

Program Partnership Packet



GK WALK 2009

Sponsored by



Welcome to the GK Walk!

Through your participation in the GK Walk you are not only raising awareness for Gawad Kalinga, but have the unique opportunity to directly support the work in sponsoring the GK programs. Efforts can be individual or with a group to obtain partnerships to support the program of your choice within a USA sponsored village.

This partnership packet and your dedication to helping the poor, will aid in reaching your goal. The packet contains a description of the GK programs in need of support, as well as examples and suggestions to inspire your own ideas on how you can obtain partnerships.

The most important tip we have for you is to start as soon as possible.



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GK Village Programs

1. *GK Home* - \$2,300
2. *Village Child & Youth Development* - \$ 9,300/ year (or \$2,325/quarter)
3. *Village Health Fund (through Gawad Kalusugan)*\$ 2,700
4. *Village Productivity - Food Sufficiency Program* \$2,200
5. *Village Productivity – Communal Farm* \$4,500
6. *Village Organizer’s Allowance* - \$3,500/year

GK HOME

We create beautiful homes and community infrastructures that uplift the aspirations of the poor and daily give them hope for the future. GK homes are typically 20 square meters in size, with an area for a living room, kitchen, and at least one bedroom. Materials are typically concrete and hollow blocks (some areas use bricks), with concrete floors and painted exteriors.

VILLAGE ORGANIZER/S ALLOWANCE

The Village Organizers Allowance can be given to a Kapitbahayan (KB) Coordinator (Community Organizer), Productivity Coordinator, and/or Child and Youth Development (CYD) Coordinator, depending on the actual priority needs of the village.

These Village Organizers are crucial in the initial stages of development of the village. The KB Coordinator helps form a volunteer caretaker team, initiates the Kapitbahayan values formation, organizes and mobilizes the residents for the activities in the village and leads in the initial implementation of the shelter program.

The Productivity Coordinator helps set up the food sufficiency program and the communal farms, especially for GK residents who are being relocated to a new area and may not have a steady source of income in their new village.

The CYD Coordinator takes the lead in implementing the programs for the children and youth, especially the values formation and nutrition program.

CHILD & YOUTH DEVELOPMENT (CYD)

While child sponsorship is vital for the empowerment of the next generation of a third world country, seen in isolation it does not actually transform a whole community. GK adds value to the traditional child sponsorship by making it community-based (around 90 children and youth in the village are sponsored, and their needs addressed depending on their individual needs). This also ensures that all the children are given equal opportunity to discover their gifts and talents. GK looks to the overall needs of the children and youth with its Child and Youth Development Program. It focuses on the transition period, from ages 3-6 (SIBOL), to 7-14 (SAGIP), and 14 onwards (SIGA), ensuring that the children are part of a sustainable program that can support them as they grow and work towards their personal dreams.

The GK Village CYD is designed to support whatever local partnerships the GK caretaker teams are initiating, for example:

- a partnership with other schools to provide sports and art classes for the children
- scholarships for promising students
- a partnership with a committed group to provide regular tutorials

The Village CYD becomes the seed fund to pursue these partnerships and ensure that the programs have some basic resources. Note that each community is unique, and their needs vary from one village to the next.

VILLAGE HEALTH FUND

The GK health program or Gawad Kalusugan implements a seven-point agenda: (1) fight Tuberculosis, (2) eliminate Waterborne diseases, (3) complement government’s Immunization program, (4) promote Nutrition, (5) Responsible Parenthood, (6) universal health insurance with Phil Health, and (7) Dental program.

The Village Health Fund provides seed funding to address malnutrition for 30 kids in the village, as well as the training of the Community Health Care Volunteers. These are GK residents who are trained to address basic health needs of the village, and can assist volunteer doctors and nurses in maintaining health records for the residents.

VILLAGE PRODUCTIVITY – FOOD SECURITY PROGRAM

The GK productivity teams start with the most basic – making the poor and the land productive. By empowering them to build their homes, GK is making the men productive. Through square foot gardening and community farms, GK is also making the land productive and providing food on the table, a most basic need, to the GK residents. GK also utilizes the best entrepreneurial talent from among our volunteers to take advantage of business opportunities in and around GK sites. We have a multi-pronged approach – developing a culture of productivity first, then food sufficiency, followed by income augmentation through skills training and values formation programs, co-operative business start-ups and microfinance.

