



# FY 2009-2014 Strategic Planning launched



Materials and Production staff work together to formulate their respective Identity Statement with consultant Epee Casuncad last December 4, 2008.

**SAFRUDI marked last November 26, 2008, the start of its nine-month journey in Strategic Planning for the Foundation's Development Plan for the next five fiscal years. This Fiscal Year 2008-09 is the last of the five-year Development Plan formulated in July 2004.**

Estela Padilla of the Bukal ng Tipan team, which is assisting SAFRUDI in this planning, facilitated the launching during the Assembly of the staff, workers and producer-representatives. She emphasized the meaning and impact of the participatory processes of both the revisiting the Vision-Mission and the planning wherein the stakeholders would be engaged.

During the next couple of months, visioning sessions were held by the different departments, the GBP (Gabay sa Bagong Pag-asa) communities and some producer groups. Each group came up with its Identity Statement. Carefully selected staff-facilitators were trained to assist the partner-producers and organized communities during the sessions.

Nine GBPs of Cebu, Nueva Ecija and Pangasinan and producers BMPCI and SAFSCO reviewed and updated their own Identity Statements. The owner-producers and workers of Artisan Homeworkers Association, CF Roque Woodcraft, VAAP Shellcrafts, VAR Shellcrafts and Wil-Sam Bamboo Windchimes were excited with their new

experience. The facilitators who assisted the producer groups observed and experienced a deepening of relationships resulting from the consultations, apart from achieving the required output of the visits. Meanwhile, survey questionnaires were sent to partner-buyers and to the producer groups which had difficulty in holding meetings.

After the consultations, the Drafting Assembly was held on February 26, 2009. Present in the Assembly were representatives from the employees and workers, the producer groups, and GBP areas. Bukal ng Tipan's Epee Casuncad facilitated the drafting of SAFRUDI's Identity Statement.

The draft Vision-Mission Statement went through a downward validation process when the different stakeholder groups compared the draft statement with their respective Identity Statements. The formulation of the final

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## SANDALI LANG, KAPATID!



by:  
Fr. Guido V. Everaert, cism  
Chairman of the Board

### REVISITING OUR "SHARED SAFRUDI VISION"

During the past few months, something quite extraordinary has been going on in the "corridors of SAFRUDI." In different places - involving different people - one could see people gathering for meetings.

What's new with that, you might say. Well, if you would take a closer look, the meetings were more dynamic, more inter-active than the usual "stuff" we have gotten used to. They involved lots of pentel pens, lots of small pieces of paper, scotch-tape, running back and forth to whiteboards or blackboards, cutting and pasting... What then was going on?

We wanted to have a closer look at our Vision-Mission Statement, which we have been using as our guide for the past 15 years or so. Time to revisit it: is it still valid in 2009 and in the coming years? Does it still have meaning to us? Has it maybe lost its galvanizing power? Do we have new inspirations? New priorities? Or do we still remember it at all? Or are we aware that such a Statement exists?

I want to stress the word WE. Because from the very beginning, it

had to be made clear that, if a new Statement had to be written, ALL of us had to be involved.

I remember the old "Vision-Mission" Statement that we have been using until now... it was written by one person, commented upon by some individuals; it then underwent some minor changes and was approved by all during our SAFRUDI retreat, without any substantial discussion. The word "spoon feeding" comes to my mind... what happened was not exactly a creative process.

This time it had to be different. Therefore, we went through what we call a "participatory experience": administration, regular staff in different departments, piece-rate workers, producers, representatives from the Board of Trustees... each and everyone could have a say in the drawing up of our new "identity statement." We discussed questions regarding the world situation, the Philippine situation, and SAFRUDI's particular response to all of those. WHO ARE WE? WHAT DO WE WANT TO ACHIEVE? HOW ARE WE PLANNING TO GET THERE?

The final draft of the Vision Statement (expected at the beginning of April) will thus be the fruit of a long - some may call it tedious-process. I truly think that it's worth all the effort and the expense.

