



Private Event
MUSIKA AT MODA
music & fashion

featuring performances by:

Kell Gutdula Katrina Manabat Michael Goyone Davo Valeriano

Bambl Manalang Quarentados Raina Chan

featuring the works of
Djohn Clement

SEPTEMBER 17 2022 | 4:00 PM - 6:00 PM
THE VAULT, CAPITAL ONE HALL
7750 CAPITAL ONE TOWER ROAD, TYSONS CORNER, VA 22102

For inquiries:
Michael San Juan 571-279-9753
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Maye McDonald 703-807-0962

PROCEEDS TO BENEFIT PAYATAS FOUNDATION

Asian American Chamber of Commerce PACC-DC DC

FROM THE EDITOR

As we embrace the first of the –ber months, we’re gearing up for our music and fashion private fundraiser event on September 17 at 4:00pm, “Musika at Moda” (Fashion & Music) at The Vault, Capital One Hall in Tysons (McLean), VA. This is in collaboration with the Asian American Chamber of Commerce and the Chinese Culture Institute. Minimum donation of \$55 is requested. Please contact Mimi Mishler 571-552-1387, Robert Dizon 571-283-1330, Maye McDonald 703-801-0962, Janet Hixson 703-609-3831, and Cristina Sison 703-266-7227.

This edition we are focusing on corporate social responsibility (CSR) and nonprofits. We’ve asked a few of our members to write about their company’s CSR or the nonprofits they spearhead or support. Thank you to Henry Chan of Phalana, Kitchie McBride of My Learning List, Robert Llamas of SDI, and Rod Mercado and Liza Bautista of Financial Rescue. Also, following the successful debut of our Tips & Hacks column last time, for this issue, we have tips on how companies can start a nonprofit by yours truly for The OMLLI Group, LLC.

Quick welcome to our new Treasurer, Louie Anne Batac-Nguyen of The Sake Mom, LLC; Board Advisor, Rod Mercado of Financial Rescue; and our new members! Check out our Members Page to find out who they are. One last bit of news, we are postponing our Business Summit to next year, so please watch out for future announcements.

I hate to be a broken record but again, as a continuing reminder, we must continue to watch out for our health and wellness within and beyond covid-19. Please continue to follow any recommended health and safety protocols, and as you see fit for yourself. Be safe amidst the ever-growing in-person big crowd events happening these days.

Autumn is the season of change—to think, reflect, and plan our next steps.

Olma Inocentes

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CALENDAR OF EVENTS

- **Musika at Moda (Music & Fashion)**
The Vault, Capital One Hall
September 17, 4pm ET
- **National ACE AAPIStrong Annual Conference in Diversity**
The Renaissance Hotel in DC
September 19-21
- **September M&G: September Blowout**
Balangay DC
September 29, 6pm ET
- **October M&G**
TBA
October 13, 6pm ET
- **Webinar TBA**
October 27, 6:30pm ET
- **November M&G: Spooky Socials**
Lapu-Lapu Restaurant
November 10, 6pm ET
- **Christmas Party**
December



PHALANA

“to thrive, to bear fruit”

Digitization is reducing poverty around the world—What we are doing in the Philippines

Phalana is a not-for-profit organization using mobile technology to lift citizens in the Philippines and other countries from poverty. We do this by redesigning work so that it can be done on mobile phones and, therefore, provide previously inaccessible earning opportunities to citizens.

The World Bank estimates there are over 3 billion global citizens living without "basic needs". They are without proper food, shelter or clothing. In an effort to lift these citizens out of poverty, there are initiatives to build digital infrastructures so that mobile signals are available where needed. These efforts are followed by distribution of mobile phones to citizens. The result? The World bank estimates there are now 1.9 billion citizens in developing countries that have mobile phones. It is quite frequent that households in these countries do not have televisions or refrigerators, but they have mobile phones.

Worldwide programs, such as the Digital Development Partnership ("DPP"), are being formed to bring public and private participants to further the UN Sustainable Development Goals. DPP provides financing programs that enable citizens in developing countries to access the internet. USAID has developed a Digital Strategy 2020-2024 and is funding development programs like fund-assisted mobile pay networks for the un-banked.

In the Philippines, there are ongoing projects to improve the Philippines' digital infrastructure and strengthen the regulatory, business, and innovation environment. Efforts are underway to make the internet more available to Filipinos with limited access. New initiatives for improving digital competency through training are also underway.

