



MOVE FORWARD.
Pay it forward.

THE GMA KAPUSO FOUNDATION, INC. 2010 ANNUAL REPORT



Vision

We are the most accomplished, most trusted, and most credible non-government organization in the Philippines; the leader in serving and uplifting the lives of the underprivileged members of our society through *Serbisyong Totoo* and the responsible use of media.

Mission

We uplift the lives of underprivileged Filipinos all over the Philippines by:

- providing quick-response relief operations to fulfill the most immediate needs in times of crises;
- undertaking health, nutrition and medical projects to promote greater equity in health;
- carrying out developmental programs designed to promote education and foster learning.

We value our relationship with local, national, and international partners and recognize the impact they have in our capability to provide help to those who need it most.

We are committed in ensuring sustainable operations to enable us to continue being a “strong bridge” for our donors and beneficiaries by actively promoting the Foundation’s initiatives to solicit sufficient funding.

In doing so, we effectively bridge the distance that comes between those who need help and those who extend a helping hand. As such, we recognize the power of media and its role in eliciting compassion and a sense of responsibility from our donors and in promoting volunteerism among Filipinos and we shall continue to use it responsibly as a means to achieve our organizational goals.

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Message from the
CHAIRMAN

Beyond the election season, GMAKF successfully carried out numerous projects under our Health, Disaster Relief, Education, and Values Formation programs.



In 2010, the GMA Kapuso Foundation (GMAKF) continued to deliver on its commitments to uplift the lives of the underprivileged Filipinos.

GMAKF successfully carried out numerous projects under its Health, Disaster Relief, Education, and Values Formation programs.

After super typhoons *Ondoy* and *Pepeng* hit the country towards the last quarter of 2009, GMAKF knew that the real challenge in 2010 would be to help our countrymen get back on their feet. As we launched and sustained a number of disaster relief operations, we made sure that our projects also intersected with our advocacies and initiatives on education, health and values formation.

Under **Operation Bayanihan**, the **Kapuso School Rehabilitation** (KSR) project focused on rebuilding classrooms in a number of schools that were ravaged by the typhoons. We also enhanced our ability to quickly respond during calamities by organizing the **Kapuso Calamity Brigade**, a pool of GMA employees/talents -volunteers who are ready to be deployed to calamity-stricken areas at a moment's notice.

As the year 2010 was GMA Network's diamond anniversary, we also made sure that we celebrated this milestone meaningfully by reaching out and giving back. In July, as part of our commemoration of our 60th year, GMA's employee-volunteers pitched in and helped construct a classroom in Banaba Elementary School in San Mateo, Rizal.

Year in and year out, partnerships have helped GMAKF carry out its mission to help as many Filipinos as possible. In 2010, P&G Philippines teamed up with GMAKF and, together, we rehabilitated the seven-classroom school building of the Malaya Elementary School in Pililla, Rizal.

Through the P&G Philippines – GMAKF tandem, too, we were able to distribute school supplies to thousands of grade school pupils from the poorest and the farthest areas in the country under our **Unang Hakbang Sa Kinabukasan** (UHSK).

We also worked with Pharex Health Corporation and the Department of Health in implementing a host of health-related activities. For instance, our **Kalusugan Karavan** served thousands of our less-fortunate brothers and sisters in Cebu and Davao.

With each passing year, the Kapuso Foundation is able to touch the lives of more and more Filipinos. There is really no secret why we are able to accomplish a lot despite the many challenges we face... The key lies in the Foundation's dedication and determination to carry out its mission to help and serve the most needy of our countrymen.

With the help of our ever-reliable allies in the government sector as well as our key NGO and individual partners and volunteers, we are looking forward to helping and continuing to enrich the lives of more Filipinos in the years to come.

In 2010, the GMAKF continued to live up to its promise of being the Filipino's **Kapusong Totoo**.

Maraming salamat po.



FELIPE L. GOZON
Chairman

Message from the
PRESIDENT

The start of the year 2010 was a time for rebuilding...
and the Foundation saw the need to ensure that the
road to the future was not disrupted.



Unity and resilience allowed the Filipinos to recover from the aftermath of the two super typhoons that ravaged the country in late 2009. The start of the year 2010 was a time for rebuilding, and the GMA Kapuso Foundation (GMAKF) played a key role in that crucial period.

GMAKF saw the need to ensure that the road to the future was not disrupted by the effects of the typhoons by channeling its resources to the rehabilitation and rebuilding of several damaged schools through the **Kapuso School Rehabilitation** (KSR) project.

We are truly appreciative of the generosity of the donors and the many willing hands that were always there to help the Foundation accomplish what it rolled out under the KSR project in 2010. For one, P&G Philippines' contribution to the rehabilitation of seven classrooms in the Malaya Elementary School in Pililla, Rizal was indeed invaluable. The number of KSR volunteers which ran into the hundreds also showed how Filipinos willingly practice the *Bayanihan* spirit, especially during the most trying times.

Learning from how we were caught flatfooted by *Ondoy* and *Pepeng*, GMAKF very quickly but efficiently organized the **Kapuso Calamity Brigade** (KCB). KCB is composed of GMA employees who have voluntarily signified their intention to be deployed almost immediately to areas that will be hit by disasters, whether natural or man-made.

Several other notable projects were successfully carried out in 2010 under the other programs of the Foundation. The **Unang Hakbang Sa Kinabukasan** (UHSK) project gave thousands of incoming Grade 1 pupils reason to smile on their way to school, as they had new backpacks filled with notebooks and other basic school supplies. P&G Philippines partnered with GMAKF in reaching out to kids from far-flung areas by distributing school bags with supplies as part of the 2nd wave of the UHSK.

Our **Kalusugan Karavan**, in partnership with Pharex Health Corp, saw thousands of beneficiaries in Cebu and Davao City benefit from a wide array of health and medical services we extended to our less fortunate brothers and sisters.

Under GMAKF's **Give-A-Gift: Alay sa Batang Pinoy**, hundreds of malnourished children became recipients of the 120-day feeding project (Feed-A-Child); selected children with cancer, cleft lip or palate deformities, and hernia also received medical and other assistance.

The year 2010 was another busy year for the Foundation. It is truly amazing how many of our countrymen and committed corporations continue to serve as the fuel that drives GMAKF to serve and uplift the lives of more and more underprivileged Filipinos all over the country.

Our heartfelt thanks to all our partners in both the private and public sectors, including our hardworking volunteers, for helping make the Foundation's projects for the year both meaningful and successful.

Let us continue to work together in the years to come for the benefit of our countrymen.

Thank you.


GILBERTO R. DUAVIT, JR.
President

Report on **OPERATIONS**

by the EXECUTIVE VICE PRESIDENT
and CHIEF OPERATING OFFICER

But as I always say, I cannot do this work alone. Much as I feel personally devoted to it, I have constantly felt that the GMAKF mission is not MY but OUR mission.

“Dati po, tatlo kaming nagsisiksikan sa maliit na desk kaya ang hirap-hirap pong magsulat. Ngayon, sa bagong classroom at desk, mas madali po ang aming pag-aaral. Salamat po!” (There were three of us who used to share a small desk and it was hard to write our lessons. Now, with our new classroom and chairs, it is easier to study. Thank you!) Geraldin Dakit, 7 year-old pupil, Malaya Elementary School.

Beneficiaries like Geraldin inspire me to keep doing what I love the most – helping others get a better chance in life.

This passion springs out from my sincere desire to create a positive impact on our nation even if it is just one person at a time. As I look back at my personal journey as a broadcast journalist, I am filled with gratitude not only to those who have given me the opportunity to master my craft but also to those who believed in my advocacy. My work at GMA Kapuso Foundation (GMAKF) is just a simple gesture of paying forward for all the goodness that I have been blessed with.

But as I always say, I cannot do this work alone. Much as I feel personally devoted to it, I have constantly felt that the GMAKF mission is not MY but OUR mission.

In order to champion the cause of empowering the poorest of the poor, we, at GMAKF, rely on the collective efforts and resources of our friends, donors, and benefactors. Please share with me the

A woman with dark hair, wearing a bright yellow button-down shirt and tan trousers, stands in front of a blue wall. To her right is a large sign for the GMA Kapuso Foundation, Inc. The sign features the letters 'GMA' in large blue font, with 'KAPUSO FOUNDATION, INC.' in smaller red font below it. A string of colorful triangular flags hangs across the sign. The background shows a clear blue sky and some greenery.

GMA
KAPUSO FOUNDATION, INC.

joy of seeing the impact that all of us made on the lives of thousands of Filipinos, whom we served together in 2010.

The destruction brought about by typhoons *Ondoy* and *Pepeng* in 2009 created a major challenge for GMAKF to address the need for rebuilding heavily damaged public schools in Luzon. Due to the urgency and immensity of the need, the **Kapuso School Rehabilitation** (KSR) project became our top strategic priority in 2010. Through your support and the untiring effort of our team, we were able to achieve the amazing feat of building or rehabilitating 89 classrooms in 20 schools in just one year!

