

2019 ANNUAL REPORT



SOS CHILDREN'S
VILLAGES
PHILIPPINES

SOS Children's Villages Philippines



CONTENTS

2019 SITUATIONER OF THE PHILIPPINES	2
PROGRAMMES	5
Family-Like Care	5
Family Strengthening Programme	7
Child Development and Youth Empowerment	10
Child Safeguarding	12
Advocacy	13
DIGITAL VILLAGE	15
MOVING TOWARDS SELF-SUSTAINABILITY	16

2019 Situationer of the Philippines

Committed to the realization of the Ambisyon Natin 2040 – a shared vision of a *matatag, maginhawa at panatag na buhay* (strongly rooted, comfortable, and secure life) for every Filipino, the Philippine government has sustained its efforts to reduce the vulnerability of individuals, especially children, this 2019. However, while there have been significant advances in ensuring that children's rights are protected in the country, there is so much more work to do to elevate the quality of life of Filipino children.

Economy

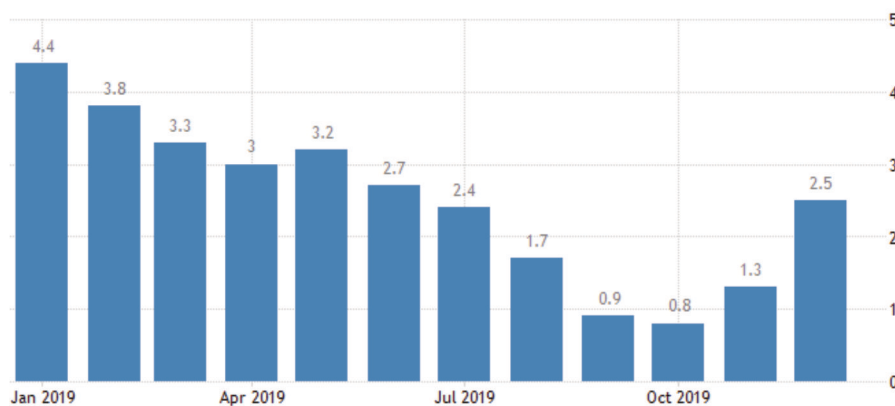
The Philippines was forecasted to be the second fastest growing emerging market after India in 2019 to 2028 by Oxford Economics. According to the Philippine Statistics Authority, the Gross Domestic Product (GDP) grew by 5.9% in 2019, a little below the 6 to 6.5% national target. It was the slowest growth in eight years, but it's still expected to continuously grow as employment rate remains steady at 95.5%. Additionally, inflation rate closes at 2.5% this year – a better disposition from last year's 5.2%.

GDP and Employment 2019

GDP growth	5.9%
GDP nominal (in US dollars)	356.814 B
GDP PPP (in US dollars)	1.026 T
Employment rate	95.5%
Unemployment rate	4.5%
Underemployment rate	13%

Sources: International Monetary Fund and Philippines Statistics Authority

Inflation Rates 2019



SOURCE: TRADINGECONOMICS.COM | PHILIPPINE STATISTICS AUTHORITY

Politics

President Rodrigo Duterte is currently in position. His term started in 2016 and will continue until 2022. Duterte has the support of the Congress and Senate, with most members of both legislative bodies being either partymates or allies of his.

While the country remains to be under a unitary form of government, the administration is looking at the possibility of adopting the federal form of government. The administration believes that the country's long-standing social, political, and economical issues will be addressed by making the Philippines a federal country.

Since the launch of Duterte's "war on drugs" in 2016, about 6,000 people were killed, almost half a million surrendered themselves for rehabilitation, and more than 40,000 were arrested and jailed. This has contributed to the increase in the number of children who have lost parental care. Under Duterte's term, some laws and issues concerning children were put in the spotlight. This includes the lowering of the minimum age of criminal responsibility (MACR) and the vetoing of the Positive Discipline or Anti-Corporal Punishment bill.

Early this year, Filipino children's rights were put at risk when the Philippine House of Representatives considered lowering the MACR to as young as 9 years old from the current 15 years old. The bill was initiated due to criminal syndicates using children as accomplices, knowing that they cannot be convicted.

However, criminalizing children does not help in their development and well-being. The Anti-Corporal punishment bill which promotes positive discipline instead of violent, physical or degrading acts to discipline children was vetoed by the president. He states corporal punishment is needed in raising children, and contends that the bill could compromise the privacy of families.

