

UNESCO Kalinga Prize Winner - 1998

Ms. Regina Paz L. Lopez

[Managing Director of ABS – CBN Foundation, Phillipines]



Regina Paz Lopez
Regina Paz Lopez

Ms Lopez was cited as a Proponent of Science Popularization for producing Bago' Yan Ah!, a Radio Programme which Provides information services to the grassroots and four Popular Educational Television Programme – Sine' skwela, Hirayamanawari, Bayani & Math- Tinik in the Phillipines.

...Regina Paz Lopez

“It is Good to Dream & Dream Big”.

...Bantay Bata 163 founder & ABS-CBN Bayan Foundation President Gina Lopez told young aspiring artists of the 34th Shell National Students Art Competition in her address during 2003 awarding vites.

...Regina Paz Lopez

I choose to do what is right even when no one sees me, even when no one tells me, even when nothing compels me.

...Regina Paz Lopez

Regina Paz Lopez – A Brief Profile



Gina Lopez initiated Bantay Bata 163, the country's first media-based hotline and rescue operations and spearheads Bantay Kalikasan, a project that address environmental issues. Ms. Lopez produces Educational Television (ETV), an education through Multi-Media which garnered a United Nations Recognition Award in the Golden World Awards for excellence in international public relations.

Kalinga Prize - 1998

The presentation Ceremony for the year 1998 Kalinga Prize for science popularization was held on 7th April, 1999 in New Delhi (National Museum Auditorium). The 1998 Kalinga Prize was jointly awarded to Ms. Regina Paz Lopez of the Philippines and Prof. Ennio Candotti of Brazil. Shri Naveen Patnaik, Hon'ble Minister of Steel and Mines, Govt. of India gave away the awards. Shri P.R. Dasgupta, Secretary, Department of Education & Secretary General, Indian National Commission for Coo-operation with UNESCO and Prof. Moegiadi, Director, UNESCO, New Delhi Office were also present on the occasion.

The Kalinga Prize was established in 1951 by UNESCO with a generous grant from Late Shri Biju Patnaik, Founder President of the Kalinga Foundation Trust. First awarded in 1952, the Kalinga Prize is presented annually by UNESCO to a person or persons, who have made outstanding contribution to the interpretation of science and technology to the general public. The Director General of UNESCO selects the prize winner out of nomination received from Members States on the recommendation of a Four Member International jury. The Kalinga Prize is regarded as a prestigious international recognition for outstanding science popularization work. It has so far been awarded to 53 brilliant promoters of science & technology since its inception. Some of the great scientists/ personalities who have been awarded Kalinga Prize are Louis de Brogile (1952), Julian Huxley (1953), George Gamow (1956), Bertrand Russel (1957), Karl von Frisch (1958), Arthur C. Clarke (1961), Fred Hoyle (1967) and Sergei Kapitza (1979).

Since the inception of the Award in 1952, four Indians have been awarded Kalinga Prize : Jagjit Singh (1963), Narender K. Sehgal (1991) jointly with Radu Iftimovici of Romania), Jayant V. Narlikmar (1996) jointly with Jiri Grygar of Czech Rep.) & Dorairajan Balasubramanian (1997)

Glossary on Kalinga Prize Laureates

Ms. Regina Paz Lopez, a Master in Development Management from the Asian Institute of Management, is an exponent of television-assisted instruction. She spent 11 years carrying out humanitarian work in the African continent mainly in Kenya but also in Zambia and Ghana. Her work involved assisting in the establishment of orphanages and children's homes. She is producer of Bago Yan Ah!, a radio program which provides a valuable grassroots science and general interest information service. She played a major role in the establishment of the Philippine's first media-based hotline, Bantay Bata 163 or Child Watch 163, part of a nation wide campaign on child welfare and against child abuse. She is the producer of four popularly – watched educational television programmes – Sine'skwela, Hirayamanawari, Bayani and Math-Tinik in the country. She presently serves as President of the Southeast Asian Foundation for Children's Television which are aired in Filipinos nationwide and cover diverse subjects such as fibre optics, future sources of energy, effects of pollution on organisms, human responsibility to the environment, as well as information concerning states of physical disability and basic First Aid, the list of topics goes on.

Ms. Lopez has also made a contribution to the socio-political development of her country and has been instrumental in the establishment of various infrastructures and services benefiting the public she so well serves. Such programmes as the Communities-in Crisis programme utilizes the media to draw much needed resources to poorer provinces of her native Philippines.

Source : VIGYAN PRASAR
<http://www.vigyanprasar.com>



If you were to give anything back, it would ideally be the gift of education.

... Gina Lopez

Trees are just like children; it is not enough to plant them. You have to take care of them.

... Gina Lopez

Regina Paz Lopez

An Extra-ordinary Profile of an Extra-ordinary Woman

Managing Director, ABS-CBN Foundation, Inc.
Board Member, Southeast Asian Foundation for Children's Television
Trustee, Foundation for Philippine Environment



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Ms. Regina Lopez, the daughter of a businessman and industrialist Don Eugenio Lopez, Jr., is an alumnae, of Assumption Convent in Makati and Newton College of the Sacred Heart in Boston, USA, and has a Masters in Development Management from the Asian Institute of Management. She has spent 11 years of her life in Africa, mainly in Kenya, Zambia and Ghana, carrying out humanitarian work. She helped in the establishment of orphanages and children's homes.

When she returned to Manila, she joined ABS-CBN Foundation as Managing Director, emerging as an exponent of television-assisted instruction (TVAI), the modern approach to classroom teaching being propagated in public elementary schools in the Philippines. Some of the subjects covered in these programmes are fibre optics, future sources of energy, effects of pollution on organisms, and human responsibility to the environment.

She produce four popularly-watched educational television programs, Sine'skwela, Hirayamanawari, Bayani and Math-Tinik which are aired nationwide.

Ms Lopez established a novel resettlement area in Iba, Zambales, for families displaced by Mt. Pinatubo, She started the Bayan-Microfinance Program, which guarantees the poor access to financial services. She is also the producer of Bago 'Yan Ah!, radio programme which provides information services at the grassroots level. Programmes such as Communities in Crisis use the media to draw much needed resources to the poorer provinces of the Philippines.

Among her outstanding projects are the establishment of the country's first media-based hot—Bantay Bata 163 (Child Watch 163), now a byword in child welfare and in the campaign against child abuse. After two years in operation, Bantay Bala 163 has received 5,025 reports and has so far rescued 467 children. Among the many awards this programme has received are the 1997 United Nations. Award for Excellence in Public Relations, and the Anvil Award for Public Affairs Child Protection.

Lopez is also the brains behind a similar media-based hotline for the environment called Bantay Kalikasan, in which cases involving environmental abuse, neglect and exploitation may be reported and then referred to the appropriate government or non government agency. This programme envisions a better environment and a better quality of life Filipinos. Bantay Kalikasan has launched the nationwide *Clean Air Signature Campaign* as its initial project, roping in the support of young and old alike. Its action is to create pressure groups and demand legislation which would ensure the protection of the right to clean air.



Regina Paz L. Lopez Biography

**Managing Director – ABS-CBN Foundation Inc
Chairman Emeritus – Southeast Asian Foundation for Childman’s Television
Member – Children’s Hour Board of Trustees**

“My Objective ? To eradicate malnutrition in the Phillipines . Is it overly ambitious? Only if you do not help. Let us take the first step... & focus on Bicol...because it is the area that hurts the most....”

Gina Lopez, Oas, Bicol, October, 2007

While other People are still talking, Gina Lopez has been getting things done, with a vengeance. She has also been attracting more & more People to join a crusade she never claims as her own, but designates as “ours”. She leads by example, energy, courage, compassion & passion.

Born a child of Privilege she was always sensitive to those who had so much less. Even in her early years as a convent school girl in Manila, she might have been called a bleeding heart... As a college girl in America, she was not unlike Centuries of lost youth before her, gender-blind and globally dispersed, looking for resolutions to the questions of morals & ethics that confounded her. She was looking for something to make her soul whole. The search for answers included a stint as a young nun

of Ananda Marga...& when it was not enough, she continued her quest in Africa – among the poorest & most marginalized of slum Communities in Kenya, Zambia, Ghana & Nigeria

After 20 years of her own odyssey, she finally came “home” – Physically, spiritually and directionally. Back in Manila, she watched a documentary on a Child who died at the hands of her own impoverished, frustrated, hungry mother – and was ignited to action. She thought that the system had let the child down by not giving her lifeline to help. She founded Bantay Bata (Child watch Phillipines) under the auspices of ABS-CBN Foundation – the foundation created under the sponsorship of her family’s media conglomerate. The rest is history.....

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REGINA PAZ L. LOPEZ

Managing Director, ABS-CBN Foundation Inc.

Board Member, Southeast Asian Foundation for Children's Television

Vice-Chairperson, Children's Hour Steering Committee

Gina Lopez believes in the strategic importance of the child. The vision of ABS-CBN Foundation Inc. is a better world for our children. This better world can be achieved by targeting key aspects of society.

She initiated Bantay Bata 163 (Child Watch), the country's first media-based hotline and rescue operations. In 1997 Bantay Bata 163 was given the United Nation's Grand Award by the UN and the International Public Relations Association, besting 187 countries all over the world. In the same year, Bantay Bata 163 also won the Children's Television Award given by UNICEF and the Kapisanan ng mga Brodkaster ng Pilipinas (National Association of Broadcasters).

Ms. Lopez also spearheads Bantay Kalikasan (Environment Watch) for which she received the 1997 International Public Relations Award of Excellence for the Environment. Bantay Kalikasan successfully gathered 5 million signatures to get the Clean Air Act passed. Bantay Kalikasan is also actively involved in the reforestation of the La Mesa Watershed where 12 million Metro Manilans get their water. Recently, she received an anvil Award of Excellence for Bantay Kalikasan's Text Usok project (reporting smoke belchers via text messaging), and another for the clean up of one of Metro Manila's rivers. She was also given the Peace Awarded by the Rotary Club of Makati City for her advocacy of environmental preservation last February 24, 2003.

Ms. Lopez produces Educational Television (ETV) shows on science, math, values, history and English for elementary, and Philippine literature for high school. E-Media (Education through Multi-Media) has distributed more than 5000 TV sets in classrooms throughout the Philippines. **For Sine'skwela, she was honored with the UNESCO Kalinga Award, the first Southeast Asian to earn such a distinction.** E-media also got a United Nations Recognition Award in the Golden World Awards for excellence in international public relations. Sine'skwela, Mathtinik, Hirayamanawari, Bayani and Pahina got the nod as "Highly Recommended Programs" from the UNICEF.

Ms. Lopez is also the president of ABS-CBN Bayan Foundation. This program takes a holistic approach towards socio-economic development.

On account of her voluntary associations and civic engagements, she was invited by the NVM National Steering Committee as the 2005 NVM Honorary Chair which she graciously accepted. She will help in promoting and advocating volunteerism, particularly the NVM and the Search for Outstanding Volunteers (SOV) through the media (print, radio and TV). She will also sit as co-chair of the SOV National Search Committee and confer awards to winners in the Search.