Aside from the lack of school buildings conducive to learning, the scarcity of simple learning tools, such as notebooks and pencils, is another reason for the high rate of elementary school dropouts. The mission to address this is at the core of our **Unang Hakbang sa Kinabukasan** (UHSK) project. Now on its 13th year, UHSK is GMAKF's investment in the future of Filipino children. In 2010, we provided 45,215 Grade 1 pupils with customized backpacks and school supplies. I will never forget the precious smiles on those tiny faces as the children excitedly received their gifts!

GMAKF is on the ground running whenever disaster strikes, whether it is a typhoon, volcanic explosion, flashflood, landslide or fire. Through our disaster rapid response program, **Operation Bayanihan**, a total of 74,528 individuals received immediate assistance when they needed it most. Apart from the NCR areas, most of the relief operations in 2010 were conducted in the poorest and far-flung communities in the country. The residents of an extremely remote municipality in Cagayan province best described our presence the day after super typhoon *Juan* struck in October when one of them said, "*Salamat sa tulong ninyo! Sa kasaysayan ng bayan namin, wala pang nakarating dito na taga-media... pati mga taga-munisipyo namin, naunahan pa ninyo!*"

While GMA Network has always been quick and reliable in terms of providing manpower and logistical support to the GMAKF, it has been my long-time dream to raise the level of involvement of Network employees to something deeper, more personal and more sustained especially in times of calamities. *Ondoy's* aftermath and the gargantuan task of helping in the restoration of normalcy in the affected communities fast tracked the realization of this dream.

Formed during the last quarter of 2010, the **Kapuso Calamity Brigade** (KCB) does not only provide a venue for volunteerism among GMA employees, it also highlights the fact that *serbisyong totoo* is as warm and tangible as these men and women of the *Kapuso* Network. Thanks to the GMA Network management's all out support, these 50 KCB volunteers who gallantly heeded the call to lend a hand has been a big boost to the GMAKF staff's morale and overall effectiveness.

Through the years, we have known that medical assistance is one of the most pressing needs of many marginalized Filipino families. The ever increasing prices of medicines and surgical procedures have driven many to our office, requesting precious aid. In 2010, we were able to provide free medical assistance to 11,226 indigent beneficiaries through our **Bisig Bayan, Kalusugan Karavan**, and other health-related projects.

All these figures may look impressive but the truly inspiring ones are those felt by the HEART—the compassionate heart that zealously drives our hardworking team, the generous heart of our donors and the trusting heart of our partners that converts every GMAKF project into a *bayanihan* experience. I hope that as you read through the amazing stories in this Annual Report, you will also, in a way, feel the joy and fulfillment of being able to rebuild not just school buildings but lives in the best way we know—the *Kapuso* way!

Thank you for journeying alongside us and sharing our vision of serving and uplifting the lives of the underprivileged in our society through *Serbisyong Tootoo*. Together, we can take our country into a hope-filled future by paying forward the goodness we have received.

On behalf of our beneficiaries, volunteers and staff, *isang taos pusong pasasalamat sa inyo, Kapuso!*


CARMELA C. TIANGCO
Executive Vice President & COO

Board of **TRUSTEES**

(Left to right) Carolina G. Jimenez • Gilberto R. Duavit, Jr. • Felipe L. Gozon • Felipe S. Yalong • Carmela C. Tiangco • Anna Teresa M. Gozon-Abrogar
Judith D. Vazquez • Michael John R. Duavit • Marissa L. Flores • Joel Marcelo G. Jimenez • Miguel C. Enriquez



OFFICERS



FELIPE L. GOZON
Chairman of the Board



GILBERTO R. DUAVIT, JR.
President



CARMELA C. TIANGCO
Executive Vice President/COO



FELIPE S. YALONG
Treasurer



ROBERTO O. PAREL
Secretary



HENRY L. PEREZ
Executive Director



Doing the Math

2010 has been another year of fulfilling GMAKF's mission to help thousands of people in need. Here, the numbers speak:

HEALTH PROGRAMS

- **2,321 individuals** were assisted by *Bisig Bayan* in their need for medicines, blood requests, surgery, diagnostic and laboratory exams, health institution referrals, etc. 32 of them were chosen as Subject of Appeal (SOA) cases.
- **89 people** received free partial dentures through the *Ngiting Kapuso* project for the Oral Health month in February.
- **239 women** joined the *Serbisyong Alay sa Kababaihan* project in celebration of Women's Month in March. 71 women availed of mammogram and pap smear testing; 5 underwent ultrasound; and 1 had a breast removal procedure.
- **168 women** in Pililla, Rizal availed of free breast exam and pap smear. 146 women were given vaginal suppositories after findings of mild and severe infections.
- **989 boys** were circumcised during *Operation Tuli*.
- **28 patients** received asthma maintenance medicines and attended a lecture on asthma care during the World Asthma Day in May.
- **143 indigent men** had free digital rectal exam and PSA testing in June in line with the Prostate Cancer Awareness month. 15 with high PSA results were reevaluated; 6 underwent biopsy; and 2 were advised to have surgery.
- **15 Cebuano children** were awarded hearing aids and Energizer battery supplies while **20 individuals** received wheelchairs during the National Disability and Prevention Week in July.
- **550 indigents** availed of free refraction and eyeglasses via the *Kapuso 20/20* eye project in August for the Sight Saving Month. 50 underwent further screening and 10 had eye surgery and visual therapy at the Fe Del Mundo Medical Center. In Davao, 114 people were given free eyeglasses during the *Kalusugan Karavan*.
- **115 individuals** had free echocardiogram tests during the World Heart Day in September. 51 had abnormal ECG findings and were advised to visit a cardiologist. 23 were confirmed to have heart diseases and were provided with medicines under the *Bisig Bayan* project.
- **275 residents** in Rizal province participated in a one-day free random blood sugar testing and lecture during the Diabetes Awareness Day in November.
- **1,090 indigents** availed of free medicines and medical consultations with 47 volunteer doctors during the *Kalusugan Karavan* in Cebu City. Another **2,300 individuals** were served in Davao City by 27 volunteer doctors and other health practitioners.
- **5 schools in Negros Oriental** received constructed/improved toilet and water facilities through the *Linis-Lusog Kids* project.

DISASTER RELIEF PROGRAMS

Operation Bayanihan

- **74,528 individuals** or **18,632 families** affected by calamities were given assistance through the soup kitchen and relief goods distribution.
- **21,608 individuals** or **5,402 families** affected by Typhoon *Juan* in Isabela and Cagayan were given immediate assistance.
- **1,400 individuals** or **360 families** who were victims of a fire that razed Muntinlupa and Tondo just before Christmas were given relief goods. The children also received toys and candies.
- **1,616 individuals** or **825 families** in **11 barangays** in Albay badly affected by continuous heavy rains were given aid by the GMAKF team during New Year's Eve and the first day of 2011.

Kapuso School Rehabilitation

- **89 classrooms** were completed in **20 schools** damaged by typhoons *Ondoy* and *Pepeng* with the help of the Philippine Constructors Association.
- **20 classrooms** were also rehabilitated in **4 schools** in the Rizal province.
- **7 classrooms** were rehabilitated at the Malaya Elementary School in Rizal through the sponsorship of Procter & Gamble Philippines in celebration of their 75th anniversary.
- **85 GMA Network employees** volunteered in a one-day construction work in San Mateo, Rizal, resulting in a savings of P24,000 in manpower requirements.

EDUCATION PROGRAM

- **45,215 Grade 1 pupils** from **631 schools** nationwide received *Unang Hakbang sa Kinabukasan* (UHSK) backpacks with school supplies.
- **30,572 pupils** from **498 schools** received complete sets of school supplies through a grant from Procter & Gamble Phils.

VALUES FORMATION PROGRAMS

Give a Gift : Feed-a-Child

- **333 children** in Pililla, Rizal were chosen in March as recipients of the 120-day feeding project. The said area ranked first in the Philippine Nutrition Action Office's 2009 Prevalence of Malnutrition study.
- **240 children** (4 to 6 years old) and their mothers/guardians were taught basic hygiene care in April.

- **175 mothers** attended a session on Safe Motherhood in May.
- **140 mothers** attended a lecture on Dengue Awareness in June.
- **70 mothers** of the feeding recipients attended a session on the importance of complementary feeding in July.

Give a Gift: Cancer Kid

- **23 children** who were part of Batch 2009 Cancer Kids, and their guardians, toured *Museo Pambata* and attended a session on management of cancer in children held in April, in observance of the Cancer in Children Awareness month.
- **24 children** were presented in October as the new batch of Cancer Kids to receive free chemotherapy treatments sponsored by the Go Tong Foundation.

Give a Gift: Surgical

- **70 children** with cleft lip and cleft palate conditions underwent operations for *Operation Bingot* in September and October at the Philippine Band of Mercy's Cranio-Facial Hospital – exceeding the target of 50 beneficiaries.

Give a Gift: Hernia

- **97 children** came to the GMAKF office for hernia screening. 66 of them underwent free hernia operations.

Give a Gift: Distribution

- **30,097 children** from various sectors (farming/fishing communities, conflict areas, and indigenous communities) as well as children of incarcerated women were given *Noche Buena* packages and toys to help them experience a happier Christmas.

