

ANNEX B: LETTER MANDATE FROM FRANK PADILLA AND INTERNATIONAL COUNCIL Couples for Christ

Relationship between CFC and GK

The work of Couples for Christ (CFC) is the work of evangelization. Evangelization is the bringing of the good news of Jesus to others. The gospel (good news) of Jesus necessarily includes both the spiritual and social dimensions. It is one gospel with both essential dimensions, and there ought to be no dichotomy.

As such, the one work of CFC includes both the spiritual and social dimensions. The one mission of CFC is to bring good news to the poor, who include both the spiritually and materially poor.

In order to accomplish its mission, CFC emphasizes three basic aspects:

1. Winning of individual souls to Christ;
2. Strengthening of families; and
3. Working at total human liberation.

Pastoral-organizational structure

To help achieve its mission, the pastoral-organizational structure of CFC has been designed to focus on each of the above aspects, as follows (in corresponding order):

1. Evangelization and Mission
2. Family Ministries
3. Social Ministries and
4. Gawad Kalinga

The above four, together with Pastoral Support, comprise the five pillars of CFC's structure.

CFC and Gawad Kalinga

Gawad Kalinga (GK) is CFC's integrated, holistic and sustainable work of building communities among the poor. As such, GK is part of the one work and mission of CFC.

All members of CFC should share the GK vision of massive global poverty reduction through building vibrant communities among the poor, as well as its vision for nation building. All members should be exposed to GK and ideally be involved in GK in some direct way.

GK and Evangelization

The work of GK is fully a part of CFC's work of evangelization. It is bringing the good news of Jesus to the poor. Further, GK also is a creative way of evangelizing the rich. Still further, since our work with the poor brings us to the fullness of Jesus' mission and to a work that requires us to give much of ourselves, GK is also a way to continue the evangelization process for and deepen the transformation of existing CFC members.

GK and Nation Building

Evangelization includes the task of nation building, as Jesus instructed his disciples to "make disciples of all nations" (Mt 28:19). As such, CFC is also involved in nation building.

Aside from the work of our Social Ministries that seek to bring liberation to various aspects (media, education, health, armed services, prisons, and women) and dimensions (political, economic, and environmental) of society, our primary way of nation building is GK.

GK brings all sectors of society to focus on a specific task that affects the lives of the poor, who form the majority of citizens in most countries. GK, especially by way of GK777, is profoundly inspiring and can bring out the heroism in people.

The task of nation building in CFC and GK is not limited to those who live in the country itself. The participation of a nation's *diaspora* should in fact be a major goal.

GK and CFC

GK communities have GK Caretaker Teams that are on the ground and form the core group in building up the GK community. The members of such Caretaker Teams are mainly CFC.¹

The support for individual GK communities is generally provided by the sectors, clusters and chapters within the vicinity. As such, we seek to mobilize all of CFC to participate in the work of GK. In accomplishing this goal, the ideal structural set-up is for the Chapter Head to be concurrently the GK Project Director,² with the Unit Heads functioning as GK program heads.

For CFC members outside the country, their involvement would primarily take the form of heralding the good news of God's work to people in the country where they reside. CFC is called to be the caretaker of the vision for those outside the country.

GK and the Family and Social Ministries³

GK is our expert in building communities among the poor. But the Family and Social Ministries also bring their specialized focus and expertise to the work of GK. Thus GK and the Family/Social Ministries should collaborate closely in order to bring integration in the overall work of GK.

GK is not to form a distinct and parallel organization to cover aspects of the work that properly belong to and should be handled by the Family and Social Ministries. On the other hand, we recognize the unique situation of the poor and thus need to adapt to their situation. Such adaptation is basically under the direction of GK, in coordination with the Ministries.

Governance

GK has its own structure for governance. In the Philippines, GK is incorporated as Gawad Kalinga Community Development Foundation Inc. (GKCDFI). It has a Board of Directors of 10, including the 7 members of the CFC International Council. This assures unity of direction for the whole of CFC including GK. GKCDFI is under the authority of the CFC International Council.