At Phalana, we recognize the importance of this "digitalization" movement to provide economic opportunities to the disadvantaged. We recognize the importance of having the internet available to all citizens. But after the digital infrastructure is improved there still needs to be initiatives to increase digital literacy and to develop actual applications that make the internet useful to citizens.

This is the "last mile" problem Phalana addresses. Phalana is working with partners in the Philippines to provide training and provide work that citizens can do on their phones. We redesign work so that it can be done on mobile phones without sacrificing efficiency or quality. Workers now have earning opportunities that were previously unavailable to them because they are either homebound (family caretakers), are without resources (don't own a computer), or are somehow restricted from working (remote distance to workplace).

Phalana has conducted pilot programs in Cebu, where we employed citizens that were previously turned down for data entry work. Employers informed us that 30% to 50% of applicants are turned down because applicants did not have computers at home. These workers also did not have bank accounts, so providing compensation was a challenge to employers. Phalana redesigned the data entry work so that it can be done on mobile phones; enabling the workers to complete their work in equal time with the same quality as those that completed the work on laptop or desktop computers. Phalana then incorporated a mobile pay solution so that un-banked workers could receive payment.

Phalana intends to expand its outreach to more employer partners willing to provide earning opportunities to a new population of Filipino mobile workers. Employers see the value of having this new and untapped pool of trained workers. Simultaneously, Phalana intends to work with partners to reach out and provide training to citizens in remote areas, outside capital cities, where skills and earnings are most needed.



Phalana welcomes any members to join our community. We welcome employers, advisors and funding sources to help lift citizens in the Philippines out of poverty.

Visit our website at www.phalana.com.

About the author: Henry Chan is the founder of Phalana. With over 25 years of international commerce and operating experience, he is now dedicated to global social impact issues.

MY LEARNING LIST



My Learning List is a 501(c)(3) charitable and educational nonprofit with a mission to provide assistance, resources, and information for individualized and self-directed learning to encourage the natural development of all skills and attributes, namely self-confidence and self-esteem.

Our vision is a world that honors learner autonomy and supports meaningful education for all.

We help individuals develop their skills and abilities and use these to achieve their desired personal and career goals. At the same time, this assistance will help improve our workforce, benefiting many businesses and organizations.

Our Why...

Have you met intelligent or smart people and yet, they struggle while in school? Was this you? Or someone dear to you?

Trying to fit a unique learner into a standard program can be challenging. The child or individual may feel inadequate or may feel the lack of skills to become successful - negatively impacting self-confidence.

At the same time, parents and families feel pressured to take extra steps, so their child meets a particular grade level or a performance comparable to others. If this situation persists, it may negatively affect the parent-child relationship. Sometimes, all we need is to see things in a different light.

My Learning List helps increase awareness about the importance of honoring the individual's choices, understanding unique learning needs, and helping learners of various abilities to achieve a lifelong, meaningful, and purposeful education.

Honoring the individual's learning choices and allowing them to explore their interests to discover and develop their gifts, talents, and skills can significantly impact their self-confidence and self-esteem, leading to positive relationships with others. Why is this important? When we feel good inside, we tend to look for ways to help others. We build a better community.

If you recall, from the time we started school, we were always told what books we should read, what classes to take, and what we should learn, regardless of our needs, interests, and passions. We spent about six to eight hours per day or even more trying to understand a topic that we may never put to use. That activity robbed us of the time we could have spent on something we truly wanted to do or explore.

Most of us didn't get to consider, discover, and recognize our interests and passions when we were young. We may have learned a few things in the classroom or by reading a book, but often, we didn't get to use or apply them to solve real-world problems.

Looking back, we primarily studied for tests and examinations. Then, we moved to the next lesson without questioning the significance of our homework or school activities. Notice how we didn't spend enough time honing our skill sets?

My Learning List reminds us that we should explore our interests, discover our gifts, and learn by "doing." We need to develop our skills by doing what we are passionate about and are interested in. It just makes more sense to dedicate time and effort to what we need to learn based on what we want to do.

My Learning List would like to support programs that will help one build skills (certifications, trade schools, workshops).

You can help support our mission, organizational activities and programs through your generous donations, sponsorships, and valuable partnerships.

