



# Philippine Diaspora Philanthropy : Engaging the Global Filipino The Ayala Foundation USA Experience

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Development Prospects in the Philippines”  
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## Ayala Foundation USA - A Case Study of Fil-American Philanthropy

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- Established in 2000 as a “Bridge of Hope Across the Seas”
- A mechanism for Filipino-Americans to support Philippine-based non-government organizations with proven track records in social development
- Registered as a 501(c)(3) tax-exempt organization in the U.S.



# Our Vision

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To empower a global Filipino community that is passionately committed to sustainable and equitable development in the Philippines, enhancing the lives of its people



# Goals

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- To generate funds and other resources in the US for social development projects in the Philippines
- To provide US-based Filipinos the opportunity to re-establish links with and help their motherland

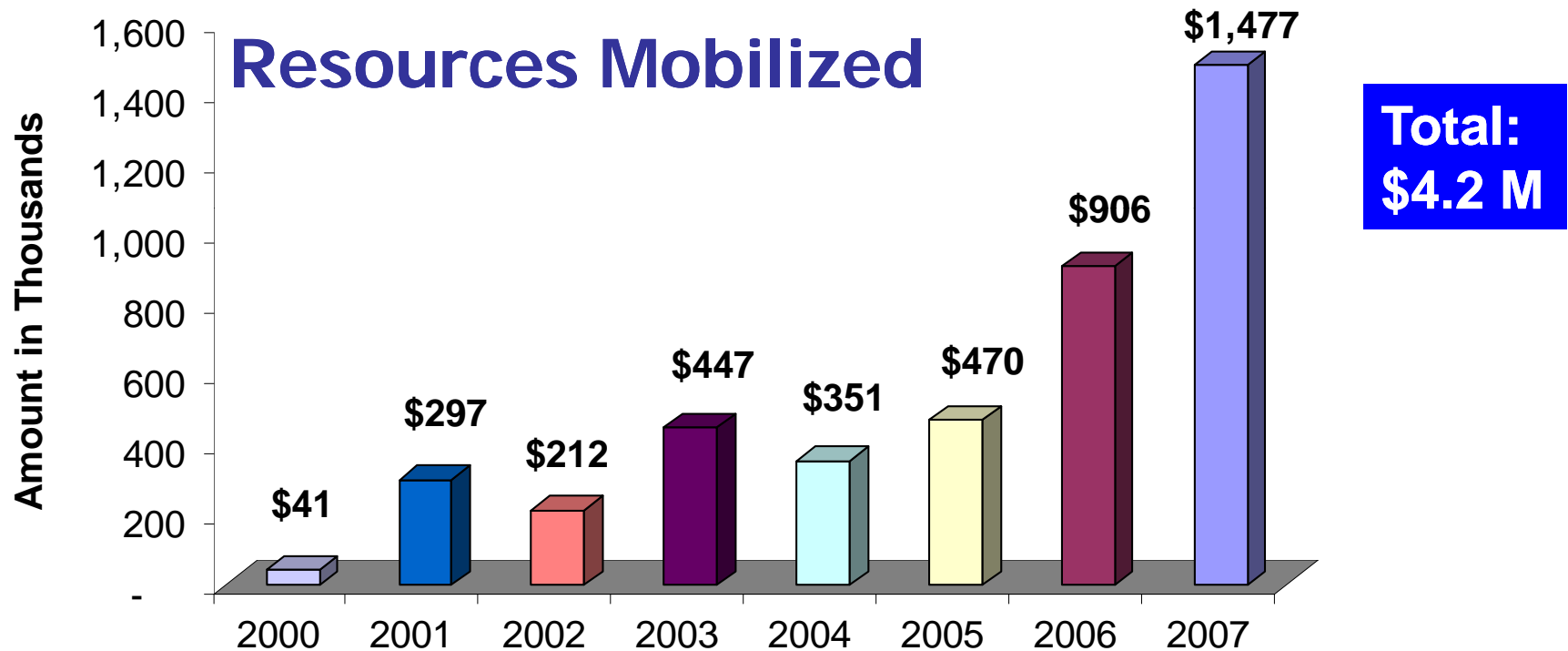


# Research Findings

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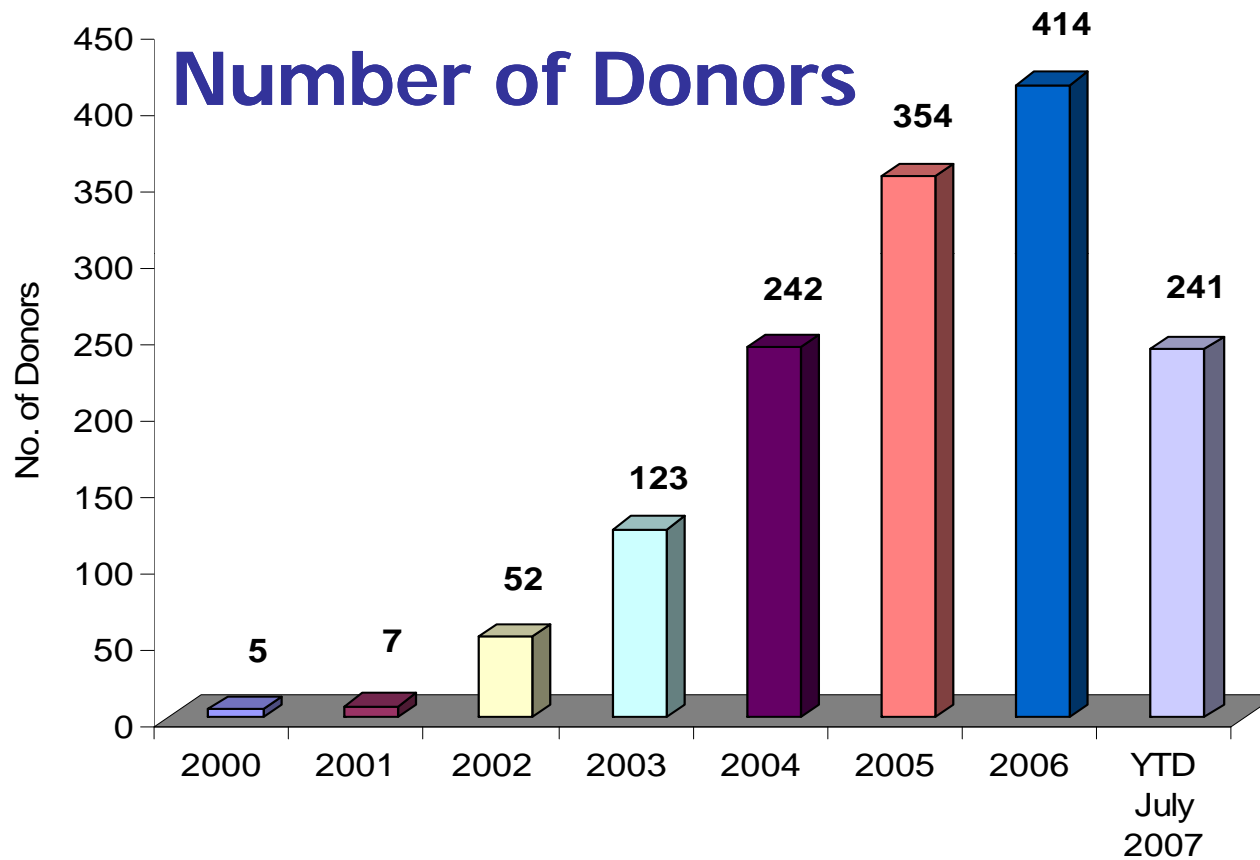
- Factors affecting Fil-Ams support: Church, education, projects in their hometowns
- Areas of greatest needs
- Through Fil-Am associations, direct donations
- Look for:
  - Tax benefits
  - Due diligence
  - Grant monitoring
  - Access to information