Situation of children in the country

In the Philippines, an estimated 1.8 million children are abandoned or neglected consistent with the United Nations' Children's Rights & Emergency Relief Organization.

The proportion of children living in poverty in the country is 31.4%. These same children likely suffer from the lack of access to quality education, nutrition, and proper hygiene and sanitation.

The 2016 Annual Poverty Indicators Survey showed that about 3.9 million Filipino children aged 6 to 24 are not attending school. Financial constraints and family problems are found to be the leading causes behind this alarming number of out of school children and youths.

Out of the 2.1 million child labor cases in the country, the Department of Labor and Employment have profiled 85,500 children according to their report last June 2019. Among the profiled children, 19,000 have been provided with services and assistance appropriate to their needs.

On the other hand, based on the National Nutrition Survey (2015), 33% of Filipino children under five are stunted while 21% are underweight. The Situation Analysis of Children in the Philippines, conducted by UNICEF and the National Economic and Development Authority (2018), revealed that eight (8) in 10 children experience some forms of violence, including physical, psychological, sexual and online abuse. Cyber violence and online pornography have also been identified as emerging threats to Filipino children's well-being.

Filipino children are also vulnerable to the impact of natural disasters and armed conflicts. Based on the data from the Department of Education, about 3.2 million schoolchildren suffered from the effects of the strong earthquakes in southern Philippines during the last quarter of the year. Inclement weather conditions, such as typhoons, also constantly expose thousands of children to displacement, loss of lives, hunger and diseases.

The decades-old armed conflict in Mindanao between the government and different armed groups persist to this day creating a world of violence for innocent children in Southern Philippines. Worse, some of these children are illegally recruited to join the rebel forces. This armed conflict has unfortunately slowed down progress in this part of the country. Given the present conditions of many Filipino children, SOS Children's Villages Philippines tirelessly work towards fostering a safe and sustainable society for all children.

Programmes

Family-Like Care

SOS Family-like Care programme focuses on the long term development of each child, nurturing a secure, loving and reliable family relationship for those who have lost parental care. Basic needs such as food, education, and health care are provided, along with social, intellectual, physical, personality, and spiritual development. This is to ensure they are empowered individuals from the moment they enter our care until they leave the programme.

Zyra's Journey

Zyra has been with SOS Children's Village Lipa for 8 years now. Ever since Zyra started school, she had shown interest in studying. This year, her application for scholarship at United World Colleges Hong Kong was selected among her peers. She's looking forward to starting school in Hong Kong this coming August.



Current number of Children and Youths

Children's Village (CV) Programme participants	Villages								Total
	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa	Manila	Tacloban	
<i>female (0-17)</i>	53	33	54	47	42	37	25	39	330
<i>male (0-17)</i>	17	33	29	36	32	29	19	26	221
Total (0-17)	70	66	83	83	74	66	44	65	551
<i>female (18+)</i>	3	1	0	7	3	4	1	0	19
<i>male (18+)</i>	0	0	0	0	0	0	0	2	2
Total (18+)	3	1	0	7	3	4	1	2	21
Total	73	67	83	90	77	70	45	67	572

Youth Facility (YF) Programme participants	Villages								Total
	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa	Manila	Tacloban	
<i>female (0-17)</i>	1	2	4	0	0	0	0	1	8
<i>male (0-17)</i>	16	18	19	16	7	23	12	13	124
Total (0-17)	17	20	23	16	7	23	12	14	132
<i>female (18+)</i>	14	15	8	22	12	12	14	8	105
<i>male (18+)</i>	15	14	12	18	12	10	15	16	112
Total (18+)	29	29	20	40	24	22	29	24	217
Total	46	49	43	56	31	45	41	38	349

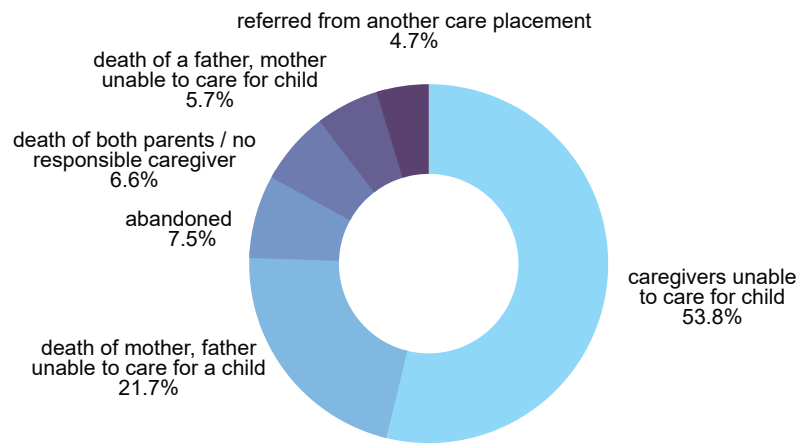
Total for CV+YF	119	116	126	146	108	115	86	105	921
------------------------	------------	------------	------------	------------	------------	------------	-----------	------------	------------

