

TAYO 10

TERMINAL REPORT



Ten Accomplished
Youth Organizations
Awards Foundation, Inc.



INTRODUCTION

The TAYO Foundation celebrated its 10th year Anniversary in 2012. Aside from the annual TAYO Search, the Foundation launched the 1st TAYO Summer Youth Camp in partnership with The Coca-Cola Export Corporation, and a viral video competition—both served as part of the Foundation’s goal to increase its reach among the Filipino youth. 2012 also marked a year for new partnerships for the Foundation and its new corporate sponsors—SMART Communications and Megaworld Corporation.

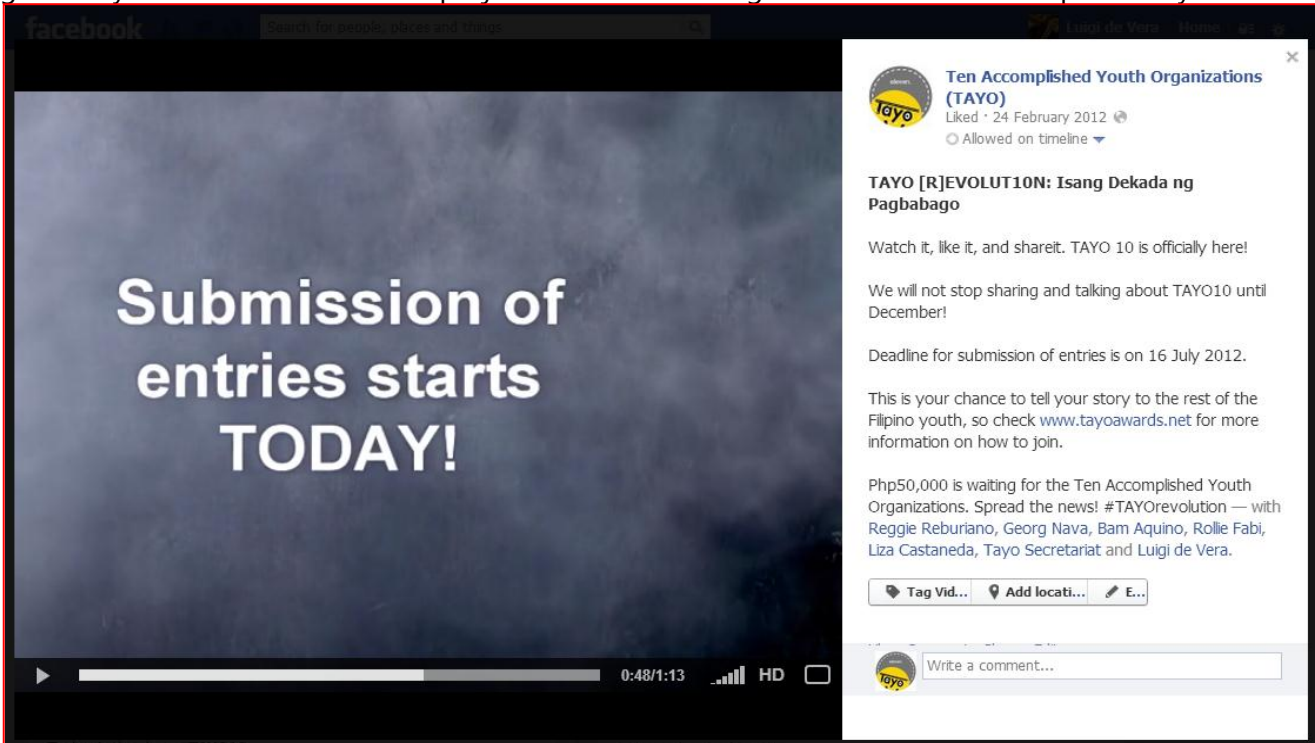
Based on the statistics from TAYO 9’s search, most of the applicants got their information about the TAYO Search either from social media networks like Facebook and the foundation’s website. All throughout 2012, these online platforms were used aggressively to keep up with the youth’s active and constant use of the internet. From promoting the TAYO Search to reminding organizations with missing documents to updating all our friends and supporters about the latest happenings in the foundation, Facebook, Twitter, and the TAYO website were all used to post multimedia-rich updates.

It was also in 2012 that we’ve seen local Telco's offering affordable data subscriptions to a greater portion of Filipinos, the escalation of the youth using apps for social networking sites like Instagram, Twitter, and Facebook have gained traction in the Philippines. The foundation deemed it practical and necessary to take advantage of this technological paradigm shift and at the same time, increase its presence on social networking sites and to engage its already large network in order to reach more youth organizations. Thus the Foundation had been more aggressive in finding ways of engaging the youth online.

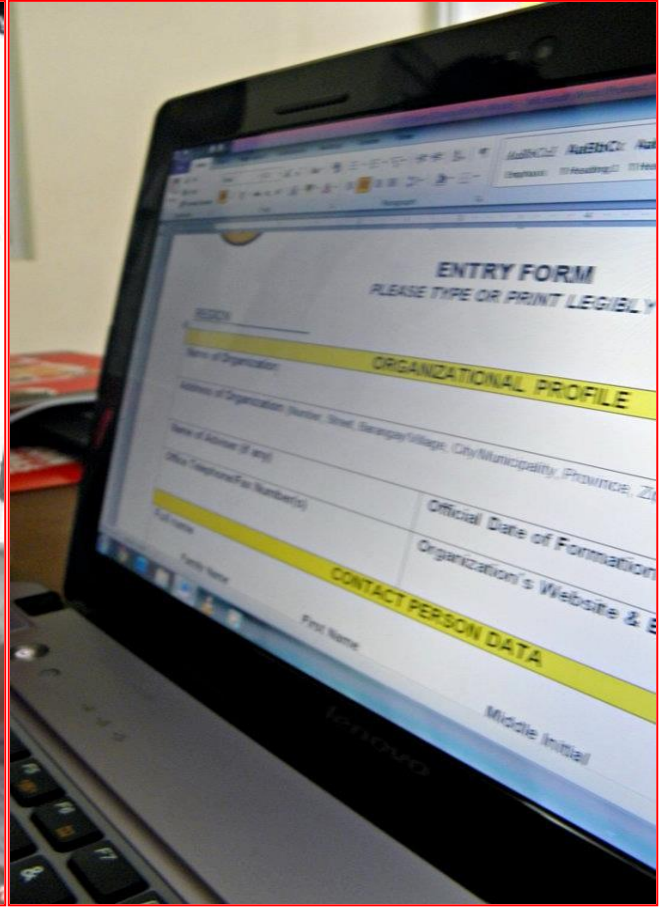
As in the previous years, improvements in the search process and mechanics are always looked into. We have encouraged youth organizations to send their attachments and supporting papers through file sharing sites instead of having them send their documents via courier. We have also implemented coaching sessions during Area Finals and the National Finals which helped the representatives of the different organizations to be more confident in telling their inspiring stories.

Launch and Promotions

The search started receiving applications on February 27, 2012. To minimize the costs of the launch and focus more on promotions and other activities, the Foundation implemented a social media launch. Facebook, Twitter, and the TAYO website were used to disseminate the information about TAYO 10. Videos and photos of previous TAYO winners and finalists were used during the launch to give the youth some ideas on the projects that TAYO recognized and rewarded in previous years.



Aside from the online campaign for entries for the TAYO Search, the Foundation along with its partners conducted offline activities to complement the online promotional activities. Representatives of TAYO visited different communities, and major universities to promote the search either through leadership trainings, visits to the Offices of the Student Affairs, coordination with various local government units, and campus tours in Metro Manila.





On March 14, 2012, TAYO Awards Foundation launched Generat10n TAYO: Mga Bida Ng Bagong Dekada, A Viral Video Contest. With a theme that follows its title, *Generation TAYO*, the contest aimed to highlight youth-involvement in communities, schools, workplaces, and, ultimately, nation-building in a video of not more than 90 seconds.



ABOUT | RULES & GUIDELINES | HOW TO JOIN

Generat10n TAYO: Binyag

ABOUT

As part of TAYO's 10th Year Anniversary Celebration, we are launching a Viral Video contest which seeks to show the new generation of Filipino youth—how they play their role as nation-builders, and their visions for a better Philippines.

The Internet provided avenues and

JOIN NOW

SUBMITTED VIDEOS

GENERATION TAYO - MAKING A BETTER PLACE GENERATION TAYO - Bida Kabataan GENERATION TAYO - Acceptance GENERATION TAYO - Lid

TAYO 10 Video Contest © 2012. All Rights Reserved. SPONSORED BY: 

Screenshot of a microsite dedicated to GenTAYO at tayoawards.net/generationtayo

Entries started coming in up until the contest deadline, June 15, 2012. After the screening, 11 official entries were uploaded to TAYO's official Youtube channel for a two-week voting period. Simultaneously, judges from TAYO, National Youth Commission, Media, and academe evaluated all entries.

The contest criteria were: Viral Nature or Number of 'Likes' (30%); Relevance to the Theme (30%); Creativity and Originality (20%); and, Technical Craftsmanship (20%).

Over 4000 votes were counted in a span of only two weeks. At the height of GenTAYO, daily reaches were more than 25,000, with upto 1000 actively engaging on the page every day. By the end of the contest, TAYO's Facebook page garnered a 500% increase in active subscribers and has reached more than 100,000 people online,

On August 14, 2012, winners were released on TAYO's website and official social networking sites. The first placer and second placer were granted Php 25,000 and Php 15,000, respectively. While, the people's choice awardee was granted Php 10,000.

Later on December 6, 2012, they were awarded at the Malacañan Palace by President Aquino. Mga Bida ng Bagong Dekada Awards were won by 'Acceptance' by Petersen Vargas and 'Filipino Time' by Pete Francis Abareta. 'Acceptance' also won the People's Choice Award. A special Bida Kids Award, in recognition of exemplary contributions in community development at a young age, was given to Frankie Pangilinan and The Moving Art Camp.

The complete list of official entries can be viewed at <http://www.tayoawards.net/GenerationTAYO>.



PNOY awards Petersen Vargas creator of the entry 'Acceptance,' tackling LGBT issues in his video which won first placer and people's choice awards, truly a Bida Ng Bagong Dekada.



Frankie Pangilinan (center) holds the trophy in behalf of The Moving Art Camp or TMAC after PNOY awarded them their TAYO Bida Kids Award.



Pete Francis Abareta, Bida Ng Bagong Dekada Awardee, shakes the hand of PNOY as his entry 'Filipino Time' wins second place at GenTAYO,

Promotions – Camp Summer Samahan

THE TEN ACCOMPLISHED YOUTH ORGANIZATIONS FOUNDATION INC. PRESENTS

TAYO

SUMMER YOUTH CAMP

3 - 5 MAY 2012 | CWC, PILI, CAMSUR

FOR YOUTH AGED 15-25. PARTICIPANTS ARE TRAINED IN MUSIC & DANCE, VISUAL ARTS, PERFORMING ARTS, PHOTOGRAPHY, AND E-LITERATURE.

TAYO SUMMER YOUTH CAMP IS THE FIRST OF ITS KIND IN THE PHILIPPINES. IT AIMS TO GATHER YOUTH LEADERS FROM ALL OVER THE COUNTRY FOR A THREE-DAY CAMP WHERE ISSUES OF THE DAY ARE DISCUSSED IN FUN, CREATIVE, AND DYNAMIC WAYS!

Chip-in Php1,500 or join for FREE by submitting 1 Project Entry for TAYO 10 | VISIT: www.tayoawards.net

FACEBOOK.COM/TAYO.SECRETARIAT
TWITTER.COM/TAYOAWARDS

Coca-Cola lenovo FOR THOSE WHO DO

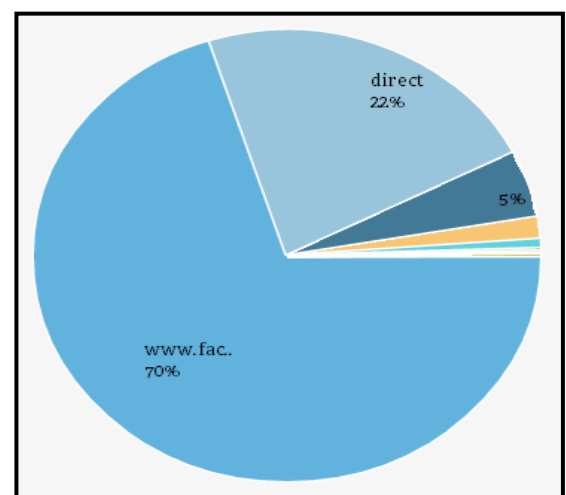
The theme of the camp is all about inspiring positive change in the schools, communities, and the workplace through readily available means. By readily available means, we mean the skill set and interests of the Filipino youth. Many institutions and foundations have tried to do this with the typical leadership training and youth forum, but at the end of the day, the effects of these projects are contained among the participants.

What we envision in the Camp is to engage the youth in nation-building by using their interests and whatever talents they have. We go beyond traditional talks on how the youth can change the nation, we say utilize an unusual style of making the youth participate in nation-building, and we elude events which only highlight what the organizers want to see.