Because ALL of us will have had a chance to become part of SAFRUDI in a very special way: we will be able to say that WE OWN THE VISION since

we ourselves have been part of the drafting process.

There is one more thing, and maybe still the most important of it all: during the past few months, we were not only given a chance to revisit a mere statement and not even a mere vision... hopefully, we have also been revisiting OUR COMMITMENT!

While reflecting on the challenges of contemporary society, both here and abroad, and reflecting on the responses of SAFRUDI to these challenges, we also could deepen our individual and common commitment to what SAFRUDI stands for. Do we consider ourselves more than just employees in any other organization or company? Does our dedication go beyond an 8am to 5pm job? Do we still want to give ourselves totally to the ideals of Fair Trade?

When we will be able to proclaim our new SHARED SAFRUDI VISION, I sincerely hope that it will also be a deeply felt proclamation of our RENEWED COMMITMENT.

As I write this, Easter - the feast of the Resurrection of our Lord, the feast of New Life - is just around the corner. I pray to the Risen Lord that our new Shared SAFRUDI Vision and our renewed commitment may also bring NEW LIFE to all of us in SAFRUDI, and to the wider community we are called to serve. 🌱

Fr. Guido, cism

(Strat Plan ... cont'd from page 1.)

draft of the Identity Statement was made by a representative group of employees on April 2. This Statement would then be submitted to the Board of Trustees for its review and approval during its Second Quarter meeting in April.

The first half of the journey has been accomplished; the business planning is the next part of the participatory process. The strategic

planning will evaluate the previous development plan of the past five years and will move on to systems review, organizational development, goals setting and group action planning.

The Strategic Development Plan for FY 2009-2014 will be presented for review and approval by the Board of Trustees during its June Third Quarter meeting and will be launched during the 43rd Foundation Anniversary celebration on August 17, 2009. 🌱



Marketing Team during the Departmental Identity Statement formulation

**FR. GUIDO EVERAERT, cism - FRONY LAPITAN - JOSIE SORIANO** (Editorial Board); **ANA DALUMPINES** (Editor-in-Chief) - **KAYE ANNE PAULINO** (Managing Editor/Layout Artist); **GI LUZANO** (Circulation); **ROD BUNAG** (CONTRIBUTOR)

## AMBIENTE '09

**SAFFY Handicrafts joined the world's annual biggest houseware and consumer goods Ambiente Fair at Messe, Frankfurt, Germany, February 13-17, 2009.**

Indigenous fibers, paper pulp, bamboo, vines and shells were the materials used for our 2009 Ambiente Collection. Eight family-producers, two group-producers, and our In-house production combined their efforts under the product development program in order to produce the 280 items that were displayed in the Fair.

Representatives from current Fair Trade partner-buyers visited the booth at Hall 1.1 to select and place new orders for their upcoming collections, to follow up pending business transactions, and to review partnerships. Two new Fair Trade and five Non-Fair Trade buyers also visited our booth to inquire about the nature of the organization and its products.

Capiz products were the popular products inquired about by the buyers. In addition, they also wanted to find out regarding products made from recycled



**Clockwise from top: Vajio with Barbara Bruneton of Solidar Monde; Dalumpines and Vajio in front of GEPA office; Dalumpines with Angela Lepa and Michael Freiburger of El Puente.**

materials. Although partner-buyers are experiencing the effect of the global financial crisis, they assured that, though in decreased volumes, orders would continue to be placed.

Among our partner-buyers, visiting our booth were representatives from

GEPA, DWP and El Puente-Germany, EZA and EWH-Austria, Oxfam de Magasins-Belgium, Au dela des Frontieres, Boutic Ethic, Ethik' Art and Solidar Monde-France, Claro and Caritas-Switzerland.