In the Philippine provinces, there are GK Management Boards that direct the work of GK. The GK Management Board has 9 members, including the 5 members of the Area Council. The GK Management Board is under the **authority of the CFC** Area Council.

Just like the Family Ministries and the Social Ministries, GK has its own vertical governance structure with which to oversee and implement the work from day-to-day.

Funds allocation

Just like any element of its work, CFC is committed to support the financial needs of GK. At the same time, GK generates its own funds for operations through donations and sponsorships. Further, GK will seek to provide for its own administrative expenses through donations, income from events (conference, expo), and its share in retention for administration from sponsorships.

CFC members are strongly encouraged to financially support our work with the poor. Such support however should be over and beyond tithes.

However, while CFC members are expected to make *padugo* with their finances (aside from time and talent), they are not the primary market for fundraising. Rather, the main role of CFC members is to be advocates for the work. By sharing the vision for global poverty reduction and by encouraging partnerships, they should strive to bring in external partners who will provide the needed funds.

¹ An exception would be our Muslim GK communities, whose Caretaker Teams are made up mostly of Muslims.

² If need be and as an exception, there can be an Asst. GK Project Director.

³ The practical integration of GK and the Family/Social Ministries is still to be worked out.

Human resource allocation

The CFC and GK leadership should collaborate in allocating manpower resources to GK and non-GK services.

Pastoral formation

Since the work with the poor is part of the vision and mission of CFC, all CFC members ought to undergo the relevant formation programs, including a week-end retreat three months after the MER.⁴

The CLP will remain basically as it is, including the limited interpretation⁵ of Luke 4:18 in the Orientation Session and the limited definition⁶ of Christianity in Session 3. This is because the CLP has a very specific purpose, and that is personal spiritual transformation and renewal. Our work with the poor can be mentioned briefly however in some of the CLP talks.⁷ Such as Session 10 and in Session 11. The greater exposure to and formation regarding our work with the poor will come later.

Pastoral Balance

All members should be involved in some way in our work with the poor. However, we must not neglect anything else that God has given us as part of our life and mission. We must proceed with our person-to-person evangelization, have our CLPs to the non-poor, pursue our corporate evangelization, faithfully attend our households and other meetings, and be open to serve in work other than GK. In fact, our ultimate effectiveness in doing work with the poor, according to the mind of God for CFC, will depend greatly on our personal growth in holiness and strong family life.

Pastoral Approach To Outsiders

While GK is a part of CFC, our pastoral approach in promoting our work with the poor with the non-CFC sectors of society is generally to project GK and not CFC. This is basically because there could be many potential sponsors and partners who do not want to deal with religious groups, but who would be very open to dealing with a social development group. Therefore, depending on the particular situation, we might make no mention at all about CFC, at least initially.

However, it is not our intention to deceive or to hide the reality that CFC is behind GK. If asked, we should not deny the connection. In fact, we should be aware of the danger, to us, of looking at GK strictly from the social point of view. GK is part of our evangelistic mission. If we helped the poor materially but failed to follow through on their spiritual renewal, then we would not have accomplished our mission.⁸

Conflicts

While CFC is one body and its work, including GK, is one work, due to the complexity of its pastoral-organizational structure and the demands of its mission, there can arise some conflicts—in manpower allocation, in finances, in schedule of activities, in priorities, etc. Conflicts can arise between the territorial and GK governance groups. Conflicts can arise in the relationship between the Family/Social Ministries and GK. These are to be resolved by the leaders in a spirit of unity, loyalty and fraternal love. In case of impasse, the conflict is to be passed on to the next higher levels of leadership. The ultimate arbiter for unresolved conflicts is the CFC International Council.

Those working in GK and those working in the Family/Social Ministries must also be careful not to speak against or be critical about the other. Differences must always be resolved in brotherly dialogue, being mindful that we do in fact belong to one body doing one mission.

