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– Bishop Efraim Tendero,  
PHILRADS  
general director

### Our recommendation and fit within overall Initiative

We recommend this project because it addresses critical needs for refugees of civil and economic turmoil in the southern Philippines. This project is an integral part of the Initiative, which works to improve standards of living on the island of Mindanao. Approaches taken by this Initiative include building literacy and job skills, fighting child trafficking and providing clean water, sanitation and health services.

# Mindanao Affordable Housing Project



Gina Sanchez, 33, cuts a steel bar to be used as a beam in one of the houses of a new community. Her labor earns equity in a home she will own with her husband and four children in Butuan City, Philippines.

### Summary

**Year-one investment:** \$70,800  
**Total investment:** \$141,600  
**Expected change:** 360 lives  
**Cost per life impacted:** \$393.33  
**Project duration:** 24 months  
**Sector:** Economic Empowerment  
**Organization:** Philippine Relief and Development Services (PHILRADS)  
**Location:** Philippines  
**Geneva Global ID:** 060163  
**Delta Score:** (What's this? See page 6.)

0.2

## Expected Change

An investment of \$141,600 expands PHILRADS' program to provide decent housing for poor refugees of civil unrest and economic instability. A total of 360 people will be impacted, some in multiple ways:

- **360 family members** gain safe and permanent housing through ownership in new communities
- **60 family members** gain construction skills, providing the basis for long-term livelihoods

## Project overview

Displaced by armed insurgents or economic instability, thousands of Filipino families become squatters living in shanties — often along the banks of polluted urban rivers. This project will train Filipino families to help build safe and healthy new communities, using their labor as “sweat equity” to help pay for houses they will own. Hundreds of families will gain permanent homes, and family members will learn construction skills that can provide long-term livelihoods.

## Vision

*Bishop Efraim Tendero*  
*PHILRADS general director*



*Bishop Efraim Tendero, PHILRADS general director*

“The project envisions a transformed and vibrant community through a holistic approach beginning with the provision of a decent home, land, economic and social opportunities, thereby fulfilling the communities’ total needs — spiritual, social, physical and material needs.

“PHILRADS seeks to assist persons and families severely affected by disasters to stand back on their feet and restore and enhance their capacity to earn a living, and to improve the quality of life in depressed and needy communities through various relevant and appropriate programs such as housing, livelihood and access to basic services like education, health care, skills enhancement and enterprise credit.

Tendero serves as national director of PHILRADS’ parent, the Philippine Council of Evangelical Churches, composed of 20,000 churches, para-church organizations and mission groups.

“Generally, we work with people in vulnerable situations. We respond to disaster and post-disaster situations. We

**“We seek to ... enhance opportunities for livelihood, access to services and implement relevant programs that restore ... self-worth and dignity.”**

also engage in development activities in partnership with other players and developmental actors in target communities. [People in these communities,] as manifested in their meager incomes [and] limited livelihood opportunities, lack suitable shelter [and have] difficult access to social services and low educational attainment. We seek to contribute to enhance opportunities for livelihood, access to services and implement relevant programs that restore their self-worth and dignity.”

## Snapshot



**What’s wrong**  
PHILRADS has experience in homebuilding projects, but not with beneficiaries providing sweat equity toward ownership. A partner in this program has a successful track record in such projects.

**What’s right**  
Local government provided site improvements such as roads and utilities. Homeowners will pay \$100 a year for 15 years, to fund community facilities and services.

## Project budget

Items	Year 1	Year 2	Total
Materials for concrete work	24,958	24,958	49,916
Carpentry materials	12,150	12,150	24,300
Administrative costs	9,900	9,900	19,800
Roofing materials	7,631	7,631	15,262
Electronics materials	2,699	2,699	5,398
Plumbing materials	2,662	2,662	5,324
Project origination	3,672	3,672	7,344
Independent monitoring and evaluation	2,268	2,268	4,536
Account management	4,860	4,860	9,720
<b>Total</b>	<b>\$70,800</b>	<b>\$70,800</b>	<b>\$141,600</b>

This project will require \$133,000 in addition to the grant requested through Geneva Global. Of that amount, \$66,500 has been secured from another donor for the first year of the project. The remaining \$53,500 for the second year has yet to be raised.