Ms. Lopez is the daughter of Conchita La'O and the late businessman industrialist Eugenio Lopez Jr. She is an alumna of Assumption College in Makati City and the Newton College of the Sacred Heart in Boston. She took her masters in Development Management at the Asian Institute of Management. She has two sons.

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GINA LOPEZ : IN THE SERVICE OF THE FILIPINO

MANILA, JANUARY 14, 2006 (STAR) By Sam Echavez People Asia Magazine – There is nothing more inspiring and humbling than sitting before a woman who is responsible for more than 20,000 children rescued from physical and sexual abuse, the conservation of La Mesa Dam and the popularity of educational TV programs that have revolutionized the Filipino way of learning. Meeting Regina Paz “Gina” Lopez, ABS-CBN Foundation’s managing director, is like finally finding out that philanthropy comes with a beautiful face, a happy disposition and a muse-like smile.

“I love the country. I think the people here are special and I am in a privileged position to help them. That’s what’s keeping me busy,” Gina says matter-of-factly. It is not about obligating herself to reach out but naturally responding to the country’s critical needs, especially when they are about children, education, poverty and the environment. Although the ABS-CBN Foundation has long been known as a giant money generator for calamity victims, it was Gina who spawned magnanimous changes and touched so many lives.

She went to Newton College of the Sacred Heart to take Liberal Arts but she didn’t finish the course. She joined a religious organization and stayed in Africa for 20 years, where she experienced the hard-hitting and impoverished life first-hand. “I wouldn’t have been exposed to that, if say, I stayed in Forbes Park all my life,” she points out, underlining the fact that this made her extra-sensitive to the concerns of the poor.

But even as a student at the Assumption Convent, Gina was already into philanthropic deeds, which earned the full support of her parents. “They were very loving. There was a strong feeling of family. They virtually just let us be. I never felt either parent breathing down my neck.” The late Eugenio Lopez Jr. sure didn’t. From him, Gina learned the value of integrity and the importance of vision. “I’m proud of my father, “ she says. “Being his daughter is an absolute plus.”

And so Gina made the most out of her surname, her father’s legacy and available resources to initiate the following life-changing projects: E-media, Bantay Bata 163, Bantay Kalikasan and Bayan Foundation.

Long before the recent proliferation of fantasy-themed television programs, there was Hirayamanawari, a television program that used fairies and other supernatural beings and situations to educate children about values and good conduct. It was Gina’s brainchild, together with Sineskwela, Math-inik, Epol Apol and Bayani that made up E-media. Over the years, these programs have garnered numerous accolades from prestigious award-giving bodies, including the Asian TV Awards, the New York Festival and Prix Jeunesse International.

Gina solicited enough money to equip public schools with television sets and urged the Department of Education to oblige the teachers to allot a special time for program viewing. The programs disseminated information through creative and innovative means that benefited more than 14 million students.

Glossary on Kalinga Prize Laureates

“The Children’s Village is my greatest achievement for Bantay Bata.” She once said to President Gloria Macapagal-Arroyo, “Just watch me. I will transform this into a paradise for children.” And what a paradise it is. The Children’s Village in Norzagaray, Bulacan has become more than a shelter and rehabilitation area for 140 children. It now stands as a model for excellence in childcare and concretizes all of Gina’s dreams for the Filipino youth.

The La Mesa Resort and Ecological Park, on the other hand, is Gina’s pride for Bantay Kalikasan. Located within the La Mesa Dam watershed, this is now a major environmental hub perfect for picnicking, fishing or simply gorging on nature’s splendor.

Up next on Gina’s agenda are the development of mangroves, mainstreaming nontraditional forms of wellness and the eradication of malnutrition in the Bicol area. “We can do it!” she exclaims. Her statement is punctuated with the conviction that made everything possible, including the instituting of the Bayan Foundation this year.

“Financials are always a key challenge. Oh, to dream is easy but the money to implement...” she relates regarding the foundations’ initial setbacks. However, it doesn’t stop her from suddenly getting excited as she lets PEOPLE Asia in on her plans to raise \$30 million to target the 20 depressed areas in the country. “The need drives it,” she simply answers when asked about how she comes up with her reforming ideas. For her, as long as the issues are relevant, everyone will follow suit and care the same way that she does. “Getting the right people was a major challenge,” she adds.

She’s quick to credit all 600 of them. “It is important for me to say that there is no way I could have done this without my people. The people in the ABS-CBN Foundation are of exceptional caliber and I have much love for them. Without them going the extra mile, without them just being the kind of people they are, my dreams will remain just that – dreams. Actually their dreams and visions are now interspersed into what the Foundation is now.”

Gina addresses the issue of apathy with a positive outlook. “It’s a consciousness thing. There are different levels of being and one continues to evolve. The people who are apathetic will not be that way forever. Life is a constant state of evolution. The universe will always see to it that everyone grows.” Such a declaration leads to the topic of how she advocates inner growth. “I truly feel that inner growth should be a key component of development. I don’t mean in the religious sense : of going to mass, confession, etc. But feeling God within, integrating a space of reflection, silence in one’s daily life. This has direct bearing on anything one does outside.”

It shows as she lovingly mothers her two kids, Benjamin and Roberto, and as she skips the social jungle for meditations with the help of her mentor. Most of all, this commitment to inner growth is instrumental to the societal empowerment, environmental reforms and all her other charitable endeavors.

“I get a kick out of helping people,” she beams. It is her passion, a mission fervently executed. But one can easily surmise that this big-hearted lady is not only helping people. She is changing the world.



Feature April-May 2004

Lopez Family Values - Philanthropy in the Philippines

For 200 years, the fortunes of the **Lopez family** have been closely intertwined with key moments in the history of the Philippines and the wider world. From generation to generation, dynamic leadership and a strong sense of family unit have sustained the family through numerous adversities, while an entrepreneurial spirit and commitment to country have guided their growth and renewal.

After losing nearly everything to the destruction of World War II, family patriarch **Eugenio Lopez** succeeded in creating the first airline in Asia, became a media magnate unafraid to take on the powerful and corrupt, and acquired and ran the country's largest power utility at a time when the biggest companies in the Philippines were foreign owned and directed. His philanthropic legacy includes the establishment of one of the earliest private museums in the country, the Lopez Memorial Museum, and major support for the region's leading graduate school of business, the Asian Institute of Management.

With the declaration of Martial Law in September 1972, the influential Lopez family was targeted for its denunciations of the corrupt regime of President Ferdinand Marcos. In retaliation, Marcos shut down the family's media outlets and arrested Eugenio's eldest son, **Geny**, on fabricated charges. With his son held hostage, Eugenio was forced to give up his holdings in a group of companies worth several hundred million dollars. Marcos failed to release Geny, and Eugenio Lopez died in 1975, his son still imprisoned.

Following the "People Power" revolution that swept Marcos from office in 1986, Geny and his brothers **Oscar** and **Manolo** proceeded to rebuild the family business, taking the company in strategic new directions. Upon Geny's death in 1999, Oscar, the senior member of the family, took the helm. Today, the Lopez Group of Companies includes holdings that range from media and telecommunications to public utilities and land development, and touch on virtually every aspect of the Filipino's daily life.

Now, as the children of Geny, Oscar and Manolo take the reins, they are guided by the values of the past but are creating their own vision for the future. Several members of this generation are heading philanthropic

Oscar Lopez: creating a new framework for corporate social responsibility

When Oscar M. Lopez took the helm of the Lopez Group of Companies in 1999, he decided to apply the same hands-on management style to corporate social responsibility (CSR) as he did to the family's diverse portfolio of businesses, which included 143 firms employing more than 22,000 people.

He brought in Tuck Global Consultancy, a branch of the Amos Tuck School of Business at Dartmouth College, to examine the Lopez Group's social responsibility activities in 2001. To help implement Tuck's recommendations, Oscar has recently announced the creation of the Lopez Group Foundations, Inc., a new framework for the coordination of his company's many and varied corporate

institutions that mobilize family assets-media holdings in particular-to address the substantial economic and social challenges that face their country.

- As managing Director of the **ABS-CBN Foundation**, **Gina Lopez**, Geny's daughter, pioneered the concept of educational television and is using the company's broadcast resources to raise awareness and funding for child welfare and environmental protection.
- Oscar's daughter, **Rina Lopez-Bautista**, heads the **Knowledge Channel**, the first and only all-education cable channel in the country. She is wiring public schools in the most remote corners of the Philippines, including conflict zones in Mindanao.
- As President of the **Lopez Memorial Museum**, **Cedie Vargas**, Oscar's first daughter, seeks to instill a sense of cultural heritage in a younger generation of Filipinos, and is using the family's media outlets to promote awareness.

The Lopez Group possesses a powerful and profitable diversified media empire and the vision to harness it to promote philanthropic aims. Its ABS-CBN is the largest media broadcasting company in the country, reaching 97 percent of the more than 8 million television-owning households and 70 percent of the cable TV market, as well as other parts of Asia, the Middle East, Europe and the US.

"The younger generation of Lopezes have tried to make sure that they are able to identify causes they believe in fully, and they have, from the beginning, used the benefits of their media empire to be able to develop a constituency among the public for their causes," said **Rory Tolentino**, Executive Director of the Asia Pacific Philanthropy Consortium.

"It is obvious that this generation of the family thinks in strategic terms in their philanthropic work-looking at what resources the family has in terms of the companies they control and how that can be used to generate concern and awareness," she added.

"The key element in the philanthropic work they're doing is that they're actually using the base of their wealth as a tool for transformative change. In fact, they're getting into the core of the problem by changing consciousness in society," said **Corazon "Dinky" Juliano-Soliman**, Secretary of Social Welfare and Development, whose department partners with Gina's ABS-CBN Foundation in the provision of child welfare services.

philanthropy programs.

In addition to priorities such as child welfare and education (see main story in this issue), the Lopez Group's philanthropic agenda includes environmental protection and poverty alleviation. To conserve some of the world's richest-and most endangered-regions of biodiversity, Oscar Lopez in 1999 established First Philippine Conservation, Inc. (FPCI), which partners with Conservation International on projects such as protection of the country's largest remaining block of old-growth rainforest in the Sierra Madre range. Oscar's son Federico ("Piki") is president of FPCI. On the business side, Piki heads the Lopez Group's holding company for its power generation investments, First Generation Holdings Corp.

The Lopez CSR portfolio also includes a range of community development initiatives. Under the leadership of Manolo Lopez, Oscar's younger brother, for example, the family's electric distribution company, Meralco, has undertaken an electrification

Gina Lopez & the ABS-CBN Foundation : Pioneering Media-based Philanthropy

If her father, Geny, was a Pioneer in bringing the Philippines into the modern era of broadcast through the expansion of the ABS-CBN broadcast network in the 1950s and 1960s, Gina Lopez was the first in her family to systematically harness the technology of that media in novel ways for social good.

The vehicle for this philanthropic revolution is the first of the family's corporate foundations, the ABS-CBN Foundation, Inc. (AFI - www.abscbnfoundation.com), established by Geny in 1989.

The foundation evolved when ABS-CBN broadcasting corporation's frequent appeals for help for victims of natural disasters generated substantial sums of money. AFI was incorporated in 1989 as the legal repository to collect and dispense donations for its child-centered programs and projects.