*(Cont'd on page 4.)*

## ManoMano Christmas Sale

**ManoMano Fair Trade Store held its Christmas Sale last November-December 2008. Despite the global financial crisis and Mall holiday sales, consumers flocked to the Store, helping it achieve 99% of its Php100,000 target sales.**

Consumers' buying preferences reflected the present economic crisis. Functional items top the list of best sellers such as picture frames, laminated capiz boxes, lampshades, cardholders and name place settings. Tabletops and Wind Chimes are also included in the list, maybe to soothe the mood of the receiver during these hard times.

ManoMano Fair Trade Store offered a variety of items to its customers

from its thirteen product categories, ranging from arts and crafts to kitchen and tableware. No wonder the store appeals to all kinds of consumers, whether a mother or a teenager, looking for that one-of-a-kind product or accessory. Not only do customers have a wide variety of products to choose from, but through their purchases, they are also supporting marginalized producers and giving their active support to the Fair Trade movement.

For three years now since its reopening, the Fair Trade Store has already a roster of regular customers who are spreading its advocacy to their families and friends.



The next activity of the Store would be launched this coming May in relation to this year's celebration of the World Fair Trade Day. So watch out for the announcements! 🌱

**(ManoMano Fair Trade Store also accepts wholesale orders. For inquiries, please contact 561-0395, 564-4169, 563-7251 or e-mail [manomano@safrud.com](mailto:manomano@safrud.com) and [saffy@safrud.com](mailto:saffy@safrud.com))**

## Coni's Ambiente '09 experience

**During the February Ambiente Fair 2009 at Frankfurt, Germany, Corina "Coni" Vajio, Export Marketing Officer, had the chance to meet personally several of our partner-buyers who haven't visited SAFRUDI yet.**

Coni admitted that the prospects of meeting for the first time the partner-buyers she had only communicated with through e-mails gave her thrills and chills. She had some apprehensions initially. *"Pero mababait sila... Makikita mong concerned sila sa iyo.* She adds, *"Masarap yung pakiramdam na makilala yung mga dating kausap ko lang sa e-mail. Iba na yung turingan nyo sa tuwing nag-uusap kayo sa e-mail, dahil sa alam mo na rin kung anong itsura nung kausap mo."* From among her buyer-accounts, the representatives she met included Andrea of EZA/Austria, Adriana and Lisa of DWP/Germany and Anne Marie of CLARO/Switzerland.

Although she received helpful tips from colleagues who've gone earlier to the Ambiente, Coni had a one-of-a-kind experience. She had fears that her visa application would be disapproved; she had to answer a lot of questions and was even asked to sign an agreement that she shouldn't get married in Germany (well, she's happily married to Cris, our ICTS Administrator). The freezing cold weather of February must have been too much for this tropical girl. *"Nag-nose bleed ako, everyday, sa buong stay sa Germany... Dumudugo lamang kada lalabas kami ng Hall o bahay."* The reality that she was in a different world always

surfaced whenever she had to take her meals of bread most of the time; the rice meal she was used to wasn't easily available. *"Tapos mahirap din dahil yung pangalan ng pagkain nakasulat sa German, bihira lang yung may English. Kaya pinipili namin yung kakainin namin batay sa picture. Para talagang nasa ibang mundo ka."*



**Coni on the way to the Exhibit Hall**

The boarding house is near or far, Coni estimates, depending on how one wants to reach the Messe Exhibit Halls. Near because it's just a walking distance to Hall 9. Since SAFFY's booth was located in Hall 1, it's rather far. *"...dumadaan kami ng Hall 9 to Hall 1. Pero dalawang beses lang naming ginawa yun nung dumaang araw; sumasakay kami ng shuttle bus papunta sa Hall 1.... Yung Messe Halls, malaki siya, 20 times ng SM Megamall. Talagang puro exhibit area lang siya. Yung lugar, maganda, malinis at talagang highly computerized."* Whether it's the walking or the winter cold, Coni couldn't forget an unforeseen incident. *"Yung shoes lang talaga, bumigay yung rubber shoes ko, yung sole ng sapatos ko. Binalot ko yung rubber shoes ko ng packaging tape!"*

Overall, Coni had an enjoyable Ambiente trip for which she is very grateful, despite the fact that during the 11-day trip she really missed Cris and their two very young children. *"Sa akin, natutuwa rin ako dahil nagkaroon ako ng chance na makarating sa Europe, Singapore."* A two-hour stopover in Singapore provided her and Ana time to stroll around the airport.