# AF USA Operating Results

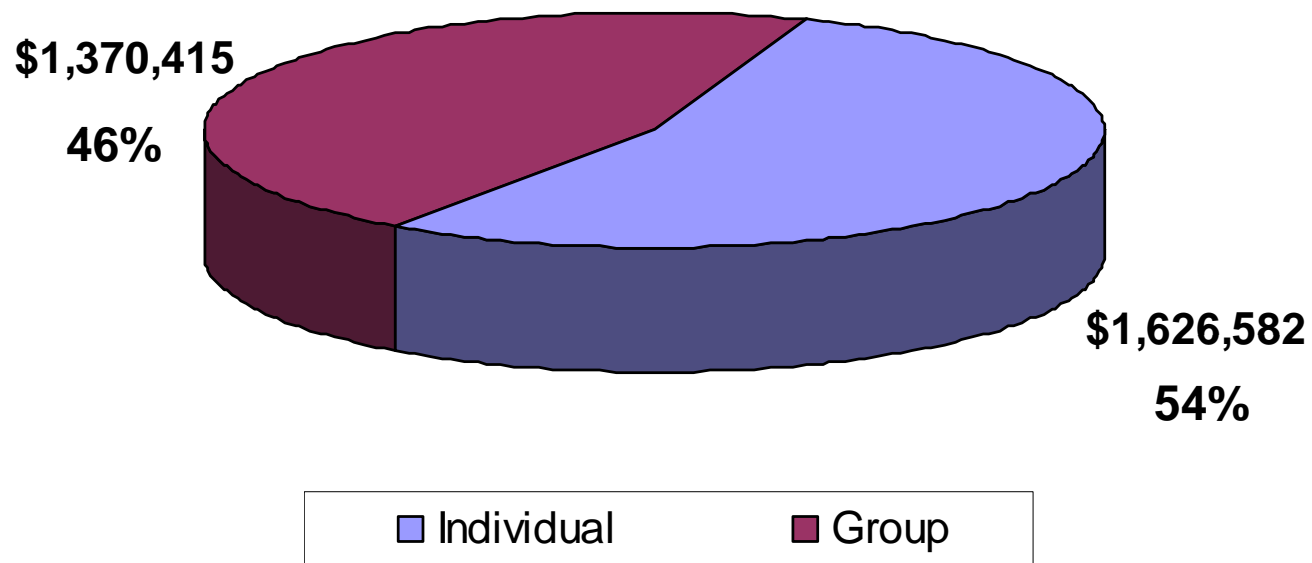


- Amount does not include Ford Foundation grants (\$90k in 2003 & \$500k in 2004)
- 2006 include donations from Verizon and Goldman Sachs for GILAS coursed through AFI and Makati Business Club
- 2007 includes forecast for the rest of the year

# AF USA Operating Results



# AF USA Operating Results



**Donations received  
by type of donor**



# AF USA Operating Results

## Amount Donated, by Group of Donors

	<b>DONOR</b>	<b>AMOUNT (2000-YTD July 2007)</b>
1	Corporation	\$ 573,941
2	Corporate Foundation	\$ 309,431
3	Family Foundation	\$ 265,761
4	Alumni Association	\$ 113,810
5	Hometown Association	\$ 32,095
6	Foundation	\$ 25,154
7	Professional Organization	\$ 18,105
8	Civic Organization	\$ 9,219
9	Non Profit Federal Campaign	\$ 8,881
10	Fil Am Association	\$ 6,535
11	Religious Organization	\$ 5,585
12	School	\$ 1,000
13	Employee Association	\$ 898