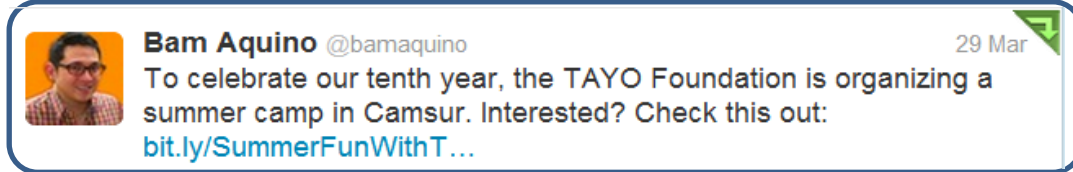
This time, we want to provide an avenue where the youth can fully express their ideas, thoughts, and aspirations for a better nation

in the best way they can--we will inspire positive change through music, through dance, through visual arts, through performing arts, through photography, and through social media.

The announcement about the TAYO Summer Youth Camp was made on March 28, 2012 via TAYO and NYC websites, Facebook accounts and pages, Twitter. All promotions for the event were done online to capitalize on the power of the internet and its appeal to the younger generation. Along with the announcement and press release story is the program packet available for download which included a briefier, application form, membership certification, medical certification, and parental consent and waiver. The announcement was well received by the target group, in just 6 hours after the announcement the program packet was downloaded 228 times. The next day, another 429 downloads were registered in our servers. Application was



closed on April 20, 2012. The Facebook campaign proved to be the most effective because it generated 70% organic views and another 5% through its mobile app. Below are some of the posts and tweets about the announcement:



We have received a total of 210 applications for the Camp. A panel of screeners from TAYO was formed to select the participants of the Camp based on their field of interest and their organizational involvement. The application form for the Camp included a waiver and consent for the applicant's parent or guardian to sign.



Among the applicants, 120 were short-listed and TAYO called them to ask a few things about themselves and their field of interest. Only 100 participants made it to the final cut and they were then divided into 12 groups. Each group has its own facilitator who guides them in the different camp activities.

Camp Activities

1. Camp Sessions

Camp Sessions are about various issues close to the hearts of Filipino youth organizations, such as: the environment, education, community participation, volunteerism, and health, among others.

2. Creative Workshops

Each Camp Session requires an output which will be produced during Creative Workshops on dance, e-literature, musical performance, photography, and visual arts. The creative outputs will be published online, and a microsite will be dedicated to the camp outputs in the TAYO website.

Workshops and Outputs:



The dance workshop group produced outputs which they presented during the concert, Governor's night, and at the closing ceremony. The dances were documented on video and will be put up at the TAYO website.



E-Literature campers were tasked to put into writing their personal stories of happiness or stories of living positively that have created a positive impact to their lives, their families, friends, and/or the community they're in. Campers were taught how to make their posts and blogs more appealing to their target audience and were asked to tweetcast during the entire camp.



This group is a combined music and performing arts. Campers learned stage presence, tunneling emotions, story-telling, and many others, through musical performance. Outputs were showcased in the concert and on the last day.



The photography workshop group captured moments of happiness and moments of optimism between and among the campers and the children and/or members of the local community who were invited during some activities. They covered the various activities during the summer camp, e.g. workshop sessions, opening and closing, the TAYO Concert, team building, amazing race, among others. Their photos are available for viewing at the TAYO Facebook page.

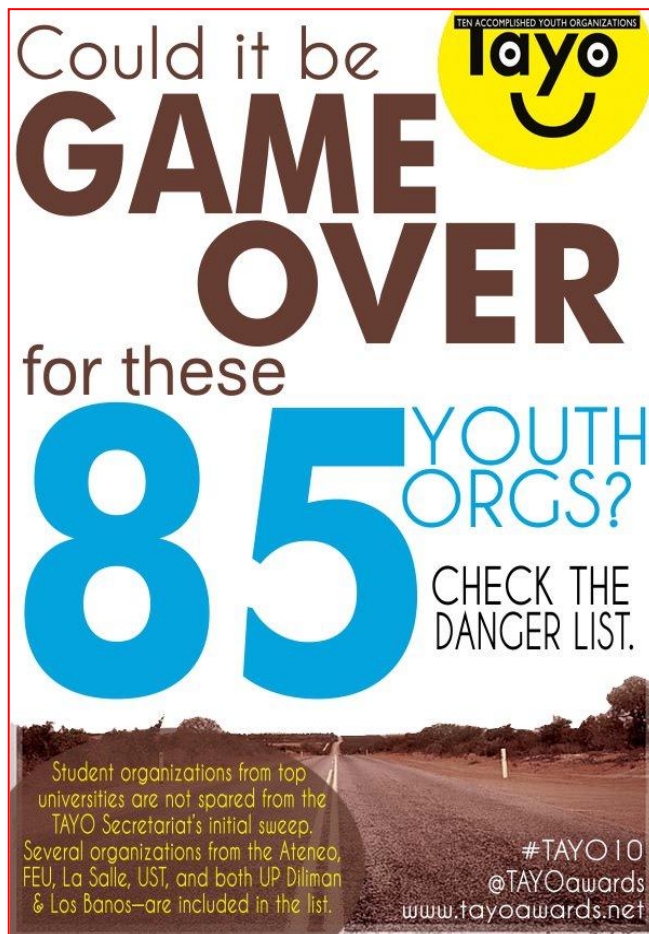



Mona Lisa was re-interpreted by the Visual Arts group. Different outputs were made by the campers like portraits, mirror sketches, and the puzzle-like Mona Lisa. As a group, they went to create a mural at a Coca-Cola Little Red Schoolhouse.

TAYO 9 Entries

As in previous years, the foundation sent out communication (magazines and posters) to schools and different communities all over the country through the assistance of state and private universities, colleges, government agencies and local government units. Press releases, news articles, and posts on social networking sites were exhausted to announce the search and share some stories of the organizations that already joined the search.

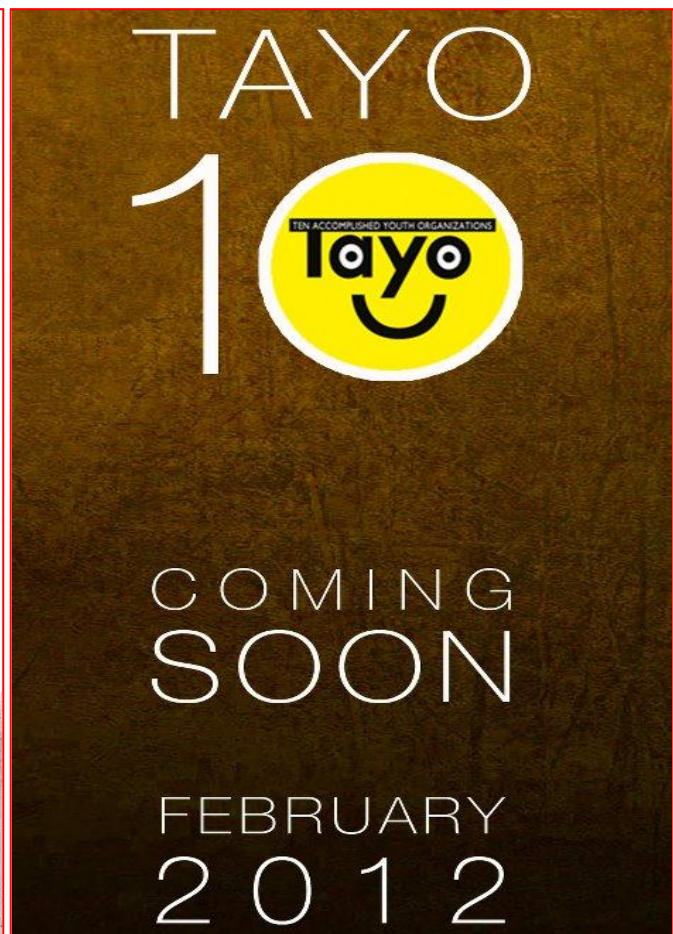
This year we totally utilized TAYO's social networking sites (Facebook and Twitter) and website to invite organizations to join. The website was revamped in 2011 to make it more accessible and attractive to young people. TAYO magazines (1 to 9) can now be viewed on line. Names and contact information of former TAYO winners and finalists are also posted for better networking with other organizations. This new feature in the TAYO website is very beneficial to youth organizations and more cost effective.




Could it be  **TAYO**
GAME OVER
OVER
for these
85 **YOUTH ORGS?**
CHECK THE DANGER LIST.

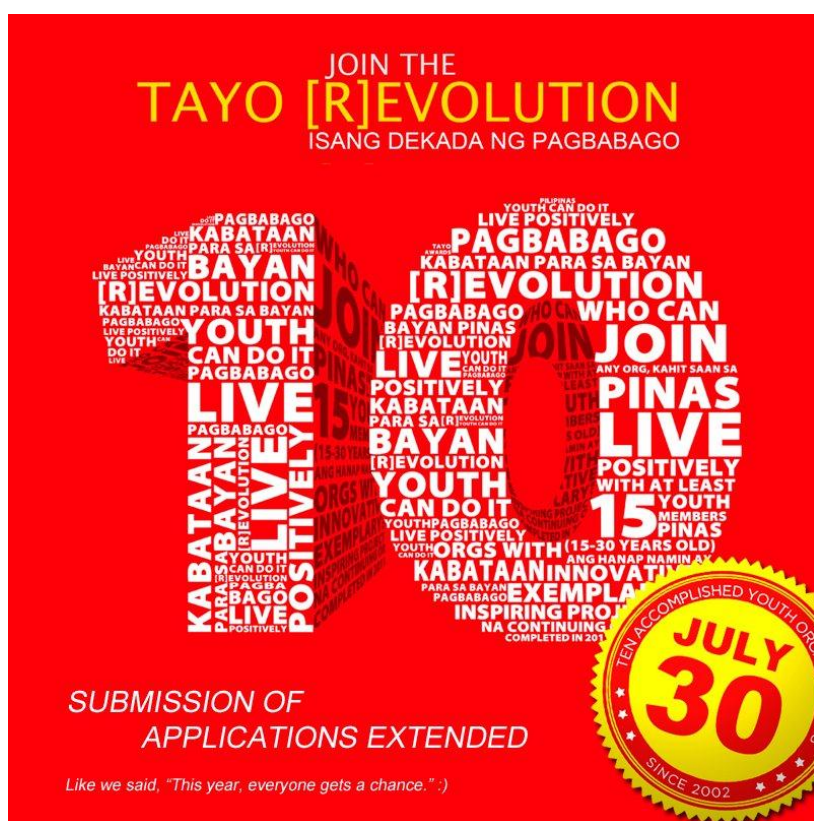
Student organizations from top universities are not spared from the TAYO Secretariat's initial sweep. Several organizations from the Ateneo, FEU, La Salle, UST, and both UP Diliman & Los Banos—are included in the list.

#TAYO10
@TAYOawards
www.tayoawards.net



TAYO
1 
COMING
SOON
FEBRUARY
2012

Deadline of submission of entries was originally on July 16, 2012 but due to the request of school-based organizations for extension due to some issues with the release of their certifications from the Office of Student Affairs, it was moved to July 30, 2012. Most organizations sent their applications online because it was cheaper for youth organizations, and for the TAYO Secretariat, it made communicating with the youth organizations easier. Thanks to Facebook we were able to chat with organization representatives on the status of their entries and questions with regards to how to answer certain questions and requirements. It was real time, fast, and efficient way of communication.



To fulfill TAYO's commitment, all promotional materials and collaterals of TAYO 10 bore the logo of Coca-Cola - on entry forms, flyers, posters, websites and streamers, and were constantly announced as the presenter of the search.

This year 98% of entries were submitted online. The Foundation also tried its best to improve its database system from TAYO 1 to present. Now we have an online system that stores all entries we've received in the cloud or web to avoid losing files and for accessibility.

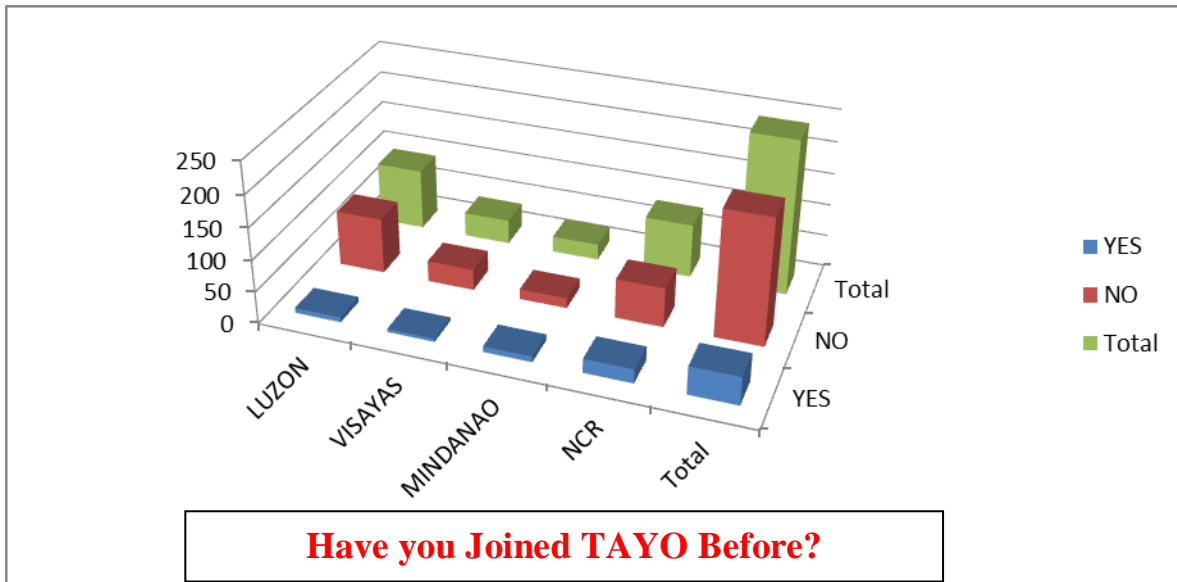
We are now better equipped to touch base with former winners, finalists' organizations and invite those who have applied in the past but did not make it to the National Finals.

