



MAPID TRAINING PROGRAM - PHILIPPINES

SESSION 6

ENGAGING FILIPINOS IN THE US TO SUPPORT PHILIPPINE DEVELOPMENT*

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** Mr. Deriquito is Director of Ayala Foundation's Center for Social Development and GILAS (Gearing Up Internet Literacy and Access to Students), a social consortium composed of private corporations, local governments, legislators, schools, local communities and overseas Filipinos who support its cause. His involvement with the Ateneo Student Catholic Group throughout his college years opened his eyes to volunteerism and being involved in the community.

A photograph of five young children in school uniforms, smiling and waving their hands. A Philippine flag is visible in the background, partially obscured by the children's hands.

Ayala Foundation USA

Engaging Filipinos in the US to
Support Philippine Development

MAPID Training Program-Philippines

August 4, 2009

Davao City

www.af-usa.org

A group of smiling children in school uniforms, some with their hands raised, and a Philippine flag waving in the background, set against a bright, hazy sky.

Ayala Foundation USA:

Bridge of Hope Across the Seas

www.af-usa.org



Ayala Foundation USA

- AF-USA is a public charity organized in late 2000
- Registered with the U.S. IRS as a 501(c)(3) tax-exempt organization
- Aims to become the bridge between the Filipinos in the US and their motherland by creating opportunities that facilitate meaningful contributions to Philippine social development initiatives



Our Mission

To be the best known foundation within the Filipino community in the US with a reputation for excellence and integrity



Our Vision

To empower a global Filipino community that is passionately committed to sustainable and equitable development in the Philippines, enhancing the lives of its people



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Goals

- To provide US-based Filipinos the opportunity to re-establish their links with and to help their motherland
- To generate funds and other resources in the US for social development projects in the Philippines



Profile of Filipino Community in the United States

- Approximately 3-4 million Filipinos reside in the United States (year 2007 estimate)
- 2nd largest Asian American community in US
- Largest concentrations are in Los Angeles, San Francisco, Hawaii, New York, New Jersey, Chicago, and Seattle
- Higher median incomes compared to American households
- Relatively closer emotional ties to home country
- Most supported causes of Filipino Americans include Education or education-related initiatives, Disaster response, Health and health-related projects, and other projects in their hometowns/schools where they graduated