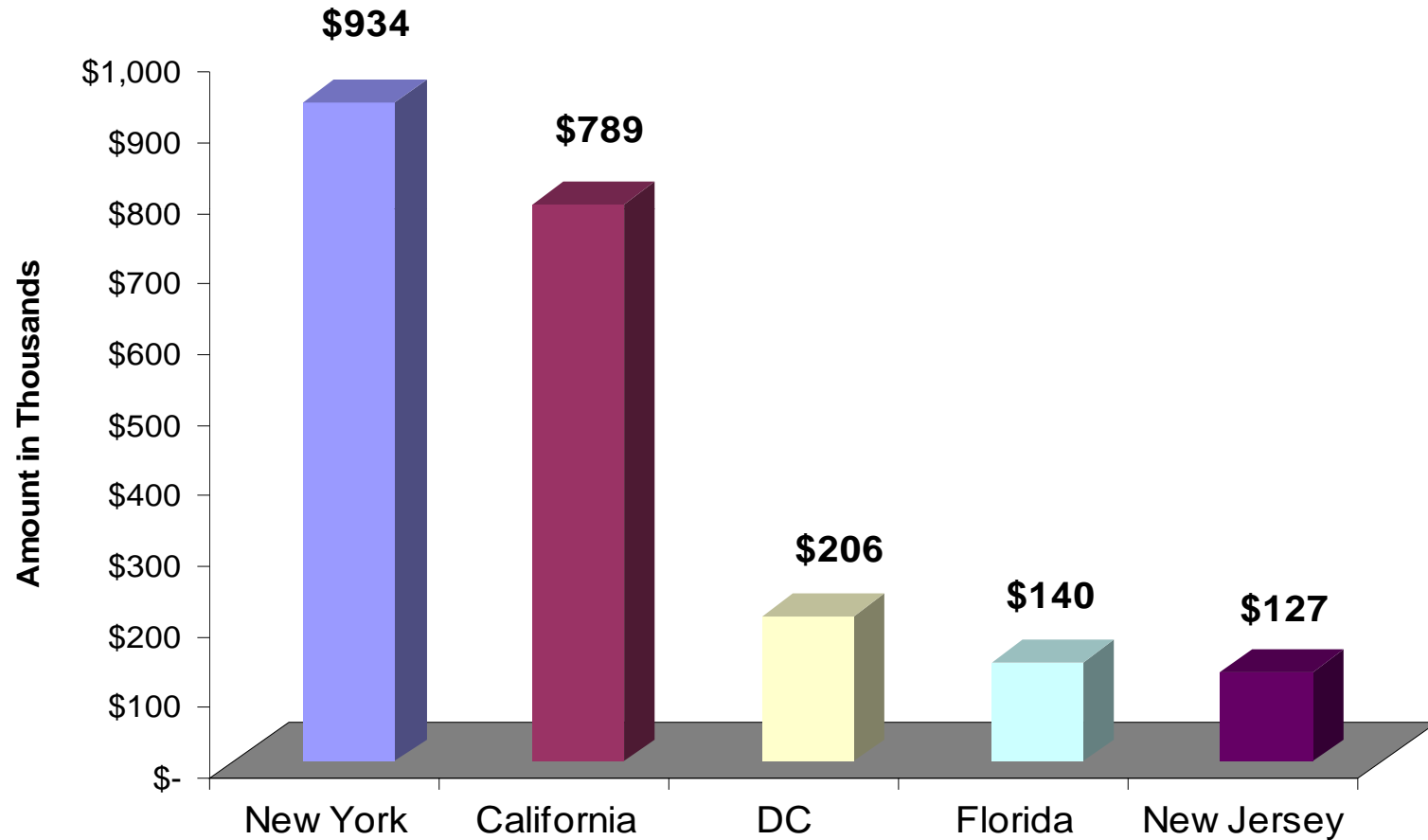
# AF USA Volunteers

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- In 2006, a network of Fil-Am volunteers was established.
  - Los Angeles
  - San Francisco
  - New York/Tri-State
  - Washington DC
  - Seattle
  - Honolulu
  - Las Vegas
  - Chicago
  - Portland