Developing mechanisms for Alternative Care

SOS Philippines uses PCAR or Parental Capability Assessment Report in reunifying children to their biological families. It's implemented to determine if children under our care are readied to be reunified to their biological parent. Social worker from the local social welfare office conduct this and the results are given to SOS for our guidance and decision.

Admission

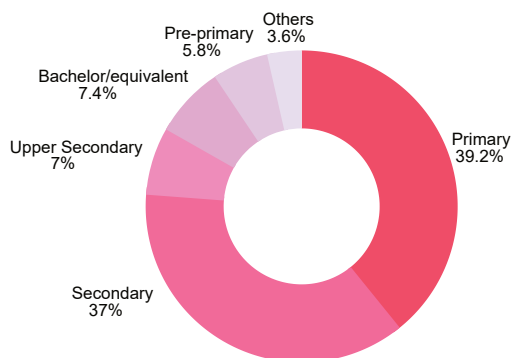
A total of 106 children were admitted to the SOS Family-like Care programme this year. The breakdown for the reasons of admission are shown below.



Exit

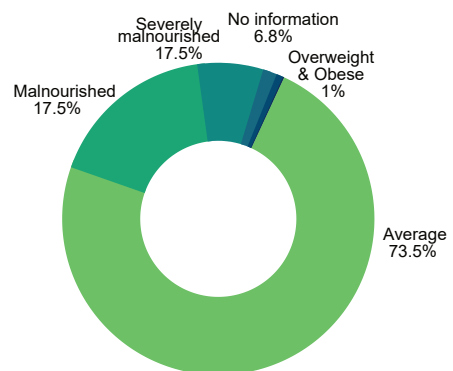
On the other hand, 21 children and 58 young people exited the programme.

Current Educational Enrolment



Other educational enrolment include vocational training, post-secondary/short cycle tertiary, masters/equivalent, out of school education, and special needs.

Nutritional Status of Children



Additionally, 89% of children in SFC received immunisation as per national standards.

Family Strengthening Programme

The SOS Family Strengthening Programme (FSP) is designed as an intervention for child neglect and abandonment within families. Families and communities are strengthened to enable children who are at risk of losing parental care to grow within a caring family environment. By providing educational support, healthcare assistance, livelihood programmes and other capacity building activities, underprivileged families can attain self-reliance.

Ivhie's All Set

Twenty-one-year-old Ivhie and her family are FSP beneficiaries from Lipa. The programme helped open opportunities for them to continue their studies and acquire college degrees.

She is now a BS Engineering graduate preparing to take the board examination while working as a production operator in an electronic company. Her elder sister Gerlyn is a graduate of BS Criminology and has already passed the board exam.

She is certain that with the capacity building programmes they participated in, they could overcome just about any challenge and turn their dreams into reality.

Number of Direct FSP Beneficiaries

Programme Location	Bataan	Calbayog (Cal)	Cal/IPD	Cebu	Davao	Iloilo	Lipa	Tacloban (Tac)	Tac/Kinship	Tac/IPD	Total
F (0-17)	149	131	403	313	78	306	281	174	27	396	1,835
M (0-17)	117	131	416	378	82	374	262	170	35	357	1,930
Total (0-17)	266	262	819	691	160	680	543	344	62	753	3,765
F (18+)	79	97	305	280	73	333	183	109	47	292	1,459
M (18+)	67	112	287	112	60	88	166	80	38	51	972
Total (18+)	146	209	592	392	133	421	349	189	85	343	2,431
Total (FSP)	412	471	1,411	1,083	293	1,101	892	533	147	1,096	6,196

*Data as of December 2019

Indicators	Bataan	Calbayog	Cebu	Davao	Lipa	Tacloban
Number of children, young people in FS Programme	273	1536	569	474	858	530
Number of families in FS Programme	45	389	170	144	201	155
% of families exiting the FSP were self-reliant	78%	4%	76%	95%	88%	97%

Intervention Programmes

Recognizing the need to equip FSP focal at the local level, and to be able to provide clear guidance and direction for the programme, the FSP Team Lead conducted a Training Needs Assessment (TNA) to determine the priority life skills needed by our parents, youth and even children such as parenting, livelihood, and education.