⁴ This is still to be developed for CFC. HOLD already has a weekend module for this.

⁵ Focusing on the spiritual dimension of the good news.

⁶ We speak of faith but not yet work.

⁷ Such as Session 10 on Growing in the Spirit, as one practical way we can serve others. Or Session 11 on The Life and Mission of CFC, where we describe the history and progression of CFC and where we present our statement of mission.

⁸ Evangelization does not necessarily mean conversion to the Christian faith. Evangelization is sharing the good news of Jesus with others. Thus, in doing GK for Muslims, we do not seek to convert them to Christianity. We however go there as CFC, in the name of Jesus, proclaiming his good news to the poor.

In our work of renewing the face of the earth, now intensified by the work of GK and GK777, we must always be mindful of the attacks of the enemy. We can overcome only as we stand united and loyal to one another.

Note: This paper was discussed and approved in principle by the GK Board (CFC Council) on October 7, 2004. However, it is still considered a working paper and as such is not yet official. It can already be used however as a general guideline.

ANNEX C: GK ANCOP TEAMS PER CHAPTER

1. *Open Team*

- Seeks and initiates contacts within non-CFC Filipinos and non-Filipinos in their chapter's assigned area
- Opens doors and establishes relationship leading to a presentation
- Sets up appointments and briefs / coordinates the Presentation Team
- Maintains relationships with contacts and provides periodic feedback

2. *Presentation Team*

- Studies and delivers the ANCOP/GK presentation
- Makes the event a holy evangelization capturing the hearts and minds of the audience to solicit their Time, Talent, and Treasure
- Based on briefing from Open Team, prepares the logistics required and presents
- Answers any questions based on the target audience and helps the audience see the vision and mission clearly
- In the end, inspires heroes

3. *Action Team*

- Follows up persons or groups who have expressed interest in the presentation following up commitments and pledges
- Provides closure to the commitments and ensuring that pledges are realized in the form of actual donations
- Enlists persons who wants to provide their Time and Talent

- Overcomes doubts and hesitations by clarifying issues and answering queries and if necessary referring these queries back to the Presentation Team
- Closely coordinates with Admin Team

4. News Team

- Actively solicits news-worthy activities, events, and local heroes within the chapter, ensuring information flow to the National ANCOP GK
- Chapter-based “reporter” consists of news writers, editors, and publishers
- Ensures information and news outside of the chapter gets to chapter members timely and accurately

5. Event Team

- Assists and coordinates with various groups in organizing events and awareness activities
- Coordinates with the ANCOP organizing committee for CFC/ANCOP activities such as walkathon, WOW GK to ensure successful implementation and participation at the chapter level
- Promotes and advertises upcoming events

6. Mabuhay Team

- Invites to a GK site every person (CFC, Non-CFC, Non-Filipinos) going to the Phils from the chapter / area
- Ensures that every Balikbayan becomes a living witness of GK and shares the experience to the chapter

7. Admin Team

- Handles overall chapter-level finance, admin, and support
- Ensures all forms are properly filled and signed; donations appropriately remitted, inquiries are handled, etc

ANNEX D: WowGK EVENT PRIMER

WowGK is the major event of ANCOP CANADA for the year 2005. It is the formal launching of GK777 in PUBLIC IN CANADA. It is a gathering of heroes for an exposition, concert/ show, and possibly with dinner, lunch, or hors d'oeuvres. It is a celebration of the best of the Filipino.

The exposition will emphasize the nation-building thrust of GK. It will showcase the massiveness of the work of GK. It will feature the GK components of shelter, education, health, livelihood & community empowerment, but instead of typical "booths", it will be a mini model GK Village and the guests will go through a GK Village journey . The guests will experience the look and feel of a GK site, with "Mabuhay Guides" leading them in their journey. There will be a world-class exhibit showcasing amazing GK transformation stories as well as the ANCOP CANADA region's accomplishments to date.

