



RESPONDING, REACHING OUT¹

CORPORATE SOCIAL RESPONSIBILITY

BCDA's programs and projects aim to improve the quality of life of its stakeholders for the generations of today and tomorrow.

Corporate Social Responsibility

RESPONDING, REACHING OUT

In pursuing its mandate of transforming and developing former US military installations into productive civilian use, BCDA works with the many people throughout the country who live in and around them. Being involved in the life of these communities means providing services beyond those called for by our charter. It means reaching out to them, especially those most vulnerable in times of great need, providing social and economic services that will help them improve their lives. To BCDA, corporate social responsibility is part and parcel of our mission to uplift the lives of fellow Filipinos.

What follows are highlights of the corporate social responsibility projects of BCDA and its agencies.

Typhoon Relief

On November 8, the Philippines was hit by what has been called the strongest and deadliest typhoon in the world. Typhoon Haiyan, locally known as Yolanda, wrought devastation to large swaths of Central and Western Visayas, killing thousands and leaving many more homeless and injured, as well as destroying crops, farms, livestock, and infrastructure. As a response to the catastrophe, the top officials, board members, and employees of BCDA conducted a relief drive to help the victims. In addition to this, BCDA members participated in the repacking of relief goods at various locations. For its part, Clark Development Corporation (CDC) launched "Bangon Bayan" for Haiyan victims, handing out Php2.25 million donations and giving out two tons in relief goods. An earlier Typhoon, Mareng, tore through Central Luzon earlier in the year. To aid affected families, CDC distributed 50 sacks of rice in Barangay Palihan (250 families), Hermosa, and another 50 in Barangay Pagalangang (250 families), Dinalupihan, during relief operations in September. Other ecozones under the BCDA Group conducted their own typhoon relief operations in their respective areas.

Medical Missions

The first Clark Green City joint medical and dental mission got underway in July 2013. BCDA, the local government of Capas, the SCTEX, the Tollways Management Corporation (or TMC), Philippine Seven Corporation (better known as 7-Eleven), and the 600th Airbase Wing of the Philippine Air Force came together to provide medical and dental checkups plus hair grooming sessions to residents of Barangay Aranguren, Capas, Tarlac. The project benefited 581 medical and 163 dental patients. A second medical mission was undertaken in November. About 500 members of Barangay Maruglu, Capas, Tarlac, one of the barangays affected by the Clark Green City project, were the beneficiaries. With the BCDA Group in the lead, the mission was joined by private sector partners—United Laboratories (or Unilab) and the Tollways Management Corporation—and local government officials. CDC also undertook projects to give away wheelchairs and provide eye surgery as well as other ophthalmology services to those in need.

For its part, Poro Point Management Corporation (PPMC) undertook its own medical missions in partnership with Union Christian College and "Bombo Medico" Broadcasting. It implemented a supplemental feeding program in partnership with Gawad Kalinga, Department of Education, San Agustin Elementary School, San Agustin Barangay Council, Union Christian College, and Thunderbird Pilipinas Hotels and Resorts.

Livelihood and Education

Clark Development Corporation launched a livelihood program to support and augment the economic needs of indigenous peoples and persons with disabilities employed inside the Clark Freeport and Special Economic Zone. Called the Aeta-preneur program, the project, a partnership with the Technical Education Skills and Development Authority (TESDA), provides a variety of livelihood programs such as wellness massage, electrical and plumbing, negosyo karts,

desilting and hollow blocks making, among others. Three hollow block-making machines, six "kabuhayan" carts, six "kubong pangkabuhayan," and 30 multipurpose Aeta-preneur vests have already been awarded to beneficiaries.

CDC also forged agreements with City College of Angeles City, Mabalacat City College, and L&T International for the Skills Training for Employment Program (or STEP-UP) and implemented its first jobs fair for the disabled and indigenous peoples, which resulted in hirings by freeport locators. PPMC, for its part, teamed up with Gawad Kalinga to implement projects such as Sibol Start-Up Training, Values Formation, and Siphoning Project in GK Soledad Village, Talogtog, San Juan. It worked with Christ the King College on its Eco-Garden project and Children's Joy Foundation with environmental projects. It also joined in the Livelihood Assistance Program of Union Christian College.

Through its HELPS Program (Health, Education/Environment, Livelihood Program, Strengthening Linkages), PPMC was able to provide assistance to the people in the surrounding communities for their health, education, environment management, livelihood programs, and strengthening of linkages activities. Partner institutions have been supportive and played an important role in carrying out community developments and services.



John Hay Management Corporation, as part of its education advocacy, visited the Springhills Elementary School in Barangay Apugan to turn over reference materials, visual aids, and books.

Nature and the Environment

Among the greening activities shared within the BCDA Group is the planting of trees. The SCTEX Service Department undertook the planting of trees along the highway. In May and June 2013, members of the team planted 1,300 trees. JHMC, for its part, sent its members to participate in tree planting at the Tree Top Adventure area in the camp.

JHMC teamed up with local runners, forest rangers, and other concerned citizens in conducting two cleanup drives. One involved tributaries of the Bued River, some of which are within the camp. Part of the adopt-an-estero project of the Department of Environment and Natural Resources, the project saw participants cleaning up these bodies of water and collecting nearly 200 bags of garbage. The second concerned roads and trails: Converging on Loakan Road and major trails of John Hay, participants cleaned pathways and collected garbage.

Gender Issues

In 2013, JHMC launched its Gender and Development Program by embarking on its data gathering phase. A survey comprising field interviews of 11 barangays within the Camp John Hay Reservation Area was conducted, the results of which will guide JHMC in designing and implementing gender-responsive initiatives. These initiatives are its contribution to promoting the substantial role of women in national development.