Coni says she's contented with what she's now in the organization. But this trip to Germany (and her earlier participation in the Bangkok BIG Fair in 2006) are realizations of what was mentioned to her as a chance to go abroad by former Executive Director Josie Soriano when she was interviewed for a job in SAFRUDI, which she never gave much thought of. The Foundation at first didn't appeal to her as she was like other job hunters looking for a company with a name, promotion and career growth. *"Sabi ko, padala o hindi, ok lang basta ang importante... nung napag-usapan rin ang VMG, nakita ko na may social relevance din siya. Hindi puro business lang, nakita ko na yung chance ko na makatulong sa iba....(dahil sa dati member ako ng Marian) sabi ko baka ito yung pamamaraang ibinigay ni Mama Mary upang makatulong sa iba.... kaya naman nung may chance na pinadala ako sa Exhibit, very thankful."*

Her trip is a truly remarkable experience wrapped in different layers of joys and difficulties she wants others also to undergo. She adds that SAFRUDI has given her the opportunity and once is more than enough to make her feel ever grateful. 🌱

*(Ambiente '09... cont'd from page 3.)*

Representing SAFFY were Marketing Head Ana Dalumpines and Export Marketing Officer Corina Vajio who for the first time met some of the buyers whose accounts she is handling. After the Fair, they proceeded to the new GEPA office and further discussed business transactions and partnerships. 🌱

## World Fair Trade Day '09 Celebration

The Foundation will kick off on May 6 its celebration of the World Fair Trade Day with a morning parade along Lamayan Street. The main event will be the film showing of *Crude: the incredible journey of oil* by Dr. Richard Smith of ABC TV followed by a symposium.

Argete, a meteorologist from the University of the Philippines-Diliman will further elaborate and clarify the global issue that will inform and educate the participants on what needs to be done.

Apart from this kick off, there

Guest speaker, Prof. Amador

*(Cont'd on page 5.)*

# Are we Fair Trade?

## Self-Assessment Report submitted



Representatives from each Department, producers, GBP leaders and two members of the Board of Trustees listen to one another as they take turns in examining the Foundation's Fair Trade practices.

**Every two years, each member of the International Association of Fair Trade or IFAT (which will soon be renamed World Fair Trade Organization or WFTO) is required to submit a Self-Assessment Report (SAR). This SAR is an honest evaluation and rating of how the member-organization's policies and practices are aligned with the Fair Trade Standards.**

In March this year, SAFRUDI's report was due for submission. In connection with the SAR's portion on "Having a Chat,"

it organized a Stakeholders' meeting on March 3, 2009. Representatives of the different stakeholder groups (workers, producers, GBP communities, staff, and Board of Trustees) took part in the very open, enlightening and exciting sharing of experiences, observations and suggestions for improvements. Thirteen staff and workers and two partner-producer representatives from Cebu and Quezon voiced out their reflections and estimations regarding the organization's Fair Trade practices. In addition, two Board members namely, Fr. Guido Everaert and Ms. Josie Soriano,

also participated in the activity.

The no-holds-barred meeting examined our practices and the factors that greatly affected our policies, procedures and actions in trying to comply with the requirements of Fair Trade. The forum not only clarified and contextualized the Standards but also provided a more-focused venue to listen to and learn from the varied comments and reactions of the different stakeholder representatives. The consolidated comments and reactions were incorporated as responses to the questions in Part II of the SAR.