The GK Food Security Program (\$2,200) funds the establishment of a basic backyard garden, providing five basic vegetables for the families in the village and ensuring that they do not go hungry.

VILLAGE PRODUCTIVITY – COMMUNITY FARM

The GK Community Farm allows GK to set up a whole farm that can not only address the needs of the village residents, but can even become a source of income for the community. We have success stories where the income from the Communal Farms is used to help fund other priority needs of the village. The funds for the Village Productivity – Community Farm could be needed at different stages of the village construction. For disaster areas, this fund is needed immediately to address the hunger situation. In other cases, this fund is needed after the homes are constructed and we are advised of the readiness of the village for this program.

Partnership Strategy Outline

This outline will help you estimate a goal to set for each partnership method you use. Breaking up your goal amount into smaller goals for each method will allow you to see just how attainable your goal is.

The most important tool to reach your goal is your partnership letter. Think of your partnership letter as your representative or spokesperson. The letter should state what it is you are doing, why you are walking, the organization you are walking for and most importantly, your goal. It is possible to reach your goal just by sending out partnership letters, but it is also a good idea to have at least two other methods to obtain home partners.

Steps 1 - Set your goal. But aim higher, remember, we are walking to restore a nation.

My Partnership Goal is \$_____.

Step 2- Prepare a partnership letter. As the representative or spokesperson of your partnership campaign it is important to keep track of how many letters you send out and the response you get from those letters.

I sent out _____ partnership letters.

Divide the number of letters sent out by your goal amount.

Each letter should produce \$_____.

If this amount seems too high you may want to send out more letters. Remember not all your letters will create home partners.

Total amount you expect to raise from your partnership letters \$_____.

NOTE: The following steps are suggestions on other means to obtain partners. They are not meant to be followed in any particular order.

Step 3- Throw a party!! One of the most popular ways to raise money is to throw a party. Don't just throw any party; throw a party with a theme and a cause. Include Ancop/GK777 information in your party planning. Most parties raise between \$500 and \$2,000.

Total amount you expect to raise from your party \$_____.

Step 4- Recruit an actual spokesperson. How many of those individuals are proud of you for your commitment and the cause, but some reason or another cannot donate money to become a home partner? Recruit them to help you raise money. Ask them to be your spokesperson. And remember you can always have more than one spokesperson.

Total amount you expect your spokesperson(s) to raise \$_____.

Step 5 Build GK partnerships at the office. It's always a good idea to go over your company's policies for any possible restrictions before planning any event. Examples of events are pizza and movie night and karaoke night.

Event 1_____.

Amount expected to raise from Event 1 \$_____.

Event 2_____.

Amount expected to raise from Event 2 \$_____.

Event 3_____.

Amount expected to raise from Event 3 \$_____.

You may also want to check to see if your company participates in Corporate Matching. Many companies will match any donation made to a non profit organization. See our list of companies that participate in corporate matching.

Step 6 Special Events. Have a garage sale or a car wash. Be creative! Events such as this usually generate \$200-500.

Total amount you expect to raise from your event \$_____.

Step 7 Add up all the totals that you expect to raise from each partnership method and compare it to your goal that you set in Step 1. If your grand total is equal to or exceeds the goal you set for yourself then what are you waiting for?!? Start creating partnerships!!

If your grand total is less than the goal you set for yourself, don't get discouraged. Just contact the GK Walk Partnership Team and we'll help you come up with ways to meet your goal. Remember we are here as a community to help each other cross that finish line together.

Bonus Tip: Never forget the 5 feet rule. Tell everyone within a five foot radius of you that you are walking to rebuild a nation through the GK Walk.

SAMPLE LETTER/ EMAIL

Dear Aunt Sally,

On Saturday, month day, 2009, I will be participating in a continental event for the poorest of the poor. On this day, I will join others from all over the US and Canada as we walk as One for the poor. My goal, through this event is to acquire enough money to build a house the poor in the Philippines.

Through the selfless efforts of ANCOP and Gawad Kalinga the people of the Philippines now have hope that one day they will rise above the status of a third world country. Gawad Kalinga not only builds but it is restoring a nation. When I raise _____ I will be a part of this nation-building effort and be able to give a _____.