# AF USA Operating Results

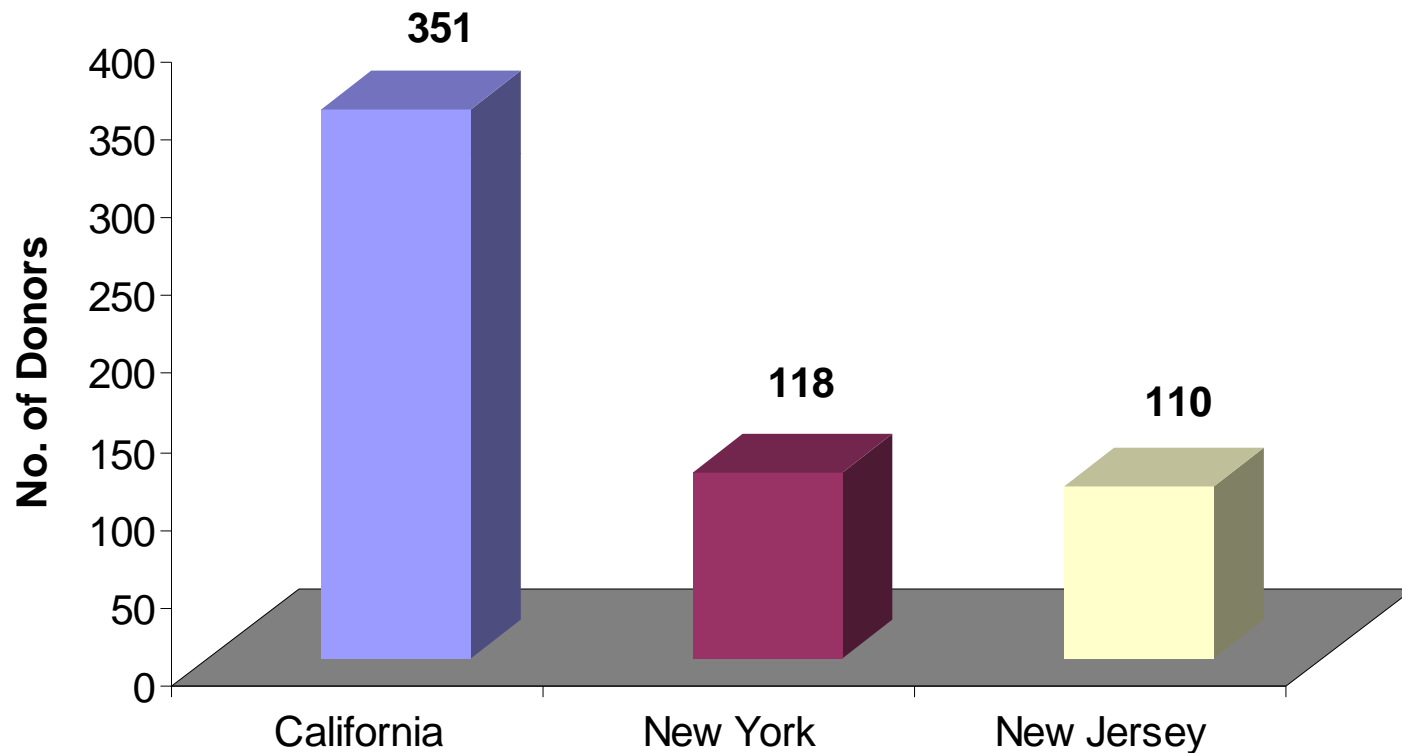
## Top 5 US State/Area, by Donations Received