During the turbulent era of Martial Law, Gina had been away from the Philippines, facing her own personal challenges. In 1972, she joined a religious organization called Ananda Marga and spent the next 20 years ministering to the needy, living a hand-to-mouth existence while running orphanages and nursery schools in Africa and other impoverished parts of the world. "If I look back on it now, it really developed my will, because I had to survive," she said, reflecting on this period. "I would never have been exposed to that life if I'd stayed at home, and it developed in me a sensitivity to what the poor go through."

One of her first moves as the head of AFI was to redirect its focus toward educational television (ETV) and succeeded in popularizing it in the Philippines. ABS-CBN was already donating airtime and production services to the foundation but Gina was convinced that much more could be done with these resources.

Gina developed a science show for children called Sine'skwela and convinced the Secretary of Education to make it mandatory viewing in all public elementary schools in metro Manila. She then proceeded to equip these schools with donated television sets, which she acquired through a fundraising campaign that yielded money to purchase the equipment.

To date, the foundation's E-Media program has produced eight award-winning shows for TV and radio that reach around 14 million school children in more than 5,000 public elementary schools nationwide. Developed in coordination with the Department of Education's curriculum needs, the shows supplement the overtaxed instructional capacity of

program for depressed urban and rural areas in its franchise that has benefited nearly 500,000 households. The Lopez Group is also partnering with Philippine Business for social progress and a range of local stakeholders on an integrated development project for 4,440 families uprooted by a Manila Bay reclamation project in 1993.

With the new umbrella foundation in place, Oscar said he expects the Lopez Group to be "more organized and group oriented in our CSR activities. We can come up with strategies to work together to promote better group-wide coordination and synergy. It also does not hurt to take the extra effort to make the community know what we are doing to demonstrate our good citizenship," he added.

the public school system. They also form an important source of programming for the Knowledge Channel, a cable-and satellite-based ETV service run by Gina’s cousin Rina Lopez-Bautista.

Another AFI initiative - **Bantay Bata 163** (Child Watch), a 24-hour hotline and child abuse intervention program - soon followed. launched in 1997, Bantay Bata 163 benefited from access to media outlets of ABS-CBN to advertise the hotline number and provide other programming to make the public aware of its services (“163” is the number to dial for the hotline). Overwhelmed by calls in its first year of operation, Bantay Bata has evolved from a media-based hotline to an integrated child protection system combining rescue, medical care and rehabilitation, shelter and aftercare, provided by social workers and other trained and licensed professionals.

Bantay Bata 163 (Child Watch)	A key factor in the effectiveness of Bantay Bata is its partnership with the national Department of Social Welfare and Development (DSWD). “We work with other foundations and organizations, but Bantay Bata is unique in that it is the only one licensed to do rescue,:
Vital Statistics	
1.3 million Average calls per year received by hotline	
18,540 Average calls per year needing follow up	
7 Children rescued per month and placed in Children’s Home	Said Corazon “Dinky” Juliano Soliman, DSWD Secretary.
40% Percentage of children rescued who are reintegrated with family	An average of seven children a month, some referred by DSWD, are removed from
100 Current residents in Children’s Home	abusive homes by Bantay Bata’s rescue staff and all are placed in Children’s Village,

source : ABS-CBN Foundation, Inc.

the foundation’s new PhP 120 million (about \$2. 15 million) state-of-the art integrated care facility in Bulacan, about an hour from Manila.

Bantay Bata and DSWD are also working together to raise money and public awareness to address the problem of child abuse. “Violence in

the home has been until recently a private thing, “ the Secretary said. “It’s very significant that a major TV network has taken this on as advocacy.”

In addition to child welfare, ABS-CBN Foundation advocates for environmental protection through its Bantay Kalikasan (Nature Watch) initiative. Established in 1998, **Bantay Kalikasan** in its first year conducted a media-based drive that helped collect more than 5 million signatures for the passage of the Clean Air Act in 1999, and has led a major reforestation effort in the La Mesa watershed that serves Metro Manila.

Gina said her foundation’s media savvy will be helpful in meeting the new goal for a more coordinated approach to corporate social responsibility among the Lopez Group companies (see related feature). Foreexample, her uncle, Oscar Lopez, Chairman of the Lopez Group, has made biodiversity and watershed protection a priority through the foundation he created, **First Philippine Conservation, Inc.**, a partner of **Conservation International**. “I have an environmental show on ABS-CBN where I can help them with media, so there’s a lot of opportunity for synergy,” Gina said.

With child rescue operations as far away as Mindanao, Gina says that finding the funds for her staff-intensive services is a constant concern. AFI spends about PhP 20 million a year to administer its various programs, and Gina would like to raise a PhP 200 million endowment.

While Gina is breaking new ground with her ETV and media-assisted outreach programs, her work is squarely in the tradition of Lopez family values. “Many times, I feel like my father is very happy. The motto of ABS-CBN is “In the service of the Filipino.” And the foundation just brings it to another level. I really do feel like I’m carrying on the family tradition.”

Rina Lopez & the Knowledge Channel : bridging geographic and social divides

With the launch of the **Knowledge Channel Foundation, Inc.** (KCFI-www.knowledgechannel.com) in 1999, **Rina Lopez - Bautista** took her family’s move into media-based philanthropy a step further by creating the first and only all-educational cable television channel in the Philippines.

The Gift of Knowledge : What Donations Buy for the Schools (in Us\$)	Rina’s vision is a new twist on the Lopez family’s longstanding goal of using its broadcast empire to unite the disparate
\$20 Printing 6 program calendar guides & 5 sets of teacher study guides	

<p>\$ 144 2-day training workshop for 3 teachers</p>	<p>people and places of the Philippines. She hopes that the Foundations flagship project, the Knowledge Channel, will help equalize the Learning field by making</p>
<p>\$1,000 Integrated cabling package for 1 school for 10 years (includes support services, training for school personnel, program calendar guides & teacher study guides)</p>	<p>quality educational materials available to poor students in her country's public schools. It's an ambitious goal, given the dismal quality</p>
<p>\$3,000 Integrated satellite connection package (includes dish & receiver installation)</p>	<p>of public elementary and secondary education in the Philippines, In the country's 41,350 public</p>

source: The Knowledge Channel Foundation, Inc.

schools, the student -to-teacher ratio is approaching 1:70 and the book-to-pupil ratio 1:8. The massive public school system suffers from a widespread shortage of everything from chairs to schoolhouses, teaching materials to competent teachers.

Doris Nuval, the resource mobilization director for KCFI, said the Knowledge Channel responds directly to a *UNDP Human Development Report* that concluded that modern information technology and communications may offer the only feasible medium for delivering high quality instruction to the millions of pupils in so many schools and places across the Philippines.

"Given the business we were in, we were able to access many resources that were needed for use in this program," said Rina, citing cable TV infrastructure around the country, satellite transponder space, programming and production consultants, and links with other cable companies and suppliers nationwide. The ABS-CBN Foundation was already producing and airing curriculum-based programs for its radio and TV stations, and agreed to let the Knowledge Channel use them in programming for public schools.

To date, KCFI has introduced the Knowledge Channel to 1,220 public schools serving 2.2 million students around the country. Programming and instructional materials are coordinated with the Department of

Education's prescribed curriculum. The Department has declared the Knowledge Channel mandatory viewing for elementary and secondary students in the public schools.

KCFI offers schools a complete, integrated package that includes free cabling to schools with access to a local cable provider, or the installation of wireless (satellite) technology to remote areas unreachable by cable. To improve the odds that schools will receive the full benefit of the Knowledge Channel, KCFI provides reference materials and training for teachers and administrators.

The Lopez Group has invested about PhP 200 million (about \$3.6 million) in this project, mainly for capital expenditure and production of programs, and continues to provide support through ABS-CBN. Other funders have contributed about PhP 80 million. "We used seed money and existing infrastructure of the Lopez Group. But to expand our reach into the different parts of the country, we look for sponsors for the schools," said Rina.

To accomplish this goal, KCFI has forged partnerships with Citigroup, United Way Philippines, Caltex Philippines, Procter & Gamble, Wyeth, Coca Cola Export Corp., Nestle Philippines and others. Beyond the corporate support, Knowledge Channel continues to find sponsors in farflung and unexpected places.

One of the most recent partnerships was struck by Rina in the Autonomous Region of Muslim Mindanao (ARMM), a part of the country that has suffered from years of violent conflict and government neglect. There, a respected local leader and businessman, **Datu Ibrahim "Toto" paglas** has committed to make the Knowledge Channel available to schools in his community, with the goal of expanding the channel to the rest of ARMM with the support of his family's business holdings, the Paglas Corp.

National leaders, as well, have taken note of the role that KCFI can play in addressing educational needs and bringing other partners to the table. "In the 500 insurgency-influenced barangays (villages) where teachers fear to go, the Knowledge Channel has already helped," said President **Gloria Macapagal Arroyo**, addressing a gathering of Filipino leaders in corporate social responsibility in 2003. She encouraged corporate foundations to provide the support required for continued access to educational TV.

For families who own neither radios nor TV sets, the Knowledge Channel is the only window to a wider world for some children. Particularly in the provinces, where a higher proportion of households are without television, the Knowledge Channel has reduced truancy levels dramatically because "kids come to school excited to watch," said Doris Nuval, who believes that the channel has created a "thirst for learning among the most marginalized of our children."

Cedie Vargas & the Lopez Museum : Preserving the past and building for the future

Cedie Vargas learned about the family's media operations from the ground up. Tapped in 1986 to oversee the physical rebuilding of the ABS-CBN broadcast network after it had been shut down for years by President Ferdinand Marcos, Cedie found the company's once-proud facilities in a shambles.

Her task, to preserve as much as she could of value from the past while building for the future, provided good preparation for the mission that now confronts her as director of the **Lopez Memorial Museum** (she also continues to head the logistics division of ABS-CBN). "The Museum was the first institutionalized philanthropic project established by my grandfather. He was a lover of books, and every time he traveled, he would go to an antiquarian bookstore and seek out books about the Philippines," she explained.

In 1960, **Eugenio Lopez, Sr.** donated the bulk of his personal collection to the museum. One of the earliest private museums in the Philippines, the Lopez Memorial Museum has more than 17,000 books, 539 works of fine art and 89 pieces of pottery. This varied collection is explored through exhibitions, lectures and workshops open to the general public, and is the subject of numerous scholarly publications by the Eugenio Lopez Foundation, Inc., established in 1968. The Lopez Memorial Museum is funded primarily through donations from the Lopez Group companies.

"It's a very traditional institution, but what I wanted to do was to explore ways to use new media and more visual learning. I also wanted to make the Museum more visible in all our network's platforms - TV, radio and glossies [magazines]. We have a lot of segmented channels in cable, so I advertise there and am able to reach a wider audience that way," said Cedie. The Museum is also broadening its audiences through a consortium with several other cultural institutions - the Ayala Museum, the Ateneo Museo and the Museum for Children - that all come together to mount an annual show around a single theme.

"We're not a museum-going public. People are more concerned with survival, with basic needs. The sad part is that the Filipino is so artistic - we have such a rich and varied culture but it does not take precedence because 90 percent are below the poverty level," Cedie said. "So one of my goals is to promote museum - awareness among the younger generation."