If you would like more information on Gawad Kalinga and its efforts to rid the Philippines of poverty please visit the following sites:

www.gawadkalinga.org

www.ancopusa.org

It takes another kind of hero to give the physical self. I ask that you join me in the act of heroism by becoming a home partner. Attached is a partnership form. Please fill it out and mail it to me, Mary Marathoner at 1234 Running Lane, Long Beach, CA 90000. Your tax deductible donation may be made payable to "ANCOP USA" and will go directly to the building of a home. Thank you in advance for your generosity.

Sincerely,

Mary

** if you need help formatting your letter, please feel free to contact ccastro@ancopusa.org, mgvillanueva@ancopusa.org or local GK walk team

Partnership Letter Tips

- Give yourself a deadline to get your letters in the mail and send out your emails.
- Use the sample letters as a sample guide.
- Tell your story. Personalize your letter. If you are a village builder, share with them the commitment you have made and what you are trying to accomplish; give updates on your village in progress.
- Give your potential home partners a deadline and inform them about your goal.
- Ask your potential home partners to be as generous as possible.
- Encourage your potential home partners to find out what Gawad Kalinga is all about by either including a brochure or website www.gawadkalinga.org and www.ancopusa.org.
- Edit your letter. Let someone read your letter before you send it out for feedback
- Include a blank home partnership form to each letter
- Keep a record of who you send the partnership letter to
- Invest in self-addressed stamped envelopes
- Send a letter to everyone you know
- Send thank you letters to everyone that becomes a home partner

HOME PARTNERSHIPS DOS AND DON'TS

DO

- DO Keep track of all partnership letters sent out.
- DO Tell everyone, and I mean everyone, what you are doing it and why.
- DO Be knowledgeable about the work and mission of ANCOP Gawad Kalinga by visiting www.gawadkalinga.org and www.ancopusa.org
- DO Be creative in obtaining Home Partners.
- DO Seek help from your GK Walk Team by contacting us at gkwalk@ancopusa.org
- DO Follow up on people you sent partnership letters to.

DON'T

- DON'T Limit yourself to just partnership letters
- DON'T Refer to this 5K a fundraiser. It's more than just raising funds to build homes; it's about creating awareness and building life long Gawad Kalinga Partners. (Hence the name of the packet – Home Partnerships)
- DON'T Think you are alone. You joined a team and remember we are in this together.
- DON'T Stop once you've reached your goal.

CORPORATIONS WITH MATCHING GIFT PROGRAMS

The following corporations are known to match contributions employees make to non for profit organizations like ANCOP and Gawad Kalinga. Ask your GK partners to check with their Human Resource Department to find out if their company has such a policy. Keep in mind that most companies take one to four months to process matching gifts.

