

Will you be the one to name

K *The NEW* KILAPSAW

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A MESSAGE FROM OUR FOUNDER



Another year has blessed CARD MRI and as we journey on toward our enriched commitment to the quality of life, we take with us our classic values of family, humility, and simplicity. It is an exciting road ahead which we all strive to make the best of. Already accomplished within the first months of the year are events and activities directed toward service for our beloved clients.

There are, of course, more to expect in the following months. Our creative, resourceful people would always find better ways to serve our clients - this time even going far beyond the financial realm. Health, education, and many other elements of development are now part of our goal. We are here to fight poverty in all ways we can.

True service always bears fruit, and we share the success all together. Development might still be a long road ahead, but with our hearts in the right place, we are sure to make it.

Jaime Alip
Dr. Jaime Aristotle Alip
CARD MRI Founder and Managing Director

BACK-TO-BACK VALENTINE'S CELEBRATION

"Mas lalo kong naramdaman na mahal pala talaga kami ng CARD!" said MBA President Pascuala Genoso last Valentine's Day, February 14, 2013.

The day was CARD MRI Development Institute's 13th anniversary and was a Memorandum of Agreement (MOA) signing between CARD Inc. and the Social Security System (SSS). The two events were put together and were held at CMDI Tranca, Bay, Laguna.

SSS President Hon. Emilio De Quiros and SSC Commissioner Atty. Ibbara A. Malonzo gave a message on the SSS benefits in store for CARD members and employees.

Outstanding resource persons and facilitators of 2012 were recognized. Those for CARD Inc. were Armelyn Divina, Josef Leron, and Vicente Briones; for CARD Bank Inc, Zabeth Opis and Bevic Lualhati; for BDSF, Clarissa Dimaculangan; and for CARD MBA, Vener Abellera and Christopher Comia.

The most frequently visited units during trainings were also awarded. These units include CARD Bank Bay, San Pablo, and Nagcarlan branches; CARD SME Bank Calamba unit; and CARD Inc Pagsanjan and Sta. Cruz units.

Certificates were awarded by CMDI's Sr. Adviser, Dr. Ike Na-



CARD MRI's Valentine's Day gift to its clients: new SSS benefits!

varro and CARD MRI Managing Director Dr. Jaime Aristotle B. Alip together with some members of the executive committee: Ms. Flordeliza L. Sarmiento (CARD, Inc/RRB), Ms. Elma Valenzuela, Ms. Dolores M. Torres (CARD Bank, Inc.), Ms. Lorenza Dt. Banez (CARD Bank, Inc.), Ms. Jingle Perreras (CARD SME Bank, Inc.) and Ms. Cynthia B. Baldeo (CARD SME Bank, Inc.). *Analeen Suelto*

In the next issue:



From left to right: The CARD BDSFI Likha ni Inay Fashion Show, CARD MRI participates in Gawad Kalinga's Bayani Challenge, and the Zero Dropout Road Show.

What else would you like to see?

Be a Corporate Communications Contributor! Send us a topic or theme that you would like to see in the next issue. You can also send a picture or video that you took yourself or an interesting article you wrote. Mail us your contributions at cardmri.corpcomm@gmail.com!

Kilapsaw, the CARD MRI Quarterly Newsletter, will be undergoing a major transformation in its next issue, which will also include a change in its name—a name that will carry CARD MRI's passion for serving the poor and its commitment to its advocacies. So, if you have a knack for naming, you might be the one to name our newsletter!

All you have to do is send us an email at cardmri.corpcomm@gmail.com and if your suggestion gets chosen, your name will also be properly credited in the our next issue along with Kilapsaw's new name. Hurry up and name the new Kilapsaw now!

FIRST QUARTER HIGHLIGHTS



Photo credit to Cyrene Lubigan



Photo credit to Marlie Abela



Photo credit to Allan Samonte

1 MFIs for Health: 18 Microfinance Institutions (MFIs) to Collaborate

"When we deal with poverty alleviation, we provide our poor clients with quality financial services. We have gone beyond this. We now provide our clients with health services which are of quality, affordable and easily-accessed," said Dr. Jaime Aristotle B. Alip, the Founder and Managing Director of the Center for Agriculture and Rural Development Mutually Reinforcing Institutions (CARD MRI), during the Memorandum of Agreement Signing on February 11, 2013 in Makati City. The Joint Microfinance and Health Protection Program, or MFIs for Health, will make available to a total of 4.4 Million clients the health resources of the 18 MFIs who signed. With this, their clients now have wider and easier access to quality and affordable health services. The first joint activity of the group is a community health day in La Union on February 15 to 16, 2013 to be hosted by the ASA Philippines. Free medical consultation and discounted medicines will be provided. *Cyrene Lubigan*

2 MFIs for Health Starts Community Health Day Series

MFIs for Health, a program initiated by the Center for Agriculture and Rural Development Mutually Reinforcing Institutions (CARD MRI) and joined by other microfinance institutions (MFIs) in the Philippines kicked off its Community Health Day series on February 15 and 16, 2013 at the Bacnotan Municipal covered court in Bacnotan, La Union. The activity reached to a total of 570 members and dependents of the collaborating MFIs, who received free medical and dental check-ups, tooth extraction, and 50% discount on safe and quality medicines.

The two-day activity was hosted by the ASA Philippines in coordination with MFIs for Health partners, and the Local Government and Rural Health Unit of Bacnotan, La Union. Officers, medical doctors, and nurses from CARD MRI, ASA Philippines, Kabalikang Para sa Maunlad na Buhay, Inc. (KMBI), and Tulay Sa Pag Unlad, Inc. (TSPI), and volunteer Barangay Health Workers (BHWs) provided the medical services. *Sylvia Inciong*

3 CARD MRI Joins PhilHealth Fun Run

CARD Mutually Reinforcing Institutions (CARD MRI) supported the recently concluded "PhilHealth Fun Run 2013: Nationwide Run for Mother and Child Protection" which was held simultaneously in the country last February 17, 2013. A total of 388 staff from CARD Inc., CARD Bank, CARD SME Bank, CARD MBA, BotiCARD and CMDI from the Head Office and different areas actively participated in this fun run, which aimed to support the universal health care and coverage for mother and child protection.

Since 2005, CARD MRI has an ongoing partnership with PhilHealth, answering a long-time request of its clients, through which its more than 1.5 million clients are able to access the national health insurance program. Through this partnership, CARD MRI clients can enroll in PhilHealth and avail its services in the form of health loans that are paid weekly. *Sylvia Inciong*