Our programs include:

- Workshops & Skills Development
 - ◇ Literacy workshops (finance, technology, and health literacy).
 - ◇ Personal, career, and professional development
- Financial assistance (Certifications, Trade Schools, etc.).

Meaningful learning is about following our interests, discovering and developing our gifts, and honing our talents, skills, and abilities. Then, we share it with others by using what we learned in solving real-world problems and helping others, the community, and the world.

My Learning List supports individuals of all abilities with their lifelong learning journey. Please help us make learning meaningful.

Kitchie McBride, MHA
Founder and President



My Learning List®

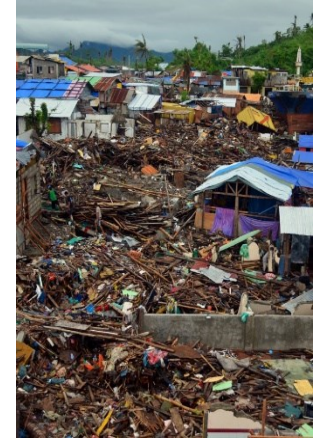
<https://mylearninglist.org>

PROJECT RISE in the Philippines

The Smart Development Institute (SDI), a 501(c)(3) non-profit organization, led by Roberto Llames, President of SDI and a Board Advisor for the PACC-DC, recently launched Project RISE (Resiliency Improvement Support and Education) through a \$140,000 Tevelson Grant Award from the Project Handclasp Foundation (PHF), with our partners, the PTC Group (PTC), and the US-Philippines Society (USPHS). Project RISE aims to help enhance the overall level of resiliency and disaster response preparedness among communities in the Philippines.

The Philippines ranks third (3rd) among all the countries with the highest disaster risks worldwide, according to the World Risk Report, 2018. Our goal is to develop and implement disaster preparedness programs that will initially target five (5) disaster-prone communities to enhance their resiliency and serve as model communities that we plan to replicate to any other community in the Philippines through fund-growth strategies beyond the initial Tevelson Grant Fund above. The five communities include Balayan, Batangas; Bacoor, Cavite; Imus, Cavite; Cabuyao, Laguna; and Iloilo City, Iloilo.

Our strategy is a policy-driven two-pronged approach, utilizing education and technology, while maximizing citizen participation through volunteerism. We plan to encourage Seafarers, who are well versed in disaster preparedness and management, to serve as the core elements needed in developing a program involving Master Trainers and Practitioners of Disaster Preparedness to serve the communities. Our education strategy combines two frameworks, the International Standards Organization (ISO) 22301: Security and Resilience: Business Continuity Management and the Sendai Framework for Disaster Risk Reduction. Our technology strategy plans to utilize smart enabling technologies to deploy predictive analytics tools to provide fact-based, critical, and just-in-time information for decision support and also deploy a community-based mobile app for information dissemination and a platform for government-citizen collaboration.



Tacloban City after Typhoon Haiyan

“We are honored to have played a catalytic role in the launch of Project RISE, a binational partnership in support of resilience-building in the Philippines. Heartfelt thanks to the Project Handclasp Foundation, and to the leadership of SDI and PTC for turning this remarkable initiative into a reality.” — AMB John Maisto, President, US-Philippines Society

On June 25, 2022, a US-Philippines Society delegation led by US AMB Thomas Hubbard (Ret) visited Balayan, Batangas to look at Project RISE in action and met with the Municipal Government lead by Mayor JR Fronda and Councilor Carlos Ermita-Alvarez to discuss current state and expansion plans for Project RISE.



25 JUNE 2022: US-Philippines Society delegation visit and meeting with Mayor JR Fronda and Councilman Carlos Ermita-Alvarez

As we move forward completing the implementation of Project RISE in all five (5) targeted communities, we are looking forward and are excited to execute our fund-growth strategies to expand Project RISE into other communities in the Philippines and expand our collaborative partnerships with other organizations such as, the PACC-DC.

SDI, based in Falls Church, VA, helps transform communities into Smart Communities addressing sustainability and resiliency issues through policy-driven technology solutions to improve the quality of life of its citizens.

The PTC Group, based in Manila, has emerged beyond crew management to offer an integrated value chain of services which include Shipping, Real Estate, Energy, Hospitality and Leisure, Aviation, and International Professional Placement. One of its key missions is to transform and empower communities through education in order to promote quality of life and a sustainable environment.