Taken into consideration and responded to in the accomplishment of the 2009 Self-Assessment Report were the observations, comments and requirements resulting from the review of our 2007 SAR. The 2009 SAR and the required documents were forwarded to the IFAT Monitoring Secretariat last March 31, 2009. 🌱

**(As of press time, we were email-advised by Ms. Carmen Jimenez of IFAT Monitoring about the favorable evaluation of our SAR through the letter and Certificate of approval. This approval also authorizes SAFRUDI to officially use the FTO Mark.)**

*(WFTD '09... cont'd from page 4.)*

will be a series of film showing every Monday of May and an essay writing contest to top it all. This year's theme is "Big Bang! Beat Poverty. Beat Climate Change. Beat Financial Crisis. Beat a Drum!" 🌱

World Fair Trade Day Celebration

# BIG BANG!!

Beat Financial Crisis!

Beat Climate Change!

Beat Poverty!

Promote & Buy Fair Trade Products!

Summer SALE

UP TO

## 50% OFF

May 4 - 30, 2009

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# Bulgarian Buffalo Project



Ariel Velayo with his wife and ISDP-Nueva Ecija coordinator Hydee Mariano (middle) pose with the buffalo. Right photo, Members of the Inner Wheel Club of Makati during their trip to GBP Bungo.



**After five years of hard work and dedication in caring for the buffalo assigned to him, Leody Velayo (President of GBP Bungo) has completed the requirements of having the buffalo sire 25 live offsprings. Submission of necessary documents and transfer of ownership papers to the GBP are currently being processed with the Philippine Carabao Center (PCC).**

The Bulgarian Buffalo Animal Dispersal project started sometime in 2003 when GBP Bungo in Gapan, Nueva Ecija, received three male Bulgarian Buffaloes from the PCC. Ms. Evelyn Ledesma, a Member of SAFRUDI, tapped

her other organization, the Inner Wheel Club of Makati, to sponsor this project. Initially, female buffaloes were preferred in view of establishing a Dairy Farm Product program that would support an income-generating project for the GBP members.

However, only male buffaloes were available for dispersal during that time. One of the policies of the dispersal program required that each of the three male Bulgarian Buffaloes had to sire one live offspring from 25 female native carabaos. This scheme would improve the native breed of carabaos in terms of work capacity in the field, milk production and meat.

The buffaloes were entrusted under the care of three GBP leaders, namely Rodolfo Gonzales, Leody Velayo and Ariel Velayo. Apart from taking full responsibility for the welfare of the buffaloes, they were also required to process and submit to the PCC the required forms and certifications signed by the Municipal Agriculturist and the Livestock Inspector as well as accompanying photos of the offsprings.

A service fee of Php 500 is to be collected from the owner of the female carabao upon successful impregnation. The caretaker receives ninety percent or Php 400 of the said fee and the remaining amount is entrusted to the organizational fund. This scheme thereby generates income for the GBP members. An additional requirement is to pay an annual insurance fee of Php 2,500 for each buffalo to the Philippine Carabao Insurance Center, which SAFRUDI still provides. The insurance payments cease when the PCC turns over the ownership of the buffalo to GBP Bungo.

Recently, due to the inability of the other two buffaloes to sire any offspring, PCC delivered another two new Bulgarian buffaloes as replacements. 🌱

## KARAGUMOI 101



*Pandanus simplex*

**Karagumoi**, a plant extensively used for the production of mats, hats and bags, is mainly found in the islands of Luzon and the Visayas.

Standing at an average height of 6 meters, the plant usually grows in well-drained soil under the shade of banana, abaca and betel nut plants to protect its leaves from the hard winds. Leaves are very thick and coarse, measuring about 5 meters in length and 20 cm in width. It bears a compound fruit, weighing as much as 25 kilos, which resembles a jackfruit.

Stripped leaves of the plant are also used to make fancy articles such as picture frames, wall pockets, doilies and even slippers! Mats that are finely woven can be used as sleeping mats whereas the coarser ones are for spreads.