2012 recorded the highest number of entries received for the TAYO Search. We have received a total of 281 entries. The 281 entries were checked by the Secretariat and after collation of all entries it was found out that some entries were duplicates. This trimmed down our total entries to 269 entries with



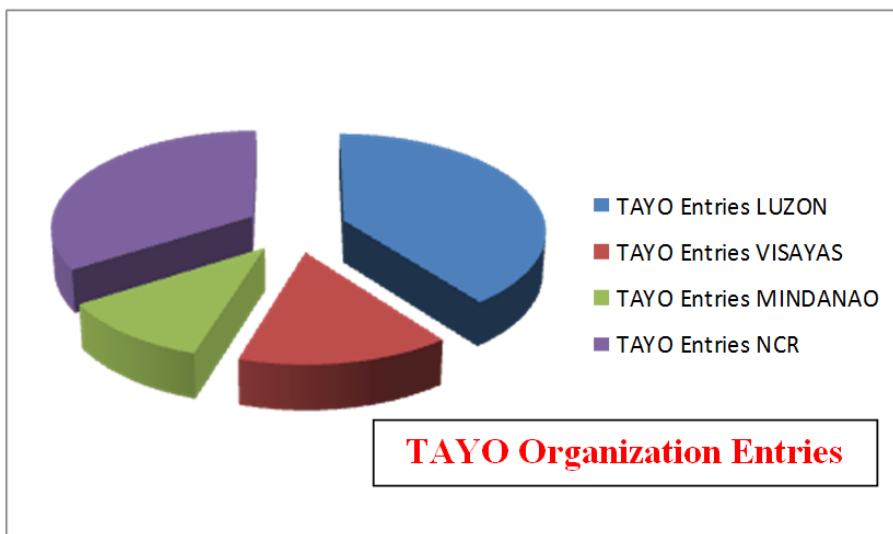
17 entries only having incomplete online registrations. Only 252 entries proceeded to the Area Screening which are deemed complete, full, and valid applications.

Among the 252 entries, 78.57% are NEW organizations—these are the organizations that never joined the Search before.

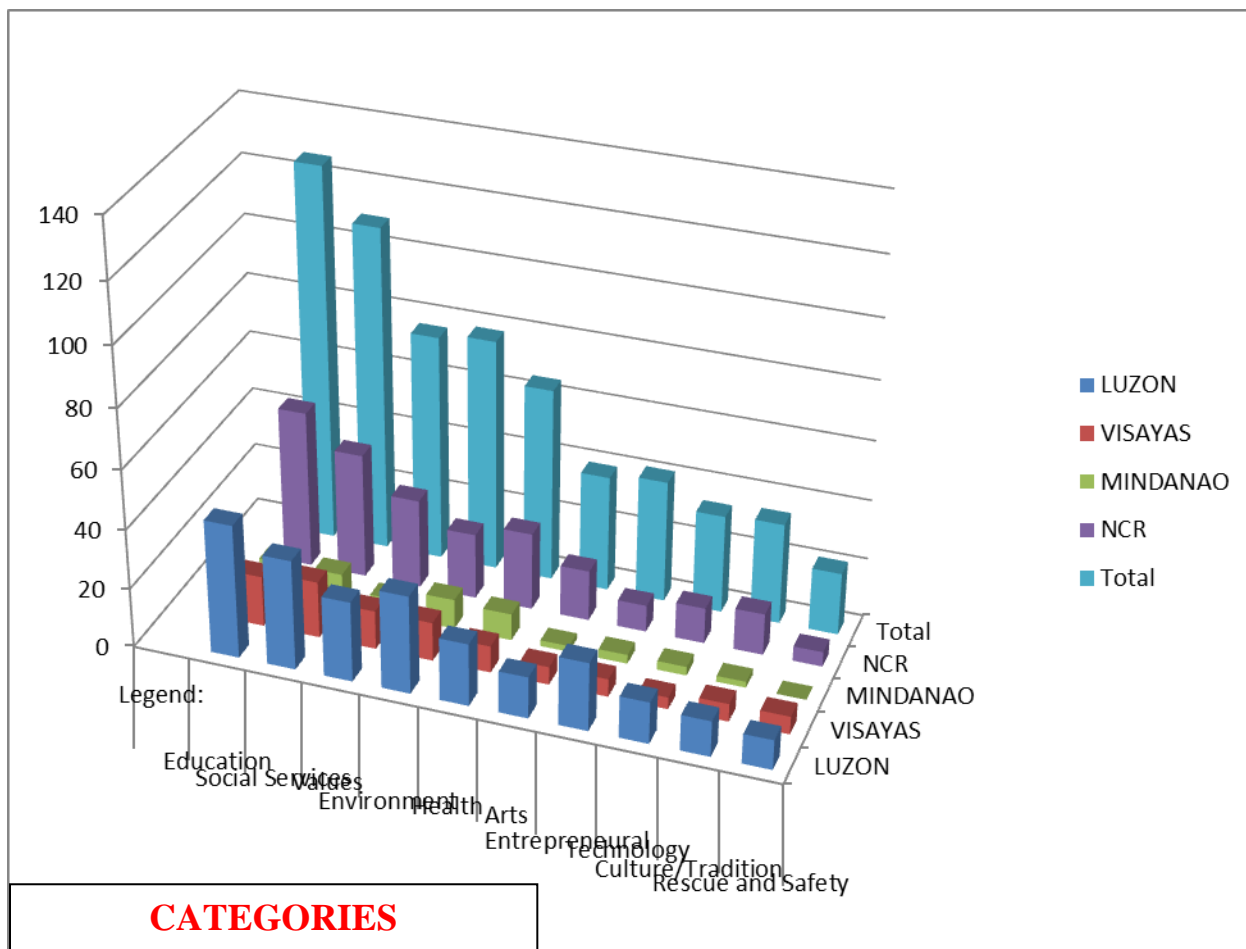


YES	NO	No Answer
NCR = 22	NCR = 62	10 organizations
Luzon = 8	Luzon = 87	
Visayas = 5	Visayas = 33	
Mindanao = 9	Mindanao = 16	
Total = 44	Total = 198	

The bulk of entries came from Luzon (99) and NCR (85) respectively.



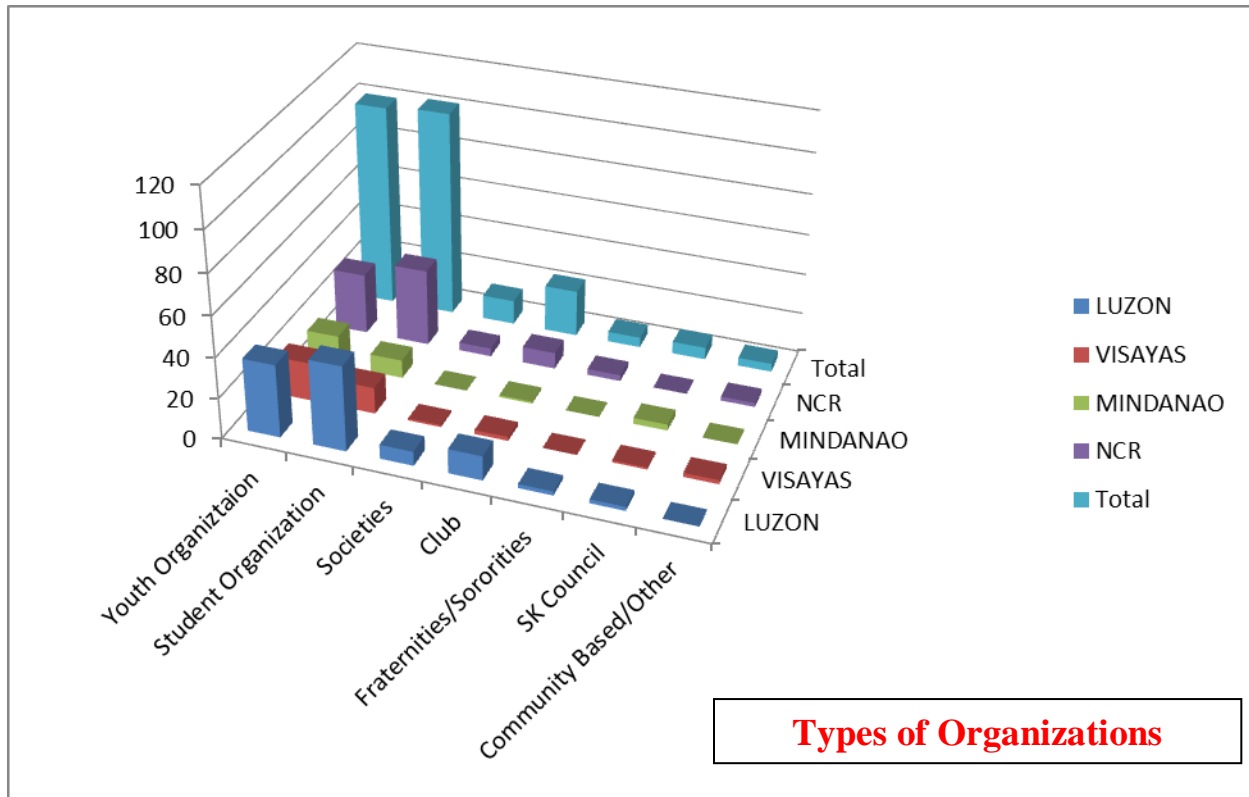
TAYO Entries from
Luzon – 99
TAYO Entries from
Visayas – 38
TAYO Entries from
Mindanao – 30
TAYO Entries from
NCR = 85



CATEGORIES

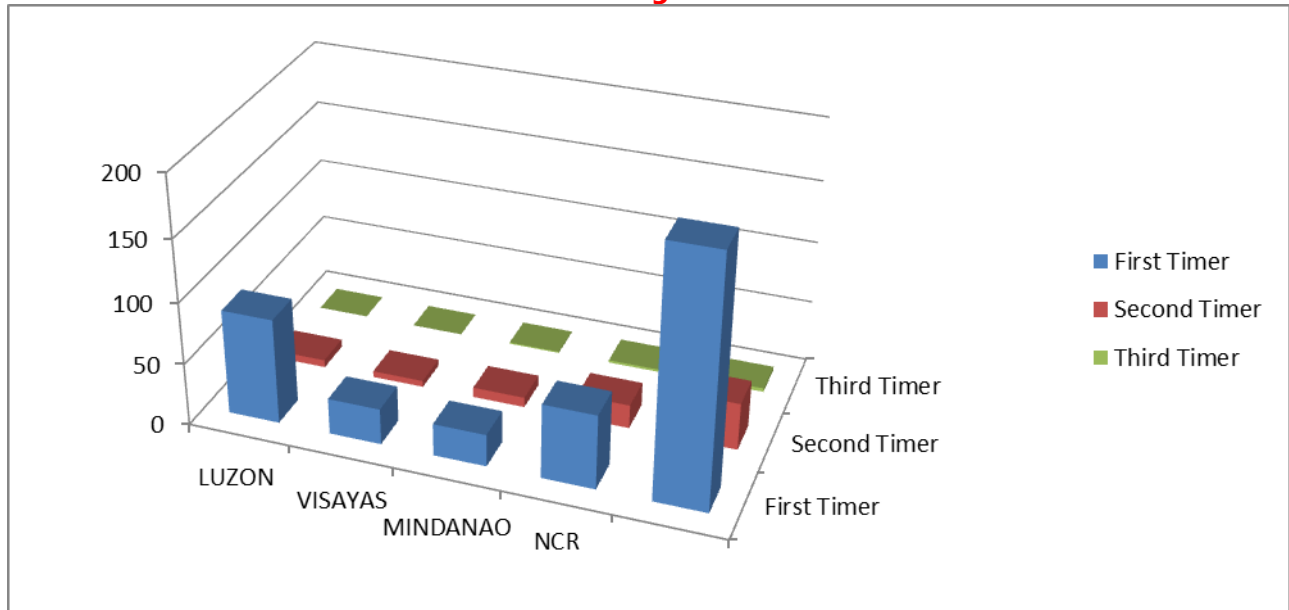
	LUZON	VISAYAS	MINDANAO	NCR	Total
Education	45	17	11	53	126
Social Services	37	19	11	42	109
Values	27	13	6	30	76
Environment	33	13	10	22	78
Health	21	9	9	26	65
Arts	14	6	2	17	39
Entrepreneurial	23	6	3	9	41
Technology	14	4	3	12	33
Culture/Tradition	12	6	2	14	34
Rescue and Safety	10	6	0	5	21

Similar in TAYO 9's entries, education and social services led the categories of the entries for TAYO 10. But we have seen the increase of entries with focus on Technology and Entrepreneurial projects.