"If Gina is feeding the body and Rina is feeding the brain, I guess I would be nourishing the soul," said Cedie, referring to the respective contributions of the philanthropic organizations headed by her cousin, her sister, and herself.

□



ABS-CBN

foundation inc.

The ABS-CBN Foundation Inc. (AFI) envisions a better world for the Filipino child. As the socio-civic arm of ABS-CBN Broadcasting Corporation, one of Asia's biggest media conglomerate, AFI offers outreach programs for children, their families, and the community.

The outreach programs provide assistance to child abuse survivors and disaster victims, loans for small-scale businesses, child care, and support for environmental initiatives.

AFI, moreover, products television and radio shows that aim to educate children and enable them to reach their full potential. The shows combine with the outreach programs for a holistic developmental approach affecting strategic sectors of society.

THE beginnings

In 1989, the ABS-CBN Broadcasting Corporation made a corporate commitment to the public by establishing the ABS-CBN FOUNDATION INC., a no-stock, non-profit organization. Initially, AFI's chief concerns were to generate welfare funds by broadcasting the situations of those in dire need of assistance and ensuring the proper allotment and utilization of solicited help. Eventually, AFI restructured itself to accommodate a more development approach affecting strategic sectors of society. This all-around development approach became a model for its mission to provide a better quality of life for every Filipino in general and every Filipino child in particular. All development programs for the grassroots now carry a significant slant targeted to directly benefit children.

Glossary on Kalinga Prize Laureates

With its Educational television programs, started in 1994, the Foundation seeks to provide state-of-the-art value-laden shows like “Bayani”, “Hirayamanawari”, “Math-tinik”, “Sine’skwela”, “Epol/Apple” and “Pahina”. The very popular Bantay Bata 163 program was launched February 1997 followed in July 1998 by another media-based hotline “Bantay Kalikasan” geared towards environmental awareness. To provide livelihood opportunities to the “poorest of the poor” members of Philippines society, the Foundation formed the Bayan Microfinance program in May 1997.

AFI’s Volunteers expanded its operation relief during times of disasters and now includes training, rehabilitation, and prevention components.

AFI’s programs and services seek to uplift the way of life of the Filipino people in order to create a better world for its children.

BANTAY BATA 163 (CHILD WATCH 163)

Providing care and assistance to child abuse survivors, undertaking pro-active projects for child abuse prevention.

BANTAY(KALIKASAN (ENVIRONMENT WATCH)

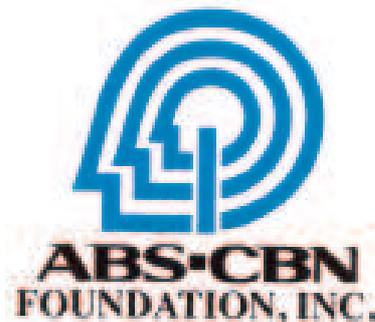
Catalyzing initiatives and environmental media advocacy to ensure a sustainable environment.

E-MEDIA (Education through Multi-media)

Producing television and radio shows that aim to educate children and enable them to reach their full potential.

SAGIP KAPAMILYA

Poverty alleviation in disaster-affected and marginalized communities.



Mother Ignacia Avenue, Quezon City, Philippines
Phones: 922-4842.411 0849 to 51
www.abs-cbnfoundation.com

e-media

The program that strives to improve quality education through quality production and effective utilization of multi-media materials. Together with strategic partners such as the Department of Education, it engages in the PRODUCTION of educational television and radio programs and DISTRIBUTION of educational materials to public schools and ensures effective UTILIZATION of these educational materials.

Science and Technology concepts presented in an easily comprehensible and entertaining way through attractive visuals, catchy songs and graphics.

Math is made fun and easy with the use of animation, magical characters and entertaining activities.

Competence and confidence in using the English language is the chief of the program. It is geared towards developing in Filipino basic skills in functional English for everyday situations.

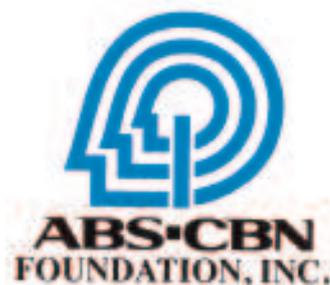
Stories on adventures to different worlds, battles against evil forces, inspirational stories on friendship, family and principles in life, instill moral values through a child's creative imagination.

Dramatizes heroic stories of great Filipino men and women which inspire idealism and Nationalism among Filipino children.

sagip kapamilya

The emergency relief operations program of ABS CBN Foundation. It responds to Filipino victims and survivors in urgent need. Since its formation in 2004. Sagip Kapamilya has been coming to the aid of disaster victims – giving relief and urgent aid. In 2005, Sagip Kapamilya expanded its responsibilities beyond relief operations to include rehabilitation and development management services for devastated communities.

Sagip Kapamilya has conducted projects in different areas of the country for victims not just of natural calamities, but also of man made conflict and others. It continues its efforts on developing communities and in giving aid to families of past disasters. Recently Sagip Kapamilya has been partnering with different organizations to promote disaster preparedness for children. This program aims to empower children on how to prepare themselves for disasters. It should encompass disasters



Mother Ignacia Avenue, Quezon City, Philippines
Phones: 411-0849.924-2740

bantay bata (BB)

dial 163

163 is the number to call to reach Bantay Bata – 24 hours a day, 7 days a week. One of the country's most recognized hotlines, 163 answers close to 1 million calls a year, of which more than 2,000 turn out to be real calls which require some service from BB. Each calls of abused is validated and cross-checked even as confidentiality is assured.

Bantay Edukasyon

Children reintegrated with their families continue to be monitored by Bantay Bata, principally through a scholarship program which allows constant feedback on the progress of both child and family, We provide the child with daily allowances for food and transport school supplies and uniforms, medical check ups and tutorials.

Medical Assistance

Bantay Bata provides medical assistance to indigent children in cases ranging from congenital defects to transplant operations. For this service, we rely on public response to the appeals it airs on television as well as generous donations of waiver of doctor's fees, medicines and discounts on diagnostic and laboratory exams.

The medical desk is open three times a week 8:00am to 12noon or call 415-6630 or 163.

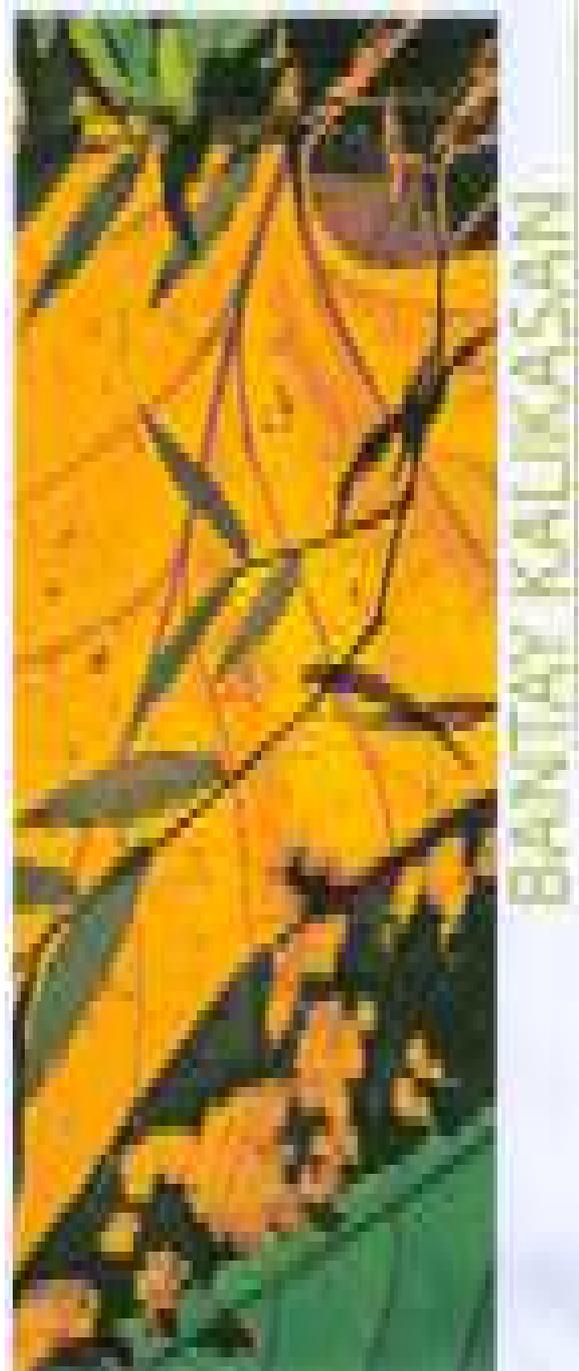
Legal Assistance

Bantay Bata provides legal assistance and pursue cases in behalf of the children it rescues, filing and preparing cases in cooperation with volunteer lawyers. The volunteer lawyers also provide free legal advice to non Bantay Bata cases, oftentimes referring them to appropriate agencies or groups that can respond to their needs.

Bantay Bata Coinbank

The Bantay Bata coinbank, almost ever-present in supermarkets, schools and other business establishments in the Philippines as well as overseas, in Bantay Bata's vessel for capturing the goodwill of Filipinos from all walks of life. Rich and poor, young and old, they give whatever they can for the children.

bantay kalikasan



Bantay Kalikasan was launched as a response to the worsening state of the environment, especially in Metro Manila. In its desire to provide healthy environment for the Development of Children, the

program focused on the revitalization of 2,700-hectare, largely denuded La Mesa Watershed. La Mesa Reservoir provides filtration services for 1.5 million liters of drinking water for Manila's population.

The Save the La Mesa Reforestation Project was a success and Bantay Kalikasan has planted 1,344 hectares of the 1,500 hectares of the watershed with a survival rate of 92.5% and over 70 endemic species planted.

La Mesa Ecopark

Escape from the hustle and bustle of the city life and visit the La Mesa Ecopark a Nature Park within the city and enjoy the following Park amenities:

- Salt Water Swimming Pool
- EcoCenter and Eco Museum
- Fishing Wharf
- Petron Fitness and Biking Trails
- Orchidarium
- Petron Amphitheatre
- Boating Pavillion

Bantay Baterya & Bantay Langis Project

The project request companies for donations of used junk lead batteries, industrial and engine oil earmarked for disposal. Once a donation is confirmed, together with our partners PRI for Bantay Baterya and Gulf Oil Petroleum Products for Bantay Langis, assures processing of all documents required by the DENR for the pick up, transport and treatment of the donated batteries and oil. Funds raised by the projects are used to support the operations of Bantay Kalikasan Hotline and Save the La Mesa Watershed.

H2HOPE

H2Hope is a campaign inviting individuals and organizations to protect the natural resources with the La Mesa Watershed to ensure the survival of the watershed and to provide clean water supply for generations to come. Fourteen premier photographers in the country donated their talents and took pictures at La Mesa. The photos were made into 20x24 limited edition photographs and all-occasion cards offered in varying packages.



ABS-CBN Foundation Inc. In the Service of the Filipino Child

“Public Service-doing well by doing good. It may sound incredible or, worse still, just an ingenious public relations line. But I see it as the single compelling reason I still go to work each day.” Thus wrote the late Eugenio Lopez Jr. back in 1997. Such is life at ABS-CBN Foundation Inc. (AFI). While many people in society have become jaded with regards to helping those in need, everyday life at AFI is defined by public service. And while economic crisis pummels the country, AFI dared to increase its efforts in being of service to its number one priority, the Filipino Child.