There will be a concert/show which will be a special production about GK, putting into song and dance the deepest aspiration of the Filipino for a new nation. The show may feature big-name or local entertainers who will perform for the cause of nation-building.

It will be a gathering of heroes because it is mounted to give recognition and honor to the heroism of ordinary people in the course of their extraordinary journey. Those who will attend and purchase Event Tickets are already contributing to the task of nation-building in their small way. Partners will be recognized and honored as part of the WowGK exposition and concert/show. GK communities are nurtured and sustained by showing everyone that the work of reconstructing a nation is through the reconstruction of families and communities. Beyond reform, GK seeks transformation in order to build a sustainable Filipino vision of harmony & productivity in community life active in faith and patriotism. Because the work of transformation is a process that takes years, GK caretakers volunteer those years and they are heroes for doing so. Caught in the mission of nursing broken lives, ANCOP-GK caretakers often don't have the time to appreciate the impact of their contribution beyond the boundaries of GK communities or their ANCOP regions. But the national leadership of ANCOP-GK sees the emerging whole from the efforts of each ANCOP-GK caretaker team and appreciates the actual and potential of an integrated national movement.

WowGK was conceived as one dramatic vehicle to convey and share the view of the massiveness of a collective effort to the individuals and teams who are making it possible. The impact of the Wow GK will reverberate in the hearts of affirmed ANCOP-GK workers and carry the seeds for greater involvement by more volunteers in the future.

WowGK's SPECIFIC GOALS

1) Fulfill our commitment to our designated GK sites.

Our commitment to be the caretaker for a particular GK site means that the funds described in the Area Development Plan should be remitted to the GK site within 6 months to one year from the date of commitment.

We cannot be complacent and just wait and see if the funds or the money comes in or not. We need to have a sense of urgency. We in ANCOP CANADA should understand that it is we who are making the commitment, not just the sponsor. If the sponsor reneges, we have to find another one! This is what it means to be a PARTNER in development and a PARTNER in nation-building.

A part of WowGK is setting financial goals for our designated GK site(s), which incorporates the budget set forth in the Area Development Plan. With the WowGK event, we get that much needed sense of urgency for our adopted GK communities. If we meet our financial projections, we will be able to meet our full commitment to them within a 6-month to 1 year time period.

2) Be able to maximize to the fullest our limited resources and limited pool of volunteers.

We all know that we never have enough volunteers. Our common wish is that there are more people to help us. Since we work with a limited pool of volunteers, and we do not have many resources, we need to MAXIMIZE what we have.

WowGK maximizes our volunteers and resources because instead of putting up a number of time-consuming fundraising events that yield minimal returns (\$1k-\$5k) one after the other, we only put up one BIG major event, and concentrate our efforts on that.

Specialized, Low Maintenance Events

Note though that this does not mean we do not have other events at all. We still have our other events like tennis tournament, basketball tournament, walkathon, garage sale, but these are "low maintenance" events involving specialized groups/ markets, and may be done by a few volunteers, maybe even those outside of our regular pool of volunteers. All such events though should always be ANCOP-GK advocacy events where we take the opportunity to present ANCOP-GK to the participants and audience.

3) Give our Partners recognition and affirmation.

WowGK allows us to give our partners more than a silent thank- you letter as recognition. Part of the WowGK exposition is a section in the mini-GK village for Partner Services where we feature our ANCOP-GK partners as "heroes" and they are shown the result of their contribution in the overall transformation of the GK community.

Part of the WowGK show/ concert is having some ANCOP-GK strategic partners take part in the carrying of a GK house to symbolize their part in nation-building through "bayanihan." We could also have historic signings of Memorandum of Agreement with each strategic ANCOP-GK partner who have committed to sponsor their own GK villages.

Our partners' contributions are affirmed by seeing that their help was not isolated one-off donation, but rather, is a part of the bigger and holistic work of GK. It is always good to see and know that you have done something to make a difference in the lives of others.

