICE Department
MIKAELA FUENTES	
ALLAN ESTEBAN	International Promotions Department
CARMELA JOY FEBRIO	
PERFECTO REALINO	
TRIXIA MEDINA	
LYNNETH GRACE VILORIA JANE MARIELLE FRANCISCO JEMARY LIZBETH CANGCO RIEZEL UMALI SANDIE VARGAS WILFREDO B. QUERO III	Finance Department
HASSAN J. SADJAIL	Security
LORGIE ANTOLIN	
PERLA ASTILLAS	
ROLLY CALINDANG	
BOLITO PERSONA	Utility
CHRISTINE JOY RAMOS	
CRISELDA BENCILLES	
DANILO VILLAMATEZ	
DAPROSO FRAGINAL	
ENRIQUE RUILES	
JAIME PELAEZ	
JOBERT ROBLES	
REY IAN DAQUIFEL	
ROBERTO DAMIAN	
ROMEO ESCALLONA	

RONALD VALLENTE	
SEVERINO TAYWAN	

IV. Green Initiatives

TPB used the CSR Drawstring Bags for the hygiene kits and TPB Luggage organizers for the food packs and towel. Recipient beneficiaries' will be able to re-use these bags for their own storage and organization needs.

V. Budget: Approved vs. Estimated Utilization

Particulars	Approved Budget	Estimated Utilization	% of Utilization
I. Relief Goods and Hygiene Kits	Php750,000.00	PhP749,114.79	99.88%%
II. Air or Land Cargo Shipment	Php117,000.00	Php43,096.00	36.83%
III. Miscellaneous	Php13,750.00	Php12,634.00	91.88%
Total	Php 880,750.00	Php804,844.79	91.38%

VI. Lessons: "Aha" Moment:

- A quick response fast track initiative is manageable if there are enough willing participants to ensure program success within a limited timeframe
- Flexibility and adaptability to circumstances in terms of what is available during times of scarcity is critical. This is in addition to having a wide and strong network of partner participants also able to respond to an organization's needs
- There are always moments of hope where the brightness of the human spirit shines through even in what seems to be the darkest of circumstances
- Environmental protection should be a priority advocacy of everyone. Eco-tourism is both a sound proposition and ethical choice that should have no generational boundaries.
- Inter-agency coordination can ease up logistical issues in projects
- Other government agencies' assistance can make TPB's relief operations possible even without TPB personnel being on the ground

Prepared by:	Noted and Approved by:
SHERYLL ANN KARUNUNGAN Project Officer CPBD Department	MARIVIC M. SEVILLA Acting Head CPBD Department
Date: 09 December 2020	Date: 09 December 2020

VIII. Annexes:

Photo Documentation