Sagip Dugtong-Buhay

- **1,414 blood bags** or **559,050 cc.** were generated in February through two bloodletting events at the GMA Network Studio and Ever Gotesco Mall, Commonwealth.
- A record breaking **1,619 blood bags** were also collected in August at Ever Gotesco with the participation of the Philippine Red Cross.

Kapuso Para sa Kalikasan

- **303 seedlings**, mostly wood-bearing trees, were planted in 20 *Ondoy*-affected schools with the help of the teachers, students, and members of the community.





HEALTH

BISIG BAYAN is the medical assistance program of the GMA Kapuso Foundation (GMAKF) that provides free medicines and medical services to indigent beneficiaries.

In 2010, a total of 2,321 patients from Metro Manila and nearby provinces, averaging around 190 people per month, were given various assistance including medicines, referrals for blood requests and/or to health institutions, surgery, as well as diagnostic and laboratory examinations.

From that large number, 32 *Bisig Bayan* patients were especially chosen as Subject of Appeal (SOA) cases and were featured in 24 *Oras's Kapusong Totoo* segment to generate support from the viewing public for their extensive medical needs. These special cases included illnesses such as hypothyroidism, dermoid cyst, venous insufficiency, global developmental delay, and gynecomastia.



HOPE FLOATS

Mareleen Alarca, a mother of four, had a cyst that started to grow when she was just 16 years old. For 11 years, she patiently carried this large lump under her chin. In September 2010, through the urging of her son and church mates, she went to the Foundation and sought help.

The operation to remove the two kilos of solid tissue took one hour. Thankfully, the biopsy result indicated that the tumor was benign. She revealed how light she felt after the surgery and how the removal of the unsightly mass led to job offers. She now works as

a laundry woman. The children are also very happy for their mom. Mareleen advised others who are also going through tough times not to lose hope. "Always pray because the time will come when you will surpass all your trials like me," Mareleen said.

She promised that when she is finally able to help others, she will donate part of her earnings no matter how small. "A few months after the operation, I started to dream again. I am excited about the future," Mareleen said.

In 2010, **BISIG BAYAN SPECIAL HEALTH PROJECTS** were also implemented in line with the Department of Health's (DoH) advocacy activities and the following are the highlights:

- **89** indigents received partial dentures.
- **239** women underwent mammogram and pap smear testing.
- **28** asthma patients received maintenance medicines.
- **983** boys were circumcised.
- **143** indigent men underwent free digital rectal examination and prostate-specific antigen testing.
- **15** indigent Cebuano children were given hearing aids.
- **20** individuals received wheelchairs.
- **550** indigents availed of free refraction testing and eyeglasses.
- **115** individuals availed of free echocardiogram tests.
- **275** indigents availed of free random blood sugar testing.

LINIS-LUSOG KIDS (LLK) is a special project in partnership with UNICEF that teaches school children about proper hygiene and health habits. It aims to keep them safe from diseases such as diarrhea and dental caries. The LLK also aims to provide schools with much-needed clean water and sanitation facilities such as toilets and water sinks.

- In 2010, toilet and water facilities were finally turned over to 5 recipient schools in Negros Oriental after the transport of materials to these very remote areas were settled. The momentous occasion was graced by the presence of key representatives from the GMA Kapuso Foundation and UNICEF, DepEd officers, local officials, and the school community.

With proper hygiene as the focus of the LLK's advocacy, the event concluded with a demonstration by selected pupils on proper ways to wash the hands and brush the teeth.

LINIS-LUSOG KIDS (LLK) 2010

SCHOOL	FACILITIES CONSTRUCTED/IMPROVED
APO Elem. School Dauin District Negros Oriental	Construction of 20 cu. m. ferro-cement tank • Improvement of existing handwashing facility • Installation of waterlines
BANAWE Elem. School Pamplona District Negros Oriental	Construction of 4 toilets w/ lavatories & septic tanks • Improvement of existing handwashing facility • Installation of waterlines • Improvement of main water supply line
KAYOTESANES Elem. School Manjuyod District Negros Oriental	Construction of 3 toilets w/ lavatories & septic tanks • Installation of waterline • Installation of main water supply line
BAGTIC Elem. School La Libertad District Negros Oriental	Lavatories & septic tanks • Installation of waterline • Construction of 3 toilets w/ improvement of existing handwashing facility • Improvement of existing rainwater collector
AYUNGON Central School Ayungon District Negros Oriental	Construction of 4 toilets w/ lavatories & septic tanks • Installation of waterline • Installation of ¾ HP electric water pump and main water supply line & improvement of distribution lines





VALUES FORMATION

GIVE-A-GIFT: *Alay sa Batang Pinoy* is a yearly project where indigent children with medical conditions are given gift packages customized to their needs: children suffering from malnutrition undergo a sustained 120-day feeding package; youngsters with cancer receive chemotherapy treatments for 6 months; and little angels with congenital defects are given a better chance at a brighter future through corrective surgery packages. In addition, special bags containing food items, hygiene packages, and toys are given to children in marginalized sectors.

Give a Gift: Feed a Child

A total of 333 children in Pililla, Rizal became recipients of GMAKF's 120-day feeding project. Proper hygiene was also taught to 240 children (aged 4-6 years old) along with their mothers/guardians. 385 mothers attended special sessions on safe motherhood, dengue awareness, and complementary feeding.

Give a Gift: Cancer Kids

23 Cancer Kids (2009) and their guardians toured Museo Pambata and attended a session on cancer management in children given by Pedia Oncologist Dr. Ramon Severino. Another 24 Cancer Kids (2010) received free chemotherapy treatments.





INSPIRATION THROUGH ACTION

In 1995, Dr. Dexter Aison, a pediatric surgeon, sought out GMAKF and offered his services as a volunteer doctor. “I needed a stable institution to stand on. I didn’t know Mel Tiangco but wrote her a letter. Two weeks later, we were able to talk and we found out that we had a common thrust which is children and children’s health,” he related.

That initial meeting started a seven-year partnership (and counting) between Dr. Aison and GMAKF in treating children with hernia and bukol (lumps) as well as doing free circumcisions. “We not only wanted to help but to also educate people about children’s health so we came up with short segments over the news,” Dr. Aison said.

He attributed the success of the countless surgical operations he has conducted to the assistance of the Philippine Society of Pediatric Surgeons, the Philippine College of Surgeons – Metro Manila Chapter, and his partnerships with people who are willing to help. “If we combine our resources such as knowledge, capability, objectives, and finances, we can achieve a lot of things,” he said.

He added that people should believe that for most doctors, the basic drive is good faith. As for him, “I don’t expect recognition. I just hope to inspire other people.”

Give a Gift: Surgical

70 children underwent cleft lip and cleft palate operations at Philippine Band of Mercy’s Cranio-Facial Hospital. With the help of the Philippine Children’s Medical Center and the Philippine Society of Pediatric Surgeons, a total of 66 children were operated on for hernia, free of charge.

Give a Gift: Distribution

In partnership with P&G Philippines, GMAKF returned to selected UHSK areas to replenish additional school supplies for Grade 1 pupils. The Foundation also reached out to selected families by giving *Noche Buena* packages and toys to children from farming and fishing communities, conflict areas, and different indigenous tribes, as well as to children of incarcerated women. Beneficiaries totaled 30,097 from 256 schools all over the country.



VALUES FORMATION

SAGIP DUGTONG-BUHAY

In February, two bloodletting events were organized by GMAKF at the GMA Network Studio and Ever Gotesco Mall in Commonwealth. Both events generated a total of 1,414 blood bags or 559,050 cc. of blood for the Philippine National Red Cross (PNRC).

On its 14th year, the Sagip Dugtong in Ever Gotesco was able to generate a record-breaking 1,619 blood bags in August. The event was participated in by the National Office of the PNRC and its Quezon City, Valenzuela, and Rizal chapters.

KAPUSO PARA SA KALIKASAN

Tree planting activities took place in 20 schools affected by typhoon *Ondoy*. These were undertaken after the schools' turnover ceremonies under the Kapuso School Rehabilitation (KSR) project. A total of 303 seedlings, mostly species of trees that prevent soil erosion, were planted.

ENVIRONMENT ADVOCATES

Herminia "Fe" Cabunoc and her family will never forget typhoon *Ondoy*. They lost many of their belongings in the flood, but instead of complaining about the situation, they were compelled to reach out to their fellow victims.

Lola Fe's daughter-in-law, Helen, called GMAKF to ask how they could be of assistance to families affected by the disaster. They became interested with the *Kapuso Para sa Kalikasan* project and donated more than 500 seedlings so that the Foundation would not have to buy anymore.

"I raise seedlings easily because I grew up in Nueva Ecija watching my father plant trees," said Lola Fe.

"We get seeds from two Mahogany and two Narra trees. These are strong trees that people shouldn't cut indiscriminately because they can help prevent floods."

Helen added, "We should take care of trees because they represent life. We are thankful to GMA for helping us help others."

Teary-eyed, Helen reiterated, "Love trees, love yourself. When you avoid cutting trees, people won't die from landslides. We pray that our silent way of helping the environment would serve as a loud wake-up call to our fellow countrymen."





