

Hapinoy Project Bagong Araw Expans Thanks to the Support of Sun Life Financial

Project Bagong Araw (PBA) was launched April 2014 to address the devastating aftermath of Typhoon Yolanda. The project provided Nanay (mother) micro-entrepreneurs the assistance they needed to rebuild what they lost in the typhoon. It included training, access to capital via partner microfinance institutions and a store makeover. January of 2015, our first 354 Nanays from Visayas graduated from the program and 22 of them became Hapinoy Ambassadors.

One and a half years after Yolanda—considered to be the strongest typhoon the Philippines has witnessed, our Nanays are now happily running their stores. Some are even expanding to different businesses. One such Nanay is Nanay Bella Sadongdong. Aside from her sari-sari store, Nanay Bella is now offering new services including airtime loading and money remittance which she acquired with Hapinoy’s assistance.



Nanay Bella in her store in Tacloban, Leyte

Nanay Bella’s store is located within the vicinity of the Eastern Visayas Regional Medical Center. Thus, her customers are mostly relatives of those in the hospital, needing immediate treatment. Since offering mobile financial services, her store has become a vital establishment, a literal lifesaver, for the hospital and its patients. “Masaya ako sa money remittance ko dahil nakikita kong nakakatulong ako sa kapwa ko. Minsan nga inihatid ko pa yung mga padala nila sa loob kasi hindi talaga nila maiwan mga pasyente nila.” “I am happy that my new business is able to help a lot of people. Sometimes, I even have to deliver the remittance money inside the hospital because some of my clients cannot afford to leave their relatives alone.” From having her entire house washed out by

the typhoon to now being able to serve her community through her thriving business, Nanay Bella’s determination and strength as a mother and an entrepreneur is truly amazing.

Hapinoy is continuing to work with Nanays (women microentrepreneurs) in Leyte in the hopes of assisting more Nanay Bellas. This year Project Bagong Araw Year 2 is supporting 120 women microentrepreneurs in Tacloban City.

Made aware of the accomplishments of Hapinoy’s Project Bagong Araw for livelihood rehabilitation in disaster hit areas, the Office of the Presidential Assistant for Rehabilitation and Recovery (OPARR) and the Philippine Disaster Recovery Foundation (PDRF), has cited the project as one of the best practices in helping micro-enterprises recover.

Furthermore, recognising the power of the program to startup and uplift micro-enterprises, the Government of Canada has extended a multi-year grant as part of their development support to the Philippines. Hapinoy will now be able to roll out Project Baging Araw: PREMIUM (PBA: PREMIUM), covering 1700 more micro-entrepreneurs. This is in line with the country and the Government of Canada’s aim of going beyond providing aid by ensuring that beneficiaries are being equipped and empowered towards resiliency and holistic improvements. Thus the project includes the development of

micro-insurance to be offered to the Nanays. Alongside Hapinoy's integrated livelihood rehabilitation program, the micro-insurance will ensure long-term benefits for the Nanays and their businesses. Hapinoy is honored to have received the trust and support of such institutions but most of all, we are glad that PBA continues to evolve to better assist our fellow Filipinos in Leyte, especially the micro-entrepreneurs striving to get back on their feet.

As Hapinoy moves forward towards PBA: PREMIUM, Hapinoy looks back at how it all began. Project Bagong Araw would not have been possible without the generous support of **Tanging Yaman Foundation, Inc.** Hapinoy is thankful for **Tanging Yaman Foundation, Inc.** whom we share the same vision of creating a holistic program—one that does not only addresses our Nanays' immediate needs but also ensures their sustainable and continuous recovery. PBA 1, 2 or Premium would not have been a possibility without **Tanging Yaman Foundation, Inc.**

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