## Picturing Life Change



Antenor Villamor (center) helped clear ground and assisted steelworkers building houses in return for equity in a new home for his family. In August 2007, he and his wife Marreon (left) met with project manager Roseller Espere in one of the new houses.

## Key implementer data

### Project investment vs. annual budget

- First-year project investment is 16 percent of PHILRADS' total 2006 income
- PHILRADS has four full-time staff, two part-time staff and one volunteer workers

## Up close

Antenor Villamor, 32, lives in Butuan City. He was unable to afford a home of his own before joining the PHILRADS program.

"Just like any other head of the family who has no stable means of livelihood, I aspired to have a decent house. To have a house from this program for me is a great accomplishment for my family, considering that at present my source of income is only through raising two female hogs. That is why when there was a call for the recipients to render sweat equity for the construction, I didn't have a second thought in volunteering to clear the area, help the steelworker in cutting steel bars and help in filling the cement blocks."

## Track record

PHILRADS, which registered with the Philippines government in November 1980, is the relief and development arm of the Quezon City-based Philippine Council of Evangelical Churches (PCEC). PHILRADS works with local churches in ministries for the poor and needy.

PHILRADS' services include:

- **Disaster preparedness and response.** PHILRADS equips local churches with technical expertise on disaster prevention, preparedness, mitigation and response. The organization also provides resources for relief operations.
- **Rehabilitation programs.** Relief efforts are followed up via housing, livelihood and medical aid to disaster victims
- **Community development.** Sustainable development programs, include long-term poverty alleviation projects in depressed or disaster-stricken communities
- **Leadership and institutional development.** PHILRADS trains and equips local people on organizing and leadership building, strengthening community-based organizations into functioning institutions
- **Research.** PHILRADS provides a database of information on the needs of churches and the status of their ministry in meeting people's needs. The organization documents implementation of projects and programs to capture learning on projects' content, process and impact. PHILRADS also provides information on national sociopolitical and economic trends.

Between 2001 and 2006, PHILRADS' disaster relief and rehabilitation efforts have benefited 12,000 families. In 2006, PHILRADS helped more than 1,000 families rebuild their homes in the wake of a typhoon that devastated the Bicol region.

In August 2006, the organization completed construction of 38 houses in Aurora province for families affected by typhoons and floods that ravaged Central Luzon in 2004. PHILRADS plans to build 200 new homes for disaster victims in Legazpi City and three surrounding towns.

In Mindanao's Butuan City, PHILRADS began funding construction on the first of the 60 homes that this grant through Ge-

### Depth analysis

#### Urgency



Relates to critical unmet needs and underserved people and the window of opportunity to achieve optimal results.

#### Essential need



Based on a hierarchy of needs with life and death issues scoring high, promoting self-improvement scoring low.

#### Depth of impact



Identifies how thoroughly projects affect individuals. Complete or thorough transformation scores high. Light impact or difficult-to-measure results score low.

#### Endurance of impact



Refers to how long changes last among individuals. Life change that lasts a lifetime scores high. Life change that diminishes and needs to be replenished scores low.

neva Global will make possible. "I've seen it a number of times. ... I believe it's achieving its goal as far as the houses are being built," says Pastor Arnie Suson of Victory Christian Fellowship in Cagayan de Oro City. Suson has a degree in civil engineering. As of July, 20 houses had been completed.

In 2000, PHILRADS launched a microfinance program in Cebu province, Philippines. Though not funded by this grant, PHILRADS also provides a savings program to help women build capital and increase family incomes, as well as a literacy program for children.



## Risk analysis

Aggregated project risk. This score is a compilation of six categories of internal and external risk for this project.



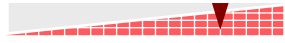
### Context



Reflects regional risks outside the organization's control that could prevent project goals from being achieved.

Poverty, sporadic armed violence and civil unrest afflict the region, driving migration to cities and creating heavy demand for affordable housing.

### Clarity



Refers to clear links among project design and scope and estimated Life Change impact, and reflects design risks.

PHILRADS has some experience with housing construction, but none in which beneficiaries are repaid for their labor with home ownership.