EDUCATION

UNANG HAKBANG SA KINABUKASAN

Through the support of GMAKF's long time partners Go Tong Foundation, Ever Gotesco Malls and Procter and Gamble Phils (P&G), the *Unang Hakbang sa Kinabukasan* (UHSK) project has helped a total of 45, 215 Grade 1 pupils from 631 schools from the Mountain Province in the North down to Basilan and Sulu in the South.

In order to hit the total target of 45,000 backpacks, GMAKF organized a massive one-hour repacking activity with GMA Network employees dubbed, *Isang Oras Para sa Kinabukasan*. More than 60 volunteers helped pack the bags with notebooks, writing pads, pencils, crayons, a sharpener, and eraser.

During the middle of the school year, a total of 30,572 first graders received a fresh set of school supplies through a grant from P&G Phils. 498 schools from remote and poorest areas were given priority.

UNANG HAKBANG SA KINABUKASAN (UHSK) 2010

DIVISION/Municipality	NO. of SCHOOLS	PALISTAHAN DATA
National Capital Region		
(Navotas, Caloocan, Valenzuela, Malabon, Muntinlupa, Paranaque, Quezon City, Manila, Pateros, Taguig, Marikina, Pasig, Rizal)	34	9,037
LUZON		
Bulacan	13	1,065
Cavite	1	74
Laguna	12	1,250
Tarlac/Zambales	1/1	83
Marinduque	44	2,146
Oriental Mindoro	21	1,200
Pangasinan	29	2,379
La Union	2	192
Ilocos/Mountain Province & Benguet	27/44	2,199
Quirino/Cagayan	55/16	2,235
Albay/ Sorsogon	25/19	2,220
VISAYAS		
Iloilo City	24	2,015
Cebu City	29	2,296
Siquijor	50	1,365
Negros Oriental	5	334
MINDANAO		
Camiguin	25	870
Surigao del Norte	32	2,015
Davao	19	2,126
Sultan Kudarat/Maguindanao	34/36	4,069
Sulu/Basilan	33	6,045
TOTAL	631	45,215



JOINING FORCES

Ms. Cynthia Oria, head of the Welfare and Relief Division of the Department of Social Welfare and Development in Quezon City, described that when a disaster strikes, they immediately find out the extent of damage and call staff members who are nearest the area. "We coordinate directly with the affected barangay to identify evacuation centers, deal with the area's security, and address the evacuees' hygiene issues," Cynthia said.

Cynthia shared that the Quezon City Risk Reduction and Management Council plays a vital role in their goal to provide immediate response to crisis situations. She also affirmed that GMAKF is always there to make relief operations easier. "We are very thankful to have a very prompt partner! The help you give does not come later or tomorrow. You give them now! And that quick response has a big impact on those affected by the crisis," Cynthia said.

"Any kind of help given whole-heartedly is easily felt by people," she affirmed. "This is why disaster victims are always grateful to know that we are here to help them rebuild their lives."





DISASTER RELIEF

OPERATION BAYANIHAN is a project that provides immediate relief and assistance to victims of natural and man-made disasters all over the Philippines. Within 24 hours after a calamity strikes, GMAKF reaches out to affected families through the setting up of soup kitchens, distribution of relief goods, and other assistance.

This year, Operation Bayanihan served a total of 74,528 individuals or 18,632 families.

- For Typhoon *Juan* alone, relief response was promptly extended to 21,608 individuals or 5,402 families in Isabela, Cagayan, and Pangasinan which were badly hit.

- Just before Christmas, two huge fires hit Muntinlupa and Tondo, affecting 1,400 individuals or 360 families. More than the usual relief goods, GMAKF provided the victims with basic needs such as clothes, footwear, beddings, and hygiene packs. Children also received toys and candies which made it possible for them to still enjoy the spirit of Christmas.
- Before the year ended, continuous heavy rains in Manito, Albay led to the evacuation of its residents. The Foundation served a total of 1,616 individuals or 825 families in 11 barangays on the last day of 2010 and on the first day of the New Year, delivering hope and joy despite the dire situation.
- The **Kapuso Calamity Brigade** (KCB) was formed during the last quarter of 2010. The 50 volunteers, composed of GMA Network employees, have committed to assist GMAKF during calamities.





VIRGILIO MELENDREZ ELEMENTARY SCHOOL



NARVACAN ELEMENTARY SCHOOL



MASCAP ELEMENTARY SCHOOL



KARANGALAN ELEMENTARY SCHOOL



CAMP 30 ELEMENTARY SCHOOL



BUAYAEN ELEMENTARY SCHOOL



KAPUSO SCHOOL REHABILITATION

The KAPUSO SCHOOL REHABILITATION (KSR) project helps rebuild schools damaged by calamities. After typhoons *Ondoy* and *Pepeng* wreaked havoc in many areas in 2009, the KSR was mobilized to complete 89 classrooms in 20 schools in the span of one year. GMAKF tied up with the Philippine Constructors Association (PCA) which served as the project's technical partner.

- By the time school opened in June 2010, pupils of four schools in Rizal province already started to make use of 20 newly rehabilitated classrooms which were turned over in March and April.
- Phase 2 (Pangasinan), Phase 3 (La Union & Benguet), and Phase 4 (Ilocos) were tackled by local technical partners accredited by the PCA. Turnover activities were held from August to November.
- P&G Philippines funded a special KSR project as part of their 75th anniversary - the rehabilitation of a 7-classroom school in Pililia, Rizal. A symbolic turnover was held in November which was also a celebration of the partnership between GMA Network and P&G. The theme, "Joining Hands and Improving Lives," was very fitting as the event also highlighted P&G's support for UHSK via the replenishment of school supplies to more than 75,000 students since the project started in 2008.

SCHOOL	PROJECT	DATE of TURNOVER & TREE PLANTING	SEEDS PLANTED
1. MATAGBAK ES Piliila, RIZAL	3-classroom rehabilitation	March 23	2 narra 8 mahogany
2. KARANGALAN ES, Cainta, RIZAL	6-classroom rehabilitation	March 25	2 narra 8 mahogany
3. CATMON ES Rodriguez, RIZAL	4-classroom rehabilitation	April 14	10 camagong
4. VIRGILIO MELENDRES ES Piliila, RIZAL	7-classroom rehabilitation	April 27	10 camagong
5. MASCAP ES, Rodriguez, RIZAL	4-classroom rehabilitation	August 12	20 mahogany
6. DON DOMINGO CAPISTRANO Tanay, RIZAL	3-classroom construction	August 12	10 mahogany
7. AMANPEREZ ES Bayambang, PANGASINAN	4-classroom construction	August 13	2 narra 8 mahogany
8. TAMARO-TAMBAK ES Bayambang, PANGASINAN	2-classroom rehabilitation	August 13	2 narra 8 mahogany
9. BANABA ES San Mateo, RIZAL	4-classroom construction	September 2	10 mahogany
10. CALANGAY ES Sta. Maria, LAGUNA	4-classroom construction	September 8	5 narra 5 mahogany
11. BENGUET ES Atok, BENGUET	3-classroom rehabilitation	September 10	10 caliandra
12. CARUAN ES Pasuquin, ILOCOS NORTE	3-classroom construction	September 24	5 narra 5 mahogany
13. ABACA ES Bangui, ILOCOS NORTE	2-classroom rehabilitation	September 24	5 narra 6 mahogany
14. BUAYAEN ES Bayambang, PANGASINAN	6-classroom construction	September 29	5 narra 5 mahogany
15. CABA ES Caba, LA UNION	3-classroom construction	October 13	5 narra 5 mahogany
16. LABBON ES Caba, LA UNION	2-classroom construction	November 3	5 narra 55 mahogany
17. BAYOG ES Burgos, ILOCOS NORTE	2-classroom construction	November 4	5 narra 10 mahogany
18. MALAYA ES Piliila, RIZAL	7-classroom rehabilitation	November 12	10 narra 20 mahogany
19. SAN GABRIEL 2nd ES Bayambang, PANGASINAN	4-classroom construction	November 18	5 narra 7 mahogany
20. NARVACAN NORTH ES Narvacan, ILOCOS SUR	16-classroom rehabilitation	December 4	25 narra
TOTAL of 20 schools	89 classrooms	303-	Total number of Seedlings



TAMARO-TAMBAK ELEMENTARY SCHOOL



MATAGBAK ELEMENTARY SCHOOL



MALAYA ELEMENTARY SCHOOL



CATMON ELEMENTARY SCHOOL



CABA ELEMENTARY SCHOOL



AMANPEREZ ELEMENTARY SCHOOL



- In line with GMA Network's 60th Anniversary, around 85 network employees and GMA talents volunteered in a one-day construction work in San Mateo, Rizal where the KSR was constructing a two-storey, four classroom building. The volunteer work rendered by the GMA employees and talents alike generated a savings of P24,000, equivalent to three days of paid construction work.

Moving Forward, Paying It Forward.





A year significantly defined by helping others to rise up and start again. For the GMA Kapuso Foundation (GMAKF), this is what 2010 was like following the series of calamities that struck the nation during the last quarter of 2009. In particular, 2010 was dedicated to rebuilding lives by rehabilitating classrooms.