Bantay Bata 163 (BB163) is a recognized leader in the fight against child abuse. Its 24 hour hotline operation provides counseling as well as legal advice and support. The hotline service works hand-in-hand with BB163 rescue operations that work with police and local officials in taking into custody confirmed victims of child abuse. BB163 also assists children from needy families who need medical help. BB163 addresses the need to inform and educate families, parents, and educators by conducting community training on parenting. In 2002 alone, the hotline received and acted upon 23,379 cases. In the same year 111 children were rescued from abusive homes or schools; while 991 children were served by the BB163 medical unit.

Bantay Kalikasan (BK) is AFI's environmental arm. It envisions a responsibly protected and preserved Philippine environment where future generations of Filipinos can lead a life of better quality. BB163 and BK have launched a texting program to aid in the reporting of child abuse and smoke belching. Bantay

Kalikasan's Text Usok project alone has received 99,661 valid text reports since it was launched last June 6, 2002.

The successes of Bantay Bata 163 and Bantay Kalikasan, through Bantay Usok, are hinged primarily on civic response to crimes against children and the environment. The duties seem to be clear when it comes to children whom we must love. The power of text messaging has become so useful a tool for citizens' action and mass response that it is now the prime conduit for concerned citizens to report smoke belchers. Through BK's Text Usok campaign, the Land Transportation Office can now summon smoke belchers of the street as being polluters of the air we breathe.

BK's Save the La Mesa Watershed Project is a rehabilitation, development, and protection project of a 2,700-hectare forest where 12-million Filipinos residing in Metro Manila get their water. The immediate objective is to reforest 250 hectares of denuded areas of the watershed each year, or a total of 1,200 hectares of denuded areas over five years to ensure the sustainability of the water source of Metro Manila. About 117,700 seedlings were planted in 262 hectares in 2002.

It is AFI's motive to get people to act and support their local communities since many a neighborhood, sitio, or barangay has neared the brink of chaos and lawlessness, dangerous levels in health and sanitation, as well as utter lack of basic utilities. It is against the principles of AFI to give dole-outs and to spoon-feed communities to health so AFI puts a premium on assisting community leaders in

Glossary on Kalinga Prize Laureates

managing the affairs of their communities after the AFI has established working systems.

An example of this is Batasan Hills. After two years of AFI's contributing presence establishing water systems, assembling community-run feeding programs, and instituting environmental management procedures, Batasan Hills is going through a final, one-year stage relegating AFI role to that of careful observer, not unlike that of a parent watching its young child walk on its own.

E-Media, through its Educational Television (ETV) project, seeks to enable Filipino children reach their full potential. The shows (Epol/Apple, Hirayamanawari, Sine'skwela, Mathtinik and Pahina), broadcast daily on ABS-CBN channel 2, are aimed at elementary and high school children. E-Media last year provided 333 TV and VCRs sets to public elementary schools in 35 provinces. E-Media conducted 17 Teachers' Training for ETV utilization from schools in the following areas: Laguna, Benguet, Isabela, Ifugao, Cagayan, Masbate, Iloilo, Apayao, Pampanga, Antique and Legaspi City (Albay Province), Cebu City, and Antipolo City, for a total of 850 teachers trained.

The Bago 'Yan, Ah! Radio show (broadcast over DZMM 630 kHz) envisions the Filipino as a science information – conscious person prepared for global competition. In 2002, Bago 'Yan, Ah! Partnered with private, government and university organizations to bring to its listeners the "Radyo Eskuwela sa Pag-Aalaga ng Tilapia" and the "Titser's Iskul on the Air."

The ABS-CBN Foundation Volunteers is a group of dedicated young men and women who brave typhoons, lahar flows, volcanic eruptions, armed conflict, and other dangers in response to the distress calls of displaced families of various disasters and calamities. In 2002, AFV conducted 52 relief operations, serving a total of 18, 463 families.

In continuing its family-friendly corporate services, AFI launched the new ABS-CBN Children's Center as part of its mission to provide better pre-school and elementary education.

No one can possibly say that AFI goes into their projects alone. Nor will AFI ever claim to be taking on, single-handedly, society's ills. On the contrary, AFI will be the first to proclaim that they have recruited the help of every resident of every local area that they have chosen, and the list of contributors to the cause.

In media advocacy of the rights of the child, clean air, poverty alleviation, and education, AFI's strength emerges. AFI continues to take a holistic approach in child development, while at the same time keeping touch with the child's position within society as a whole. Using all its resources, including the power of media, AFI hopes to serve children from different fronts. And by doing so, AFI hopes that it is coming closer to its vision-that of creating a better world for the Filipino Child.

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Gina Lopez : **Sharing Made My Life Richer**

by Perla Aragon-Choudhury

“We’ll thank each and every donor who entrusted us with their SAGIP KAPAMILYA donation,” Gina Lopez tells her production team about the P170 million cash, pledges and goods for victims of the series of destructive typhoons that hit a number of Luzon provinces late last year.

The money came via a telethon last December on ABS-CBN Broadcasting Corporation’s The Filipino Channel, ABS-CBN News Channel, DZMM, the Regional Network Group and studio 23. More than 4, 200 volunteers of the ABS-CBN Foundation, Inc. (AFI)—where Gina is managing director – repacked goods for 85,000 affected families.

Gina is credited as being the first in the Lopez clan “to systematically harness the technology of that media (ABS-CBN network) in novel ways for social good” through the foundation. The network carries out its philanthropic work through the ABS-CBN Foundation, which serves as the social conscience of the Lopez media empire.

Gina’s deep involvement in charity and civic work stems from her immersion in Ananda Marga in her younger days. It was in the summer of ’72 that she got interested in yoga after encountering the Ananda Marga movement in Boston where she was studying liberal arts at the Newton College of the Sacred Heart. (Ananda Marga is a social and spiritual organization founded in India in 1955 by Shrii Shrii Anandamurti. The mission of Ananda Marga is to

help individuals achieve complete self-realization and to build a social structure in which the physical, mental and spiritual needs of all people can be fulfilled.)

To the consternation of her parents (mom is Conchita La’O and dad was the late media tycoon Eugenio Lopez, Jr.), Gina left her life of luxury for the Spartan offices of Ananda Marga at Paco, Manila. She turned vegetarian, joined the movement’s drive for typhoon victims; studied meditation; specialized in India; and taught yoga in Africa for 12 years while opening children’s schools and homes solely by begging.

For 20 years Gina dressed simply, ate sparingly and cut off ties with the family, then exiled by martial law to San Francisco. She spoke with them only when Ananda acquired an office phone. She was saddened by the lack of contact, a rule of this movement, because she had been close to her two sisters and four brothers. She even studied at Boston to be near the eldest in the family, Eugenio “Gabby” Lopez III, who was then at Harvard and is now at the helm of ABS-CBN. After the dictatorship, the Lopezes came home.

She was back in Manila by Christmas 1990. The next year she married Sona Roy, a Bengali who had headed Ananda Marga in Africa. They matriculated a year apart in development management at the Asian Institute of Management

(whose alumni association has twice honored Gina with the Honor and Prestige Award).

Gina initiated – and Sona managed – an eco-village in Iba, Zambales, which aimed to alleviate the economic displacement in the area after the Mt. Pinatubo eruption.

These days Gina-Lopez-Roy is simply Gina Lopez, as journalist Lorna Kalaw-Tirol puts it in a postscript to “Journey and Homecoming”, and article in the Sunday Inquirer magazine.

Since then, Gina has become the social conscience of the Lopez business empire. “I’m quite fortunate to have been born to this family. I can have the goodies that life has to offer and still live in a way which...” Gina leaves her thought hanging during an interview with Planet Philippines. An example of how she uses the Lopezes’ clout and resources to pursue her social missions is her pioneering work on educational television via and TV show *Sine s'kwela*, now the E-Media (Education through Multi-Media) project. Gina developed it as a science show for children and convinced the Secretary of Education to make it mandatory viewing in all public elementary schools in Metro Manila. Next, she helped raise funds to equip these schools with donated television sets.

In 1997 Gina launched Bantay Bata (Child Watch) 163, the Philippines’ first media-based hotline and rescue operations on child abuse, and Bantay Kalikasan (Environmental Watch). When the Clean Air Act was being deliberated in Congress, she worked with allies to gather five million signatures to push for the bill’s enactment. Then she devised a Text Usok campaign in which concerned citizens would report smoke belchers via the cellphone.

“Ma’am Gina is passionate about the environment,” one of her staff confides. “She has joined our volunteers in catching offenders along EDSA.”

Bantay Kalikasan is also deeply involved in the protection of the La Mesa watershed, source of water

for 12 million Metro Manilans and the last forest of its size in Metro Manila. As of April this year, more than 20,000 volunteers have reforested 1,221 hectares, representing 87% of the area to be rehabilitated, and planted some 120,000 endemic species in the watershed nursery.

Thanks to the Japanese government, the La Mesa Eco-Park has four steel towers-cum-view decks. For its part Australia has supported a lecture series on sustaining watersheds. Multinationals are involved too. The Body Shop offered massages during the Tree-athlon and Family Fun Day on April 10. Mr. Warner Manning, CEO of Hong Kong and Shanghai Banking Corporation, ran and biked 10 kilometers to collect pledges and add 10% more from his funds.

Gina also heads ABS-CBN Bayan Foundation, which gives loans for micro-entrepreneurs, like the tricycle drivers around the ABS-CBN compound. She attributes their 95% repayment rate “to my condition that if we give money, they will attend parenting seminars. “She tells them, “It’s how you live your life that matters.”

She says corporate culture is enriched when a business sets up a foundation which can give back blessings and create goodwill across all sectors of society. “If a business is just engaged in money-making ventures and there’s no significant commitment or thrust to give back, it makes the purview of the company quite narrow,” she explains. “Anyone who has engaged in any kind of giving knows that it makes you happy. So setting up a foundation is good for the company’s well-being, aside from the tax shelter and the image.”

So what’s a typical day for her?

“I wake up at five for exercises and meditation,” she says. “At seven I wake up the kids for school. The key engineer of my growth right now is my awareness of the importance of inner transformation. I feel a rich inner life in the sense of an awareness that God and our angels are very key to doing work for

Glossary on Kalinga Prize Laureates

others because they give you guidance, inspiration, strength and courage. It's not easy to work in this country. People are beautiful but life in general is no easy piece of cake and in order to live it well, the engine of inner growth is crucial."

Her message to overseas Filipinos? Buy in and bring your hometown up to par in today's world through the spin-off of *Sine s'kwela: the Adopt-a-Hometown School*. "This project has boosted academic performance by as much as 40% because we train teachers in audio-visual methods and give DVD tapes (that are) richer (in substance) than what they can give in English, Science, Math, History, Literature and Values."

Despite a shoestring budget, the program has won awards in Japan, France, America and England, including the *Prix de Jeunesse* (Youth Prize) twice in a row – beating Switzerland, Germany, France and Italy.

To date, the E-Media program has produced eight award-winning shows for TV and radio that reach

around 14 million schoolchildren in more than 5,000 public elementary schools nationwide.