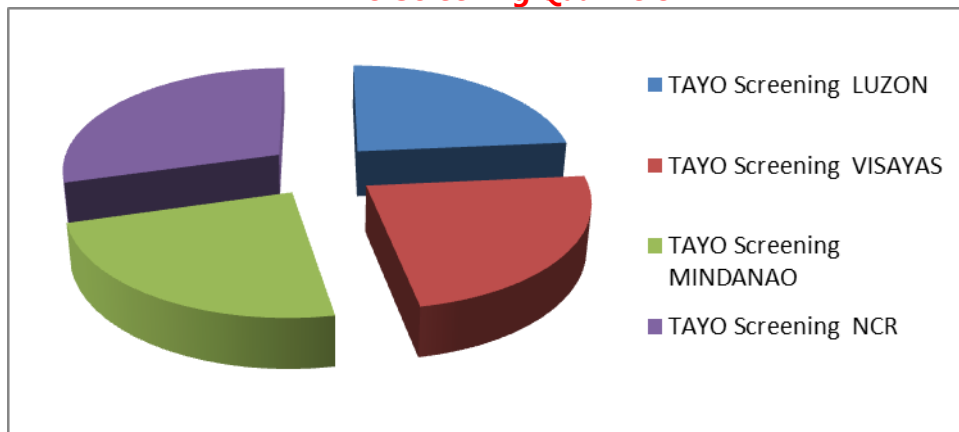
	LUZON	VISAYAS	MINDANAO	NCR	Total
Youth Organization	36	19	15	30	100
Student Organization	42	13	9	38	102
Societies	7	1	0	4	12
Club	12	2	1	8	23
Fraternities/Sororities	2	0	0	3	5
SK Council	2	1	3	0	6
Community Based/Other	0	2	0	2	4

Number of Times the Organization Joined TAYO



	LUZON	VISAYAS	MINDANAO	NCR	Total
First Timer	87	33	16	62	198
Second Timer	6	5	8	19	38
Third Timer	0	0	1	2	3

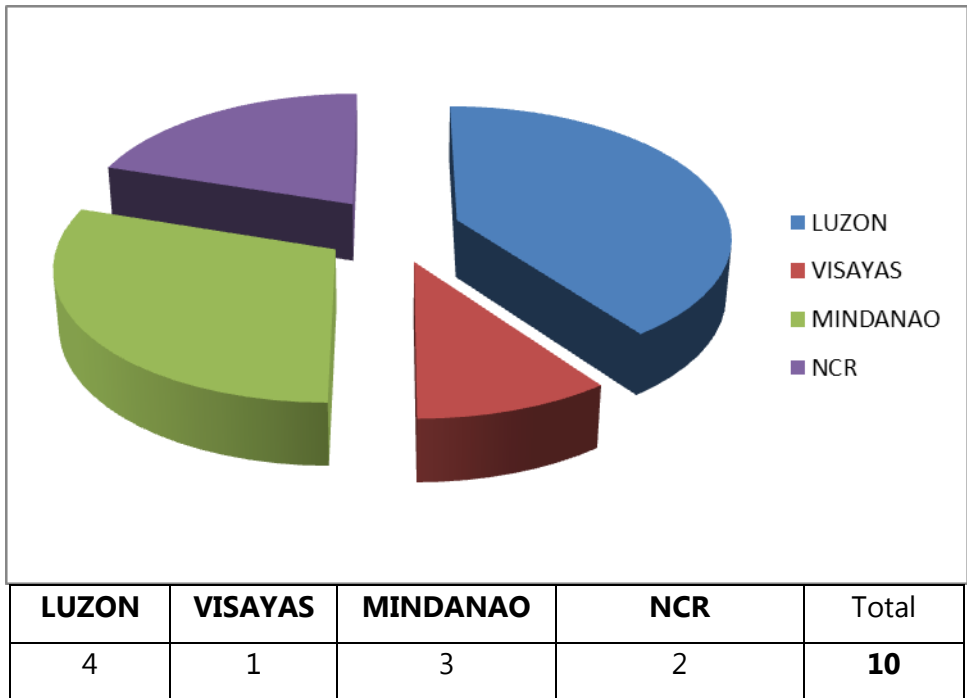
TAYO Screening Qualifiers



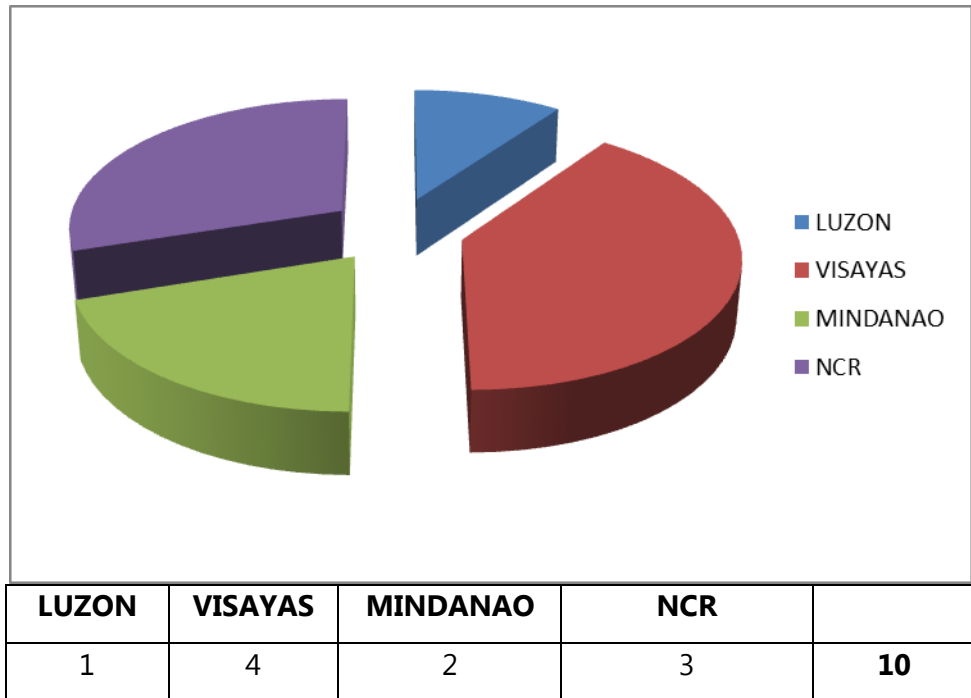
TAYO Screening			
LUZON	VISAYAS	MINDANAO	NCR
12	12	12	15



TAYO 10 National Winners



TAYO 10 National Finalist



Screening Process



Each year the foundation improves the search mechanics to make it easier for youth organizations in rural or urban areas to join the search. In the age of the internet and social media, young people are always online. It is the second year that applicants were given the option to submit their entries online via TAYO website. It was a successful campaign that 93.65% (236 entries) of the entries were received online through the

website and designated email address. In the efforts of the foundation to get entries we also thought of reducing the use of paper for this year's search.

All entry forms and other requirements are viewed on the computer screens provided by Lenovo. The score sheets were the only documents printed.

The pool of screeners was composed of staff from the Office of Senator Kiko Pangilinan, friends of the National Youth Commission, previous TAYO awardees, and other search partners. The 1st level screening is very crucial in the search process because it thoroughly cleanses the search of projects which are not in line with its goals and objectives. All organizations that made it through this level proceeded to the next stage, the Field Validation phase.

Search Flow



First Level – Secretariat Paper Screening

The secretariat and screening committees receive applications and verify document completion.

Second Level – Area Screening

Using a new screening form, local screening panels for each of the four areas (Luzon, Visayas, Mindanao and NCR) rate the organizations based on the documents submitted. The top ten (10) organizations from each island group are elevated into the next round.



Third Level – Field Validation

Validators will be given a list of qualifying questions to verify if the selected ten (10) organizations meet necessary requirements to be part of the Area Finals. The validators will conduct on-site visits to meet with the organization and to examine the documentation they will be provided with to substantiate their eligibility. In the occasion that validators find that said organizations fail to pass important qualifiers, they will be eliminated from the list of Area Finalists. The secretariat will decide if there is a need for Area Finals in the area should there be only five (5) qualified organizations.

Fourth Level – Area Finals/Judging

The ten area finalists' representatives deliver a presentation to a panel of judges. Based on the presentations and the question and answer portion, the judges determine the five (5) winning organizations from each area that will proceed to the national finals. Ranking of scores will be used.

Fifth Level – National Finals/Judging

The representatives from each of the twenty finalists undergo the same process utilized during the area judging, facing a panel of multi-sectoral personalities serving as judges. Each of the finalists speaks alongside a standardized five-minute power point presentation.

Area Screeners

To make the 1st level screening more efficient the foundation put together a group of screeners that are all from program partners. It made the screening process easier and selection of organizations was very much in conjunction to the criteria that the search was meant to have.

1st Level Area Screeners

The Area Screening for LUZON and National Capital Region (NCR) was held for two days. Luzon and NCR got the biggest number of entries and a day was not enough to screen entries from these areas.

Name	Office or Agency	Assigned Region
Mr. Eugene Sugian	TAYO Summer Camp Facilitator	NCR
Ms. Evelyn Katigbak	Professor, Kalayaan College	NCR
Ms. Annalyn Barias	National Youth Commission	NCR
Ms. Erica Borja	National Youth Commission	NCR
Mr. Abet Datu-Dacula	NYC Volunteer	MINDANAO
Mr. Adrian Martinez	LP-Youth	MINDANAO
Mr. Dane Gustilo	TAYO Year 8 Representative	MINDANAO
Ms. Maanne Cauton	National Youth Commission, SMD	MINDANAO
Ms. KB Meniado	National Youth Commission, SMD	VISAYAS
Ms. Kristine Camia	Youth Leader	VISAYAS
Mr. Nino Pinalva	NYC Volunteer	VISAYAS
Mr. Aliasgar Bangsayan	NYC Volunteer	VISAYAS
Ms. Zendy Macauling	National Youth Commission, PRMED	LUZON
Ms. Sarah Grutas	National Youth Commission, International Programs	LUZON
Ms. Grekka Sarmiento	TAYO	LUZON
Ms. Charisma Coloma	Assistant Professor, Trinity University of Asia	LUZON



Field Validation

A youth-led initiative to light impoverished, isolated communities in the Philippines with solar-powered lights.

Did they
make the cut?

Stick around and find out.

8.24.12

#TeamNCR

A band of brothers that wheels in hope for indigent Filipinos with disabilities.

Did they
make the cut?

Stick around and find out.

8.24.12



Validation phase involved actual visitation of the project site. It confirmed information on the entry form and sought to identify existing problems of or from the organization, project, or beneficiaries that may compromise their qualification. It further detailed the strengths and weaknesses of a certain program.

For this year's search, a total of 51 entries successfully passed the Area Screening and qualified to be validated. Fifteen entries were from NCR while Luzon, Visayas, and Mindanao each had 12. TAYO partners, alumni, and the regional network of the National Youth Commission served as validators. These validators were mobilized simultaneously in different areas in the country to visit all 51 project sites in about 3 weeks, from August 24 to September 3. Every project entry has a corresponding validation report.

After the validation phase, only 40 project entries proceeded to the Area Finals. Exactly ten organizations represented each area.





List of Area Validators

Validator	Region	Office /Agency
Steve Arquiza	MINDANAO	NYC
Mary Jossel Dispo	MINDANAO	TAYO Partner
Lorna Mata	MINDANAO	National Youth Commission
Christian Olasiman	MINDANAO	TAYO Alumni
Joinie Verdeflor	MINDANAO	National Youth Commission
Bojun Bagayas	MINDANAO	National Youth Commission
Bai-Aliah Akmad	MINDANAO	DSWD
Mike Tabingo	MINDANAO	National Youth Commission

Validator	Region	Office /Agency
Grekkia Sarmiento	NCR	TAYO Secretariat
Maane Cauton	NCR	National Youth Commission
KB Meniado	NCR	National Youth Commission
James De Vera	NCR	TAYO Partner
Albert Acson	VISAYAS	TAYO Alumni
John Paul Oira	VISAYAS	National Youth Commission
Archie Labordo	VISAYAS	TAYO Alumni
Floyd Edrea	VISAYAS	National Youth Commission
Rex Villavelez	VISAYAS	TAYO Alumni
Joeby Barrientos	VISAYAS	TAYO Alumni
Roxanne Hernaez	VISAYAS	TAYO Alumni
Reggie Reburiano	LUZON	National Youth Commission
Rodel Fronda	LUZON	TAYO Alumni
Alwin Reclusado	LUZON	National Youth Commission
Daryl Lobchoy	LUZON	TAYO Alumni
Eric Ramos	LUZON	National Youth Commission
Angelica Licudan	LUZON	National Youth Commission
Luigi De Vera	LUZON	TAYO Secretariat

Area Finals

The Area Finals phase of the search filtered and determined the five (5) organizations from each area which will move on to compete in the National Finals. The two-day event was conducted from 8 to 19 October 2012 in four (4) different cities nationwide namely, Manila for NCR, Baguio for Luzon, Cebu for Visayas, and Cagayan De Oro for Mindanao.