Parenting Sessions

Indicators	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa
Number of Parenting Sessions Conducted	1	10	12	1	2	11
Number of Parenting Session Attendees	13	77	*95%	28	676	144
Number of Caregivers who attended sessions on feeding and caring practices for children	-	44	*95%	-	186	34

Livelihood Training

Livelihood Training	No. of Participants	Livelihood Provisions
Dressmaking/ Bread and Pastry Training	6	-
Dressmaking/ Organic Farming/ Entrepreneurship	50	25 dressmaking sets and organic farming materials
Food cart Operation	6	6 food carts
Pedicab Seminar	20	15 units of pedicab

Nutritional Support

A total of 193 children received nutritional support in the communities – 62 in Calbayog, 50 in Cebu, 25 in Lipa, and 56 in Tacloban.

Educational Support

Indicators	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa	Tacloban
Primary Education	113	645	288	127	132	305	-
Secondary Education	57	457	165	100	164	149	-
Tertiary Education	13	45	16	8	30	15	-
Technical-Vocational Education	-	6	11	-	-	-	16
Alternative Learning System	3	16	32	-	-	5	-

FSP Iceland Project

The FSP Iceland Project is a 3-year grant from the Ministry of Foreign Affairs (MFA) of Iceland Government through SOS CV Iceland. The goal of the project is to reduce family separation and vulnerability of 1,800 children and youth in 16 new communities or barangays, with 474 families having already accomplished family development plans.

Number of Beneficiaries

FSP Programme	New Barangays	Family beneficiaries	Children
Calbayog	8	310	1192
Tacloban	8	291	755
Total	16	601	1947

- 1,500 student kits (850 in Calbayog & 650 in Tacloban) was distributed for primary and secondary school-going children.
- 158 community volunteers (90 in Calbayog & 68 in Tacloban) were provided with kits and accident insurance as part of their orientation and capacity building.

Child Development and Youth Empowerment Programme (CDYE)

The 2019 annual strategic direction for CDYE is to empower young people to become socially responsible adults who are economically productive and are participating in their own development.

Indicators	Bataan	Calbayog	Cebu	Davao	Lipa	Manila
% of young people with satisfactory educational performance	91%	95%	85%	90%	94%	-
% of children completed their curriculum	100%	97%	95%	95%	99%	-
% of young people are employed and/or engaged in entrepreneurship	-	63%	1%	-	100%	71%
% of young people with social support network	100%	75%	6%	-	100%	100%

The employability/ entrepreneurial skills training module was accomplished last July. The youth were trained with behavioral skills, flexibility and adaptability, computer literacy, technical vocational skills, career guidance sessions, application and resume making sessions, mock interview sessions for job placement, and summer job exposure.

Youth Councils Pay It Forward

Youth councils from each village and community work with local partners to make a difference for their generation and the next.

From the funds they raise, they were able to conduct outreach and tree-planting initiatives.



Number of Young People Employed

Thanks to established partnerships with corporate industries and other partners, young people had more access to employment opportunities.

Programme	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa	Manila	Tacloban
Family-Like Care	1	5	-	6	-	4	4	2
Family Strengthening Programme	2	9	8	6	2	11	-	2
Others in Target Group	1	127	12	-	-	-	-	2

Number of Young People Employed

Thanks to established partnerships with corporate industries and other partners, young people had more access to employment opportunities.

Programme	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa	Manila	Tacloban
Family-Like Care	1	5	-	6	-	4	4	2
Family Strengthening Programme	2	9	8	6	2	11	-	2
Others in Target Group	1	127	12	-	-	-	-	2

With the partnership of Onocom Co., Ltd. Japan and SOS Children's Villages Philippines, 14 students were enrolled in a 9-month Japanese Language Course. This was sponsored by Onocom to provide access and opportunity for work in Japanese firms. All students successfully completed the course and are currently employed locally.

Child Safeguarding

A critical part of our work is our commitment to keep all children and young people in our programmes safe and secured. We recognize our obligation to uphold their rights and shield them from all kinds of abuse.

Cases Reported and Solved

	Bataan	Calbayog	Cebu	Davao	Iloilo	Lipa	Manila	Tacloban
Reported Cases	6	0	0	12	8	1	14	7
Solved Cases	6	0	0	7	6	4	8	5

Risk assessments in all programme locations were completed. The potential hazards to children's rights and safety were identified and preventive interventions to mitigate said risks were put in place in all programme locations.