A package of \$1,300 covers teacher training, a TV set and 109 DVD tapes with four episodes in each DVD which can last up to 10-15 years or as long as the TV set.

"Nine to 10 in the morning Grade 2 pupils can come in and 10 to 11 o'clock, those in Grade 3," Gina enthuses.

One of her favorite stories is how kids in Ifugao now fight less. She says: "the effects go beyond academic success into behavior. Filipinos are emotional. You may teach them on an intellectual level but if you show a story and touch their hearts, they become better, more compassionate."

Addressing our overseas *kababayans*, Gina stresses, "The best gift is education, now that you're living overseas and experiencing the benefits of a country which is quite developed. Of all these development sectors, education is the most crucial. If you were to give anything back, it would ideally be the gift of education."



ABS-CBN Foundation, Inc. Get to Know Bantay Bata 163

■ **Gawad Lakan Tagkan**

Outstanding citizen Award for **Ms. Gina Lopez** for Bantay Bata 163, from the City Government of Makati. (January 6, 2003)

■ **Peace Award**

Awarded to **Ms. Gina Lopez**, for devoting her life to the preservation of planet Earth, the preservation of our forests and the sustainable utilization of our natural resources for future generation. Given by the Makati Rotary District 3830 (February 24, 2003)

■ **Kapisanan ng mga Brodkaster ng Pilipinas (KBP) Alay sa Kabataan Awards**

Best Public Service Announcement : "Abuso"
Given by the KBP and the United Nations Children's Fund (UNICEF) (December 18, 2002)

■ **Sandugo Kabalikat Award**

From the Department of Health-Center for Health Development (July 29, 2002)

■ **Plaque of Recognition**

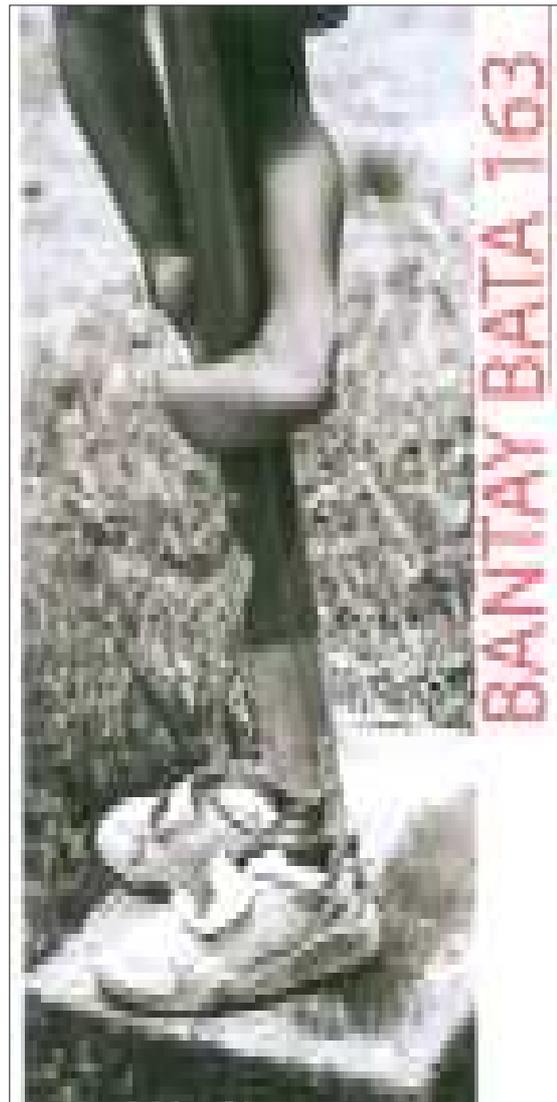
From the Philippine Children's Medical Center (PCMC) (July 10, 2002)

■ **Plaque of Appreciation**

From the Philippine Children's Medical Center (PCMC) (April 26, 2002)

■ **Most Outstanding Health Institution-NGO Sector**

From the Philippine Chamber of Health (February 9, 2002)



■ **Anvil Awards**

Anvil Merit Award for "Bantay Bata 163 the TV Series"

From Public relations Society of the Philippines (2001)

Glossary on Kalinga Prize Laureates

- **New York Festival Awards**
Finalist (2001)
- **KBP Alay sa kabataan Awards**
Bantay Bata 163's child labor plug "Pabrika" (2000)
- **Anvil Awards of Merit for Child Protection**
Bantay Bata 163 the TV Series"
from Public Relations Society of the Philippines (2000)
- **Best Developmental Plug, KBP Golden Dove Awards**
Bantay Bata 163's verbal abuse plug, "Bobo" (2000)
- **Anvil Award of Merit in Public Relations Public Affairs, Child protection Category**
Community Outreach program of Bantay Bata 163
From Public Relations Society of the Philippines (March 1998)
- **The Anvil Award of Excellence in Public Relations Public Relations Tool, Audio-Visual Tool Category**
For " Jessie : the Boy in the Box" and "Tricia"
Awarded by the Public Relations Society of the Philippines (March 1998)
- **Short listed as finalist in the New York Festivals**
"Jessie : The Boy in the Box," a documentary (1998)
- **10th Cultural center of the Philippines Significant Contribution Award**
10th Gawad CCP Para sa Natatanging Kontribusyon
Awarded by the CCP and the National Commission on the Culture and the Arts (July 21, 1998)
- **The 1997 United Nations Award In Public Service**
Awarded by the International Public Relations Association, United Nations Headquarters, New York City (June 2, 1998)
- **KBP Children's Television Award**
- **1997 Winner, Merit Award, ANVIL Awards for Institutional of Corporate Category**
- **1997 Winner, KBP-UNICEF Children's Television Award for Best Public Announcement**
- **1997 Winner Chino Roces Award for Community Service.**



ABS-CBN Bayan Foundation, Inc. -- Corporate Profile

Vision/Mission :

Vision

A strong and dynamic ABS-CBN Bayan cultivating for children self-sufficient, secure and compassionate families

Mission

To provide families with socio-economic opportunities that would enable them to live dignified and decent lives

Core Values :

Commitment

As a person I do what I say and deliver what I promise.

Excellence

I make my work and behavior show the best in me in order to bring out the best in others.

Integrity

I choose to do what is right even when no one sees me, even when no one tells me, even when nothing compels me.

Teamwork

We complement each other in service, feeling fulfilled in all that we do together.

Stewardship

We use our head with our heart before our hands, so that we achieve the most with what we have.

Social Responsibility

We think, talk and act not only for ourselves but also for other people and the community, so that we all continually improve and develop.

Message of the President :

A better world for our children... This is the vision of Bayan Foundation. Likewise, this has been my vision for Bayan from the very beginning. It has always been for the child and accordingly, for the family. Money should be viewed not as an end but as a means to facilitating a more harmonious environment. It is a very powerful tool that can help alleviate stresses in the family in terms of cashflow; it can also develop the family members' ability to fulfill their basic needs and, even beyond, help improve the local economy.

All these are objectives of Bayan. But the passion, the vision beyond the money.... beyond the economy is for the family and, most importantly, for the child. This is what makes Bayan's approach holistic. There are many highly developed rich countries where children kill each other, where teenagers kill themselves and hate their parents. This demonstrates that money by itself is not the solution to societal problems involving children. It must go with proper values and discipline.

Glossary on Kalinga Prize Laureates

Microfinance is a tool. And Bayan aims to use this tool aggressively and passionately, to help families, build communities and foster a loving, economic environment in which the child can grow.... In which our country can find its destiny.

I would like to commend the whole ABS-CBN Bayan Foundation Inc. family for a job well done. May your commitment and dedication to the vision continue as we reach out to more families in need.

Gina Lopez

Board of Trustees :

Eugenio Lopez III	-	Chairman
Gina Lopez	-	President
Xavier B. Gonzales	-	Treasurer
Danilo Morales	-	Corporate Secretary
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Head Office Executives :

Reno R. Rayel	-	Executive Director
Diana Jean Jimenez	-	POA manager
Irma L. Cosico	-	Head, Complementary Services Group
Nimrod E. Dela Pena	-	Operations Manager
Estelita C. Catacutan	-	Internal Control Manager
Sherry Lou A. Salazar	-	Research Manager
Romeo E. Miranda	-	Finance Manager
Noel Camacho	-	Operations Development Manager

Operational Highlights :

PERFORMANCE INDICATOR	AS OF AUGUST 2004
Number of Active Clients	35,872
Women	31,832
Men	4,040
Number of Municipalities covered	144
Number of Barangays Covered	1,141
Loans Disbursed : for the Month	PhP 51, 187,000.00
Loans Disbursed ; Year to date	369,828,750.00
Cumulative loans disbursed	1,944,512,563.67
Amount of loans outstanding	117,690,104.54
Members' savings	51,937,508.82
Repayment rate	96.09%



A Brief Enumeration of Major Lopez Group Businesses and their CSR Activities

► Speeches

September 18, 2003

Opening Plenary Speech Asian Forum on Corporate Social Responsibility

Opening Plenary Speech Asian Forum On Corporate Social Responsibility
September 18, 2003, Bangkok, Thailand

by

Mr. Oscar Lopez
Chairman, Lopez Group of Companies

His Excellency Khun Anand Panyarachun, Former Prime Minister of Thailand, Senator Mechai Viravaidya and Mr. Ramon R. Del Rosario Jr., co-chairs of the conference, ladies and gentlemen, good morning.

I thank you for the invitation to speak before this prestigious gathering of CSR champions.

The social problems facing us are tremendous, daunting and, for the faint-hearted, possibly threatening and demoralizing. At the very outset, let me immediately add my voice to the call for expanding collaboration among government, business and civil society towards decisive and effective responses to these problems.

Let me make it clear that I will speak as a chief executive officer and not as an academician, historian, or social activist.

I will give a brief enumeration of major Lopez Group businesses and their CSR activities as basis for my reflections on tri-sectoral collaboration.

The Lopez Grop Portfolio Our Major businesses are ;

1. The ABS-CBN Broadcasting Corporation This is the largest broadcast media corporation in the Philippines today. In addition, the Group has Sky Vision, Inc., the dominant cable TV provider in the country.
2. The First Philippine Holdings Corporation, the holding company for power & energy
3. The Manila Electric Company, the largest electricity distributor in the country;
4. The First Generation Hldings Corporation, the largest private Filipino power generation company, which operates as a subsidiary of first Holdings.

You will note that the above companies are heavily involved in infrastructure and utilities. These are services much needed by society and basic to social and economic development.

Lopez Group CSR

We have included in the Lopez CSR kit information on the various CSR involvements.

The CSR activities of the Lopez Group is anchored on Eugenio Lopez Sr. s business and social philosophy which was articulated in the course of his colorful and multifaceted business career but especially after he acquired the Manila Electric Co. from its American owners in 1962. He spoke of the social responsibilities of big business long before it became fashionable to do so and before CSR became an accepted practice among Philippine business companies.

In one of his major speeches to the business community in 1958, he said :

“We sincerely believe that a greater proportion of the earnings accrued from business should be returned to the people whether this be in the form of foundations, grants, scholarships, hospitals or any other form of social welfare benefits.