When typhoons *Ondoy* and *Pepeng* struck, the GMAKF teams were on the ground and stayed there long after the howling winds and torrential rains subsided. Hand in hand, we helped the victims put together the pieces of their shattered lives through the biggest and most comprehensive **Operation Bayanihan** that the GMAKF has ever conducted.

Shortly after these relief operations, the GMAKF office received a steady stream of requests for school rehabilitation from badly stricken provinces. We read stories of entire school buildings being washed away by flash floods, classrooms with missing roofs and doors, and chairs and desks covered in mud. Without any alternative, classes were held in very dire conditions – under the trees, in open grounds, and any other dry place.

Faced with an overwhelming task, our **Kapuso School Rehabilitation** (KSR) project team led by Engineer Ed Eniego heeded the call. Believing that education is one of the keys to sustainable development, the Foundation knew that rebuilding the classrooms



was essential for the communities to move forward.

With the support of our faithful donors, supporters, volunteers and staff, GMAKF successfully built 89 classrooms in 20 schools in just one year! It is GMAKF's biggest accomplishment for 2010. How was that accomplished? Take a look at our journey...

Building Classrooms, Building Relationships

Many say that the concept of *bayanihan* in modern times is passé. Well, not in the case of the Malaya Elementary School in Pililla, Rizal. As soon as the school officials heard that GMAKF was going to help

rebuild their elementary school building, the Parents-Teachers Association (PTA) immediately engaged the parents to volunteer for the project.

A meeting was held where each person's work schedule was laid out. "Day by day, we made sure that the project's needs were provided for. We took turns in preparing the food for the workers," recalled Tatay Eduardo Mariano, the PTA's Vice President.

Some of the parents who could not contribute financially helped carry hollow blocks, sand, and other construction materials. "We gave our 100% commitment to this project and we were not



disappointed with the results,” testified Tatay Eduardo.

The total number of parents and other volunteers reached 70. One volunteer recalled that it took them until seven in the evening to collect funds for food for the next day. “Parents who can’t help with the physical work willingly gave financial assistance,” the volunteer said.

The classrooms were built in less than two months but the parents continued to maintain the school premises. “It was hard work but it was worth it,” said Orlando Fondebida, PTA President. “Now, we are more united and consider each other as siblings,” he added.

Nanay Winnie, another parent-volunteer agreed, “Anything that seems impossible to do, when everyone pitches in to help, we end up doing it easily.”

GMAKF was delighted to see not only the completed *Kapuso* school building with seven classrooms but the renewed relationships among the parents in the community. The project served as a venue for teachers and parents to become one in their goal to move forward and provide the children the bright future that they deserve.

Motivated Students, Proud Teachers!

Matagbak Elementary School, also in Rizal, is located in a remote area beside a stream that overflows its banks easily during the rainy season. It was originally built for children who

live in the mountainous areas of the province. These children risk their lives everyday by crossing the stream on foot, in order to get to the school.

Vitaliana ‘Bet’ Sto. Tomas, a Grade 1 teacher, admitted that before the construction of the Kapuso school building in their community, she and her students got nervous whenever it rained. “We’d check out the stream and when it looked like it would overflow, we would either go to higher ground or send the children home.”

They would place all the school supplies high up on the shelves before leaving.

Ondoy’s wrath did not spare the school. The walls of the three-classroom building were washed out, leaving only a handful of damaged chairs, books and other school materials. The children were devastated - the school they walked to daily without fail, in spite of the muddy trails and their empty stomachs, was ruined.

After assessing the extent of the damage, our KSR team rolled up their sleeves and immediately got down to work. The local government helped in providing landfill to elevate the site where the classrooms were built. The parents and some out-of-school youth, whose siblings were studying there, also volunteered. A few months later, the students woke up to a beautiful, spacious and clean classroom, with a toilet to boot!

After the school’s rehabilitation, Ms. Ann Rubio, another teacher, noticed the students’ renewed interest to learn. She

proudly revealed that the results of the school's National Achievement Test (NAT) went up to 15%. There was marked improvement in other parameters as well. The new desks gave the children more space to write on; having a toilet inside the classroom meant the children no longer needed to go out to relieve themselves.

Other organizations followed GMAKF's lead in helping the school community rise back to its feet. But as Teacher Ann said, "GMAKF is our *buena mano*. They greatly helped improve our small library, thanks to the colorful storybooks. The children are now more interested to read."

She felt gratified that despite the distance, their school was chosen as one of GMAKF's beneficiaries. "There are other schools along the way that were also affected by *Ondoy*, but you chose this remote area. God guided you here!"

Compassionate Hearts, Helping Hands

The enormity of the devastation caused by *Ondoy* and *Pepeng* left GMAKF with so much ground to cover. Thankfully, we were not alone in our efforts to rehabilitate the schools. Many individuals and private companies, out of the goodness of their hearts, willingly partnered with us in this project.

Catalina Guerrero or 'Nanay Lina' is a 76-year old mother who has been in the business of demolishing homes for 30 years. She has donated hundreds of school armchairs to our KSR project. Nanay Lina shared, "I am old and money doesn't give us happiness. I derive pleasure from doing something good for another."

When a storm struck Quezon province and destroyed a few schools, Nanay Lina immediately sent new doors to these schools. The scrap wood in her shop were used to build armchairs. She did not only help the school, she also created jobs for the carpenters.

Procter & Gamble Philippines exclusively sponsored the building of seven classrooms in Malaya Elementary School in Pililla, Rizal. Anama Dimapilis, Corporate Communications Head, explained that their partnership with GMAKF operationalized their vision of supporting organizations in Asia whose focus is on education, whether it's building schools or giving out school supplies like what they did for GMAKF's *Unang Hakbang sa Kinabukasan* (UHSK) project.

Ms. Dimapilis shared how amazing her Malaya experience was. "I went there together with a team and we had a very meaningful time with the principal, teachers, parents, children and the entire community. They all had such a giving spirit."

She added that she told people in their company, "As a country, how can we be so pessimistic when we have people raising our kids with good values? Something happened somewhere up there. You can't help but hope!"

Aside from donors, GMAKF also relies on the support of its partners in the field to ensure that its projects like KSR or UHSK are effectively implemented. In 2010, we made a strategic move and created the *Kapuso Calamity Brigade* (KCB) in order to give GMA Network employees an opportunity to impact others beyond the confines of their office cubicles. With the full backing of GMA Network's management, 50 network employees committed to share their skills, time, and expertise to the Foundation most especially during calamities.

JT Tañeda of the Macintosh IT Support Team and Randz Rodriguez, an electrical engineer, were just two of the active KCB volunteers



who have helped the Foundation in various ways. According to JT, "I am very happy to be part of KCB. It requires commitment and the heart to help."

JT wishes that someday, a medical team would be developed under KCB so that he can use his skills in basic life support.

On the other hand, for Randz, joining the KCB was fuelled by an earnest desire to help those who are in need. The KCB has given him the opportunity to use his skills in disaster relief operations. "It is my way of showing the victims of calamities that no matter how hard the situation may be, there are always people who are willing to help without expecting anything in return," Randz said.

Bridging The Gap, Pressing On

By the end of 2010, much still remained to be accomplished. According to DepEd, the projected shortage of classrooms for 2011 stands at around 114,000, excluding the classrooms in desperate and immediate need of basic repairs.

Despite the huge deficiency in school buildings, Engineer Ed is optimistic that our KSR project will continue. He put emphasis on how building classrooms has helped create awareness on the needs of the community and stimulate involvement from the government and other agencies.

He said, "Building classrooms is not just the end result, but rather it is a way to create more opportunities for the people in the community."

As he looked back at the past year and the 89 classrooms GMAKF has built, he still could not believe that they were able to finish everything. "My reward is to see each project being finished. Accomplishment is motivation in itself."

He acknowledged that there are still so many places in the country, especially in Mindanao, where schools need to be built or repaired. "Our problem is funding. No matter how strong our desire to help is, we can't do it without the resources. My dream is to develop this project in such a way that when people hear about KSR, they know that we build strong, eco-friendly and safe classrooms – the mark of a true *Kapuso* classroom!"

Education fuels sustainable development. GMAKF recognizes that the school is vital not only for basic learning but it is also a powerful tool to effect change in the lives of the Filipino youth. Marivic Calixto, Project Manager, explained that education is one of GMAKF's advocacies, especially for the children. She quipped, "That is why we go beyond just giving relief goods; we aim for long-term impact."

The GMA Kapuso Foundation Staff



**Education fuels
sustainable
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that the school is
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basic learning,
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the lives of the
Filipino youth.**

Over the years, we have proven that partnering with our supporters and sponsors is the only effective way to move forward with this driving vision, and paying it forward is the only truly meaningful response of one who has been blessed.

GMAKF will continue to be a bridge, bringing together Filipinos who are in great need and Filipinos who can help meet those needs.

The dream is to infect every Filipino with the good virus of *Serbisyong Totoo*, ushering our longed-for moral and social transformation as a genuine *Kapuso* nation.