The first day comprised of checking-in, registration, briefing, and introduction in the morning while team-building and leadership training activities were held during the afternoon. The official program ended at dinner time where representatives drew lots in order to determine the sequence of the next day's actual presentation.

On the second day, judges arrived and each representative was given 7 minutes to present their projects, followed by a 10-minute question-and-answer portion.

NCR Area Finals - Casa Bocobo Hotel, Manila 8-9 October 2012

NCR Area Finalists are mostly from universities in Quezon City and Manila. Only 2 of the 10 finalists are community-based youth organizations. They work in a variety of fields namely education, health, livelihood, culture, and energy. Their projects usually cater to students in their locality or less fortunate individuals and communities from all over the Philippines, identified with the help of their networks.

Organizations that moved on to the Nationals are One Million Lights Philippines, La Salle Debate Society of De La Salle University, Kythe Ateneo of Ateneo De Manila University, and Phi Kappa Mu Fraternity and Mu Sigma Phi Sorority of University of the Philippines Manila.

Panel of Judges

Name	Area	Agency/ Organization
Asec. Gio Tingson	NCR	National Youth Commission
Bessie Arciga	NCR	The Coca-Cola Export Corporation
John Hernan Bolipata	NCR	INCITEGov
Iris May Caluag	NCR	World Bank – Clean Air Initiative
Dane Gustilo	NCR	TAYO Alumni



**Luzon Area Finals - Baguio Country Club, Baguio City
11-12 October 2012**

Although 8 out of 10 area finalists were school-based, all project entries have beneficiaries outside the academe. Beneficiaries were local communities which are mostly composed of poor farmers. Projects from Luzon often provided livelihood or were environmental in nature. Others worked in the fields of information technology, energy, culture, and health.

Winning organizations were Electrical Engineering Society of Ramon Magsaysay Technological University, Zambales; Kalipunan Marketing Junior Executives of University of the Cordilleras, Benguet; Students in Free Enterprise of University of Luzon, Pangasinan; Angat Kabataan of Taytay, Rizal; and, Development Communication Society of Benguet State University, Benguet.

Panel of Judges

Name	Area	Agency/ Organization
Asec. Percy Cendana	LUZON	National Youth Commission
Tricia Icasiano	LUZON	The Coca-Cola Export Corporation
Noel Morata	LUZON	SMART Communications
Jado Bognadan	LUZON	TAYO Alumni





**Visayas Area Finals- Mango Park Hotel, Cebu City
15-16 October 2012**

Most projects competing in Visayas catered to children, youth, and students. These usually provided livelihood training in combination of arts and values education. One project contributed to local infrastructure while another introduced a new technology. Half of the finalists were school-based while the other half was community-based organizations.

Winners of Visayas Area Finals were Cebuano Youth Ambassadors of Cebu City; English Society of Aklan State University, Ibajay, Aklan; Hayag Youth Organization of Ormoc City, Leyte; Community Extension Service Society of John B. Lacson Foundation Maritime University, Molo, Iloilo; and, Philippine Institute of Civil Engineers-Student Chapter of West Negros University from Bacolod, Negros Occidental.
Panel of Judges

Name	Area	Agency/ Organization
Asec. Earl Saavedra	VISAYAS	National Youth Commission
Rolyn Flores	VISAYAS	The Coca-Cola Export Corporation
Nancyll Bartolini	VISAYAS	SMART Communications
Mario Marababol	VISAYAS	TAYO Supporter
Toni Alvarez	VISAYAS	Office of Senator Kiko Pangilinan





**Mindanao Area Finals - The Dynasty Court Hotel, Cagayan De Oro City
18-19 October 2012**

Contrary to other areas, competing community-based organizations from all over Mindanao outnumber school-based youth groups 7 to 3. Four projects are on livelihood ranging from agriculture, bags and crafts manufacturing, to vermi-composting. Three projects are education-related which included library rehabilitation, school supplies provision, and scholarship funding. The rest tackled environmental education, rescue and safety, and health.

Beneficiaries also vary from students, out of school youth, high risk groups, hikers, and barangays in different localities in Zamboanga, CDO, Kidapawan, Surigao, and Sultan Kudarat.

Organizations moved on to the National Finals were Dire Husi Initiatives, Inc. of Cagayan De Oro City; I CAN Make A Difference, Inc. of Mampang, Zamboanga City; Monte-Verde 4H Club of Culianan, Zamboanga City; Students in Free Enterprise from Sultan Kudarat State University; and, Tingug-CDO from Cagayan De Oro City.

Name	Area	Agency/ Organization
Asec. Erwin Andaya	VISAYAS	National Youth Commission
Bessie Arciga	VISAYAS	The Coca-Cola Export Corporation
Hazel Almirante	VISAYAS	SMART Communications
Irene Aserios	VISAYAS	Blogger
Katheri Ann Puyo	VISAYAS	World Assoc. of Girl Guides and Girls Scouts







National Finals Week

Twenty accomplished organizations from all over the country converged for the TAYO National Finals last December 2-6, 2012 at the Waterfront Manila Pavilion. The activities included orientation and team building sessions, coaching sessions, and media visits. The activities culminated to the National Judging day and the Awarding Ceremonies that capped the TAYO Week. The 5-day program was designed to bring the National Finalists together and stay true to the TAYO spirit of togetherness and camaraderie. The program was also designed for the organizations to establish networks for future project collaborations. It was also a venue to for program partners to learn about the organizations programs and maybe help them in the future.



Some TAYO alumni were able to attend the first day where they shared their own experiences in TAYO. Many of the finalists expressed their desire to follow the path that previous winners have gone to. After the orientation session, Ms. Didith of the National Youth Commission led a team-building activity that started with an emotional and honest focus-group discussion. It served as an ice-breaker; after the activity, the finalists became more comfortable with their fellow finalists.



The National Judging Day was held on December 3, 2012 at the Peony Garden at the Waterfront Manila Pavilion Hotel in Manila City. It was a very nerve wracking and at the same time exciting day for the National Finalists, TAYO secretariat and the Judges.



Just like in the previous year, the judging was made easier by the laptops lent to the foundation by LENOVO. The TAYO Secretariat pre-loaded soft copies entry forms, application briefers and pertinent documents submitted by the organizations on to the laptops.



Each organization representative was given 5 minutes to present a standard PowerPoint presentation to a panel of distinguished panel of judges. After each presentation, the panel of judges was given 7 minutes to ask their questions about the project presented. Presenters were allowed to bring and show the judges their sample works, products, and other supporting documents which could help them win the Search. Aside from the judges, the TAYO Secretariat, and the presenters, only pre-registered supporters were allowed to be inside the Peony Garden while the presentation of projects was on-going.



The panel of judges was co-chaired by no less than **Senator Kiko Pangilinan** and TAYO Awards Foundation President, **Mr. Bam Aquino**. Distinguished panel of judges joined them. They are:



- **Mr. Adel Tamano** – Public Affairs Director, The Coca-Cola Export Corporation
- **Ms. Stephanie Orfino** – Public Affairs Manager, SMART Communications
- **Mr. Albert Cuadrante** – Vice President for Marketing, Jollibee
- **Ms. Vicky Agorrilla** – Country General Manager, Lenovo Philippines
- **Ms. Georgina Nava** – Commissioner, National Youth Commission
- **Mr. Chito Maniago** – Corporate Communications Director, CEMEX Philippines
- **Mr. Paul Henson** – Producer, ABS-CBN Broadcasting
- **Mr. Phillip Quimpo** – TAYO 9 Winner



Senator Kiko Pagilinan and Mr. Bam Aquino gave tokens of appreciation to each of the judges. All the National Finalists were also presented with certificates for their organizations' participation to the National Judging. As a tradition winners were only announced during the Awarding Ceremonies.



Awarding Ceremonies

The Awarding Ceremonies was held at the Heroes Hall in the Malacañang Palace. The program was attended by Senator Kiko Pangilinan; Sec. Sonny Coloma, Presidential Communications Operations Office; Mr. Bam Aquino, President TAYO Awards Foundation; Mr. Guillermo Aponte, President & General Manager of The Coca-Cola Export Corporation; Mr. Adel Tamano, Public Affairs Directos of The Coca-Cola Export Corporation; Ms. Cecile Alcantara, President of Coca-Cola Foundation Philippines; Mr. Ramon Isberto, Public Affairs Head of SMART Communications; Ms. Vicky Agorrilla, Country General Manager, LENOVO Philippines; Mr. Albert Cuadrante, Vice President for Marketing of Jollibee Foods Corporation; Mr. Chito Maniago of CEMEX Philippines; Chairman Leon Flores III of the National Youth Commission; and several past TAYO winners, program partners, guests of national finalists. The crowd was treated with a performance by Mr. Noel Cabangon.





Each winning organization received Php 50,000.00 and a trophy specially-crafted by Toym De Leon Imao and gift certificates from Jollibee Foods Corporation. Special Awards were given to the Cebuano Youth Ambassadors as 2012's Coke Barkada Awardee; Ramon Magsaysay Technological University Electrical Engineering Society from SMART Communications; Angat Kabataan from CEMEX Philippines; and the University of Luzon Students In Free Enterprise from LENOVO Philippines.



The TAYO 10 National Finalists also received a cash grant of Php 20,000.00 each and a plaque of commendation. These grants are made possible by the Coca-Cola Foundation Philippines.









TAYO 10 Finalists

Name of Organization: Angat Kabataan (Youth Wing of Angat Taytay)

Project: The Save Maningning Project

Area: LUZON

Municipality/Province: Taytay, Rizal

Background:

The Save Maningning Project (SMP) is a concrete example of how change can easily be obtained when key sectors in the society work together. Through the initiative of Angat Kabataan and with the support of the Barangay where the creek lies, the project gained overwhelming participation from different Non-Government Organizations, People's Organizations and the once apathetic residents along the creek.

The initial intent of our group was just to conduct a regular clean up-drive once a month, until the water is somehow clean. However, with the amount of trash, mud and water lilies that piled up for the past 20 years, this seemed impossible. But one should not underestimate the drive, dedication and positive spirit of the youth. We thought of a way on how the project could make a sustainable impact to the whole society by dividing the project into 5 main action points. These include: (a) Getting more people to work together, by tapping schools, people's organization and other socio-civic groups (b) Consultation and orientation to the community along the creek, with the belief that they should be involved towards the effectiveness and sustainability of the project (c) Regular community clean up drives, conducted every three months (d) Injecting engineering and innovative solutions through dredging the creek, planting bamboos along its rip rap and the installation of the Bokashi Balls technology introduced by the CFCA Foundation, and lastly (e) Creating livelihood for the people and for the local government unit.

These five action points compose the three phases of the project which is targeted to be accomplished two years after its initial launch (February 14, 2013). Phase I or the Forming Phase includes action points a and b which has already been accomplished accordingly with our time line, while Phase II compose the actual clean up drives and the implementation of engineering solutions which is still ongoing. Lastly, Phase III introduces another aspect of the project on which shall take place on the third quarter of this year which focuses on initiating possible livelihood programs that can be generated from the revived creek.

Today, we are already half-way of getting the job done. Children and even adults, spend time in the afternoon fishing for martinikos and some few other fish species that is also an indication that the creek is becoming alive and that all our collaborative efforts are starting to pay off.

The Save Maningning Movement which is composed of all our partner organizations and some members of the private sector has now recorded more than 800 volunteers who now form our corps of green armies.

Name of Organization: CBA-Kalipunan and Marketing Junior Executives

Project: Greenhouse Project for ATOP Members in Tublay, Benguet for Sustainable and Responsible Organic Farming

Area: LUZON

Municipality/Province: Baguio City

Background:

In one of the assessment conducted by the university for the community, one of the issues raised is on how the Association of Tublay Organic Practitioners (ATOP) could market their organic product. The College of Business Administration (CBA), initiated the Organic Vegetable Day from which the organic practitioners of Tublay could sell their organic vegetables every Thursday in the university. Activities like research, marketing, livelihood trainings and seminars were also conducted.

In one of the researches, a recommendation of a greenhouse came about to address the issue on limited production because ATOP cannot supply the needed demand in the market. However, farmers cannot put up their own greenhouses because of cost and lack of funds. With this recommendation and without any hesitations, the CBA- Kalipunan and Marketing Junior Executives (MJE) took the opportunity to launch a project to help fund the construction of Greenhouses for the farmers. With the initiative of the groups through the support of the college, both organizations embarked on this worthy project by raising funds and contributing to the purchase of greenhouse materials. With the leadership of CBA-Kalipunan and MJE officers, greenhouse materials were handed to the farmers last May 06, 2011 at the Municipal Office of Tublay.

The farmers together with their families benefited from the project. The greenhouse project was able to protect the plants from the erratic weather conditions in Benguet and accommodate growth and production of more organic products even in adverse weather of the place, thus providing a more stable income for the farmers. They can now produce even out-of-season fruits and vegetables anytime of the year thereby increasing their income. Both organizations believed that in supporting the ATOP members to become more productive and responsible organic practitioners, they are making a difference in the lives of people and their families. An ocular inspection was also conducted last August 21, 2011 to monitor the development of their production and further assess and evaluate the project.