The CS Investigation Training was held to provide the 24 co-worker participants knowledge, techniques and skills required to carry out professional, thorough and impartial investigations on reported child safeguarding incidents.

Mother Representatives and CS Focal Persons also had a Protective Behavior Training. The training taught all 16 participants how to empower children and young people in keeping themselves safe and coping with situations that threaten their well-being such as bullying, child abuse and domestic violence.

The 8 Programme locations underwent CS Internal Audits focused on the 4 key areas of Child Protection and Safeguarding: awareness, prevention, reporting and responding. As a general result, majority of the programme locations implement good practices on raising awareness and responding to incidences; however, there's a need to strengthen our existing reporting practices and identify new measures of prevention on the occurrence of CS incidents.

RATINGS of the Program Locations			
AWARENESS	PREVENTION	REPORTING	RESPONDING
Green	Yellow	Yellow	Yellow
Green	Green	Yellow	Green
Green	Yellow	Green	Green
Green	Green	Green	Green
Green	Yellow	Yellow	Yellow
Yellow	Yellow	Yellow	Green
Green	Green	Yellow	Green
7	3	2	6
1	5	6	2

- Performance exceeds the minimum quality requirements
- All minimum quality requirements and are implemented properly
- Several minimum quality requirements are not met or met insufficiently
- There are serious problems regarding compliance with the minimum quality requirements

Advocacy

The Alternative Child Care Bill

With the help of the House Committee on the Welfare of Children, a policy forum was held to lobby the passage and adoption of House Bill No. 5581 which recognises Family-Like Care as an alternative option for children without parental care.



A position paper was submitted regarding alternative care, encouraging the government to provide subsidies for the youth education and employment.

To bolster efforts, advocacy training was held for all co-workers. The Village Directors were also encouraged to build partnership with their local government units (LGUs) and other government agencies.

Joining Forces Alliance

The alliance formed by six child-focused non-government organizations including SOS Philippines, launched the Child Rights Now! Report in November 2019. Each Joining Forces member presented project briefs to different government units – Council for the Welfare of Children, Department of Education, Department of Justice, Juvenile Justice and Welfare System, and more.

Emergency Response Plan

ERP is a relatively new initiative in MA Philippines that envisions to provide emergency response during disasters primary to SOS Children's Villages and its assisted communities with FSP as priority intervention focus.

Disaster Risk Reduction Management (DRRM) awareness and drills training were conducted such as Basic Life Support, Fire and Earthquake Drill, First Aid for Emergencies, and Psychological First Aid.

Number of people reached by ERP: 150 in Bataan, 26 in Calbayog, 62 families in Cebu, and 71 in Lipa.

Mother and Aunt Programmes

The pre-motherhood Initial Mother's Training (IMT) for aunts was held in June and, for the first time, 4 male youth facilitators were included. This was to prepare and enhance their capacities for their critical roles as SOS mothers and youth caregivers.

For current SOS Mothers, the Specialized Mother's Training was conducted in September. The objectives of the training were to: provide a venue for sharing practices and challenges in raising the children, reinforce the practice of positive discipline in every family house, and enhance the capacity of the mothers in handling the kids.

Both training sessions included the SOS Care Promise and Child Safeguarding Policy.

Hiring Single Mothers

Maribel, a mother of four, made history last July when she completed her three years of training as an auntie and became the first SOS Mother in our country with biological children.

2 single mothers have also been hired and are currently undergoing training as Aunts.

Digital Village

The workshops conducted inside the villages introduced simplified technological concepts to 333 children and mothers. Moreover, facilitating trainings through a play-based approach allowed participants to gain firsthand experience in handling technological issues. Limited access to technological resources remained to be a challenge in efficiently implementing the project.

1. Computer Literacy

Constant monitoring and execution of plans according to schedule helped promote knowledge retention among mothers and children. The shortage of adequate tools and resources required the team to perform preliminary screening of participants. Selected participants showed high interest regarding the topic and demonstrated cooperative behavior during trainings.

Topics covered in computer literacy workshops include digital fundamentals, computer basics, introduction to the internet, productivity programs, computer security, digital lifestyle, and cyber safety.

2. Child Safeguarding

As cybercrime attacks in different forms, the team placed importance in consistently updating the mothers and co-workers of the present digital threats and provided them with precautionary measures that they may share with the children.

Cyber security was also discussed with the children and youths who participated in the project. They were educated about responsible internet use and were encouraged to share their knowledge to fellow SOS children.