4) **Give our volunteers focus.**

With WowGK, our volunteers get to focus on advocacy and presenting GK to their families, friends, co-workers, groups, association. They are given actual goals, actual numbers that they strive for. They now have a reason to make that long-postponed ANCOP-GK presentation to this person that they have long been eyeing as a GK partner. They are now moved to action because there is a set date, a firm deadline so to speak. Instead of having the GK presentation or conversation at the bottom of their priority list or task list, they now have it in the top three.

Our volunteers believe in GK that's why they signed up to help, however, they do need that "nudging" to get the results we need. That "nudging" is the WowGK event. Our volunteers will make presentations about ANCOP-GK, and at the end, invite their audience to the WowGK event or be a GK partner in one way or the other.

5) **Be able to spread awareness, expand our volunteer base & get more advocates for GK777.**

In order for this work to grow and to spread, in order for our work to really be on a rapid and massive scale, we need to have more volunteers and advocates. WowGK is an effective way to expand our volunteer base and get more advocates by:

- A. the 1,000 people that will attend the event
 - these people will see a mini-GK Village—the WowGK event is a living, breathing, interactive brochure of GK
 - they will learn more about GK, watch a powerful and touching show about it and listen to powerful testimonies and stories of transformation
 - chances are, they will be overwhelmed by the beauty of GK and be our next 1,000 advocates for the coming year
- B. the SFC/ YFC/ CFC/ HOLD members that will serve as the "Mabuhay Guides" (ushers and usherettes) in the mini model GK Village
 - we will have to train a good number of ushers and usherettes to man the mini-GK Village and tour the guests around, and answer their questions about the different components of GK (shelter, education, health, livelihood & community empowerment)
 - with this training, these guides could be used not just for the night of the WowGK event, but also as presenters of ANCOP-GK to groups and associations
- C. the members of the WowGK solicitation and ticket sales committees
 - we will have to train the members of our WowGK solicitation and ticket sales committees as ANCOP-GK presentors and advocates
 - with this training, they could be used not just for the WowGK event, but for all future presentations
- D. the creative team who will put together the WowGK production/ show
 - we will also train them and they will become well versed in GK
 - they too will be our future GK presentors and advocates
- E. entertainers
 - the WowGK production will necessitate tapping local (and maybe national or international) entertainment talents for the show

- they could also be our effective advocates of GK (much like Gary V and Kuh Ledesma)
- F. media team
- the WowGK promotions & publicity team will focus on getting GK articles and stories published or reported in the media
 - this will go a long way in promoting GK awareness

WowGK PREPARATION MECHANICS

WowGK is more than the event itself. It is the preparation and the process of putting together the event that will really go a long way in achieving our goals for GK777.

The Planning Committee

The WowGK Planning Committee is tasked with putting together the WowGK event. This will be the core group that will plan the event. The Planning Committee will be chaired by the ANCOP-GK HEAD. The proposed composition of the Planning Committee is as follows:

1. Marketing Committee Head = ANCOP-GK Marketing Director
2. Program Committee Head – someone with creative gift in production
3. Logistics Committee Head – someone with gift in getting things done & implemented
4. Finance Committee Head – someone with gift in finance and accounting

Needless to say, all members of the planning committee must have deep appreciation and understanding of the work of ANCOP-GK. Each committee will form its own team or subcommittee as described below.