*Data: YTD July  
2007*

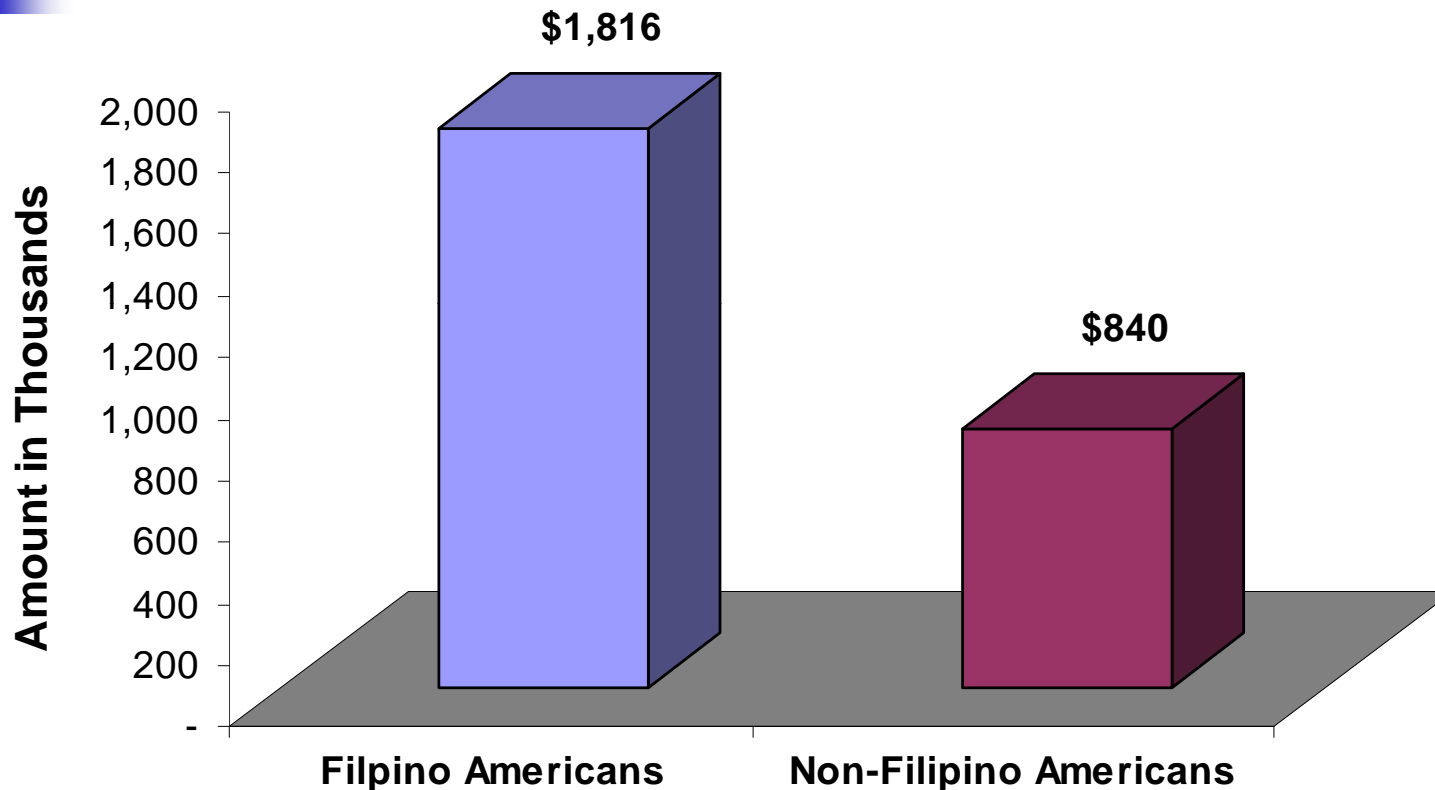
# AF USA Operating Results

## Top 3 US State/Area, by Number of Donors



*Data: YTD July 2007*

# AF USA Operating Results

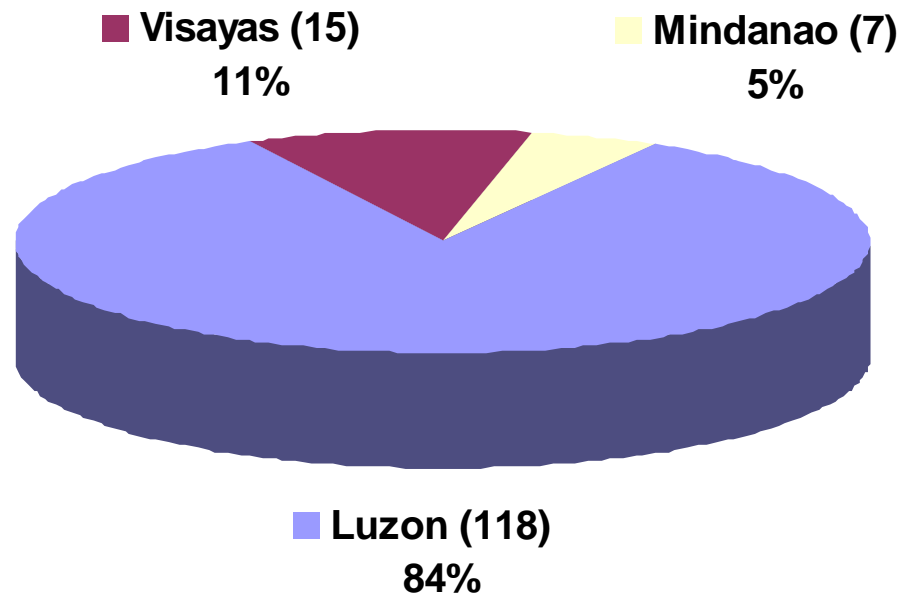


Out of 1,280 donor base, **1,107** are Filipino-Americans and **159** are non-Filipino Americans. Not included are Philippine-based foundations and corporations (e.g., Ayala Corporation, BPI)