CBA-Kalipunan and MJE are still on the lookout on how they can be of service and help to the organization. It is also worthy to note that again last March 2012, another batch of greenhouse materials were handed over to the farmers. The initiatives of the groups encouraged the farmers to have a revolutionary change in attitude to sustain organic farming practices through the greenhouse technology. This project was able to persuade other individuals to volunteer, help and support community extension activities. They have realized that they do have the power and skills to improve the quality of life of our community.



Name of Organization: Development Communication Society- Benguet State University

Project: Story Telling Caravan

Area: LUZON

Municipality/Province: Baguio City

Background:

The power of orality, or a process by which culture is shared and enhanced through face to face interaction, is seen to be the foundation of indigenous communities, and one of the determinants of cultural integrity. Cultural integrity could be manifested through folk stories, chants, dirges, and rituals. These were developed through time and orally passed on to succeeding generation.

A notable oral tradition seen as a tool in behavioral change is the folk stories. These stories, whether realistic or not, portray the life- experience of individuals and the community as a whole. Life-lessons, which later on turned into values, guide how communities shape their culture.

Today, modernity continues to pose threats to the pass on of these folk stories. For one, the unavoidable death of knowledgeable elders cannot be estimated. With their knowledge not being passed to the succeeding generations, 'one whole library' disappears. Moreover, the disinterestedness of the youth to be aware of, learn from, and appreciate folk stories is posing another challenge. This may result to losing that important cultural tie with the rest of the community, especially with the elders.

Over the years, efforts from different institutions have exposed indigenous communities to extensive research in the hope of recording oral tradition. Unfortunately, such efforts have compromised the strong bond that the community folks have had, because the power of literacy becomes dominant over orality therefore eliminating community reflection as a people.

With these threats, this story telling caravan then be a mediation form that will serve as an avenue to advance intergenerational ties between the young and the elders of the communities, with the use of the folk media. The efficacy of folk media is justified by its orality – it has the ability to touch the five senses of human beings altogether. This unique attribute significantly heightens the effectiveness of communication. It is also culturally relevant, flexible, and uses the local language of the community. These features make a learning setting comfortable for the audience, thereby making communication process greatly successful.

Through this storytelling caravan, the people will realize the importance of invigorating folk stories in their day-to-day lives as they recognize their role in reviving the oral tradition. It is also hoped that the respect to the elders, who are seen as the bearers of folk stories, will be heightened. Younger generations are hoped to become conscious of their role in safeguarding the folk stories and oral traditions as they are expected to appreciate the essence of these folk stories.

Name of Organization: Ramon Magsaysay Technological University—Electrical Engineering Society

Project: Aeta's Electrification thru Application of Solar Power Project (AETAS Project)

Area: LUZON

Municipality/Province: Sta. Cruz, Zambales

Background:

The Aeta's Electrification Thru Application of Solar Power (AETAS) Project is one of the continuing projects of the Ramon Magsaysay Technological University - Electrical Engineering Society (RMTU-EES) whose members are the B.S. Electrical Engineering students in the College of Engineering and Architecture, Main Campus, Iba, Zambales.

The project is consists of three phases. Phase 1 was completed in May 2012. The beneficiaries of the project are the residents of the resettlement community of Sitio Sta. Martha in Pangolingnan, Palauig, Zambales where majority of the settlers are aetas who were affected by the eruption of the Mt. Pinatubo. The Sta. Martha Resettlement Community is approximately 25 kilometers away from the National Road with more than a hundred families of Aetas. At present, there is no distribution line for electricity in the community and every household uses kerosene lamp or candles every night. Residents are below the poverty line. Farming, barbeque stick making, and seasonal errands are the primary sources of living. In the average, a family is consists of 7 members.

The AETAS Project aims (1.) to construct a solar power charging station and (2.) to provide a rechargeable LED lamp. It is an alternative source of lighting from the harmful kerosene lamps and candles. It is a three-phase continuing project which was originally planned 2nd semester of AY 2011-2012. The first phase was implemented and completed on May 16, 2012. Phases 2 and 3 are ongoing. It is primarily composed of the so-called Solar Power Charging Station (SPCS), a technology of converting sunlight to electricity. This includes 3-pieces of 50 W solar panel, a 40AH deep-cycle lead acid battery, a 1200W power inverter, a charging board, and rechargeable LED lamps. In Phase 1, only 30 pieces of LED lamps were distributed due to limited fund that was raised by the organization thru fund-raising activities and personal contributions among members.

This Project is a clear manifestation of the application of solar technology in remote areas like Sta. Martha. Technology has to be used in improving the lives of communities even in distant areas. Part of the project is a lecture-training about the basic of electricity and safe use of it. It offers a renewable alternative source of electricity for the community. It also provides training for the people in how to use and maintain the lamps and the charging station.



Name of Organization: University of Luzon Student in Free Enterprise

Project: Project SAVE MAX

Area: LUZON

Municipality/Province: Dagupan City, Pangasinan

Background:

The SAVE project, as the title suggests, aims to put to the spotlight how the University of Luzon Students in Free Enterprise became a hero in their own little ways to improve the quality of life and standards of living of the people in the Province.

“Enviropreneurship” is a word coined from environment and entrepreneurship which brings to the fore the idea of earning income and having business, at the same time, helping the ailing mother Earth in its war waged against unmanaged solid wastes and various hazards of the problems this project aims to lessen, if not to totally annihilate such.

In providing the displaced fisherfolks with livelihood ventures through eco-friendly solutions, ULSIFE upgraded the project to maximize the earnings of the people from the limited resources they have and at the same time contributes in saving the environment, hence, the SAVE max project.

This year, ULSIFE successfully launched the newest technology of the aquaponics (combination of hydroponics and aquaculture) and mushroom production in fishing villages. And also ULSIFE established the first-ever and the only solar-powered livelihood training center in the province where entrepreneurial activities and trainings are conducted.

These entrepreneurial approaches have made significant contribution which enabled the fisherfolks to increase their monthly income and at the same time they were engaged into ethical and eco-friendly business practices. Considering the relevant economic, social and environmental factors and in depth analysis of the business and economic concepts and entrepreneurial approach, ULSIFE is proud that indeed the Team had effectively empowered the farmer-fisherfolks in the community.

As a result of the implementation of the SAVE max project, ULSIFE is happy to present the noticeable improvement in the quality of life and standards of living of the formerly displaced fisherfolks.

Name of Organization: Cebuano Youth Ambassadors
Project: BasuraSkwela - Changing Lives One Bag at a Time
Area: VISAYAS
Municipality/Province: Mandaue City, Cebu

Background:

In its effort to nurture and build a network of youth who will become leaders and agents of change in moving their peers towards environment ownership, green entrepreneurship, and sustainability, the Cebunao Youth Ambassadors launched BASURASWELA earlier in February 2011.

Clearly demonstrating the youth's indulgence in generating a non-deviated, goal-oriented, and community-centered organization; our slogan "Changing Lives One Bag at a Time" has continuously provided a resonant and life-transforming change to a portion of young Cebuano populace.

BasuraSwela started from a single step, a single backpack crafted out from a tarpaulin dumped in the storage room of a college university. It was an idea which sprung from student members and volunteers who have a deep regard for education and leadership making both the stepping stones of well-deserved Filipinos for their future's social and economic sustainability.

The vision was officially exclusive at Tingub, an urban poor community located at the remote area of Mandaue City, Cebu. These are families who were relocated after their houses were demolished in Timpolo, Mandaue. Eight years ago, livelihood activities were initiated by local people making it an area well-suited for cultivating development and innovation. After being chosen as the venue for BasuraSwela project, it empowered housewives and unemployed mothers by providing them with livelihood through sewing bags from used tarpaulins. To date, 50 children of the local community--primary and secondary levels--have been funded with scholarships from the proceeds of the project.

Coming up with countless reasons, the term BasuraSwela summed up its inclination in improving leadership potential among young Cebuanos, developing creativity and employing members of the poor community, cropping a plateau of opportunity for education, and living up an example towards reaching a relatively underdeveloped areas of the country.



Name of Organization: Community Extension Society (CESS)

Project: PROJECT BERDE

Area: VISAYAS

Municipality/Province: Iloilo City

Background:

Project BERDE or "Barangay enhancement through Recreational Development and Empowerment", is an adopt-a-barangay program initiated by the Community Extension Service Society (CESS) as part of the social corporate responsibility of John B. Lacson Foundation Maritime University. The project aims to help the disadvantage and marginalized community especially its less privilege members to attain a better quality of life by providing them literacy classes and trainings on livelihood skills development, as well as good quality of health, education, and responsiveness to the needs of the environment.

This Project is for the attainment of the CESS vision of creating a community that is surrounded by up-lifted members who have self-reliance and is empowered to live not only for themselves but also for their community. We want the community system become aware of what many people call "SUCCESS". We want also to utilize the knowledge and expertise shared upon us to those communities who need it the most. Most especially, as youth oriented organization, the CESS put up Project BERDE to create change in the community of the common people because we believe that impossible is nothing if we start setting up changes in our lives and making a goal to our every walks.

The following are the objectives of the Project BERDE:

1. To identify partner communities, local government units, non-governmental agencies, and people's organizations for collaborative development endeavors towards economic sufficiency and solidarity;
2. To conduct functional literacy classes and trainings on livelihood skills development responsive to the needs of specific clientele;
3. To conduct continuing education, through seminars/workshops/conferences.
4. To develop students' sense of responsibility, sensitivity, involvement and responsiveness in relation to the needs of the disadvantaged and marginalized members of the community through extension and development activities;
5. To inculcate in the members of the community the environmental concerns by involving them in activities for the preservation of the environment.
6. To conduct impact assessment of extension projects;
7. To evolve a mechanism to augment resources in financing community extension projects and services.

Name of Organization: English Society of Aklan State University

Project: Road Not Taken

Area: VISAYAS

Municipality/Province: Ibajay, Aklan

Background:

English Society is a student organization of Aklan State University – College of Hospitality and Rural Resource Management that aims to promote English proficiency and to develop language awareness among students and out of school youths.

It takes courage for you to take the high roads carved in the hilltop and mountainside. Barangay Malindog, one of the hinterland barangay in the town of Ibajay, Province of Aklan. It takes a 40-minute road travel from the town proper, crossing the river via a bamboo takes about 10 minutes then a mountainous trek for 30 minutes. No store, no pharmacy or hospital in sight.

A student who lives there suggested this project to the English Society. Initially, the plan was to rehabilitate the dilapidated Day Care Center only. However, upon visiting the barangay, things changed. People were hospitable and the elementary students showed determination and perseverance to learn despite their location and poverty. When English society visited the barangay Malindog we discovered how much they lack in school facilities. The two grade-levels was sharing on the classroom and sharing for the only teacher. The day care center doesn't even have any instructional materials in the classroom aside from the chalk and board.

During this visit, curious elders started to gather. Then a few approached the group and asked what they were planning to do in their little barangay. Upon explaining to the elders our intention to help, someone almost cried when explaining how old they were and still were not able to write their own names. After this revelation, numerous statements arose from the crowd of elderly people.

Thereafter, the Sunday classes were formed. A group of students will handle the primary, another for the youth, and the others for the adults. Since adult learning is delicate, students most often do one-on-one tutoring rather than conducting a class. It is very difficult for the students to conduct these Sunday classes. First reason is, the organization doesn't have much funds. Second, the officers and members mostly belong to lower class families. One person fare from the town proper to Malindog costs roughly forty pesos one way. Third, since it is a Sunday, many sacrifices have to be made. A Saturday class would be convenient, but the people of Malindog are Adventists.

To come up with funds, the society exhausted many options. They raised funds by selling "kakanins", solicit from politicians and other people, save extra pesos from their meager "baon". But the boldest thing the group did to raise fund was to collect plastic bottles in the plaza in exchange for a few pesos.

Name of Organization: Hayag Youth Organization

Project: "From Trash to Class" Scholarship Drive

Area: VISAYAS

Municipality/Province: Ormoc City, Leyte

Background:

The Hayag Youth Organization was organized in 1985. These indigent youths are the sponsored children of the CCF- Hayag (now Childfund, International Hayag). The organization was facilitated by the staff in response to the need for youth to be unified, develop their potentials and for the betterment of the community. It was registered by the Security Exchange Commission (SEC) on December 7, 2000 and accredited in the Department of Interior and Local Government (DILG) in 2004.

The Hayag Youth Organization came up with this project initially as a way to raise funds for its organization, as the funding source of its parent organization will soon be phasing out. After discussion at the February bi-monthly meeting, the youth also expressed concerns about issues drawn from the Organization's needs assessment, which indicated a low youth participation/visibility in community activities and increasing out-of-school youth rates.

The "From Trash to Class" Scholarship Drive is a project initiated by the Hayag Youth Organization that seeks to address the issues of increasing numbers of Out of School youth, low youth involvement and participation in community activities, and solid waste management. At the same time, the youth involved learn creative ways to generate income and/or fundraise. In February 2012, the organization initiated the project.