### Coherence



Refers to clear links among the project, the organization's experience and the Strategic Initiative goals, and reflects related risks.

Completion of the project depends on an adequate supply of skilled workers, and on beneficiaries' willingness to do the work asked of them.

### Credibility



Refers to the organization's reputation, and reflects risks related to the organization's governance and integrity of its leaders.

Project leadership is capable, and the project is proceeding well, a local reference says. Success depends on the support of local government and businesses.

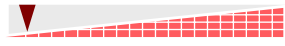
### Capability and capacity



Refers to the organization's ability to achieve project goals, and reflects risks related to leadership, staff and finances.

Project coordinator Jones Dizon has experience with Gawad Kalinga's successful sweat equity projects. However, PHILRADS is heavily reliant on partners in this project.

### Continuous improvement



Refers to the organization's record of monitoring, evaluating and improving projects, and reflects related risks.

Project team meets weekly with municipal housing authorities to report on the project's status, and provides financial reports.

## Overall key risks

- PHILRADS has some experience with homebuilding projects, but none in which beneficiaries contribute labor toward their equity in home ownership. However, PHILRADS is partnering with Gawad Kalinga, a Mandaluyong City, Philippines-based organization that has proven successful in such programs.
- PHILRADS relies heavily on local partners for construction project management.

## Up close

*Marreon Villamor and her two children were unable to afford a home before her husband Antenor joined the PHILRADS program. She joined PHILRADS' savings program, which complements the housing project.*

"The housing program and the other programs that been lined up for the beneficiaries will really help us in our livelihood, and further give us hope for a better future. One of the programs that I joined in is the savings group. Our savings at present are not big, but little by little each of us understood the concept of saving. Through savings we were encouraged and given hope that in the future we will reap good things from what we invested. Through savings we also learned to spend our resources wisely and avoid the things that drained our finances like cigarettes, liquor and other vices. It might not be easy to leave these vices, but slowly we will see the changes. We also appreciate the spiritual encouragement we have from each other."

## Who is Geneva Global?

Geneva Global Inc. is an advisory services firm providing independent research and guidance for highly effective and rewarding giving within the developing world. Beginning with careful listening and leveraging extensive field expertise, Geneva Global provides a combination of insight, access, and influence so donors can invest in life-changing giving.

## What is a *Delta Score* and how is it calculated?

The Delta Score is a universal measurement that makes it possible to compare projects, regardless of type or location. The Delta Score calculates the depth and breadth of Life Change from a project and compares it to the most common form of international giving, child sponsorship. The scoring system is calibrated so a Delta Score of 1 equals successful sponsorship of one child. This means a project with a Delta Score of 7 is expected to produce seven times more Life Change than if an equivalent amount of money were spent on child sponsorships.

## What do you mean by expected *Life Change*?

One of the most serious flaws in traditional philanthropy is the lack of ways to measure success. How do you know whether your contribution did any good? We define Life Change as a direct, material and measurable difference in the quality of a person's life. A life is changed when an AIDS orphan is integrated into a loving family, when a mother achieves economic security by starting a small business, when an infant's life is saved by a vaccine, when a girl completes her education or when a slave becomes free from bondage.

## What is the *Risk analysis* and how is it determined?

Based on Geneva Global's extensive experience, projects are only recommended that have acceptable levels of risk. However, tolerance for risk varies among donors. Geneva Global finds, researches and recommends projects that range from daring to stalwart. The Risk analysis provides an at-a-glance indicator to help you match your desired amount of risk for a particular project.

## What is the *Depth analysis*?

The Depth analysis provides an at-a-glance indicator to help you gauge the overall priority of the recommended project. Looking at a range of project assets, this measure provides a global perspective of the uniqueness, time-bound urgency, depth of impact and length of expected change. All measures to help you clarify the comparable value of this recommended project.

## Whom do I contact to fund this project or ask questions?

We welcome the opportunity to discuss this project with you and explore opportunities for tax-deductible investment in this specifically targeted Life Change. If you do not have a specific Geneva Global advisor to assist you, please contact Christine Messa in our client services department (in the United States, 610-254-0000; or CMessa@GenevaGlobal.com).





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