



PHILIPPINE  
DISASTER  
RESILIENCE  
FOUNDATION

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PRESS RELEASE

## **PDRF, PayMaya launch donation campaign against climate change**

**SEPTEMBER 20, 2021, MANILA**—The Philippine Disaster Resilience Foundation (PDRF) and PayMaya have launched a donation drive supporting the World Humanitarian Day (WHD) campaign against climate change. PDRF will use the cash donations to buy seedlings for its partner communities and organizations for their tree planting activities.

PDRF President Butch Meily highlighted the crucial role played by the private sector in contributing to the fight against climate change.

“There are a lot more social investors now in the world and they're looking for investments that are both profitable and socially good. We could perhaps use that to help the LGUs and the other officials here work on climate change and the non-profit organizations as well,” Meily said during the [WHD Climate Forum](#) organized by UN OCHA and PDRF last August 19.

Moreover, PayMaya expressed its commitment to provide digital financial solutions accessible to all and environmentally sustainable.

“We all live on the same planet, but the effects of climate change are felt more strongly by the most vulnerable communities, including the unbanked population. That's why at PayMaya, we are committed to accelerating fintech adoption to ensure that no one gets left behind. Going digital and cashless can help create a more inclusive society and a more sustainable planet for #TheHumanRace,” said PayMaya Public Affairs and Communications Head Nick Wilwayco.

World Humanitarian Day is an annual campaign by the United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA) and humanitarian partners celebrated every August 19 with a specific theme advocating for the survival, well-being, and dignity of people affected by crises and the safety and security of aid workers. This year's theme, #TheHumanRace, highlights the impacts of the climate emergency on the hardest-hit communities and aims to have their voices heard when world leaders meet at the UN Climate Change Conference (COP26) in November 2021. For more information, visit <https://www.worldhumanitarianday.org/>

The campaign will run until September 31, 2021. Donate now via [pymy.co/donatepdrf](http://pymy.co/donatepdrf) and plant a seed for our planet's future.

PDRF and Paymaya also have an ongoing donation drive as part of disaster response initiatives to the COVID-19 pandemic and Taal Volcano eruption.

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### **About PHILIPPINE DISASTER RESILIENCE FOUNDATION**

Philippine Disaster Resilience Foundation (PDRF) is the country's major private sector vehicle and coordinator for disaster resilience. As an alliance of businesses dedicated to building the disaster risk management capabilities of the private sector in the country, PDRF aims to contribute to sustainable development and the general welfare of the Filipino people. For more information, visit [www.pdrf.org](http://www.pdrf.org).

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