Hayag involved its 10 partnering barangays in a creative recycled-fashion pageant and fundraising contest. Each barangay selected a representative to model clothes the barangay made, entirely from recycled and/or natural materials. While the barangays and models prepared, the youth and the SK councils collected plastics and recyclables in their areas to sell to junk shops; 80% of the funds went to a scholarship fund for bright and active out-of-school youth hoping to enroll in college courses, while 20% went to the barangay for their expenses.

To promote the Scholarship Drive and raise awareness on environment and youth volunteerism, the youth organized a synchronized barangay clean-up and organic vegetable planting (seeds provided by Hayag) in 8 barangays, and a mural painting at Ormoc City's busy Anilao bridge in the afternoon on April 28, 2012. The Hayag Youth members and staff of Hayag ChildFund solicited financial and in-kind support for the paint and the pageant, entitled Modelo Ng Kalikasan. The pageant occurred on May 12, 2012, with around 700 in attendance. Thanks to their efforts, the youth were able to raise 35,489 pesos for the scholarship, and the organization has selected 5 youth to benefit from the scholarship. The Modelo Ng Kalikasan and runners-up received cash prizes, and other special awards were distributed.

Name of Organization: Philippine Institute of Civil Engineers – Student Chapter (PICE-SC)

Project: PET & Net Life Jacket

Area: VISAYAS

Municipality/Province: Bacolod City, Negros Occidental

Background:

The Philippine Institute of Civil Engineers – Student Chapter (PICE-SC) of West Negros University in Bacolod City was founded in 1996 under the advisorship of Engr. Wilfredo Lorca, a Civil Engineering faculty, to establish sense of belongingness and camaraderie among Civil Engineering students. It was established with the aim that the organization will be a channel for the activities implemented by the mother chapter, Philippine Institute of Civil Engineers – Negros Occidental Chapter (PICE-NOC), for the academic growth of its members and to create an impact within the Wesnecan community as well as the community around Bacolod City and in the whole Negros Occidental through its concern to its fellow Negrense and other Filipinos and the care environment.

Denudation of forest, air pollution (from factories, cars and burning), and indiscriminate disposal of garbage constitute a great factor in the increase of earth's temperature or global warming. Global warming causes erratic weather pattern or climate change which brings about more frequent and stronger typhoons. An average of 20 typhoons affects the Philippines every year which cause flooding. The making of PET and net life jacket was conceptualized because of many lives were lost due to calamities occurred especially floods, in coastal areas and river banks. Typhoon Ondoy created sad memories in the lives of people living in Luzon and in Metro Manila who were caught off-guard by heavy downpour which caused flooding and claimed many lives.

The project is entitled "PET and net Life Jacket" which uses fishing net with holsters for plastic (PET-polyethylene terephthalate) bottles as floatation device in case of flooding caused by typhoons like Ondoy, Peping, Sendong etc. The design of the life jacket is using 20 pieces of 330 mL empty PET bottles (design for children), and 24 pieces of 500 mL empty plastic bottles (for adults) filled with plastic litters and inserted in holsters a user to stay afloat over the water surface weighing approximately 130 pounds to 200 pounds equipped with harness, whistle and potable water that would allow the user to call attention and quenched thirst while floating for several hours. This project avail everyone of inexpensive personal floatation device (PFD) and also help save our environment by recycling PET bottles as lifesaving equipment.

This project was implemented by PICE-SC of WNU. The PET and net life jacket was tested in the river, at sea and swimming pool. The individuals who have performed the actual testing of the life jacket found that the PET and net life jacket is more durable and much effective in terms of maneuvering than those that are readily available in the market. Its buckle and designed lock does not permit the life jacket to be raised and slipped away from the user's body. The PET and net life jacket costs less compared to commercial life jackets by almost thrice its price.



Name of Organization: Dire Husi Initiatives, Inc.
Project: Artsville
Area: MINDANAO
Municipality/Province: Cagayan de Oro City, CDO

Background:

Artsville is a 1000-square meter area located right beside the Sayre National Highway. Cagayan de Oro City is a tourist destination for adventure; the city have the white water rafting, adventure and mountain resorts, but there is no artist village yet where tourists will have the chance to experience creative and unique indigenous art of Northern Mindanao. Indigenous houses were built in the Artsville; an art gallery is set in place, as well as a souvenir shop and a training/lecture area.

The Artsville have become a training center of the organizations for the young artists to be mentored and to have an exposure to arts: music, visual arts, performance arts, crafts making and other related art activities. The training center has been set up for volunteers that are willing to undergo a 3-month modular training that will equip the youth with leadership skills, creative outlook and skills, and entrepreneurial perspective.

The volunteers were taught on how to deal with others, getting to see themselves and identifying their characters they can be assessed and they are mentored and encouraged to pursue their dreams and ambitions. After that, volunteers at the Artsville are taught basic skills in the arts and crafts, where their products are displayed and sold at the shop.

The beneficiaries of the project are the marginalized youths of Mindanao. Most, if not all, are former street children and out-of-school youths.

Name of Organization: I CAN make a difference Inc.

Project: PASSION Worthy Project: A social enterprise for people with disabilities

Area: MINDANAO

Municipality/Province: Zamboanga City

Background:

I CAN make a difference Inc. is a non-government organization based in Zamboanga City established on June 2011. Our mission is to raise awareness on the problematic situations involving children, women and indigenous people through the mobilization of various social entities and address these problems through environmentally sound innovations.

Our advocacy is deeply rooted in environmental innovation complementing the solid waste management initiatives we have today. We started our advocacy by collecting aluminum soda cans to create solar reflectors to aid the water disinfection in Lakewood Zamboanga del Sur. It is a community where all the water sources are infested with E. Coli so they only way to provide them safe drinking water in through solar disinfection. Right after solar reflectors, we started collecting 7,000 1.5 PET bottles to create the first ever lying in center made from PET bottles in the country. This is our response to the alarming toll of maternal and neonatal mortality in the same municipality.

The ECO-ilectible project aims to realize a two prong objective. First, establish a sustainable social enterprise for people with disabilities with recalibrated approach on material and design. Second, compliment the ongoing efforts on environmental protection specifically on waste management through environmentally sound innovation.

The project focuses on the capacity building of People with Disabilities by training them how to process the plastic bags, which would normally end up in open dumpsites or sewage systems, through a technology called fusion and convert them to sturdy eco-bags. One of the highlight of the project is its marketing scheme. Each bag you buy, another bag goes to a child from a remote barangay who doesn't have a bag or can barely afford one. So the eco bag isn't just about being fashionable and trendy, its about taking a firm stand supporting education and how we equip our children while they take small measurable steps towards a better future.

This undertaking has a special focus on waste management. The common mentality about environmental protection is its highly technical and far too complex for ordinary citizens. Through this endeavor we hope to change prevailing perceptions and attitudes of people by providing them an opportunity to be actively involved in large scale solid waste management. The concern on waste management is taking its roots given the many episodes of flooding all over the country which destroyed a lot of properties and curtailed the many lives of Filipinos. This project will prove to the many how collective efforts focused on the same goal can create massive impact in protecting and conserving the resources left for us and for the generations to come.



Name of Organization: Monte Verde 4-H Club, Inc.

Project: 4-H MI BUSCA VIDA (Earning A Living)

Area: MINDANAO

Municipality/Province: Zamboanga City

Background:

We want to provide job opportunities to earn income, avail of farm gate prices and affordable products, and contract benefits of support for other outreach activities. We also want to gain confidence and respect, develop personal skills and interpersonal relations, and uplift socio-living conditions. The Barya Ipunin at Palaguin Project (only 5, 10 and 25 centavo denominations were allowed in the fund raising for the Kiddie 4-H King and Queen). The proceeds of the project amounting to Php7,228.65 will be used to buy kiddie tables and chairs to be used during the summer tutorials every Saturdays.

The Jardin (Vegetable Garden) is our main livelihood because it entails less expenses, easy to maintain and just within our reach. We earn income out of the produce and at the same time each member's family are already provided with vegetables for home consumption thus helping them in their marketing/ household expenses. Through this project we want to open the minds of the youth as well as other communities that farming is essential in providing food and income.

The project comprises ventures in vegetable management and production, crops production, swine production, food processing, poultry raising, ornamental plants management (including flower arrangements), event's organizer and other social and civic involvement, including solid waste management. Vegetable management is maintained by the members of the club. We plant various vegetables in our 8000 sqm communal garden using organic fertilizers, and we sell the produce directly to the market. We continuously plant after every harvest.

We process papaya, ampalaya, singakamas, sprouted monggo into pickles; as well as making kakanin, squash tarts and crispy peanut. Swine production started with 5 heads swine (1 gilt, 4 sows) which we raised and dispersed the piglets to other members of the club. Today, we have dispersed a total of 15 heads. We also have 14 heads of native chicken.

The group also organizes events such as weddings, birthdays, fiestas, and pageants; where we utilize our own ornamental plants with indigenous materials for decorations. We have attended proper trainings and seminars for this affair.

We also give back to the community by helping during fiestas and Lenten season. We involve ourselves in love-drive, feeding programs and spearhead the Centavo project (Barya Ipunin at Palaguin) a fund raising of 5, 10 and 25 centavo coins only. Our civic involvement is spearheading and participating in tree planting activities, "mangrove reforestation" and clean-up drive.

Name of Organization: Students In Free Enterprise-Sultan Kudarat State University-Access Campus

Project: THINK GREEN-Vermi Cast Fertilizer Production

Area: MINDANAO

Municipality/Province: Tacurong City, Sultan Kudarat

Background:

The SIFE SKSU ACCESS Team is a non-profit education organization that is improving the quality of life and standard of living of the residents of Sultan Kudarat Province by teaching the principles and values of free enterprise, environmental awareness and contributes to the empower of marginalized people.

Nowadays, the use of inorganic fertilizer has greatly damage farm lands which results to unfertile soil and unhealthy crops that also damages the human body. This problem becomes a challenge on the part of the SIFE SKSU ACCESS Campus. To partly address this circumstance we established the Vermi Cast Fertilizer Production wherein we promote the use of organic fertilizer to farm owners. This organic fertilizer made from the waste of Vermi cultured worm also known as African Night Crawler. Raised in a vermi bed with 75-80% moisture and feed of different biodegradable materials such as rice straw, corn stalk, banana stalk, and green manure of goat, chicken and cow, the biodegradable materials produces complete nutrients for the efficacy of Vermi Cast fertilizer.

This project seeks and solves environmental problems that presently deteriorate the environment in the communities in the Province of Sultan Kudarat. This project started in the year 2009 up to the present. For the past three years, the SIFE SKSU ACCESS Team have been implementing projects under the THINK GREEN that taught environmental awareness and responsibility to farmers, housewives and students in elementary, secondary and tertiary levels.

Under the THINK GREEN is the Vermi Cast Fertilizer Production which is an eco-friendly livelihood program that promotes the use of organic fertilizer to resolve the bald rendered land caused by the use of inorganic fertilizer. Agricultural experts proved that with the use of Vermi Cast fertilizer on plants such as fruit trees, farm crops like rice and corn, and vegetable garden guarantees farmers and tenants that its effect on plant's growth is prolific and the crop is well preserved. Also by using Vermi Cast Fertilizer, the soil is cultivated and its fertility is well sustained. Moreover, Vermi Cast Fertilizer production only requires man power services and it suits to the potential of women, youth and farmers to run the livelihood program.

This Vermi Cast Fertilizer Production had benefited 30 Members of the Sarmiento Women Group in Purok Sarmiento, Poblacion, Bagumbayan, Sultan Kudarat. The said fertilizer production requires man power services and it suited to the potential of the women to run the livelihood program. This become their source of income wherein they were able them to help their husbands support their families' daily needs. For 10 months of running the livelihood program, from 0 income, the members of the Sarmiento Women Group had received a total of Php 1, 940 as their share in the production and retail of the Vermi Cast Fertilizer.



Name of Organization: Tingug-Cagayan de Oro

Project: One on One Peer Education and Voluntary Counseling, Testing on STI, HIV and AIDS among MSM's

Area: MINDANAO

Municipality/Province: Cagayan de Oro City, CDO

Background:

Tingug-CDO has been a pioneer in reaching self-identified gay men, who are bisexuals and transgender in Cagayan de Oro City. Since 2007, Tingug-CDO organizes small group discussions in the City of Cagayan de Oro and the nearby municipalities of Misamis Oriental and is conducting intensive one on one peer education among male who have sex with other males.

The Philippine HIV & AIDS Registry data shows there a rapidly increasing trend away from heterosexual sex and toward male to male transmission of STI, HIV and AIDS. This has been the predominant mode of transmission since 2007. Males who have sex with males (MSM's) make up the largest at-risk population in the Philippines, and is the driving force of the HIV epidemic. With this situation, the organization encourages its members to strengthen the STI, HIV and AIDS awareness campaign among their peers through the conduct of trainings on peer education and voluntary counseling and testing to fully equip them with knowledge as peer educators.

Members are informed to observe medical confidentiality as to protect the identity of the participants who are willing to share their different risky sexual practices. After they understand the meaning of the risk assessment workshop each of them were encouraged to submit themselves for voluntary counseling and testing on HIV to be referred to the social Hygiene Clinic for HIV anti-body testing.

