



Q&A  
WITH  
VICTORIA P. GARCHITORENA,  
PRESIDENT  
OF AYALA FOUNDATION, INC.

**Please describe the kind of work AF USA is engaged in. How different are the tasks assigned to its Philippine and US offices?**

Ayala Foundation USA is engaged in the business of rallying Filipinos around the globe, but particularly in the United States, for various social development projects in the Philippines. Even though our country is beset by so many problems, there is still a considerable amount of development projects that continue to make a difference in the lives of our underprivileged brothers and sisters. Those projects need all the support they can get. We in AF USA recognize the huge, almost untapped potential of US-based Filipinos as a fresh source of funds that could support

these worthwhile social development initiatives. In essence, we function as an effective mechanism by which US-based Filipinos and donors can support initiatives in areas such as education, health, environment, enterprise development, and arts and culture.

Our Philippine office currently manages all dealings and transactions with our 156 partner nonprofit organizations, making sure they run as smoothly and as efficiently as possible. They also handle our communications projects and ensure that all our friends, donors, and supporters are up-to-date with our activities. On the other hand, our US office takes care of our donors and volunteer groups in the United States. There are

currently 10 volunteer groups in the US, from New York to California, from Boston to Hawaii. Our US office is always working to extend the network of support for our partner organizations. Both offices coordinate closely to manage all the stakeholders of our program, from donors to partner organizations. **In what way have partnerships helped AF USA**

**drum up interest in its fund-raising activities in the United States?**

Our partnerships provide a platform for raising awareness for our projects. Seafood City, a Filipino-owned chain of supermarkets in the United States, for example, allowed us to expand the US campaign for GILAS through co-branding and installation of donation boxes in check-out counters in all their stores as well as in their Max's and Chowking restaurants. Our partners also help in organizing events where we can present AF USA and its programs to prospective volunteers and donors. They serve as proof that we conduct our programs and activities in a very organized, professional, and transparent manner. In a way, their support is already a resounding endorsement of our organization. This makes it easier for us to earn the trust of prospective partners. **Given the current financial crisis, what opportunities does AF USA see to ensure the continuity and sustainability of its projects?**

The current financial crisis gives us more incentive to seek support for our projects.

The global economic downturn means  
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Filipinos go to bed hungry and need access to education, shelter, and health care. We in AF USA have continuously engaged volunteers and partners to support the various development initiatives in the Philippines. We trust that our partnerships with individuals and institutions will carry us through these difficult times. They are the heart of this organization. Also, we recognize that despite the crisis, there is still a growing interest among Filipinos abroad to participate in nation-building. We appreciate individual donors who give in whatever capacity they can, whether it's \$50 or \$500. We have donors who give in small but frequent increments and these also help our projects tremendously. In a sense, we envision AF USA as a grassroots movement where everyone, regardless of economic status, can contribute to making the Philippines a better place. **What will be the focus of AF USA's activities in 2009?** We will position AF USA as the most trusted, most preferred, and most effective Fil-Am foundation in the US that bridges Filipinos abroad and social development initiatives in the Philippines. We also aim to expand our networks and strengthen our existing ones to help more underprivileged Filipinos. This would mean reinforcing relationships with existing donor organizations as well as tapping new donation sources. We will also focus on empowering volunteers by connecting them with partner Fil-Am organizations through strategic alliances.