3. Gender and Development

The first phase of the digital Gender and Development trainings were rolled out and conducted in mid-October for six (6) children's villages namely CV Bataan, Manila, Lipa, Calbayog, Tacloban, and Iloilo. The 3-year programme will be addressing the need for gender mainstreaming and enabling learning through digital platforms, while regular gender and development sessions remain in place and continue offline.

Moving Towards Self-Sustainability

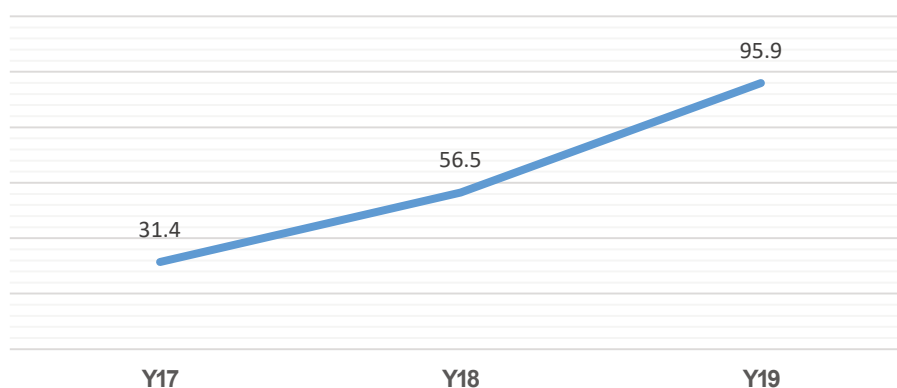
The over-all target income of the MA was not fully achieved in 2019. However, the fundraising performance remains a historic one not only in terms of volume but also in growth. From 2017, the annual average growth in local fundraising is 75%.

Local Income Target and Achievement

Source (Facility)	Target	Achievement	Achievement %
Fund Development and Communications	69.5M	76.2M	110%
Other Facilities (SFC, YC, FSP, EET, CT, NO)	31.3M	19.7M	63%
Total	100.8M	95.9M	95%

In Philippine Peso

3-Year Trend in Local Income



Source(Facility)	2017	2018	2019
Fund Development and Communications	8.0M	32.6M	76.2M
Other Facilities (SFC, YC, FSP, EET, CT, NO)	23.4M	23.9M	19.7M
Total	31.4M	56.5M	95.9M

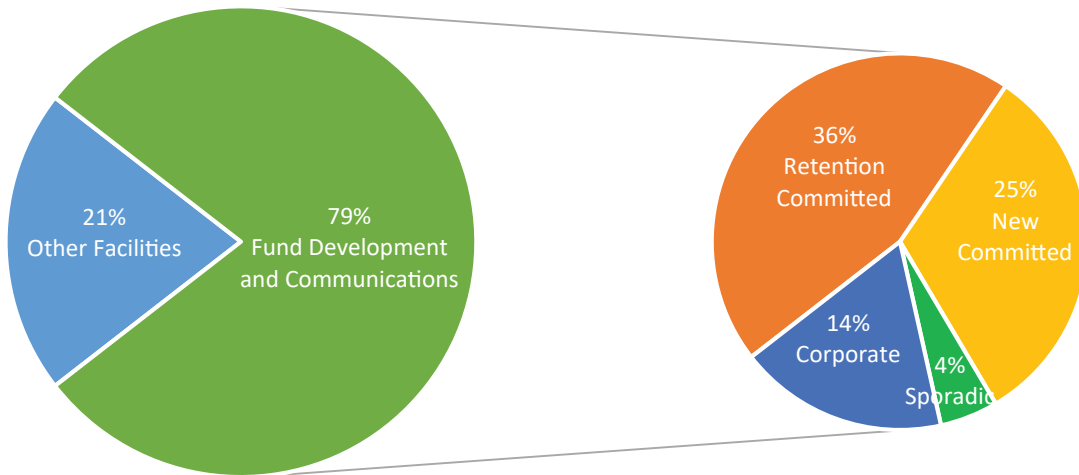
It's important to note that this rapid growth was driven by the Fund Development and Communications. From 8.0 million pesos in 2017, the income generated by the FDC reached 76.2 million pesos in 2019.

2019 was also the last year of the MA's path towards self-sustainability and it was crucial in determining whether the MA could truly become self-sustainable in 2020. And looking at the numbers in 2019, the MA takes on a positive outlook and has made itself committed to achieve its self-sustainability goal in 2020.

