Project Ugnayan beneficiaries reach over 7.6 million people in Greater Metro Manila poor communities

Project Ugnayan, the fund-raising initiative led by top business groups in cooperation with the Philippine Disaster Resilience Foundation (PDRF), reached over 7.6 million people in the vulnerable communities of Greater Metro Manila.

“As we close, we wish to reiterate our wholehearted thanks to all our generous Donors for making this project possible. By coming together in a Bayanihan spirit so quickly, we were able to create a program of this scale and importance. This unprecedented assembly of so many of the country’s corporations and business families coming to the assistance of the most vulnerable in our society illustrates and speaks of the heart and generosity of the business community.

Our special thanks go to the 10 Bishops of the Dioceses in Metro Manila, Rizal, Bulacan, Cavite, and Laguna, as well as to Caritas Manila under the leadership of Father Anton Pascual, and the network of Parish Priests, Volunteers, and Barangay Captains who distributed the gift certificates door-to-door in the lowest-income communities of Greater Metro Manila. We appreciate the swiftness and efficiency of their work under very difficult conditions and over very long hours each day,” said Project Ugnayan Lead, Fernando Zobel de Ayala.
“We are grateful for this opportunity to be part of this business community effort to help people in a time of crisis. This is a movement we should nurture as we prepare to let people return to work and to re-start our economy in the post-quarantine period.” said PDRF Co-Chairman Jaime Augusto Zobel de Ayala.

“The unity in diversity demonstrated by Project Ugnayan reveals the private sector’s serious commitment to help our country recover from the lost economic momentum because of the pandemic. We are proud to be part of this extraordinary collaboration of industries which will prove most valuable in getting the economy back on track,” PDRF Co-Chairman Manuel V. Pangilanin said.

According to Father Anton CT Pascual, Executive Director of Caritas Manila, the initiative earned praises from Archdiocese of Manila Apostolic Administrator Bishop Broderick Pabillo, San Pablo Bishop Buenaventura Famadico and other Prelates of the Suffragan Dioceses of Manila. The Prelates thanked the businessmen and private organization who collectively help to make Project Ugnayan possible.

“The true spirit of Easter is about hope and has special significance in these difficult times. We thank all the generous benefactors of Project Ugnayan for this opportunity to fulfill a great mission of compassion for our vulnerable brothers and sisters. Your gifts have warmed their hearts and uplifted their spirits,” Father Pascual said.

Caritas Manila’s Project Damayan, the project’s main distributor of emergency cash through P1,000 supermarket gift certificates has so far reached 1,070,854 families or 5,354,270 people. It is on target to deliver gift certificates to 1,366,495 families or 6,832,475 people by Wednesday, April 15 (the original end-date of the Enhanced Community Quarantine). ABS-CBN’s Pantawid ng Pagibig has reached 238,854 families or 1,194,270 people through food packs delivered through Local Government Units. They will reach a total of 631,921 families or 3,151,605 people by the end of their program.

ADB and the Government’s Bayan, Bayanihan has delivered food packages to 13,370 families or 66,850 people through the Philippine Army and DSWD. ADB has provided funding to reach 80,000 families or a total of 400,000 people.

Jollibee’s FoodAID program delivers ready-to-cook chicken to low-income families from its commissary through a network composed of Don Bosco, Caritas Manila, and the Samahan ng Nagkakaisang Familia ng Pantawid (SNPP). So far, they have delivered to 199,491 families or 977,455 people. They are targeting to reach 500,000 families or 2,500,000 people by end-April.
“In sum, Project Ugnayan and its Partners have reached 1,522,569 families or 7,612,845 people in just over three weeks. This number will rise as all deliveries have already been programmed by the partners,” said Fernando Zobel de Ayala.