It may take several lifetimes to fully realize this. But it's all right; GMAKF is here for the long haul...

The GMA Kapuso Foundation Staff



GMA Kapuso Foundation, Inc.

(A Nonstock, Nonprofit Organization)

Financial Statements

December 31, 2010 and 2009

and

Independent Auditors' Report



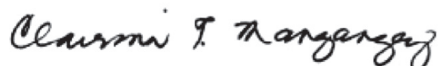
**INDEPENDENT AUDITORS' REPORT
TO ACCOMPANY INCOME TAX RETURN**

The Board of Trustees
GMA Kapuso Foundation, Inc.
GMA Complex
EDSA corner Timog Avenue
Diliman, Quezon City

We have audited the financial statements of GMA Kapuso Foundation, Inc. (a nonstock, nonprofit organization) for the year ended December 31, 2010, on which we have rendered the attached report dated March 11, 2011.

In compliance with Revenue Regulations V-20, we are stating that no partner of our Firm is related by consanguinity or affinity to the members of the Board of Trustees of the Foundation.

SYCIP GORRES VELAYO & CO.



Clairma T. Mangangey
Partner
CPA Certificate No. 86898
SEC Accreditation No. 0779-A
Tax Identification No. 129-434-867
BIR Accreditation No. 08-001998-67-2009,
June 1, 2009, Valid until May 31, 2012
PTR No. 2641539, January 3, 2011, Makati City

March 11, 2011

INDEPENDENT AUDITORS' REPORT

The Board of Trustees
GMA Kapuso Foundation, Inc.

Report on the Financial Statements

We have audited the accompanying financial statements of GMA Kapuso Foundation, Inc. (a nonstock, nonprofit organization), which comprise the statements of assets, liabilities and fund balance as at December 31, 2010 and 2009, and the statements of revenue and expenses and fund balance and statements of cash flows for the years then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Philippine Financial Reporting Standards for Small and Medium-sized Entities, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Philippine Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

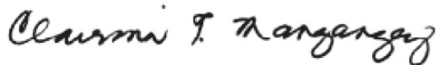
Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of GMA Kapuso Foundation, Inc. as at December 31, 2010 and 2009, and its financial performance and its cash flows for the years then ended in accordance with Philippine Financial Reporting Standards for Small and Medium-sized Entities.

Report on the Supplementary Information Required Under Revenue Regulations 15-2010

Our audits were conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplementary information on taxes, duties and licenses in Note 13 to the financial statements is presented for purposes of filing with the Bureau of Internal Revenue and is not a required part of the basic financial statements. The information is also not required by Securities Regulation Code Rule 68. Such information is the responsibility of the management of GMA Kapuso Foundation, Inc. The information has been subjected to the auditing procedures applied in our audit of the basic financial statements. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

SYCIP GORRES VELAYO & CO.



Clairma T. Mangangey

Partner

CPA Certificate No. 86898

SEC Accreditation No. 0779-A

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BIR Accreditation No. 08-001998-67-2009,

June 1, 2009, Valid until May 31, 2012

PTR No. 2641539, January 3, 2011, Makati City

March 11, 2011

GMA KAPUSO FOUNDATION, INC.**(A Nonstock, Nonprofit Organization)****STATEMENTS OF REVENUE AND EXPENSES AND FUND BALANCE**

	Years Ended December 31	
		2009
		(As restated -
	2010	Note 2)
REVENUE		
Donations (Note 8)	₱23,773,174	₱13,901,346
Projects (Note 9)	22,124,001	112,041,251
Interest income (Note 4)	2,869,356	1,271,862
	48,766,531	127,214,459
EXPENSES (INCOME)		
Project cost (Note 10)	56,522,370	50,148,042
Salaries and wages (Note 11)	5,480,505	5,166,240
Donations (Note 10)	4,692,214	5,941,654
Unrealized foreign exchange loss	1,309,585	399,400
Office supplies	704,032	302,213
Depreciation (Note 6)	568,608	881,090
Repairs and maintenance	382,699	32,421
Communication	299,401	444,503
Transportation and travel	203,717	216,118
Entertainment, amusement and recreation	99,946	96,423
Pension (Note 12)	78,392	(356,333)
Taxes and licenses	5,818	5,222
Others	377,200	138,506
	70,724,487	63,415,499
EXCESS OF REVENUE OVER EXPENSES (EXPENSES OVER REVENUE)	(21,957,956)	63,798,960
FUND BALANCE AT BEGINNING OF YEAR (Note 2)	101,449,748	37,650,788
FUND BALANCE AT END OF YEAR	₱79,491,792	101,449,748

See accompanying Notes to Financial Statements.

GMA KAPUSO FOUNDATION, INC.**(A Nonstock, Nonprofit Organization)****STATEMENTS OF ASSETS, LIABILITIES AND FUND BALANCE**

	December 31	
		2009
	2010	(As restated - Note 2)
ASSETS		
Current Assets		
Cash and cash equivalents (Note 4)	₱81,566,146	₱101,873,058
Short-term investments	1,353,218	1,416,939
Receivables (Note 5)	519,003	1,785,611
Total Current Assets	83,438,367	105,075,608
Noncurrent Asset		
Property and equipment (Note 6)	1,262,302	1,065,760
	₱84,700,669	₱106,141,368
LIABILITIES AND FUND BALANCE		
Current Liabilities		
Accounts payable and other current liabilities (Note 7)	₱3,873,332	₱3,698,733
Due to GMA Network, Inc. (Note 11)	999,443	735,177
Total Current Liabilities	4,872,775	4,433,910
Noncurrent Liability		
Pension liability (Note 12)	336,102	257,710
Fund Balance	79,491,792	101,449,748
	₱84,700,669	₱106,141,368

See accompanying Notes to Financial Statements.

GMA KAPUSO FOUNDATION, INC.
(A Nonstock, Nonprofit Organization)

STATEMENTS OF CASH FLOWS

	Years Ended December 31	
	2010	2009 (As restated - Note 2)
CASH FLOWS FROM OPERATING ACTIVITIES		
Excess of revenue over expenses (expenses over revenue)	(P21,957,956)	P63,798,960
Adjustments for:		
Interest income (Note 4)	(2,869,356)	(1,271,862)
Unrealized foreign exchange loss	1,309,585	399,400
Depreciation (Note 6)	568,608	881,090
Pension expense (income) (Note 12)	78,392	(356,333)
Excess of revenue over expenses (expenses over revenue) before working capital changes	(22,870,727)	63,451,255
Decrease (increase) in receivables	1,288,687	(944,083)
Increase (decrease) in:		
Accounts payable and other current liabilities	174,599	1,086,948
Due to GMA Network, Inc.	264,266	(1,409,948)
Cash generated from (used in) operations	(21,143,175)	62,184,172
Interest received	2,847,277	1,196,963
Net cash generated from (used in) operating activities	(18,295,898)	63,381,135
CASH FLOWS FROM INVESTING ACTIVITIES		
Additions to property and equipment (Note 6)	(765,150)	(600,500)
Decrease in short-term investments	63,721	26,948
Net cash used in investing activities	(701,429)	(573,552)
EFFECT OF EXCHANGE RATE CHANGES ON CASH AND CASH EQUIVALENTS	(1,309,585)	(399,400)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(20,306,912)	62,408,183
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	101,873,058	39,464,875
CASH AND CASH EQUIVALENTS AT END OF YEAR	P81,566,146	P101,873,058

See accompanying Notes to Financial Statements.

GMA KAPUSO FOUNDATION, INC.

(A Nonstock, Nonprofit Organization)

NOTES TO FINANCIAL STATEMENTS

1. Corporate Information

GMA Kapuso Foundation, Inc. (the Foundation) was incorporated on November 29, 1990 as a nonstock, nonprofit organization under the laws of the Republic of the Philippines. The Foundation was organized primarily to engage in philanthropic, humanitarian and charitable activities for public welfare. The registered office address of the Foundation is GMA Complex, EDSA corner Timog Avenue, Diliman, Quezon City.

As a nonstock, nonprofit corporation, the Foundation is exempt from income tax under the conditions set forth in Section 30 (e) of the National Internal Revenue Code (NIRC). As a donee institution, the donation/s received by the Foundation shall entitle the donor to full or limited deduction and exemption from donor's tax pursuant to Section 34 (H) (2) and 101 (A) (3) of the NIRC.

The accompanying financial statements of the Foundation were approved and authorized for issue by the Board of Trustees (BOT) on March 11, 2011.

2. Summary of Significant Accounting and Financial Reporting Policies

Basis of Preparation

The accompanying financial statements have been prepared on the historical cost basis. The financial statements are presented in Philippine peso, which is the Foundation's functional and presentation currency.

Statement of Compliance

The financial statements have been prepared in accordance with the Philippine Financial Reporting Standards for Small and Medium-sized Entities (PFRS for SMEs).

Transition to the PFRS for SMEs

The financial statements for the year ended December 31, 2010 are the Foundation's first financial statements prepared in accordance with PFRS for SMEs. The Foundation's date of transition to the PFRS for SMEs is January 1, 2009. For all periods up to and including December 31, 2008, the Foundation prepared its financial statements in accordance with the Philippine Financial Reporting Standards (PFRS). This note explains the principal adjustments made by the Foundation in restating its PFRS financial statements.