The US-Philippines Society, based in Washington DC, builds upon the rich and longstanding historical ties between the United States and the Philippines, bridging gaps and fostering collaboration between US and Philippine-based entities that benefit the American public and the people of the Philippines.

FINANCIAL RESCUE WITH A HEART

By Liza Bautista for Financial Rescue

Financial Rescue, or FR, is a California based company that provides a wide array of financial services and solutions to consumers and small businesses nationwide. Since its inception more than a decade ago, FR has helped hundreds of thousands of consumers achieve financial freedom through their financial programs such as debt relief, personal and business loans, and life insurance. With FR laser focused on achieving long-term profitable growth and building a stronger company for the future, the company is determined to do so in ways that deliver greater societal value - the reason why its CEO and President, Rod Mercado, recognizes the importance of Corporate Social Responsibility (CSR) in the company's long-term strategy. Over the years, he has built FR's CSR initiatives around 4 pillars:

- Community Impact
- Integrity and Ethics
- Responsible Employer
- Customer Commitment

Community Impact

FR actively engages with various non-profit initiatives and advocacies to strengthen and better the communities in which it operates, focusing its philanthropic resources and community engagements through partnering with core non-profit organizations that align with their purpose, values, and focus areas.

In 2016, FR formed the SF Financial Rescue Lions Club, the first corporate Lions Club in California. Over the years, the club has participated in various Lions International Club projects in the US and other countries through cash and in-kind donation or active volunteerism, such as conducting health fairs, free eyeglasses for kids, books, school supplies, Toys-for-Tots, and free financial literacy seminars, and during the height of the pandemic, FR set-up a national hotline for the frontliners needing financial relief programs.

FR's CEO Rod Mercado also supported the ABS-CBN's Bantay Bata Foundation by making a financial donation to build the Kabuhayan Building in the Philippines. Rod was the first ABS-CBN Bantay Bata Ambassador.

Integrity and Ethics

FR adheres to robust standards for integrity, ethics, and compliance. The reputation of FR as an ethical, fair, and honest company is paramount. The industry that FR belongs to is subject to significant regulatory compliance obligations and the company's ability to successfully monitor and respond to regulatory requirements is critical to its success. FR is proud to claim that it has maintained its high standards and remain a highly ethical and compliant company.

Responsible Employer

FR strives to be responsible and progressive employer that values diversity and inclusion.

The company believes that its employees are critical to maintaining positive customer relationships and contributing innovative ideas to improve their overall experience. Because of that, FR is committed to fostering employees' individual growth and performance so that they can contribute to the company's collective success. FR recognizes that inclusive cultures and diverse teams perform better, thus, is mindful of workforce diversity and fosters an inclusive culture throughout the organization.

Customer Commitment

FR anticipates the needs of its clients and consumers and offer services, solutions, and customer experiences that help them protect what matters most. As a company serving hundreds of thousands of customers nationwide, FR's primary responsibility is to uphold its values while protecting what is most important to their customers. FR believes that its success is dependent on providing high-quality financial solutions and services to their customers, and their ability to understand and adapt to customer needs.

For the past years, FR has witnessed its clients, consumers, and communities face many challenges, but FR has remained steadfast in implementing their CSR initiatives, and optimistic that by bringing together collective strengths, they can turn these challenges into opportunities to create a better world.



Rod Mercado
CEO & President



TIPS & HACKS

How to Start A Nonprofit

By Olma Inocentes



It's not as easy as you think but bless your kind heart for thinking of starting a nonprofit to help others. Here are some basic steps you need to do. Note that each step opens a whole can of worms you have to deal with as the tips provided here are just to get you started.

1. Research, Research, Research.

Questions to ask yourself: Is a nonprofit the best way for me to help others? What need am I fulfilling? What is my mission? Are there many groups in my community that are already doing what I want to do? How much will it cost? Do I have the proper resources and support at start-up and in the future? How easy or hard is it to find funding?

2. The 5 Ws Plus: Who, What, When, Where, Why and How?

Who: Your board of directors, your volunteers or maybe employees, the professionals you will need to consult with and anyone else you may need.

What: What are the things you need to do and consider? Create a business plan detailing your mission, organizational structure, budget (at least 3 years), marketing plan and resource development.

When: Starting a nonprofit involves a lot of paperwork, so you will need to consider when you will file all that at the local, state and federal level. Remember that states may have different rules and regulations. The federal level is essential as that is where you will need to file for tax-exempt status.