Marketing Committee

The head of the WowGK Marketing Committee is the ANCOP-GK Marketing Director. This will ensure that all our marketing efforts are well coordinated and planned. ANCOP-GK presentations are already ongoing, both within the CFC community and outside (especially before different Filipino groups). This time, the ANCOP-GK presentations have the added component of inviting the audience to the WowGK Event and inviting them to be a part of it since all ANCOP-GK partners will be recognized in the WowGK Event. Marketing sub-committees must be formed to focus specifically on the following:

- (1) Partnership Solicitations
 - obtain partnerships for the designated GK community
 - Any leads obtained for other partnerships must be directed to Marketing Committee Head for proper follow-up and coordination
 - The bulk of the WowGK revenue will come from these partnerships
 - If silent auction is conducted, this committee will also solicit the silent auction items
- (2) Ticket Sales
 - handle ticket sales and collections
 - Man reception table of Event date
- (3) Promotions & Publicity
 - Print invitation, flyer, solicitation materials, tickets
 - promote WowGK through different and creative ways (newspapers, website, email, TV (TFC), radio, etc)
 - Responsible for WowGK Souvenir Program
 - Work closely with ANCOP-GK Communications Director

Program Committee

The Program Committee will be responsible for putting together the mini model GK Village as well and the GK production/ show/ concert. The mini model GK Village will feature the five GK components of shelter, education, health, livelihood, and community empowerment. The silent auction will be creatively and meaningfully incorporated in the mini GK Village. The show will be a special production about GK, putting into song and dance the deepest aspiration of the Filipino for a new nation.

Finance Committee

The Finance Committee will manage the finances for the Event. It will come up with the budget and financial projections. It will handle all deposits of ticket sales and donations, make disbursements/ reimbursements for expenses, and produce a financial report after the Event.

Logistics Committee

The Logistics Committee will coordinate the physical aspect of the Event. It will deal with the venue manager for the contract, payments, set up of the mini GK Village, coordinate security, insurance, housing and transportation, and first aid. It will work very closely with the Program Committee to satisfy its technical and physical needs for the production. It will work closely with the Marketing Committee to implement any special arrangements for the Partners and special VIP guests.

KEY POINTS:

Coordinate Partnership Packages & Financial Projections with Adopted GK Site

ANCOP Canada will work closely with each GK site to confirm the Area Development Plan and the specific needs of that community so that the partnership programs are packaged according to the needs of the particular GK community.

Selecting the Venue

Venue should be centrally located, near areas where there are concentrations of Filipinos. It should be attractive and big enough to allow the set up of a mini GK Village, and a stage for the show/ concert. Venue decoration should evoke the spirit of nationalism, nostalgia and hope for the Philippines.

Mini GK Village/ Exposition

The exposition or mini GK Village should be world-class and professionally done, and truly reflect the standards and the spirit of GK.

ANCOP-GK Presentations

WowGK does not mean that we limit our GK presentations to those about our adopted beneficiary GK community. Our ANCOP-GK presentations are about GK in general, but we present to them the specific option to contribute to our adopted GK community.

Ticket Pricing/ Complimentary Event Tickets

The tickets should be affordably priced. Local talents of big-name entertainers will help bring in the people, but we want to make sure also that these talents believe in the cause of GK. We should set aside complimentary tickets for certain strategic partners like heads of significant Filipino associations, consul general, etc. In ANCOP we will make available approximately 50 complimentary Event Tickets, for major sponsors (\$2,500 and up), local talents, special guests & strategic partners like the Consul General and heads of Filipino Associations, etc.

Mobilizing CFC

It is very important that CFC leaders embrace GK. We should see the role of CFC members as ADVOCATES, not necessarily as our primary and only source of funds. CFC is NOT the only market- we want them to be the ADVOCATES of ANCOP-GK.

Mobilizing the CFC Youth and Singles for Christ

The young professionals and the youth are very valuable resource for ANCOP-GK advocacy. The WowGK Marketing Committee should make sure that these resources are tapped to its maximum potential.

WowGK Souvenir Program

The WowGK Souvenir Program ("SP") should be a more than listing the sponsors and partners. It should be a primer about ANCOP-GK, with the sponsors shown as partners in nation-building.

For example, in ANCOP Canada, the sponsors/ partners for \$5,000, and \$2,500 will get full pages in the SP, sponsors for \$1,500 get a half page, sponsors for \$500 get a quarter page, and sponsors for \$100 get a listing.