3COM	FIRST QUADRANT	NORTHERN TRUST
ABBOTT LABORATORIES	FORTIS	OCE - USA INC
ACXIOM/DIRECT MEDIA	FREDDIE MAC	ORION CAPITAL CO.
ADOBE SYSTEMS INC.	FREEPORT	PACIFIC ENTERPRISE
ADVANCE MICRO DEVICES	GAP FOUNDATION	PEPSICO
AES CORPORATION	GANNETT FOUNDATION, INC	PFIZER
AETNA	GEICO CORPORATION	PHILLIP MORRIS COMPANIES
AGRIBANK	GENERAL RE	PITNEY BOWES
ALLIED SIGNAL FOUNDATION	GILLETTE	PLATINUM TECHNOLOGY
AXA FOUNDATION	GLAXOWELLCOME	PLAYBOY ENTERPRISE
BANKERS TRUST	GREEN TREE FINANCIAL	PROCTOR & GAMBLE
BANK OF AMERICA	GUIDANT	PRUDENTIAL INSURANCE CO
BANTA	HELLER'S	PUGET SOUND ENERGY
BAXTER ALLEGIANCE	HENRY J. KAISER FOUNDATION	QUAKER OATS
BC COMPANIES	HOME DEPOT	RAYTHEON SYSTEM CO.
BELLCORE	HOUGHTON	READER'S DIGEST
BLACK & DECKER	ILLINOIS TOOL WORKS	REUTERS AMERICA
BLOOMINGDALES	INGRAM MICRO	RGK FOUNDATION
BMG	INSO CORPORATION	SALLIE MAE
BOEING	INTERRA FINANCIAL	SAMUEL GOLDWYN CO.
BRAUN	J.P. GETTY TRUST	SAPIENT CORPORATION
CAD	J.P. MORGAN	SARA LEE
CANDLE FOUNDATION	JOHN G. KENNARD & CO.	SCHEIN PHARMACEUTICAL
CAPITAL GROUP COMPANIES	JOHN HANCOCK LIFE INSURANCE	SEDGEWOCK INC.
CBS FOUNDATIONS	JOHNSON & JOHNSON	SOROS FOUND CHARITABLE
FOUNDATION		
CHARLES SCHWAB	JOSEPH E SEAGRAM & SONS	S.S. PAPADOPULOS & ASSOC, INC
CHASE MANHATTAN	JOSTENS FOUNDATION	ST. PAUL COMPANIES
CHEMICAL MANUFACTURERS INC	KEMPER	SUBARU
CHEVRON	KIRKLAND & ELLIS FOUNDATION	SUN MICROSYSTEMS
CHUBB CORPORATION	LEND LEASE REAL ESTATE INVEST	TENNANT
CITIBANK	LEVIS STRAUSS	THE AON FOUNDATION
CITICORP	LEXIS NEXIS GROUP	THE ASPECT
CAN	LIZ CLAIBORNE	THE CAPITAL GROUP COMPANIES
COLUMBIA GAS SYSTEM	LOTUS DEVELOPMENT	THE NEIMAN MARCUS GROUP
COMPUTER ASSOCIATES INTL	LUTHERAN BROTHERHOOD	THE ROCKEFELLER FOUNDATION
COOPER INDUSTRIES	MACY'S WEST	THOMAS FINANCIAL
CORNING	MARQUETTE BANCSHARES	T ROWE PRICE
CPC INTERNATIONAL	MESSACHUSETTS FINANCIAL	TIMES MIRROR FOUNDATION
C.R. SARD INC.	MASS MUTUAL LIFE INSURANCE	TRANSAMERICA FOUNDATION
CRATE AND BARREL	MATTEL FOUNDATION	UNIVERSAL STUDIOS
CRAY RESEARCH	MCGRAW HILL COMPANIES	UNIVERSAL STUDIOS
DAIN BOSWORTH	MCKNIGHT	US BANCORP FOUNDATION
EASTERN MOUNTAIN SPORTS	MEREDITH CORP	USA NETWORKS, INC
EQUITABLE FOUNDATION	MERRILL LYNCH	WATERS CORPORATION
ERICSSON, INC	MICROSOFT CORPORATION	W.K. KELLOGG
EWING MARION KAUFFMAN	MINERAL TECHNOLOGIES INC	W.W.GRAINGER
FOUNDATION	MORGAN GUARANT TRUST	WASHINGTON MUTUAL
EXXON MOBIL CORP	NALCO/EXXON ENERGY CHEMS	WASHINGTON POST
FAEGRE & BENSON	NATIONAL CITY BANK	WASTE MANAGEMENT
FANNIE MAE	NATIONAL PHILANTHROPIC TRUST	WEINGARTEN FOUNDATION
FEDERATED DEPT STORES	NEIMAN MARCUS	WEST GROUP
FIDELITY INVESTMENTS	NIKE	WESTERN ASSETS
FINGERHUT CORP	NINTENDO	WILLIAM COMPANIES
FIRST BANK FOUNDATION	NISSAN NORTH AMERICAN	XEROX
FIRST DATA CORP	NORCAL MUTUAL INSURANCE	

Turning in Your Sponsorships

1. All contributions and Partnership Forms are to be sent directly to **you**, the participant. Please ask for all checks to be made to: ANCOP USA with your name in the memo line and village name if you are helping complete an existing GK village. .
2. Make a photocopy of the checks and Partnership Forms so you can monitor your contributions.
3. Turn in your contributions early to the GK Walk Finance Committee
_____ (indicate an address)
4. Participants who request receipts will be granted to those that request it for their Partners.
5. Included is a sample excel spreadsheet to assist you in monitoring your funds.

Caution

***Please submit your contributions as often as you receive them so as not to inconvenience your home partners by holding on to their checks.

*** The GK Walk Team is not responsible for misplaced/lost partnerships that are submitted through a third party.