Name of Organization: Kythe-Ateneo

Project: Be Brave Get Shaved

Area: NCR

Municipality/Province: Quezon City

Background:

Kythe-Ateneo is the student arm of Kythe Inc. whose vision and mission is to provide support and bolster the spirits of pediatric patients afflicted with cancer and their families through hospital volunteerism. The thrust of the organization is in promoting its Child Life Program amongst students and the academic community and consequently, help in their formation into compassionate and caring individuals conscious of their responsibility to the less privileged members of the community.

Be Brave Get Shaved is one of the flagship projects of Kythe-Ateneo. It has been implemented for three years already and will be continued by the organization for the succeeding years. We thought of joining TAYO with this entry because it is a way of demonstrating unity and solidarity with the kids battling cancer through simple acts and efforts.

The Be Brave Get Shaved advocacy aims to find solidarity between the Ateneo community and the Kythe kids who are afflicted with Cancer and with what they, in their young lives, have come to treasure – each day, each moment, each experience. Our Kythe kids demonstrate outstanding courage and perseverance even in the face of difficulties; and that we in turn, are inspired as we remember thereon the moments we shared with them. BBGS aims to promote Kythe's goals and advocacy to the Atenean community and the society at large while empowering people to believe in their capability to inspire others for the betterment of the nation.

The project promotes solidarity by shaving one's head in show of support for the battle the Kythe kids are facing. As it turned out, it also promoted solidarity with the community who volunteered and who willingly gave up their hair for the kids. One of the kids who was present in the culminating event said, "Oh ayan kuya magkamukha na tayo." The kids may not fully understand why other people would undergo shaving for them but at least it helped them identify themselves with the other volunteers—breaking whatever social or economic barrier they have and simply belonging as one—such is the primary reason why this project is implemented.



Name of Organization: La Salle Debate Society

Project: 32nd World Universities Debating Championships

Area: NCR

Municipality/Province: Manila City

Background:

LSDS is among the oldest organizations in De La Salle University and one of the oldest if not the oldest debate organization in the country. It was founded in 1922 to expose Lasallians to humanities, the arts and intellectual discourse. Throughout the years, the organization has time and again changed names—from Forensics to Forensic Debate and eventually becoming the Debate Society.

WUDC is one of the largest academic gatherings of students in the world. Manila WUDC was first conceptualized 4 years ago, and the bid was officially launched in a pre-bid announcement by the La Salle Debate Society in Cork, Ireland in 2009. After campaigning in different parts of Europe and Asia In 2010, the bid was officially won in Antalya Turkey, DLSU beating Harthouse, University of Toronto Canada in a 72-28 vote.

The event gathered the brightest students of this generation in a 10-day tournament that culminated in the grand Finals. Manila WUDC was held last December 27, 2011-January 4, 2012 at De La Salle University as part of the University's Centennial Celebration. Around 1400 students coming from more than than 250 Universities from almost 50 nations participated in the event. Adjudication was of high quality as top debaters and judges from different regions composes the adjudication core which was co-headed by Philippine National Champion and best speaker, Lucinda Teresa David and Cambridge alumnus debater and WUDC best speaker Mr. Sam Block, aside from the 70 judges that were subsidized by the Organizing Committee. The Debates was contested in the British Parliamentary format with 9 elimination rounds that determined the top 32 teams who competed in the penultimate rounds. The penultimate rounds eventually culminated to the Grand Finals which was held at the PICC.

The event wanted to achieve 3 things:

a) To contribute to the creation of the first Filipino World Debate Champion

As of this date, there is no Filipino world debate champion yet. We saw that part of the problem is the fact the WUDC has been quite inaccessible to Filipino debaters. Despite the talent and the hard work, Filipino debaters are not as exposed to the World Debating Circuit as much as the other debaters from other foreign universities are due mainly to financial constraints. Debating just doesn't get as much support in the country.

b) To put the Philippines at the Center of Global Intellectual Discourse.

The organizers wanted to show the entire world that Filipinos can lead the entire world in an intellectual discourse such as debate. Through the hosting of the Championships, we were able to achieve this goal and set the standard of excellence in hosting.

c) to showcase the Country at its finest.

Name of Organization: Mu Sigma Phi Sorority
Project: MU Health Caravan: W.E.A.L.T.H. Campaign
Area: NCR
Municipality/Province: Manila City

Background:

For 78 years, the members of the Mu Sigma Phi Sorority, the first medical sorority in the Philippines and in Asia, strongly upholds its pillars of Sisterhood, Service, Scholarship and Leadership.

Through its various activities, the Sorority aims to promote self-betterment and self-advancement by instilling the attitude of a noble healthcare professional among its members through pure scholarship and broadening intellectual horizons, as well as uniting the medical industry to unselfish service of Filipinos. To achieve these goals, the Sorority brings itself closer to the community through the various Service activities that transcend all ages and socio-economic status.

The highest attainable standard of health is one of the fundamental rights of every human being regardless of sex, race, religion, political belief and economic or social condition. The Mu Health Caravan focuses on women and girls because in many societies they are disadvantaged by discrimination rooted in socio-cultural factors. In the Philippines, although they are respected and recognized as educators and primary caregivers of the family, women are still vulnerable to various ailments because past studies on women's health are limited to problems during pregnancy and childbirth, leading to unrecognized health problems and delays in treatment-seeking and diagnosis.

With the wide range of expertise among its medical consultants and the willingness of the Mu Sigma Phi Sorority's Service Committee to promote health education to Filipinos, the Mu Health Caravan is the Sorority's response to problem of health illiteracy. The project is a series of seminars and workshops on Women's Health and Wellness held at different cities and municipalities around the country. With its launching theme, Women Empowerment and Literacy through Health Education (WEALTH), the Caravan aims to encourage women to play an active role on handling their own health and wellness, as well as of their families and communities. Specifically, it 1) promotes awareness of healthy lifestyle choices like proper nutrition and stress management in order to prevent the common causes of morbidity and mortality among women, which includes cervical and breast cancer, urinary tract infection and menopausal cancer, 2) encourages women to make informed health choices that will lead to lesser disabilities and more productivity of the family, 3) mobilizes women in raising awareness within their community, 4) establish partnerships among different private and public organizations in the country, and 5) inspire other organizations to pursue projects that promote health in communities. By providing engaging discussions catering to the specific needs of their community, the Sorority hopes to make health education community-friendly, useful and enduring.



Name of Organization: One Million Lights Philippines

Project: Light for Life

Area: NCR

Municipality/Province: Manila City

Background:

It's been more than a hundred years since the light bulb was invented, yet fifteen million of the poorest Filipinos have lived their whole lives without ever owning one. These Filipinos, neglected, abandoned, and untouched by time, live in darkness - relying only on the flickering light of a kerosene lamp or a candle to brighten their homes.

Unable to accept this reality, a group of high school and college students pioneered the Light for Life project aimed at lighting up rural off-grid communities around the country. In the summer of 2012, the One Million Lights Philippines (OML PH) Team gave out over 3,000 solar-powered lights to families, schools, and healthcare centers. The team traveled across the country to bring light to the darkest places. They gave out 450 lights in Barangay Puray, located in the Mascalap Mountain Range in Rodriguez, Rizal. They also gave out 450 lights to Mangyan Communities in Oriental Mindoro, 100 to Barangay Dugui Wala in the mountainous region of Catanduanes, and 700 to different farming and fishing communities near Borongan City in Eastern Samar. The team also distributed 350 each to various indigenous tribal communities in Kalinga, Apayao, Mountain Province, and Ifugao.

Through this project, OML PH aimed to light up not just homes, but lives as well. The rationale of giving out light was twofold. Firstly, the organization maintains that light is a basic necessity, just like food, clothing, and shelter. The difference, however, is that light is instrumental in allowing them to satisfy the other needs through the additional savings and increased productivity. Secondly, the organization forwards that light is the physical manifestation of hope. Brighter homes allow recipients to make something more out of their lives, whether through studying, working, or bonding with their family members.

However, the project didn't stop at just giving out light in the form that many know it to be. It also gave out other forms of "light" that illuminated the other dark areas of the lives of the beneficiaries. The team gave out donations such as footwear, educational technology, and sanitation kits, and hosted seminars on hygiene, financial resource management, and youth development. The organization believes that the light should spread not just to those receiving the actual lights, but to those giving them out as well. The team partners with local youth volunteers who assist in distributions. As they teach others how to use the lights and the benefits it accords, they are encouraged to share the light and pass it on, both literally and figuratively. The organization aims to impart a modern-day bayanihan message that it's not just about lighting up lives, but about being lights to others through their own lives.

Name of Organization: Phi Kappa Mu Fraternity

Project: Empowerment through Mobility

Area: NCR

Municipality/Province: Manila City

Background:

The PHI KAPPA MU (ΦKM), the Most Venerable Fraternity of the UP College of Medicine, is an enduring brotherhood of medical students & physicians here and abroad, who continuously share their supportive and positive experiences. Recognized as the premiere medical fraternity in the Philippines, it stands as a bastion of professionalism and excellence. It renders exemplary service to humanity - with honor, dignity, and integrity.

As its name implies, Empowerment Through Mobility (ETM) is the Fraternity's flagship service project which aims to empower our countless countrymen who have lost their mobility from both debilitating diseases and incapacitating poverty. Through partnerships with the Free Wheelchair Mission (FWM) of America and the many government institutions, non-government organizations and fellow student organizations in the different Philippine locales, ETM is an organized effort held annually to help indigent Filipinos with disabilities by providing them with Free Wheelchairs to help them rise above the challenge of immobility and have a chance at improving their own lives.

Since the project's conception in 2007 during the fraternity's 75th year celebration, the Phi Kappa Mu Fraternity together with its nationwide network of partners have now given out a total of 4950 wheelchairs, to different hospitals, homes for the aged, local government units, churches, and service organizations all over the country.

These wheelchairs are provided through a partnership with the Free Wheelchair Mission of America, a Christian Humanitarian Organization, which operates manufacturing of easy-to-construct wheelchairs to needy persons with disability worldwide. FWM was founded by Don Schoendorfer, a biomechanical engineer, who specifically designed the chairs for use in rugged rural terrain. Delivered as a set of un-assembled parts, the wheelchairs have been designed to be easily constructible and transportable.

To aid in the worldwide distribution of wheelchairs, the FWM involves different volunteer organizations all over the world to help in the legal entry and subsequent assembly and distribution of wheelchair shipments to their respective countries in the aims to promote empowerment among communities with physically-handicapped members. As such, the student members of the Fraternity involve themselves in the negotiations with the Bureau of Customs regarding the entry of the wheelchair shipments, organizing the distribution and storage of the donated wheelchairs, fulfilling the requirements of donation as specified by FWM, and mobilizing partner organizations for assembly and subsequent turnover of the wheelchairs to qualified recipients.

As a tradition, after each organization has received their trophies and special awards, a response speech will be delivered by the group. The speech is written and drafted by the finalists themselves. This year the representative of the group who delivered the speech is Meryl Grace Agudelo of I CAN Make a Difference, Inc. from Zamboanga City.



Response Speech TAYO 9 National Finalists

His excellency, Benigno S. Aquino III, Senator Kiko Pangilinan, Mr. Benigno 'Bam' Aquino, government officials, sponsors, guests at ang mga kasama ko sa sector ng kabataan.

TAYO Awards paved the way to gather twenty young people who wish the same things: a progressive and empowered Filipino communities. If there's one realization we learned during the TAYO activities—we realized that we all have our stories: personal stories of defeat, of trying again, of winning and losing battles. Our stories served as a representation and a microcosm of the many lives of young Filipinos today. But at the end of the day, we touched the world with our brokenness. Our pains have led us to push the boundaries and change the norms as we take youth involvement in a whole new level.

Gone are the days of band aid solutions to social problems—we further address constant bottlenecks of our communities through innovation, creating more opportunities through social enterprises, education, tourism and health. We employed frameworks which are sustainable with measurable impact.

We do this only because we love our country. Tulad ng laging sinasabi ni Commissioner George sa amin, wala kaming kahati sa puso niya. Wala ring kahati ang Pilipinas sa mga puso namin. It is a human in-

stinct to protect what we love, to nourish it and grow in it. Our country is the only place in the world that we can truly call – our home. This nation is all we've ever got.

To our government, thank you for sincerely working hard to shift the stories of our country. We would like you to know that we are hopeful now more than ever. Rest assured that we are with you in creating the necessary changes in our respective communities.

Sometimes what we usually notice are the large leaps and immense development that we often overlook the small yet meaningful and beautiful changes ignited by our people. Let us never forget, the little achievements geared towards the same goal are the real moving forces of our nation.

Marami na pong bagyong dumaan sa ating bansa pero walang niisa na hindi natin nalampasan dahil sa bansang ito, buhay na buhay ang bayanihan. Nakikiisa ang kabataang Pilipino sa pagtaguyod ng matuwid na daan at progresibong pagbabago.

Mabuhay ang bawat Pilipino. Mabuhay ang bansang Pilipinas.



Meet & Greet the Press

After the Awarding Ceremonies, the TAYO 10 National Finalists were treated to a lunch to meet some members of the press. The luncheon was hosted by Coca-Cola Foundation Philippines at Casa Roces.

Representatives from each of the organizations were given a chance to introduce themselves and the organization they represent. They were able to talk about their organizations projects and programs and what their future plans for their organization.

