THOUSANDS of FILIPINO CHILDREN are smiling because of YOU.
A MESSAGE FROM THE CHAIRMAN

In 2018, propelled by ABS-CBN’s belief that digitization, diversification and expansion of audience would render the way we deliver our services in the best way possible, ABS-CBN Foundation International (AFI) undertook initiatives towards this new direction.

During the recent holidays, for instance, AFI launched its first digital concert fundraiser with the Gifts of Love Online Holiday Celebration, an online telethon that helped raise funds for our Gifts of Love campaign. This global outreach event was for the children in the Philippines with various necessities like food, clothes, and school supplies. This digital concert targeted primarily Filipino American millennial entertainers to draw more youth involvement in AFI programs. We also participated in TFC Live’s 1st ever TIKIM Filipino Food Fun Run which was held in San Mateo and Los Angeles, California, Toronto, Canada and Tampa, Florida. AFI was the beneficiary of this innovative idea by the ABS-CBN Global Events team. By registering and joining the fun run, each participant provided meals for 10 malnourished children. AFI’s Bantay Bata 2000 program feeds 300 children with one nutritious meal a day during school time. TIKIM helped us reach out to new donors for the program.

The TFC Unity Cup Golf Tournament and Charity Gala hit a milestone with over $250,000 funds raised in 2018. We will add even more exciting new features of this event in 2019. Aside from the new Gifts of Love campaign, AFI took part in several events around the U.S., bringing the message of “making a difference, one community at a time.” We were in ASAF Live in Honolulu, Pitahay Parade & Festival and Kalyasaan celebrations in San Francisco, Fiesta Mo Sa Florida in Kissimmee, the Philippine Disaster Relief Organization (PDRO) Golf Cup in Los Angeles, among many others.

Putting these all together, you have an AFI that has been unique in combining the power of media, new technology and well-established programs of service, underpinned by trust and responsible stewardship of your donations. I am most thankful for your support and commitment. I look forward with great confidence in 2019 that we can all join hands anew in nurturing a present and building a future that we all deserve.

Sincerely,
RAFFY L. LOPEZ
Chairman of the Board
ABS-CBN Foundation International