Fund Development and Communications (FDC)

79% of the MA's local income in 2019 was generated by the Fund Development and Communications which since 2017 has heavily depended on face to face fundraising as its main channel for acquiring committed donors. The graph and table below show the specific sources of income generated by FDC.

Sources of Local Income

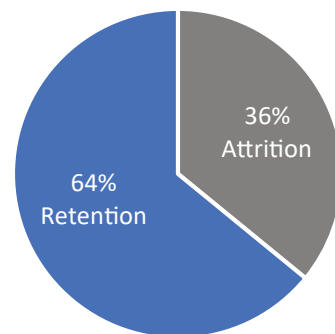


Other Facilities	19.9M
Fund Development and Communications	76.2M
<i>Retention Committed Donors</i>	<i>34.1M</i>
<i>New Committed Donors</i>	<i>24.5M</i>
<i>Corporate Donors</i>	<i>14.0M</i>
<i>Sporadic Donors</i>	<i>3.6M</i>

Retaining Committed Donors

In the beginning of 2019, MA Philippines had 4,890 active committed donors. 95% of which were acquired in 2018 through face to face fundraising when the MA started receiving Impact Fund for Children (IF4C).

With the sudden growth in the number of committed donors, a stronger retention program was established in 2019 to ensure that a maximum number of the donors are retained at the end of the year. Because of this, the MA managed to generate 34.1 million pesos from all of the previously acquired committed donors.



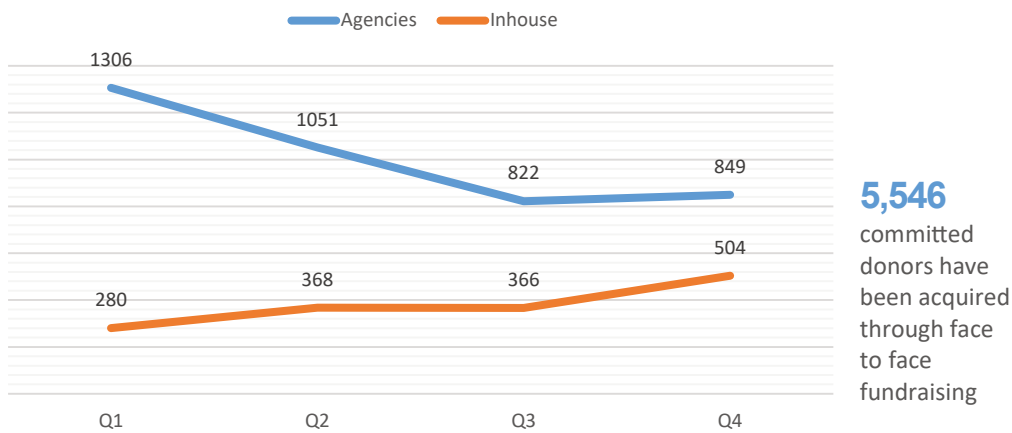
From 4890 committed donors, 3130 have been retained at the end of 2019

Acquiring Committed Donors

In 2019, the MA recorded a total of 25 million pesos in income from committed donors acquired within the year. Almost 100% of these committed donors were acquired through face to face fundraising.

The MA continued its approach of partnering with two face to face fundraising agencies. 4,000 new committed donors have been acquired by the agencies. Alongside the agencies, the MA also maintained and expanded its inhouse face to face team which had an average headcount of 18 fundraisers throughout the year. The entire inhouse team was able to acquire 1,500 new committed donors.

F2F Acquisition by Quarter



Diversifying acquisition channel

To supplement face to face fundraising, the MA launched its inhouse digital lead generation and conversion campaign in 2019. It started slowly and was put on hold in the middle of the year due to internal challenges, but the campaign was revitalized and continued to run again in the third quarter of 2019 with 2 telefacers.

By the end of the year, a total of 100 committed donors have been acquired along with 83 sporadic donors. These numbers do not seem much compared with face to face fundraising, but this digital lead generation and conversion campaign is what the MA will strengthen in the coming years to supplement face to face fundraising channel. The table below shows the annual performance of the campaign in terms of number of new donors acquired and income.

Type	Donors	Income
Committed	100	384,000.00
Sporadic	83	294,000.00
Total	183	678,000.00

7,292 leads have been generated from Facebook and Instagram in 2019

Corporate Fundraising

In corporate fundraising, FDC was able to exponentially increase its performance from 3 million pesos in 2018 to 14 million pesos in 2019.