For the \$1500 and up sponsors, they could provide their artwork and logo (if applicable) but we will also lay out, side by side with their name, their corresponding beneficiary, and write touching stories about the partnerships.

Silent Auction

There could also be a silent auction where the auction items have a special corresponding GK meaning. The venue (hotel especially) usually donates an item or two for charity events. e.g. Hotel accommodation could be auctioned off in a way that tells the auction bidder that by buying this item, they are enabling the feeding program for the SIBOL School in the community for one year. The weekend stay could be auctioned off in a way that tells the auction bidder that by buying this item, they are replacing the shanty of a poor family. The silent auction is incorporated in the GK Village journey.

Production Expense

We should allocate as part of our Production Expense our share of the plane fares of our WowGK contingent from the Philippines (Tony Meloto, Dylan Wilk, and maybe others).

Maximizing Visit of WowGK Philippine Contingent

In order to maximize the visit of the brethren from the Philippines who will come for our WowGK (ie Tony Meloto, Dylan Wilk), we could set up weekday/weeknight meetings or presentations with potential strategic ANCOP-GK partners. If your WowGK event falls on a Saturday, the meetings could be set for Thursday & Friday. If your WowGK event falls on a Sunday, the meetings could be set for Monday & Tuesday. Such meetings are subject to the final schedule and approval of our Philippine contingent.

Partnership with Philippine Department of Tourism

GK (through Tony Meloto) is presently working on a partnership with the Philippine Department of Tourism for the WowGK in Canada. We are also working on having President Gloria Macapagal-Arroyo and Cory Aquino grace some of our WowGK Events.

Big Name Entertainers/ Local Talents

Having big name entertainers will help pull the people in and make it easier to sell tickets.

In Canada, we can approach Joey Albert for some shows. To minimize expense we can utilize local talents, singers actors like winners of Canadian idols. Note that their appearance will only be brief anyway because we do not want the spotlight to be on them, but rather on GK. If they do become available, we will have them sing some of the songs in the program or find a way to incorporate them into the program, but we will proceed with the planning with or without them.

Sample Invitation, Solicitation Packets, Tickets

The sample Invitation & Solicitation Packets will be provided. The invitation and ticket will be designed by National Marketing team. Please contact ANCOP National marketing team if you want us to send you the files. These should just be printed locally in your respective areas because unlike the brochures, we will not get much of a discount since the event information will all be different anyway.

The sample WowGK flyer and poster are still in process.

WowGK!

Awe. Wonder. Amazement.

Gawad Kalinga, which means "To Give Care," is indeed a subject of awe, wonder, and amazement to those who have seen and heard. WowGK, aims to show the amazing transformation of the Philippines through Gawad Kalinga.

The Philippines with its more than 7,000 beautiful islands is truly a paradise in Southeast Asia. Boasting of powder sand beaches, breathtaking mountains and an array of exotic flora and fauna, it has become a popular tourist destination for the west. However, existing side by side with its exquisite natural beauty is the ugly face of poverty that has afflicted the country for the past 400 years. Pollution has turned our pristine lakes and rushing rivers into murky bodies of lifeless water, corruption has forced 70% of the country's population to live in sub-human conditions struggling to fight hunger, disease and despair everyday.

But there is hope! There is a rushing wind of change blowing throughout the country transforming slum areas into flourishing communities vibrant with life and color. Now, in more than 350 sites in the Philippines, small clusters of brightly painted houses with landscaped yards and flower boxes are sprouting like wildflowers at the first blush of spring. And as one walks through the now cemented path walks of these communities, he will be greeted with warm smiles and proud faces of people who because of hope have started to regain their lost dignity and are now working to improve their lot. This is the miracle of Gawad Kalinga (or GK as it now popularly known), a restorative and reformative program bent on eradicating poverty in the third world.

The amazing transformations in these unusual communities are tourist attractions in themselves. There are the quaint little houses of the GK English Village in Bulacan, the oriental inspired architecture in the GK Mulan Village in Caloocan City, or the European influences in the GK Swedish Village in Quezon City. These communities are the fruits of landmark partnerships between first world countries and the Philippines; working models with concrete results!