Reconciliations

The reconciliations show the effect of the transition on the Foundation's fund balance from PFRS to PFRS for SMEs at December 31, 2009 and January 1, 2009, and on the Foundation's excess of revenue over expenses for the year ended December 31, 2009.

Reconciliation of Fund Balance

	December 31, 2009 (End of last period presented under PFRS)	January 1, 2009 (Date of transition)
Fund balance under PFRS	₱101,151,635	₱37,811,033
Actuarial gain (loss) on pension liability recognized immediately (a)	298,113	(160,245)
Fund balance under PFRS for SMEs	₱101,449,748	₱37,650,788

Reconciliation of Excess of Revenue over Expenses

	2009
Excess of revenue over expenses under PFRS	₱63,340,602
Actuarial gain on pension liability recognized immediately (a)	458,358
Excess of revenue over expenses under PFRS for SMEs	₱63,798,960

Note to reconciliations from PFRS to PFRS for SMEs

(a) Pension Costs – Actuarial gains and losses

Under PFRS, actuarial gains and losses are amortized in the statement of revenue and expenses over the average remaining service lives of employees. Under PFRS for SMEs, the Foundation has elected to recognize all actuarial gains and losses in full in the statement of revenue and expenses.

Effect on the Foundation's Statement of Cash Flows for 2009

There are no material differences in the statement of cash flows prepared under the PFRS for SMEs from that prepared under PFRS.

Cash and Cash Equivalents

Cash includes cash on hand and in banks. Cash equivalents are short-term, highly liquid investments that are readily convertible to known amounts of cash with original maturities of three months or less from dates of acquisition and are subject to an insignificant risk of change in value.

Short-term Investments

Short-term investments include highly liquid investments that are readily convertible to known amounts of cash with original maturities of more than three months but less than one year from dates of acquisition and subject to an insignificant risk of change in value.

Property and Equipment

Property and equipment are stated at cost less accumulated depreciation and any impairment in value.

The initial cost of property and equipment consists of its purchase price, including import duties, borrowing costs and other costs directly attributable in bringing the asset to its working condition and location for its intended use. Expenditures incurred after the property and equipment have been put into operation, such as repairs and maintenance, are normally charged to operations in the year the costs are incurred. In situations where it can be clearly demonstrated that the expenditures have resulted in an increase in the future economic benefits expected to be obtained from the use of an item of property and equipment beyond its originally assessed standard of performance, the expenditures are capitalized as additional costs of property and equipment.

Depreciation is computed using the straight-line method over the following estimated useful lives of the assets:

Office equipment	2–3 years
Transportation equipment	4 years
Communication equipment	3 years
Office furniture and fixtures	3 years

The remaining useful lives and depreciation method are reviewed periodically to ensure that the periods and method of depreciation are consistent with the expected pattern of economic benefits from the items of property and equipment.

Fully depreciated assets are retained in the accounts until these are no longer in use and no further depreciation is credited or charged to current operations.

When assets are retired or otherwise disposed of, the cost and the related accumulated depreciation and any impairment in value are removed from the accounts; any resulting gain or loss is credited or charged to current operations.

Asset Impairment

At each reporting date, property and equipment is reviewed to determine whether there is any indication that those assets have suffered an impairment loss. If there is an indication of possible impairment, the recoverable amount of any affected asset (or group of related assets) is estimated and compared with its carrying amount. If estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognized immediately in the statement of revenue and expenses.

If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognized for the asset (or group of related assets) in prior years. A reversal of an impairment loss is recognized immediately in the statement of revenue and expenses.

Revenue

Revenue is recognized to the extent that it is probable that the economic benefits associated with the transaction will flow to the Foundation and the amount can be reliably measured. The following specific recognition criteria must also be met before revenue is recognized:

Projects and Donations. Revenue is recognized when it is probable that the economic benefits associated with the donation will flow to the Foundation, which in most cases is upon receipt of the donation from the donors.

Interest. Revenue is recognized as the interest accrues, taking into account the effective yield on the asset.

Expense

Expenses are recognized in the statement of revenue and expenses when a decrease in future economic benefits related to a decrease in an asset or an increase in a liability has arisen that can be measured reliably.

Project costs and donations are recognized in the statement of revenue and expenses on the basis of a direct association between the costs incurred and revenue recognized by the Foundation.

Pension Costs

The Foundation has an unfunded, noncontributory retirement plan covering its permanent employees. The cost of providing benefits under the defined benefit plan is determined using the projected unit credit actuarial valuation method. The pension cost is recognized during the employee's period of service and discounted using the market yields on government bonds. Actuarial gains and losses are recognized in the statement of revenue and expenses for the period.

Foreign Currency-denominated Transactions

Foreign currency gains and losses are reported on a net basis. Transactions in foreign currencies are recorded using the closing exchange rate at the dates of transactions. Monetary assets and liabilities denominated in foreign currencies are restated using the closing exchange rate at the reporting date. All differences are taken to the statement of revenue and expenses. Nonmonetary items that are measured in terms of historical cost in a foreign currency are translated using the exchange rates as at the dates of the initial transactions.

Provisions

Provisions are recognized when the Foundation has a present obligation (legal or constructive) as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. If the effect of the time value of money is material, provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability. Where discounting is used, the increase in the provision due to the passage of time is recognized as interest expense. Where the Foundation expects a provision to be reimbursed, the reimbursement is recognized as a separate asset but only when the receipt of the reimbursement is virtually certain.

Contingencies

Contingent liabilities are not recognized in the financial statements. They are disclosed unless the possibility of an outflow of resources embodying economic benefits is remote. Contingent assets are not recognized in the financial statements but are disclosed when an inflow of economic benefits is probable.

Events after the Reporting Date

Post year-end events that provide additional information about the Foundation's financial position at the reporting date (adjusting events) are reflected in the financial statements. Post year-end events that are not adjusting events are disclosed in the notes to financial statements when material.

3. **Significant Accounting Judgment, Estimates and Assumptions**

Judgment

Management makes judgment in the process of applying the Foundation's accounting policies.

Judgment that has the most significant effect on the reported amounts in the financial statements is discussed below.

Functional Currency. In the process of applying the Foundation's accounting policies, management has determined that its functional currency is the Philippine peso. It is the currency of the primary economic environment in which the Foundation operates.

Estimates

The key sources of estimation uncertainty at the reporting date that have a significant risk of causing material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Estimating Useful Lives of Property and Equipment. The Foundation estimates the useful lives of property and equipment based on the period over which the assets are expected to be available for use. The estimated useful lives of property and equipment are reviewed periodically and are updated if expectations differ from previous estimates due to physical wear and tear, technical or commercial obsolescence and legal or other limits on the use of the assets. In addition, estimation of the useful lives of property and equipment is based on collective assessment of industry practice, internal technical evaluation and experience with similar assets. It is possible, however, that future results of operations could be materially affected by changes in estimates brought about by changes in the factors mentioned above. The amounts and timing of recorded expenses for any period would be affected by changes in these factors and circumstances. A reduction in the estimated useful lives of property and equipment would increase recorded expenses and decrease noncurrent asset.

There was no change in the estimated useful lives of property and equipment in 2010 and 2009.

Impairment of Property and Equipment. Impairment testing is performed whenever there is an indication that the assets are impaired. Determining the net recoverable value of assets requires the estimation of cash flows expected to be generated from the continued use and ultimate disposition of such assets. While it is believed that the assumptions used in the estimation of fair values reflected in the financial statements are appropriate and reasonable, significant changes in these assumptions may materially affect the assessment of recoverable values and any resulting impairment loss could have a material adverse impact on the Foundation's statement of revenue and expenses.

No impairment loss was recognized in 2010 and 2009. The carrying value of property and equipment amounted to ₱1,262,302 and ₱1,065,760 as of December 31, 2010 and 2009, respectively (see Note 6).

Pension. The determination of the Foundation's obligation and pension cost is dependent on the selection of certain assumptions used by actuaries in calculating such amounts. Those assumptions are described in Note 12 and include, among others, discount rate and expected rate of salary increase. Actual results that differ from the assumptions are accumulated and amortized over future periods and, therefore, generally affect the recognized expense and recorded obligation in such future periods.

Pension liability amounted to ₱336,102 and ₱257,710 as of December 31, 2010 and 2009, respectively (see Note 12).

4. Cash and Cash Equivalents

This account consists of:

	2010	2009
Cash on hand and in banks	₱45,730,667	₱52,182,718
Short-term placements	35,835,479	49,690,340
	₱81,566,146	₱101,873,058

Cash in banks earn interest at the prevailing bank deposit rates. Short-term placements are made for varying periods of up to three months, and earn interest at the respective short-term placement rates.

Interest income earned from cash in banks, short-term placements and short-term investments amounted to ₱2,869,356 and ₱1,271,862 in 2010 and 2009, respectively.

5. Receivables

This account consists of:

	2010	2009
Advances to officers and employees	₱348,938	₱1,637,625
Interest receivable	170,065	147,986
	₱519,003	₱1,785,611

Advances to officers and employees and interest receivable are noninterest-bearing and are normally collected throughout the financial year.

