

## TERMINAL REPORT

### TPB CORPORATE SOCIAL RESPONSIBILITY (CSR) 2021-5<sup>th</sup> Leg: Gratitude Kits with Simple Meal for Philippine Children's Medical Center (PCMC) Personnel 13 and 20 December 2021

#### I. EXECUTIVE SUMMARY:

On 9 December 2021, a video message reached the Tourism Promotions Boards' (TPB) Chief Operating Officer (COO) Maria Anthonette Velasco-Allones, of a Philippine Children's Medical Center (PCMC) employee making a simple request for a jacket for himself and his co-workers for personal use. As a direct response, the COO instructed the Corporate Planning and Business Development (CPBD) office to look into the distribution of gratitude kits under the banner of TPB's Corporate Social Responsibility program.

At the same time, there was already an ongoing initiative by the Domestic Promotions Department (DPD) to ensure allocation of on hand goods, from what is annually procured by the Department, to the RT-PCR personnel of PCMC. Given similar goals, the CPBD and DPD coordinated with one another on this CSR program.

Due to time constraints, the provision of jackets could not be accommodated. However, the following items constitute the contents of the Gratitude Kits with a combined total value of ONE HUNDRED FORTY-SEVEN THOUSAND AND ONE HUNDRED EIGHTY-FIVE PESOS AND 68/100 (Php 147,185.68).

Gratitude Kit Contents for 60 pax,
Toiletries Kit
Rucksack laptop bag (Anello type)
IMFITP roundneck shirt (black)
Passport Organizer & Wallet w/ weave cloth

On 13 December 2021, four (4) TPB employees and two (2) utility personnel passed by Robinson's Place Manila, specifically to pic-up arranged meal kits at Racks Restaurant. After which, the TPB group then proceeded to the PCMC Hospital site.

In use, courtesy of the Procurement and General Services Division, was one (1) van to transport four (4) boxes of donated goods and four (4) simple meal boxes with accompanying four (4) TPB employees and two (2) utility personnel to help heft the boxes.

Passing of goods and meals was made to Mr. Noel Baustista, RMT of PCMS in a very simple turnover with a group picture taken at the main lobby of PCMC.

The meals we were told were distributed throughout the different personnel shift schedules. The Gratitude Kits were to be distributed the following day, 14 December 2021 to coincide with the office Christmas Party. However, both were moved to 20 December 2021 which was the actual push through date of the office Christmas Party.

## **II. BACKGROUND**

The Tourism Promotions Board has an ongoing Memorandum of Agreement with the Philippine Children's Medical Center for a 100% subsidized Reverse Transcription Polymerase Chain Reaction (RT-PCR) Testing for domestic tourists in line with boosting the country's overall domestic tourism recovery program.

Under the subsidy, up to a total of 350 applicants per day can be granted free RT-PCR tests at the Philippine Children's Medical Center (PCMC). This is limited to domestic tourists whose destination still requires a negative result from a RT-PCR test or for staycation purposes.

The added cost of testing is a prime consideration as to whether domestic tourists will push through with their travel plans. The subsidy program also helps to market and promote the country as a safe tourism destination.

This partnership with PCMC begun in December 2020 covering 50% of the RT-PCR testing cost of which more than 15,000 tourists availed themselves of the subsidy program from January to June this year (2021).

Currently on its second phase (begun on 23 June 2021), implementation period covers July to December 2021. Projected to benefit are more than 12,000 qualified domestic tourists until the end of the year.

In both the first and second phases of the program, it has been the Frontliners of the Philippine Children's Medical Center (PCMC) who have been directly interfacing with approved domestic tourists. This has been at the maximum allowed capacity of the subsidy program on a near day-to-day basis.

**Objectives:**

TPB is to distribute Gratitude Kits with Meals for the Frontliners of the Philippine Children's Medical Center (PCMC) as a show of TPB's utmost appreciation for their unparalleled toil and efforts and help bring them Christmas cheer.

To be shared are sixty (60) of each kind:

- Toiletries Kit
- Rucksack Laptop bag (Anello type)
- Roundneck (Black) Silver Print T-Shirt
- Passport Organizer & Wallet with weave cloth

**Recipients and Volunteers:**

As identified by PCMC, staff recipients numbered a total of fifty-seven (57). This number was rounded off by TPB to sixty (60).

Four (4) TPB employees and two (2) utility personnel were involved in simple turnover of the project. More personnel were involved in the securing of stocks and the packing of goods for distribution.

From the total number of volunteers, 1 is Female and 5 are Male.

**III. LESSONS: "AHA" MOMENT:**

- Philippine hospitals and healthcare workers need support and cheer in small and big ways;
- Simple things are sometimes easily overlooked in taking in the big picture; and
- A moment or pocket of time must be taken to express one's gratitude and in the proper context, being grateful will never be an outmoded value.