The splendor of the Philippines is not just in our beautiful islands. It is also in our culture, best exemplified by "bayanihan" - a uniquely Filipino spirit that means being a hero to each other. And this is exactly what GK is! The model communities are the fruit of cooperation among all sectors of society to help eradicate poverty and bring back hope to the country.

Together, we set our eyes on a BEAUTIFUL, PEACEFUL and PROSPEROUS PHILIPPINES for the world to see! The countdown has begun for the race to eradicate poverty in the Philippines and restore it to its beauty. Come join us and be one of our partners, hand in hand with the government, socio-civic organizations, corporations and concerned individuals, and help us with GK777, building 700,000 beautiful homes in 7,000 peaceful communities in the next 7 years! In time, the rest of the third world will experience the same awe, wonder, and amazement at how poverty is made rich through love.

SAMPLE FINANCIAL PROJECTIONS

WOW GK FINANCIAL PROJECTIONS - \$325k

Type: Dinner/ Expo/ Concert

Target: 1000 people

ESTIMATED EXPENSES					
Food & Drink		1000		\$35.00	\$35,000.00
Invitations/ Solicitation Packets					\$4,000.00
Production/ Creative					\$10,000.00
Souvenir Program					\$6,000.00
TOTAL EXPENSES					\$55,000.00
ESTIMATED REVENUE					
	# sponsors	Comp Tax			
\$100 Sponsorships	400		\$100.00		\$40,000.00
\$500 Sponsorships	200		\$500.00		\$100,000.00
\$1000 Sponsorships	100		\$1,000.00		\$100,000.00
\$2500 Sponsorships (20)					
SIBOL - 12 kids each	5	2	\$2,500.00		\$12,500.00
SAGIP - 12 kids each	5	2	\$2,500.00		\$12,500.00
SIGA - 12 youths each	5	2	\$2,500.00		\$12,500.00
College Scholar	5	2	\$2,500.00		\$12,500.00
\$5000 Sponsorships (6)					
SIBOL School	1	2	\$5,000.00		\$5,000.00
Multipurpose Hall	1	2	\$5,000.00		\$5,000.00
Livelihood & Productivity Center	1	2	\$5,000.00		\$5,000.00
Health Center	1	2	\$5,000.00		\$5,000.00
Playground	1	2	\$5,000.00		\$5,000.00
Chapel	1	2	\$5,000.00		\$5,000.00
Ticket Sales (1000 @ \$60)	1000	20	\$60.00		\$60,000.00
TOTAL REVENUE					\$380,000.00
NET INCOME					
					\$325,000.00

*** PLUS additional revenue from Silent Auction - maybe another \$5,000 - 10,000

*** NOTE: We will make available 50 Complimentary Event Tickets, for major sponsors, local talents, special guests & strategic partners like the Consul General and heads of Filipino Associations, etc.

Sample Proceeds Application

GK Village, Balangayan Butuan				
Proceeds Application				
SIBOL School	1	\$5,000.00	\$5,000.00	
Multipurpose Hall	1	\$5,000.00	\$5,000.00	
Livelihood & Productivity Center	1	\$5,000.00	\$5,000.00	
Health Center	1	\$5,000.00	\$5,000.00	
Playground	1	\$5,000.00	\$5,000.00	
Chapel	1	\$5,000.00	\$5,000.00	
SIBOL	60 kids	\$2,500.00	\$12,500.00	
SAGIP	60 kids	\$2,500.00	\$12,500.00	
SIGA	60 youths	\$2,500.00	\$12,500.00	
College Scholar	5 scholars	\$2,500.00	\$12,500.00	
Homes	235	\$1,000.00	\$235,000.00	
Site Development, Livelihood, Health			\$10,000.00	
TOTAL PROCEEDS			\$325,000.00	