Where: Finding the right experts, legal and financial, is crucial. It is best to find a lawyer and/or accountant with direct experience working with nonprofits. Try your state's bar association, or association of nonprofits, or try searching for a nonprofit organization specializing in helping other nonprofits.

Why: You need your "why" as this is the core of your nonprofit and the appeal you will need to attract the right people and resources.

How: How do you create and maintain a nonprofit? The creation of a nonprofit involves the local, state and federal filings needed to establish the nonprofit's legal identity. It is worthy to note here, although it will not be discussed, that even before a nonprofit is even recognized as tax-exempt under the Internal Revenue Code Section 501(c)(3), donors can still support its cause through a fiscal sponsorship arrangement.

3. Establishing Your Legal Identity

Depending on the state's laws on formation, there may be several requirements, but you will need to at least reserve or register your nonprofit's corporate name and file articles of incorporation. You can certainly do it on your own, but it is highly recommended to consult with appropriate legal counsel or accounting professional for this step.

4. Filing for Federal Tax-Exempt Status

The IRS has a dedicated page for this that you will find helpful [IRS Stayexempt](https://www.irs.gov/charities-and-nonprofits) (stayexempt.irs.gov). To be recognized by the IRS, your nonprofit must be a trust, a corporation, or an association. Make sure you file the correct forms.

5. Continuing Compliance

Just because your nonprofit has been created and is running doesn't mean you're done with the legalities, especially as your nonprofit thrives and expands. As with any corporation or legal entity, you will need to know what local, state and federal laws are applicable to your nonprofit and continue to be compliant with all of them.

Long story short? Really think it through and once you decide to go ahead, seek expert help.

Resources:

<https://www.irs.gov/charities-and-nonprofits>

<https://www.councilofnonprofits.org/tools-resources/how-start-nonprofit>



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MEMBERS BULLETIN BOARD

Help Wanted!

Reliable babysitter for occasional care of 2 girls (4 & 2 y.o.) in Stafford, VA. Sept 18, 21, 22 and a few dates in October. Please contact Louie Anne at 201-406-8200.

Join the PACC-DC!

Membership Benefits

PACC-DC

Our Vision

To expand and strengthen Filipino-American entrepreneurship and business development activities in the greater Washington, D.C. area, and to become a meaningful force in the growth and development of communities within the region.

Our Mission

To develop programs, seminars, and events that have a positive and lasting impact on the business community; to connect and foster open and consistent communications across all our communities; to support and augment all our members; and to organize and foster community outreach initiatives that benefit the entire region.

Business Development Connections

- Calendar of events & meetings offering networking and business development opportunities
- Priority registration and discounted event ticket pricing for members
- Sponsorship opportunities at networking events as well as e-newsletter, social media, and website
- Listing in and access to PACC-DC business directory and members-only resources
- Post job and partnership opportunities on the PACC-DC website and Newsletter
- Creating collaboration and business opportunities with fellow members
- Connections to local businesses, other Chambers of Commerce, and to SBA and Minority Business Development Agency (MBDA) as well as other business organizations

Learning & Support

- Access to recognized industry experts, speakers, and thought leaders
- Mentorship opportunities with key business leaders
- Webinars on topics of interest

Advocacy

- Networking and advocacy opportunities with leading federal, state, and local officials

Reminder: Kindly pay your 2022 dues

Pay Online: <https://www.pacc-dc.org/membership-renewal>

Pay with Venmo: @PACC-DC

Contact Treasurer: Louie Anne at lbatacnguyen@gmail.com

A WARM WELCOME TO NEW MEMBERS!

Member Name	Business/Employer
Alexander Klosner	M&T Bank
Anavic Canlas	Built-In Besties
Aldous Mina	PGC Group
Gregory Wolfson	Borderline Media Company
Rod Mercado	Financial Rescue, LLC
Audrey Valerio	Desserts by Audrey
Erika Salvador	Carevana Home Health, Inc.
Amelie Bumatay Brasher	Keepsakes Photo Booth
Eden Moore	Eden Collection and Entertainment EKG Production LLC
Aaron Canlas	Canlast Productions
Beau Canlas	SNRG Music
Erwin Villarias	Balangay Restaurant
Robert Tanghal	DBE Home Improvements
Frances Tejada	Eastern Automotive Group
Margie Dumadag	Petal Burst Designs by Margie Dumadag LLC

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