We consider this a sound policy and a good investment which, in the long run will pay off because it will mean more business and goodwill for the company and would minimize, if not prevent, the social unrest and disorder which are prevalent nowadays.”

In the succeeding ten years that he managed Meralco, he lived up to all the principles mentioned in his speeches. Employees enjoyed benefits never before seen in the company's history. In addition, within the sprawling grounds of Meralco, he also put up a tertiary hospital, sports facilities, and a world-class theater.

However, my father did not limit the benefits to employees; he also made sure the electricity consumers also benefited. By the end of the 1960s, Meralco had one of the lowest electricity rates not only in Asia but also in the world.

But the Lopez name and legacy will live on in another significant philanthropic donation, i.e., the building of the Asian Institute of Management. This is in line with his strong commitment to education.

The succeeding generations imbibed the CSR orientation of my father in various ways. My eldest brother, Eugenio, Jr., put up ABS-CBN Foundation, Inc. (AFI). In the initial phase, AFI focused on relief to flood and volcano eruption victims. Thereafter, a more significant development evolved. Gina Lopez, his daughter, guided AFI in expanding to the utilization of the media facilities and competence for championing the cause of the abused and the abandoned Filipino child. An important program concerns educational television projects. The Child Watch (Bantay Bata) program also evolved. An equally significant development was the use of cable television. Another Lopez foundation, the Knowledge Channel Foundation, run by my daughter, Rina Lopez-Bautista, utilized cable television to provide curriculum based TV programs to public elementary and high schools. The vital work of the Knowledge Channel Foundation which reaches an audience of 2.4 million students in 1250 schools in 33 provinces has to be seen in the context of the enormous problems faced by the resource-strapped public school system, which is short of classrooms, teachers and textbooks.

For better appreciation of the Group's CSR activities, let me give you a rundown of the various sectors covered :

Education and culture, environment, health and child, community development, and work place concerns, Examples of the wide range of these activities are as follows : museum endowments, a world-class

theater, the AIM building, pioneering educational television programs, media advocacy and support for the Clean Air Law; massive reforestation, biodiversity conservation, child abuse intervention, integrated community development programs, microfinance, and corporate wellness programs.

Reflections of a CEO on Tri-sectoral Collaboration

With the above as background discussion, let me now share certain reflections as a CEO regarding CSR collaboration. By knowing how one CEO thinks, then government and civil society can then have some guidelines on how to relate to business, thereby enhancing collaboration.

1. A significant issue is getting the staunch commitment of the CEO to CSR. I believe that, if this is done, “half of the battle” is won. CSR must be part of the overall corporate strategy backed up by resources and management expertise, and not just an afterthought, a “feeling good” statement, or merely a supplemental undertaking. In the case of the Lopez Group, the strong support for education, culture, arts and health care and the spirit of volunteerism provided the impetus for major funds committed to these areas.

The CEO has to take on a “hand-on” style and not just be a “photo-op” CEO. By : “hands-on” style, I refer to actual participation and monitoring of the CSR program, particularly planning, resource allocation, and review of performance.

2. Once there is a commitment, the next thing is to look into the nature of and participation in CSR. It is not enough that a major social ill is chosen for CSR involvement, the CSR activity also matters. What then are meaningful approaches in CSR participation ? To answer this, let us first look at the nature of social problems.

I reviewed various major social problems and I discerned characteristics that must be appreciated by the CEO. These characteristics can guide possible CSR involvements :

- (a) Social problems are complex issues, e.g., operational frame work, ethics / rules, rewards and penalties, quantifying social costs and benefits for globalization, pollution, urbanization, drugs, infectious diseases, and many more, Our CSR activities relating to abused children, air pollution, biodiversity loss, and watershed reforestation are clearly complex issues.
- (b) The scope of many social problems is regional or even global. In many instances, institutional relationships and governance on these levels still have to be worked out. As an example, we have partnered with Conservation International to provide us certain benefits, such as a global perspective and strategy, networking and funds generation.
- (c) Social problems usually entail public policy formulation and implementation. As case in point, our active involvement gave impetus to the passage of the Clean Air Act with 5 million signatures.
- (d) The foregoing features of social problems point out the possibility of disagreements among the three sectors. Compounding the situations is the aspect of emotionalism due to the widespread impact of negative effects. We were not spared these disagreements. Patience and dialogue were the attributes we exercised and enhanced in the various situations encountered.
- (e) Given the above characteristics of major social problems, I propose that the meaningful modes of CSR involvement can touch on the following :

- (i) application of management expertise to bear on the social issues - I refer to the basics of management, i.e., planning, organizing, direction and controlling. An important aspect here is rational, objective and ongoing discussions, which should culminate in collaborative action.

Setting a forum format for discussions will be helpful, i.e., problem, causes, alternative solutions and pros and cons, recommended solution and justification and action plan. Needless to say, in our case, since CSR is a corporate policy, corporate officers have to bring their management expertise to bear on CSR plans and programs.

(ii) **Resource generation -**

Major social problems are not normally pliable to the market mechanism. This means that social ills cannot be solved mainly by commercial demand and supply. Social Programs cannot be supported by only governments and the market mechanism. Again, corporations can contribute to resources generation by way of financial planning and actual funds contributions. Important features of a financial plan include a formula for yearly financial contributions from the corporation and a trust fund for long-term sustainability. The downtimes of a business must be anticipated though. Finally, corporate resources include employee participation. One approach I have found useful is seeking the assistance of our foreign business partners for CSR support.

From the foregoing discussion, the CEO has to decide on the degree of the firm's involvement. Suffice it to say that CSR is not a picnic, not a social affair but participation in problematic issues. Needless to say, the CEO has to be a servant leader, and one requirement for such is to be exposed to the harsh realities of the underprivileged and oppressed.

- 3) After discussing the nature of CSR problems, I will now touch on the three sectors, particularly with respect to coordination.
- (a) Good governance is required for each of the three sectors. In this connection, benchmarking is an effective tool for governance, and this conference is exactly on benchmarking. More over, it will be ideal if self-governance and self-reflection are emphasized.
- (b) There will be areas of disagreement among the sectors. Let us not get bogged down in manipulation or confrontation. the resources of the three sectors are very limited compared to the social demands at hand. Alliances and partnerships will be more beneficial.

I would like to cite examples of collaborative actions specific to the Lopez Group.

Bantay Bata (child watch) works hand in hand with the Department of Social Welfare & Development and local government units and community-based organizations.

The Knowledge Channel Foundation collaborates with the Department of Education, local government units, private corporations and non-governmental organizations.

Paliparan Community Development Project is a partnership among local government units, community-based NGOs, schools and Philippine Business for Social Progress.

First Philippine Conservation International works with the Department of Environment and Natural Resources, the academe, NGOs, LGUs and private corporations.

Above are examples of collaboration among the 3 sectors.

POPULATION

At this point, I will touch on another matter, the issue of population. This is an issue that is close to my heart and which concerns mainly my country and may not necessarily be relevant to other countries. In the case of the Philippines, while it has decreased population growth in recent years, the decrease has not been as significant as those in other countries. As a result, the country doubled its population from 36.5 million in 1970 to 75.6 million in 2000. If the Philippines cannot reduce its population growth rate of 2.36%, there will be an estimated 150 million Filipinos in 20 years time. Where are we going to put all those additional millions? We are all going to be on top of one another and on top of trees assuming there will still be trees at that time. This is no longer just a religious problem. It will be a problem of physical survival.

As a highlight, total fertility rate (TFR) declined slightly from 4.1 to 3.7 children between 1991-96 and was expected to go down further to 3.2 in 2002. However, this figure of 3.2 is still much higher than those of other countries, such as Thailand, Vietnam and Indonesia, who are all now in the category of replacement fertility of 2.2 children per woman.

Needless to say, a relatively high population growth rate puts much greater demands starting with the bare necessities of life, i.e., food, clothing, shelter and education. Compounding the situation, a lethargic economic growth, which the Philippines exhibited over the past years, has not significantly helped in poverty alleviation.

This is clearly a major issue that must be adequately attended to not in the future but right now. It is clear that the Philippines can learn from the experiences and successes of other countries. It is fortunate that we are in Thailand, which has successfully tackled the population growth issue, thanks to the efforts of Senator Mechai, whose work in this area is impressive and laudable. Since this conference is looking at collaboration, this then can be a good area and challenge for intercountry tri-sectoral collaboration.

In fact, I was just talking to Senator Mechai about it last night at the dinner given by the organizers of this Forum. Senator Mechai says he is willing to help but obviously only from the sidelines since it is not his problem. It is still the Filipinos' responsibility to solve this problem in his country.

This is a problem which requires the efforts of all sectors of our society, government, civil society, the business sector, as well as the Church itself. And yet there seems to be a conspiracy of silence about this issue in the Philippines today. There is no public discussion or debate about this issue. There is no outcry that unless we reverse our course the country could be headed towards a demographic disaster.

We have all seen the movie, "Titanic". Well, I feel like I am on the Titanic right now. I just do not know how far we are from that fateful iceberg that will crush and sink our ship.

As I come to the end of my speech, I would like to honor the value of the work and achievements of the organizations and people in this forum. You have created partnerships beyond the bounds of the familiar and have invested in solving pressing social problems in their communities.

You have been a source of the tremendous good will among your clients, employees, and shareholders by building the business case of your projects and programs.

To many, these have been driven, like the Lopez Group of Companies by their innate value to change social behavior for what will serve the greater interest of all.

Glossary on Kalinga Prize Laureates

Like our companies, you have engaged in advocacies for effective public policies and contributed to the quality of the debate.

I hope my reflections with you this morning are taken in this light. It has been an honor and pleasure to be with you today.

I will end with a quotation from the one who started it all for the Lopez Group:

“We must forge ahead, and no amount of obstacles will deter us from our goal. But first and above all, we have sworn eternal allegiance of service to the communities, which we serve.”

Thank you.



Project for La Mesa Dam Watershed Management



Japanese Ambassador to the Philippines, Kojiro Takano (seated right) and Ms. Regina Paz Lopez (seated left), Managing Director of ABS-CBN Foundation, Inc. (AFI) shake hands after signing and exchanged of the grant contract for The Project for La Mesa Dam Waters Management, amounting to to US\$86,985 (PhP4, 697, 208.00) at the Ambassador's Official Residence on 23 July 2004. The project will be funded through the Grant Assistance for Grassroots Human Security Projects (GGP) under Japan's Official Development Assistance (ODA). This project make possible to cover the entire La Mesa Watershed and help in enhancing the Management Protection of the forest, thereby improving the environment and, water quality and supply Metro Manila residents in long run. Photo also shows standing from left to right: Ms. H Watanabe, Embassy of Japan; Ms. Malen Cipcon, Mr. Marlo Mendoza, Mr. Glen Flores, AFI Mr. Katsuyoshi Ishii, Embassy of Japan.

JAPAN INFORMATION AND CULTURAL CENTER

Ms. Gina L. Lopez - Her Work and Commitment

Gina Lopez is the Managing Director of ABS-CBN Foundation, Inc. and Chairman Emeritus of the Southeast Asian Foundation for Children's Television . Gina Lopez believes in the strategic importance of the child.

...