Pressing and drying are the processes involved to prepare the fiber for production. First, spiny margins and midribs of the leaves are removed and then left out under the sun to dry and wilt. Rolling pins made out of heavy logs

are used to make them flexible and smooth; they are then left out under the sun once again to dry further. Once completely dry, it is ready to be woven into the desired product design. Weaving of the mats is usually done early in the morning and at night as the fibers are normally more pliable during those periods. 🌱

Source: *Philippine Raw Materials Catalogue: Wearables, Gifts and Holiday Décor*. Makati City: Bureau of Domestic Trade, 2005.



## Health Campaign activity led by Dr. Sia

**As part of the Health Mission Project spearheaded by Trustee Dr. Sid Sia, 120 mothers from Barangays Bagong Sikat and Cuyapa, Gabaldon, Nueva Ecija, were enrolled in a monthly Mothers Class.**

The Community Health Workers (CHW) and Gabay sa Bagong Pag-asa (GBP) Leaders carefully selected mothers from the poor families of the areas. Planting of vegetables, fruit trees and hard wood trees were the requirements for them to continue participating in the project.

The Mothers Class aims to educate the participants about proper nutrition, personal hygiene, environmental

sanitation, common diseases and their prevention. Aside from the transfer of knowledge, participants were also given nail cutters, toothbrushes and face towels which Dr. Sia himself solicited from his friends. Hopefully, the dissemination of these personal hygienic tools would also prevent the spread of diseases.

The Health Mission Project started when a devastating flood had swept five barangays of Gabaldon, Nueva Ecija, last January 2006. In the GBP areas, members of the GBP and the Dumagat natives benefited from some 200 sacks of rice and boxes of canned goods from SAFRUDI and donors. Then the project focused on further empowering the mothers in Bagong Sikat and Cuyapa. 🌱

## Visitors



**Nicolas Saillard and Executive Director Frony Lapitan shake hands after signing the Amicable Partnership Agreement. Right photo, Monique Margry and Laye Khouma with Ana Dalumpines sourcing out products at the display room.**

Nicolas Saillard of Signaethique-France visited last November 7, 2008, to finalize and sign the Amicable Partnership Agreement with SAFRUDI. Similar to the Partnership agreements with other buyers, it spells out mutually beneficial trading responsibilities of Signaethique and SAFFY within the next three years. Specified also in this particular agreement are the former's volume order commitments and financial support in the area of producer development benefiting a partner-producer, VAR Shellcrafts.

We were also honored to be included in last year's Philippine itinerary of the newly-elected Board President of the World Fair Trade Organization-Asia,



Mr. Chandra Prasat Kacchipati. He came last November 20, 2008, accompanied by WFTO-Asia Regional Director Mona Ramos and Program Manager Med Manzanal.

In the recent months, new buyers delighted us with their visits: Monique Margry and Laye Khouma from TERANGA of the Netherlands (January 8); Diana Caldeira and Sharram Shaikh from ASHA of India (March 5); and Rebecca Luisier and Isabelle Maret from Les Zanges of Switzerland (March 16). Apart from sourcing products and placing orders, they came also to learn more about our organization and the people and processes behind our products. 🌱

## ISDP News bits

- Four farmer-members of GBP Cuyapa namely Manny Obedoza, Gil Obedoza, Lito Obedoza and Armando Pascua recently acquired Tilapia fingerlings for their fishponds on their upland farm after two days of related aquaculture training. They focused on proper care and management of the fingerlings. This project was made possible with the help of Central Luzon State University and the Municipal Department of Agriculture. 🌱



**Volunteer Community Health Workers Isabel (in green shirt) and Vangie attend to a patient during the Dental Mission at GBP Cuyapa, Gabaldon.**

- ISDP Head Rod Bunag conducted an Oral Hygiene Lecture at GBP Bantug, Gabaldon, after the Dental Check-up of patients last March 28. Thirteen GBP Members and non-members availed of Dental Services also in Cuyapa, Gabaldon, last March 29. 🌱