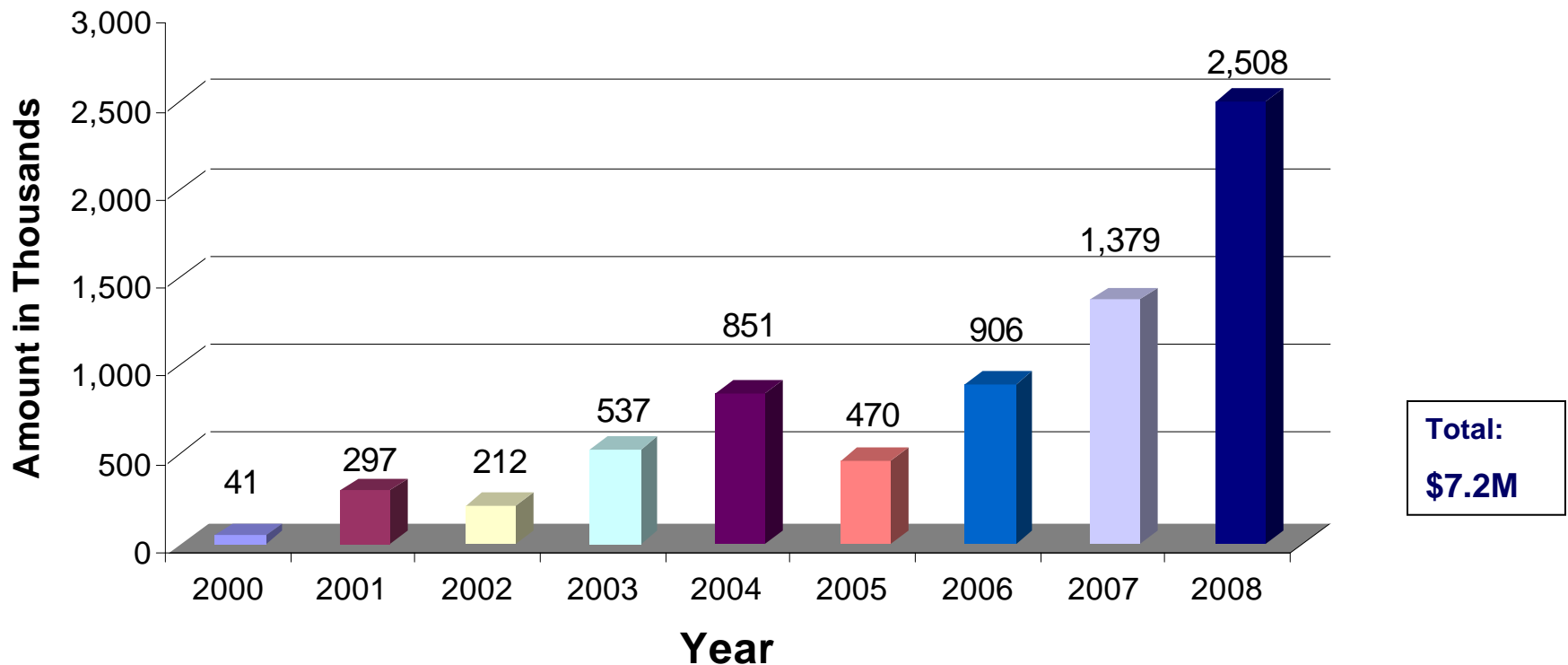


What We Offer to Fil-Ams

- Information on areas of greatest need in the Philippines
- A menu of Philippine projects that have shown results
- Tax deductibility incentives to donors
- Convenience of donation options
- Due diligence to ensure that the funds go directly to recipient organizations and are used for the designated purpose
- Progress reports and other feedback on supported projects
- Public acknowledgement of donors and volunteers