Gina spearheads Bantay Kalikasan, for which she received the 1997 International Public Relations Award of Excellence for the Environment. Bantay Kalikasan successfully gathered 5 million signatures to get the Clean Air Act passed. Bantay Kalikasan is also actively involved in the reforestation of the La Mesa Watershed - where 12 million Metro Manilans get their water.

She produces educational television (ETV) shows on Science, Math, Values, History and English for elementary and Philippine Literature for high school. E-Media has distributed almost 5000 TV sets in classrooms throughout the Philippines. **For Sineskwela, Gina was honored with the Unesco Kalinga Award - the first Southeast Asian to earn such a distinction .** E-Media also got a United Nations Recognition Award in the Golden World Awards for excellence in International public relations.

Gina is also the President of ABS CBN Bayan Foundation. This program takes a holistic approach towards socio-economic development.

Gina is the daughter of Conchita La'O and the late businessman industrialist Eugenio Lopez Jr.

ABS-CBN Foundation Inc. (AFI) Managing Director Gina Lopez envisions the village as a center for the best child care services in Asia where survivors of abuse "would once again be able to dream. "Children under the care of Bantay Bata 163 presented the President with a commemorative plate while they serenaded her with their theme song. The rites also feature performances by Ballet Philippines as well as the lowering of the time capsule and ceremonial shoveling with Children's Village Fund Chairperson Jose T. Guingona, Precy Psinakis representing Co-chairperson Steve Psinakis, Gina Lopez and President Arroyo.

...

"Our new home aims to provide long term residential care,' says Lopez.

...

Anniversary Message by Gina Lopez Managing Director, ABS-CBN Foundation Inc.

...

"We're really amazed at how everybody has come in to help – at how fast Bantay Bata 163 has evolved," says Gina Lopez, managing director of the ABS-CBN Foundation Inc. Lopez was the one who set up a hotline in response to a child abuse report aired on Channel 2's TV Patrol back in 1997. This was the beginning of Bantay Bata 163.

With her missionary zeal as well as keen intuitive sense, Lopez convinced highly respected TV journalist Tina Monzon-Palma to take up the cause against child abuse.

...

Glossary on Kalinga Prize Laureates

“We’d like to invite the best child care experts in the world to stay with us in the Village – so all of us – parents, teachers, caregivers, social workers – can learn and in turn, impart to our own communities,” says Lopez who constantly consults Filipino and foreign experts among them, Dr. Lourdes Carandang of the Ateneo Psychology Department, and Bella Tan who runs the Waldorf School, Manila.

...

“Hopefully they will go on to become good responsible adults capable of transcending the suffering and pain they’ve been through,” says Lopez.

Grand as the concept of the Children’s Village may seem, it really is nothing more, but also nothing less, than what most Filipino parents want for their children: the basic needs, good health, an education, a good community to live in, a future to look forward to. As Lopez puts it: “I believe that every child who comes to Bantay Bata 163 must go on to a better place in their hearts and in their minds”.

...

AFI Managing Director Gina L. Lopez welcomed the foster parents, volunteers and guests who attended the party. Ms. Lopez also gave the special message. Ms. Lopez recognize the efforts and contributions of children’s home volunteers and foster parents unconditional love for children.

The party has been generously supported by TGI Fridays Family, Burgoo, Dulcencia and The House of Silvanas.

...

“Reputedly, it is the world’s first and only media-based intervention program that provides a holistic approach in rescuing and rehabilitating sick and abused children,” said Gina Lopez, managing director of ABS-CBN Foundation Inc.

“We feel we are doing something good,” Lopez said. “Despite the trauma they went through, the children are smiling and happy in their home. This is itself an achievement,” she added.

The group’s activities are financed largely by public donations and charity from small and large businesses.

...

Present for the signing of the memorandum of agreement were Tina Monzon-Palma, Program Director for Bantay Bata 163; Gina Lopez, Managing Director of the ABS-CBN Foundation Inc.; David Lau, SIA General Manager Philippines and Rita Dy, Manager for Marketing and Communications Services Philippines.

...

“The education of children is a priority of the family whether they come from the wealthy or the underprivileged,” explained Ms. Lopez .

...

“When Bantay Bata 163 first came to life in 1997, it was initially set up as a 24-hour Hotline Center to receive complaints of child abuse cases,” recalled Gina L. Lopez, ABS-CBN Foundation Inc.’s (AFI) managing director.

...

“What was once a dream is now a reality,” said Gina Lopez, ABS-CBN Foundation Inc. managing director, of the Children’s Village which was inaugurated November 4, 2003, in Norzagaray, Bulacan.

...

The Village is also envisioned “to become center for the best child care services in Asia where abuse survivors would once again be able to dream,” explained Lopez.

Glossary on Kalinga Prize Laureates

During the inauguration, children under the care of Bantay Bata 163 regaled guests with a special song number; while Annalyn, a blind child under the care of the Village, thanked donors for the beauty she feels around her. Jessie, a boy rescued by Bantay Bata 163 five years ago, amazed visitors with his exhibition of drawings.

Even more than Lopez and BB163 donors, it is the children who are most excited by the completion of phase 1 of the Village.

...

Gina Lopez, recipient of a UNESCO award and who has been recognized because of her works in the environment, children's rights and education, will be visiting Sydney, Australia, to raise awareness and campaign for support for the Adopt-A-Hometown School project in the Philippines.

Ms. Lopez is Managing Director of ABS-CBN Foundation Inc., the socio-civic arm of ABS-CBN Broadcasting Corp, the biggest media conglomerate in the Philippines and which has operations worldwide. And is behind the establishment of such programs as Bantay Bata 163 (BB163/Child Watch 163) – the only media based child rescue hotline in Asia. And Ms. Lopez is also behind such trailblazing cause – oriented initiatives as Bantay Kalikasan (Nature Watch), Adopt-a-Hometown-School project, and the ABS-CBN Foundation Volunteers.

...

Ms. Lopez has been recognized internationally for her efforts in serving the Filipino child. Lopez left a luxurious life at the age of 18 and became involved in social service work in South Africa and India for 20 years. When she came back, she headed AFI and has led it to where it is now. She is the daughter of the late Geny Lopez, who guided ABS-CBN to become a media giant in Asia. She has been recognized for her efforts through various awards like the Advancing the Status of Women Award given on the 2004 International Women's Day and the 1997 United Nations Award in Public Service.



For Ms. Gina L. Lopez : Work is worship

Gina Lopez, managing director of the ABS-CBN Foundation, held a presentation at the Philippine Consulate Monday where she shared the history, accomplishments and future plans of the aid organization. Consul General Marciano Paynor expressed his support for the projects of the foundation and promised to endorse it to the Filipino-American community in Los Angeles. “the projects of the foundation are worth supporting and we are proud to host this presentation,” Paynor said before nearly a hundred people in attendance.

Established in 1997, the media-based ABS-CBN Foundation Inc. has four divisions-Bantay Kalikasan (Environment Watch), Bayan Foundation (Community Watch), E-Media (Educational Media) and Bantay Bata 163 (Child Watch) all of which are focused mainly on the welfare of the Filipino children.

Bantay Kalikasan aims to provide better surroundings for children by supporting and initiating environmental programs. One of its major projects is the protection, rehabilitation and reforestation of the 2,700-hectare La Mesa Watershed, which is the site for the filtration plant and reservoir that supplies water to over 12 million Manila residents.

...

Lopez said that Filipino-Americans could participate in the reforestation of the La Mesa Watershed by donating \$3.00 per tree or \$1,000 for every hectare. Filipino-Americans in Chicago, she cited, has adopted two hectares. “The money that you would give is good for the first three years. After that, the maintenance cost would be minimal. **Trees are just like children; it’s not enough to plant them. You have to take care of them,**” she explained .

In the long run, the ABS-CBN Foundation is looking at converting a 70-hectare vicinity adjacent to the La Mesa into a resort and ecological park where families can go to enjoy Mother Nature, and for recreation.

...

There is also more capital for livelihood and increased business opportunities, and what’s good, we brought down the rate of 5-6 (loan sharks) by 300%, “ Lopez noted.

E-Media, the very first project launched by the foundation, is aimed at leveling the playing field in education. According to Lopez, there are about 35,000 public elementary schools in the country, most of which lack dynamic and progressive tools of education. “These schools only have blackboards and chalks,” she lamented. To remedy the situation, the foundation produces educational TV programs that cover the subject of English, Math, Science, Values, History and Literature. The shows are patterned after the school curriculum formulated by the Philippine Department of Education, Culture and Sports (DECS).

“I believe that audio visuals are more effective than just the blackboard and chalk and this was confirmed by the results of a comparative study conducted by DECS that showed better academic achievement (by as much as 15%-20%) on kids who watched the shows with the guide of their teachers compared to

those who did not. It definitely made a difference in the classroom,” the foundation’s managing director noted.

...

Lopez said the foundation has an in-field research team, which ensures that all the shows are comprehensible and appealing to the students. Teacher training is also integrated in the program to make sure that the teachers are involved in the learning process of the kids watching the shows.

Filipino-Americans can help in improving the primary education system in the Philippines through the foundation’s adopt-a-hometown school program where interested individuals may purchase and donate to their school of choice \$948 worth of educational set, which includes a TV monitor, one VHS machine, tapes containing 56 volumes of educational shows and instructional materials for the teachers. “Through your donation, you could help 1,000 students every year for as long as the tapes last.”

The foundation’s flagship program, Bantay Bata 163, serves as a haven for abused, neglected, abandoned and disaster-stricken Filipino children.

...

Lopez said they presently have a foster home program and are working at developing an adoption program in the near future. The program has received several awards for its advocacy, including the United Nations Award in Public Service (1997), the Chino Roces Award for Community Service (1997) and the Anvil Awards for its various projects from 1998 to 2001.

One of the biggest Bantay Bata projects is the establishment of a Children’s Village in Norzagaray, Bulacan (Central Luzon), where victims of abuse, neglect, abandonment and disaster will be housed and provided the best childcare possible. Construction started in December 2001 and the completion of Phase I is expected by the end of this year.

Individuals who want to help in the rehabilitation of Filipino children in crisis may sponsor a child for \$144 a month to cover expenses on food, clothing, medical care, psychological services, educational services, arts for healing program (visual arts, drama, music and movement) and recreational activities. Concerned Filipino-Americans may also donate to the Bantay Bata Children’s Center, which will take care of the expansion of Bantay Bata 163 all over the country, the maintenance of rescued children, the continuing education for the child care sector and the support of abuse prevention programs in communities in the Philippines.



ABS-CBN FOUNDATION, INC :
Accomplishment Report - 2006



ABS-CBN FOUNDATION, INC :
Accomplishment Report - 2007





(L-R) : ZEN S. DIMALANTA E-Media Program Director • GIRLIE M. ARAGON Bantay Bata 163 Deputy Director • ANGELIE M. AGBULOS Chief of Staff • REGINA PAZ L. LOPEZ Managing Director • MARLO D. MENDOZA Bantay Kalikasan Program Director • TINA MONZON-PALMA Bantay Bata 163 Program Director • MARILES H. GONZALES Production Manager • JOCELYN L. SAW Sagip Kapamilya Project Manager









Our Gina Lopez and her hard working staff registering ADCPs in Acton attendees and participants, March 2003.



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