6. Property and Equipment

The details of property and equipment are as follows:

	2010				
	Office Equipment	Transportation Equipment	Communication Equipment	Office Furniture and Fixtures	Total
Cost					
Balance at beginning of year	₱2,128,374	₱2,987,029	₱231,247	₱110,736	₱5,457,386
Additions	451,150	—	—	314,000	765,150
Balance at end of year	2,579,524	2,987,029	231,247	424,736	6,222,536
Accumulated Depreciation					
Balance at beginning of year	1,997,260	2,061,307	231,247	101,812	4,391,626
Depreciation	107,566	405,507	—	55,535	568,608
Balance at end of year	2,104,826	2,466,814	231,247	157,347	4,960,234
Net Book Value	₱474,698	₱520,215	₱—	₱267,389	₱1,262,302

7. Accounts Payable and Other Current Liabilities

This account consists of:

	2010	2009
Accounts payable	₱2,211,094	₱872,810
Accrued expenses	1,472,945	2,647,274
Payable to government agencies	189,293	178,649
	₱3,873,332	₱3,698,733

Accounts payable are noninterest-bearing and are normally settled within a 45-day term.

Accrued expenses are noninterest-bearing and are generally settled throughout the financial year.

Payable to government agencies is remitted within 30 days after reporting date.

8. Donations

This account consists of donations to:

	2010	2009
General fund	₱23,128,414	₱13,492,751
Patients	644,760	408,595
	₱23,773,174	₱13,901,346

9. Projects

This account consists of donations received for the following projects:

	2010	2009
Unang Hakbang Sa Kinabukasan	₱13,590,814	₱5,070,000
Operation Bayanihan	6,277,326	103,515,951
Give a Gift	2,221,030	1,993,300
Kapuso School Rehabilitation	34,831	1,442,000
Kalusugan Karavan	—	20,000
	₱22,124,001	₱112,041,251

10. Project Cost and Donations Expense

Project cost consists of costs and expenses incurred for the following projects:

	2010	2009
Operation Bayanihan	₱41,176,058	₱27,809,963
Give a Gift	8,404,783	7,477,918
Unang Hakbang Sa Kinabukasan	5,218,319	6,094,430
Kapuso School Rehabilitation	1,194,147	6,459,424
Bisig Bayan Special Projects	267,562	55,361
Kalusugan Karavan	195,759	197,033
Sagip Dugtong Buhay	65,099	6,897
Linis Lusog Kids	643	2,047,016
	₱56,522,370	₱50,148,042

Donations amounting to ₱4,692,214 and ₱5,941,654 in 2010 and 2009, respectively, were used for expenses incurred in providing free medicines, medical services and equipment to indigent patients through Bisig Bayan.

11. Related Party Disclosures

Parties are considered to be related if one party has the ability, directly or indirectly, to control the other party or exercise significant influence over the other party in making financial and operating decisions. Parties are also considered to be related if they are subject to common control or common significant influence.

- a. Noninterest-bearing advances received from GMA, an affiliate, amounted to ₱999,443 and ₱735,177 as of December 31, 2010 and 2009, respectively. Advances from GMA pertain to supplies used in the Foundation's operations. Advances from GMA are settled through cash payment or may be considered as donation upon approval of GMA's board members. Total advances amounted to ₱1,001,679 and ₱1,060,094 for the year 2010 and 2009, respectively.
- b. The compensation of key management personnel of the Foundation consists of salaries and wages amounting to ₱434,933 and ₱498,333 in 2010 and 2009, respectively.

12. Pension Benefits

The Foundation has an unfunded, noncontributory retirement plan covering its permanent employees.

The Foundation's pension liability is based on the actuarial valuation as of December 31, 2009, as follows:

Balance at beginning of year	₱257,710
Pension expense	78,392
Balance at end of year	₱336,102

The principal assumptions used in determining pension liability of the Foundation's plan are as follows:

	2010	2009
Discount rate	11.21%	11.21%
Expected rate of salary increase	6.00%	6.00%

13. Supplementary Information Required Under Revenue Regulations 15-2010

The Foundation reported and/or paid the following types of taxes in 2010:

Other Taxes and Licenses for 2010

Other taxes and licenses included under "Taxes and licenses" account in the statement of revenue and expenses consist of the following:

Mayor's permit	₱4,082
Registration fees	500
Community tax certificate	500
Barangay clearance	500
Others	236
	₱5,818

Withholding Taxes for 2010

Withholding taxes on compensation and benefits	₱404,851
Expanded withholding taxes	436,676
	₱841,527



DONORS



MAJOR SPONSORS

GMA Network Inc.
Procter and Gamble Philippines
Go Tong Foundation, Inc.
Ever Gotesco Malls
Pharex Health Corporation
CUT Unlimited
Transitions Optical
Filipino Community of Guam
Mariwasa Siam Ceramics Inc.
Universal Robina Corporation
(JG Summit Holdings)
NKD International Trading Corporation

JNL 88 Marketing
Novartis Health Care Philippines
San Miguel Foods Corporation
United Laboratories
Kraft Foods
Rich Innovation
Quantum X
Dunkin Donuts
Filipino Association of FilAm Family
Energizer
CYNMA Builders
Solid Shipping Lines Corporation
Foster Foods, Inc.
Globe Telecom
Goto King
Gendiesel Phils., Inc.
Zagu Foods Corporation
Gerry's Grill
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Jollibee Foundation
Grand Men Seng Hotel
Jollibee Foods Corporation
Henlin
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Fermina Express Corporation
The French Baker
North Park Noodle House
Kalye Timog Lutong Bahay Restaurant
Waffle Time
Aling Mahsya Seafood Paluto
Restaurant
Santrans Bus Company
Mann Hann
BreadTalk Philippines
Tinapayan Festival
Agua Vida

Philippine Egg Board
D'Empire Catering
Pizza Pedricos
Tapa King

Project Partners:

AFP Civil Relation Service
Civil Military Operations Group,
Philippine Army
Civitan Asian Project
Development Center
Department of Education
Department of Education, Bureau of
Elementary Education
Department of Social Welfare
and Development
Diabetes Philippines
Fatima Eye Laser Center
GMA Artist Center
GMA Corporate Affairs
GMA Corporate Communications
GMA Expansion and Production
Services, News and Public Affairs
GMA Program Support Department
GMA Regional TV
GMA Volunteer Artists
Hi-Precision Diagnostics
Integrated Philippine Association of
Optometrists (IPAO)
I-Scan Diagnostic Center
Ledesma Audiological Center, Inc.
Marikina Dental Chapter
Metropolitan Manila
Development Authority

Municipal Health Office, Pililla, Rizal
Municipal Social Welfare and
Development, Pililla, Rizal
National Disaster Coordinating Council
National Nutrition Council
Philippine Air Force
Philippine Army
Philippine Association of Private
School Dentists, Inc.
Philippine Cancer Society
Philippine Children's Medical Center
Philippine College of Surgeons,
Metro Manila Chapter
Philippine Dental Association
Philippine Heart Association
Philippine Marine Corps
Philippine Medical Association
Philippine Navy
Philippine Red Cross
Philippine Society of Allergy, Asthma
and Immunology
Philippine Society of Pediatric Surgeons
Quezon City Police District
Rotary Club of Makati – Dasmariñas
Transitions Optical Philippines, Inc.
United Nations Children's Fund
(UNICEF)
Veterans Memorial Medical Center

DONORS

Lafarge Semento
Medicaid Philippines Inc.
Cebu Pacific Air
San Agustin Trucking Services (SATS)
Integrated Philippine Association
of Optometrists
Creative Bakers Company, Inc.
(Walter Breads)
Payless Instant Mami
Petronas Philippines
CDO-Odyssey Foundation
Vibelle Manufacturing Corporation
Philippine Seven Corporation
(7-Eleven)
Philippine Span Asia Carrier Corp.
Greencross Incorporated
Waterfront Cebu City Hotel and Casino
and Manila Pavilion
Absolute Pure Distilled Drinking Water *
*BTICINO - Philippines Inc.

Total Worth of Material Donations:

₱15,700,506.76

GMA KAPUSO FOUNDATION, INC.

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E-mail: gmaf@gmanetwork.com

Website: www.kapusofoundation.com

 <http://www.facebook.com/officialkapusofoundation>

 <http://twitter.com/gmakf>

METROPOLITAN BANK & TRUST COMPANY

Peso Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 3-098-51034-7

Dollar Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 2-098-00244-2
Code : MBTC PH MM

UNITED COCONUT PLANTERS BANK (UCPB)

Peso Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 115-184777-2
160-111277-7

Dollar Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 01-115-301177-9
01-160-300427-6
Code : UCPB PH MM

PHILIPPINE NATIONAL BANK (PNB)

Peso Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 121-003200017

Dollar Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 121-003200025
Code : PNB MPH MM

BANCO DE ORO (BDO)

Peso Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 469-0022189

Dollar Savings

Account Name : GMA Kapuso Foundation, Inc.
Account Number : 469-0072135
Code : BNOR PH MM