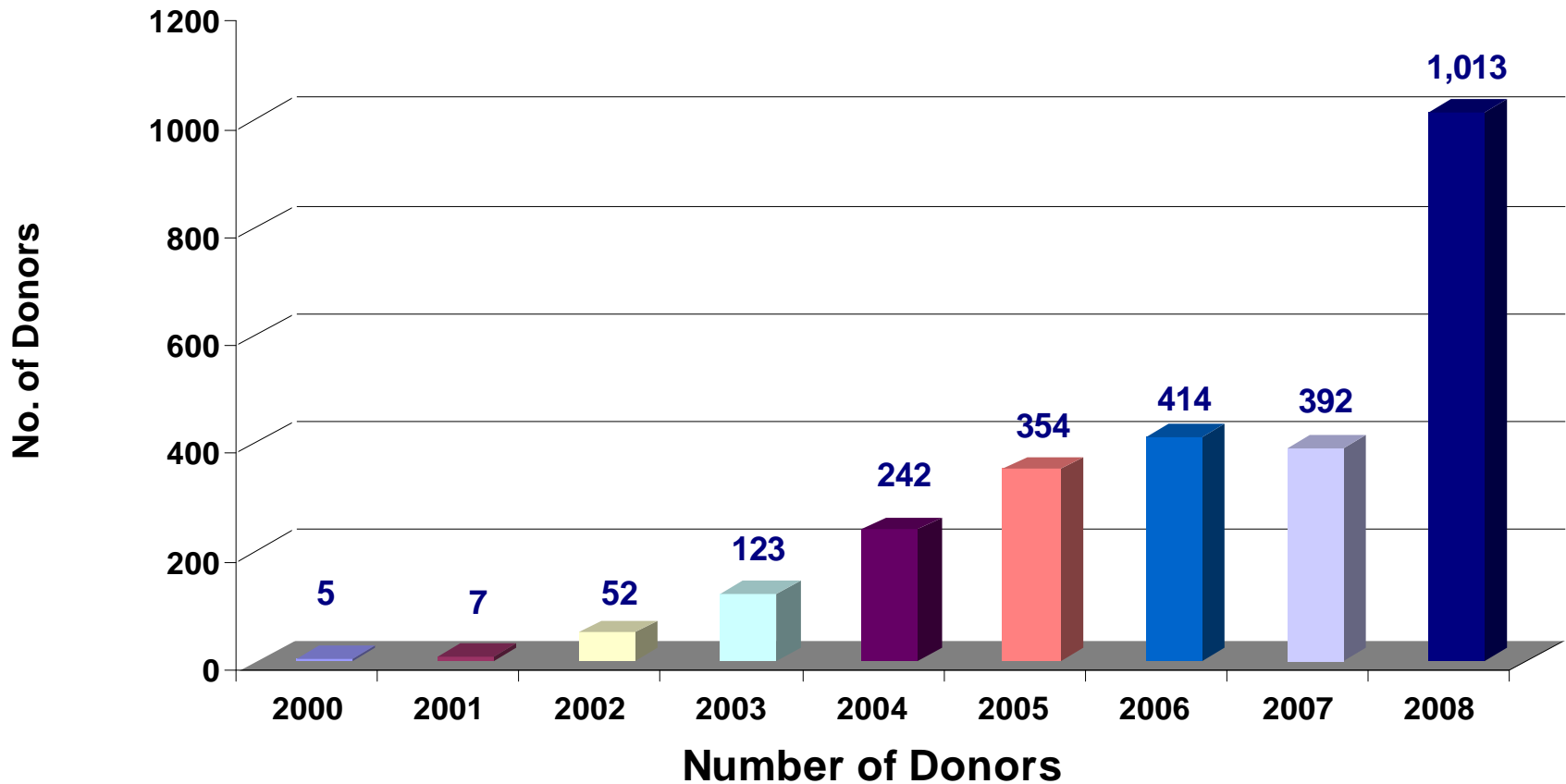
Operational Highlights

Resources Mobilized



- Amount includes grants from Ford Foundation (\$90K in 2003 and \$500K in 2004), Dado & Maria Banatao (581K in 2008) and McArthur Foundation (\$450K in 2008).
- 2006 includes donation from Verizon and Goldman Sachs for GILAS coursed through AFI and Makati Business Club.
- Data includes donation in kind.

Number of Donors (Individual and Group)



AF-USA Volunteers

- In 2006, established a network of Fil-Am volunteers in key US cities who have become champions and fundraisers for the GILAS and other projects.
- 10 volunteer groups in 9 states (LA, SFO, NY/Tri-State, Washington DC, Seattle, Honolulu, Las Vegas, Chicago, Portland and Boston)





Fil-Am Youth Leaders Fellowship Program

- Brings 2nd and 3rd generation Fil-Ams to the Philippines for 4 weeks of education sessions and exposure visits
- Re-entry plan
- Program stopped 3 years ago



What we offer Philippine NGOs

- Opportunity to raise funds from US-based Filipinos
- Exposure through website and other publications
- AFUSA as credible donations channel



Philippine Partner Organizations

We currently have 124 partners nationwide.

Luzon	107
Visayas	12
Mindanao	5



Government inputs that encourage Fil-Am Giving

- Local government support for projects
 - LCE endorsements
 - LGU matching grants
- Initiatives by government agencies
 - Knowledge transfer programs such as Balik-Scientist and TOKTEN
 - CFO programs such as the Presidential Awards for Individuals and Organizations Overseas and Lingkod sa Kapwa Pilipino (LINKAPIL)
 - Exchange programs provided by the University of the Philippines such as the Philippine Studies Program
 - Tourism Initiatives by LGUs
 - Dual citizenship law



Factors that limit Fil-Am giving

- Difficulty and cost of processing in-kind donations
- Perception of corruption
- Belief that poverty alleviation is the responsibility of the government, not of private philanthropy
- Lack or absence of feedback to donors from recipient organizations
- Lack of strong Philippine counterparts for hometown groups or associations based in the US
- Lack of deep awareness of and concrete exposure to pressing issues in the Philippines



Why People Give

- Religious belief
- Belief in the organization
- Sense of community responsibility
- Public recognition
- Respect for the person who asked
- Altruism
- Emotional Fulfillment
- Tax benefits
- To honor a loved one
- Social connection
- Guilt



Why People Don't Give

- No one asked them
- The wrong person asked
- The presentation was passionless
- The cause was weak
- The person doesn't have the money
- The timing was bad
- The request was vague
- Earlier gifts were not acknowledged
- Alternatives ways were not suggested



Recommendations to strengthen Fil-Am support for Philippine projects

- Formation of Philippine-based hometown associations
- Improvement of donor management of Philippine-based organizations
- Due diligence and accountability of local organizations
- Proactive advocacy of issues to educate Fil-Ams on areas of greatest need in the country
- Assistance (structural, technical, etc.) for Fil-Ams who have their own development projects
- Government support for organizations doing resource mobilization
- Proactive marketing of hometown projects by LCE to overseas Filipinos; they should make giving worthwhile, easy, and fulfilling
- Program for 2nd and 3rd generation Fil-Ams