# AF USA Operating Results

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**Philippine Partner Organizations**  
By Geographic Representation  
(140 Partner Organizations)



# AF USA Operating Results

## Philippine Partner Organizations By Type of Organization

<b>TYPE OF ORGANIZATION</b>	<b>NO. OF PARTNERS</b>	<b>%</b>
Non-Profit Organizations	98	70%
Schools/ Alumni Assoc'n	26	19%
Church-based	14	10%
People's Organizations	2	1%
<b>TOTAL</b>	<b>140</b>	<b>100%</b>



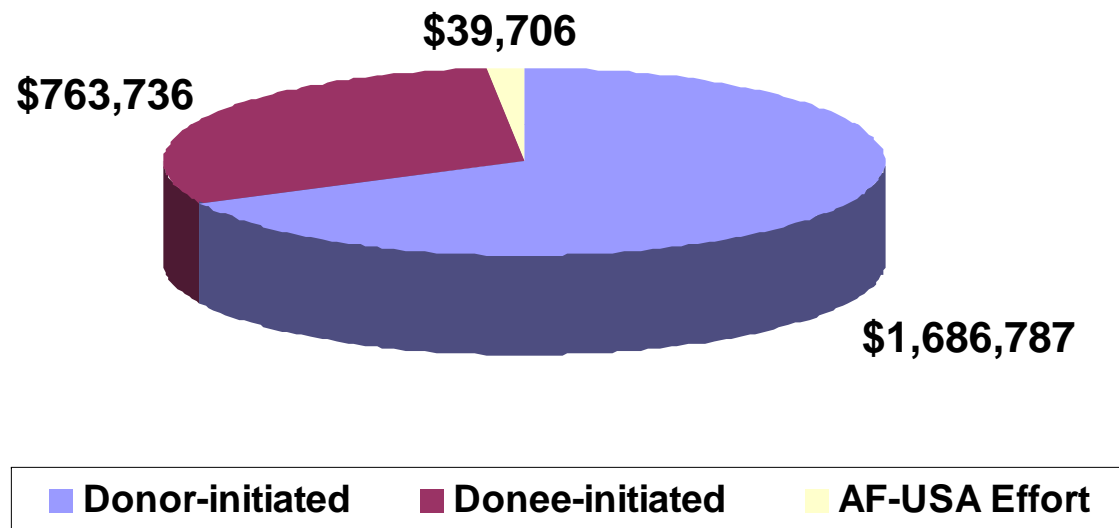
# AF USA Operating Results

## Causes Supported in the Philippines

PROJECTS/CAUSES SUPPORTED	Percentage (%)
Education and Training	83%
Social Welfare Programs	4%
Pastoral Ministries	4%
Health	2%
Arts and Culture	2%
Enterprise Development	2%
Others	2%
Environment	1%
<b>Total</b>	<b>100%</b>

# AF USA Operating Results

## Means By Which NGO Partners Get Support



- Majority (68%) of donations received were initiated by donors.
- 31% were driven by the partners' own active fundraising initiatives
- The rest of donations (2%) came from AF-USA initiated campaigns for calamity or relief operations



# Challenges

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- 3,000 Fil-Am Associations
- Focused on Social Activities
- Use of Technology
- Broaden base of philanthropy
- Encourage more strategic and sustained giving



# The Philanthropic Challenge

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- Systematic approach
- Communication channels
- Monitoring and evaluation
- Strategic philanthropy
- Due diligence
- Strengthen FilAm organizations
- Sustainability of the channel/ mechanism for giving



# Philippine Diaspora Philanthropy

## The Ayala Foundation USA Experience

[www.af-usa.org](http://www.af-usa.org)  
[www.ayalafoundation.org](http://www.ayalafoundation.org)