50% of the 2019 corporate income came from one partner, Herbalife, which the MA managed to upgrade the giving amount. A strategic corporate fundraising was put in place by the MA in 2019, from product development to thorough prospecting and to offering program exposure to partners. These approaches helped the MA reached its income target from corporate partnerships.

Corporate Donors	Income
Herbalife	7.25M
Spiralworks Technologies	1.00M
ARJ Holdings	1.00M
Pediapharma Foundation	0.75M
Pfizer	0.54M
Together We Can Change The World	0.42M
Six Continental Hotels	0.31M
Lizardbear Task Us	0.28M
BPI Foundation	0.24M
Allianz Life Insurance	0.20M
Radisson Davao	0.16M
Scott Bader	0.15M
Fluor Daniel	0.14M
Radisson Cebu	0.14M
Others	1.43M
Total	14.0M

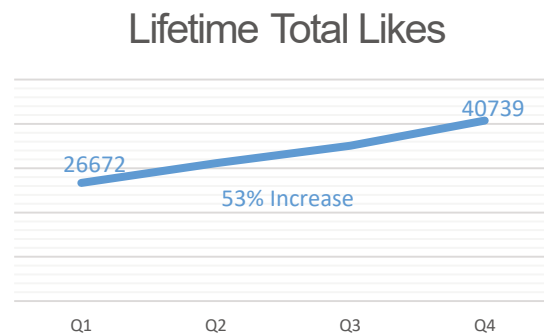
367% increase
in corporate income
from 2018 to 2019

Corporate donors with more than 100 thousand pesos in annual donation

Increasing followers on social media

Reaching more audience on digital platform has not only strengthened the brand but also supported all the fundraising campaigns of the MA. Communicating through social media has been and will be an integral part of the MA's strategy towards brand building and fundraising.

An average of 3 new contents per week have been regularly posted on Facebook. And with help of the extensive reach boosted by paid ads for lead generation campaign, Facebook followers have grown from 26,672 in January to 40,739 in December, or an equivalent of 53% rate of increase in a year.



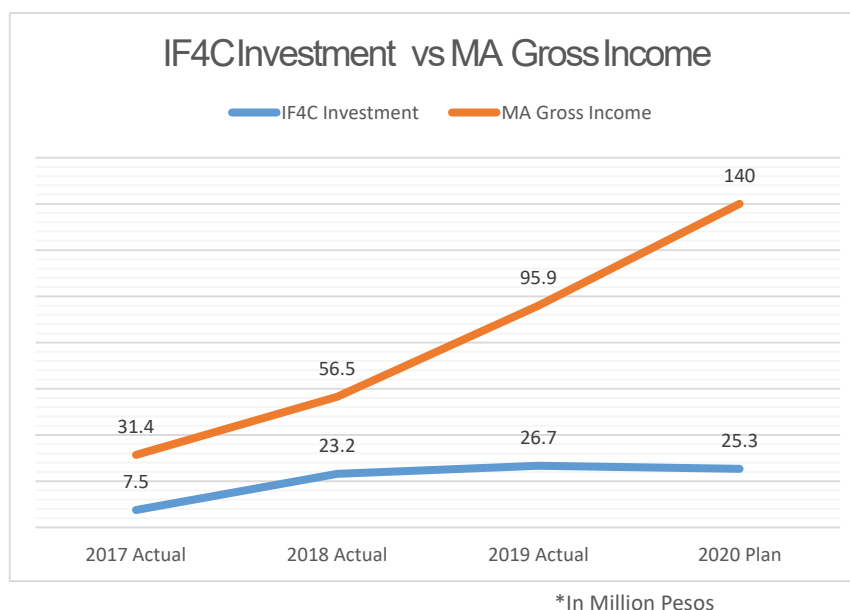
Taking advantage of the growing momentum in social media, the MA have enlisted the help of actress Kyline Alcantara and businessman Josef Werker to reach wider audience even outside the digital sphere. The two personalities saw firsthand as Brand Ambassadors the SOS family-like care programme and they were amazed by the quality care we provide for children.

Actress [Kyline Alcantara](#) (left) and businessman [Josef Werker](#) (right) at an SOS Children's Village



Impact Fund for Children (IF4C): Driving the growth

In the Philippines where the average cost of acquisition per committed donor ranges from 6000 pesos to 8000 pesos, it would be almost impossible for the MA to increase its donor base without financial support for fundraising. But because of IF4C investment which the MA started to receive in 2017, the aggressive acquisition of donors has become the key factor towards sustainability.



IF4C investment
the driving
force behind the
MA's goal to become
self-sustainable