- The Advocate of Philippine Fair Trade, Inc. (APFTI) has also chosen GBP Napo as a participant in its Market Development for Fair Trade (MaDe for FT) Project. The project is a three-month long Product Development activity that aims to develop a vibrant domestic market for fair trade producers. 🌱

*(Happenings... cont'd from page 8.)*

**LENTEN RECOLLECTION** - Some 50 employees attended the annual recollection last February 25, 2009, in preparation for the observance of the Lenten Season. Fr. Norie D. Cubi, fdcc, served as the Recollection Master. The event's theme was "*Pagpapatatag ng Pananampalataya sa Panahon ng Krisis*" (Strengthening of our Faith During Crisis). 🌱

# happenings@safrudi



**Offering of flowers and candles at Sister Juliaan Mullie's shrine by SAFRUDI employees. Right photo, Foundation member Ms. Evelyn Ledesma shares her inspirational Christmas message.**

**RETREAT** - As an integral part of our values-formation activities, SAFRUDI held its annual retreat at the National Shrine of Our Lady of La Salette in Silang, Cavite, on November 5-7, 2008. Fr. Ronnie Rodriguez of the La Salette Congregation served as the Retreat Master who led the 73 participants in this meditative and reflective activity. As in the past, joining the event were 15 representatives from the different GBP areas in Pangasinan, Nueva Ecija and Cebu.

**JM 7th DEATH ANNIVERSARY** - SAFRUDI commemorated the death anniversary of Sr. Juliaan Mullie on November 26, 2008. After the paraliturgical celebration presided over by Fr. Guido Everaert, cicm, candles and flowers were offered at her shrine. Afterwards, employees and guests alike shared a simple afternoon snack. Also present during the event were Trustee Josie Soriano and three external auditors. Highlighting the event was the launching of the Preparations for the

next Five-Year Strategic Plan, with the assistance of Consultant Estela Padilla from the Bukal ng Tipan Team.

**CHRISTMAS PARTY** - In the spirit of the festive season, SAFRUDI celebrated its annual Christmas Party last December 16, 2008 with a theme "Makakalikasang Pasko" in line with the intensifying call to address climate change. After the Thanksgiving Mass officiated by Fr. Guido Everaert, cicm, the joyous spirit continued through production numbers, games, raffles and gift-giving. Highlighting the party was the presentation of the *Panunuluyan* by regular and piece-rate employees, which was spearheaded by the Marketing team. Gracing the occasion were Trustee Josie Soriano and Member Evelyn Ledesma who shared her Christmas Inspirational Message.

**APE** - To ensure the overall well-being of the SAFRUDI staff and workers, the Annual Physical Examination was conducted

last January 22, 2009. Among the services availed of were urinalysis, chest x-ray, stool examination, complete blood count, ECG, pap smear and visual acuity.

**OSH** - Dr. Isidro Sia gladly gave a lecture for the benefit of the staff and workers last February 23, 2009, regarding common medicines that we usually take to cure common ailments. He enlightened the participants regarding some side effects of the medicines' ingredients and the proper nutrition to prevent leading causes of death among Filipinos. He reiterated that enough sleep, water therapy and eating balanced meals are good enough to make us recover from common ailments. The next scheduled lecture is about occupational safety and concerns with chemicals that are used in production processes.

*(Cont'd on page 7.)*

## FACES & PHASES

**PERSONNEL MOVEMENT** - The SAFRUDI family warmly welcomed Kaye Anne Paulino as the new Information Officer on November 3, 2008. Also, Charis Sabusap joined earlier on October 3, 2008, as Local Marketing Supervisor but unfortunately, she did not finish her probationary period.



**PAULINO**

Meanwhile, Production Head Marvin Paulme and Piece-rate worker Samuel Barcala resigned from the Foundation for work opportunities in the Middle East. We wish them luck! 🍀



is the official publication of

**Social Action Foundation for Rural and Urban Development, Inc.**

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