

THE DEVELOPMENT ACADEMY OF THE PHILIPPINES' CSR ACTIVITY AT THE HAVEN FOR THE ELDERLY IN TANAY, RIZAL ON SEPTEMBER 9, 2016

A 24-man team from the Development Academy of the Philippines successfully completed a corporate social responsibility activity for the Academy on Friday, September 9, 2016, at the Haven for the Elderly at the NTSB Compound, Gate 2 of Camp Mateo Capinpin in Tanay, Rizal, the former Golden Acres Home for the Aged previously located in Quezon City.

The activity, as attested to by Ms. Haydee Dinglasa, the head of the Department of Social Welfare and Development personnel managing the facility, was a huge success. Ms. Dinglasa told the group that the team running the facility had never seen the more than 80 of the 218 elderly people residing at the facility who were still physically able to join the program prepared for them as happy and cheerful as they were during this particular occasion. Even the rest of the elders who were bed-ridden or wheelchair-bound but were visited by the DAP volunteers and gifted with their own individual loot bags at their respective houses were very pleased and appreciative of the attention given them during the DAP team's visit.

Ms. Page Dogelio, Ms. Arlene Tayag, Mr. Felix Caraan, Ms. Carol Rivera, Mr. Ghe Macanbinquil, Mr. Bert Ramirez and Ms. Maridette Mendez, who was unable to come with the group during the visit, composed the Donation Drive Subcommittee that spearheaded the project. The subcommittee was organized under the Anniversary Committee co-chaired by Ms. Marife Magud and Ms. Ermarie Mondejar on the occasion of the DAP's 43rd anniversary in June 2016. The subcommittee was expressly tasked with raising funds and gathering donations from DAP employees to purchase goods and grocery items that would be given to beneficiaries during this planned visit to the charitable institution. The project, which took a longer time to materialize and was implemented way past the DAP anniversary period owing to the process of gathering donations, was conceived to inject a corporate social responsibility component into the Academy's anniversary celebrations and to develop a sense of concern and caring for others as well as the value of civic-consciousness among DAPpers.

Some 229 DAP employees actually participated in this project by donating to the drive, enabling the organizers to set what may be a record of sorts by having collected a total of P46,933 in a little over a month and having gathered scores of grocery goods and items that were part of the loot bags given away to the elders.

The group was able to additionally purchase other goods for the general consumption of the residents and these were turned over to the facility's management along with other items donated by DAP employees that were not given away as gifts to participants during the program held. These are as follows:

1. Six boxes of SM Bonus bathroom tissue with 48 rolls each
2. Two boxes of 150-ml. Green Cross alcohol with 48 bottles each
3. 139 pieces of 90-gm. Safeguard bath soap
4. 37 additional bottles of 150-ml. Rhea alcohol
5. 17 pieces of Colgate and Pepsodent toothbrush
6. Nine pieces of 50-ml. Hapee toothpaste

The monetary donations from the employees were utilized in purchasing the goods given to the beneficiaries. But the funds used in underwriting the cost of the lunch provided to the residents, some 50 staffers of the Haven for the Elderly (most of them social workers from the DSWD) and the

volunteers came from the anniversary budget of P22,000, as authorized by DAP President Antonio Kalaw Jr., and a portion of the funds raised from the Christmas **tiangge** and caroling undertaken by DAPpers for a similar purpose in December 2015. The lunch cost a total of P27,040.

The total amount spent for the purchase of goods for the DAP beneficiaries was P38,773.50. After further deducting miscellaneous expenses incurred during the activity amounting to P604, there was still a balance of P7,556, an amount that would then be combined with the balance of the funds raised from the **tiangge** and caroling the previous year for use in similar endeavors in the future.

There is no doubt that the DAP was front and center during this CSR activity. The DAP brand was highlighted during the entire activity.

The way this project went thus gave the Academy a very positive image before both the beneficiaries and the people managing them, most of them DSWD Region IV-A personnel. It may be seen as an unmistakable indication that the Academy has the potential to be a more prominent force in the government sector in the area of corporate social responsibility.