

Fund-Raising Project Proposal for Typhoon Sendong Victims

Ondoy for Typhoon Sendong

Background

Last December 16, 2011, Typhoon Sendong drowned northern part of Mindanao killing thousands and leaving families homeless.

From GMA Network News: *Cagayan de Oro and Iligan cities in Mindanao were worst hit when Sendong slammed ashore while people slept late on Friday and early Saturday, sending torrents of water and mud through villages and stripping mountainsides bare.*

Floods washed away entire houses with families inside in dozens of coastal villages in Cagayan de Oro and Iligan.

Rarely hit by storms, these cities were unprepared for the onslaught. Despite advisories from the national government that local governments should consider pre-emptive evacuations of coastal communities, no such actions took place, with Friday holiday festivities, including midnight sales in local malls, continuing as planned.



Yes, there have been enormous help like money, food, water and other necessities. But what many families need now are livelihood projects, recovery, therapy, empowerment and long-term aid to help them save their future.

Thus, the Ondoy: Staging for Typhoon Sendong project was born. The author of "Ondoy: Ang Buhay Sa Bubon" (Palanca Winner for Dulang May Isang Yugto) together with the cast and

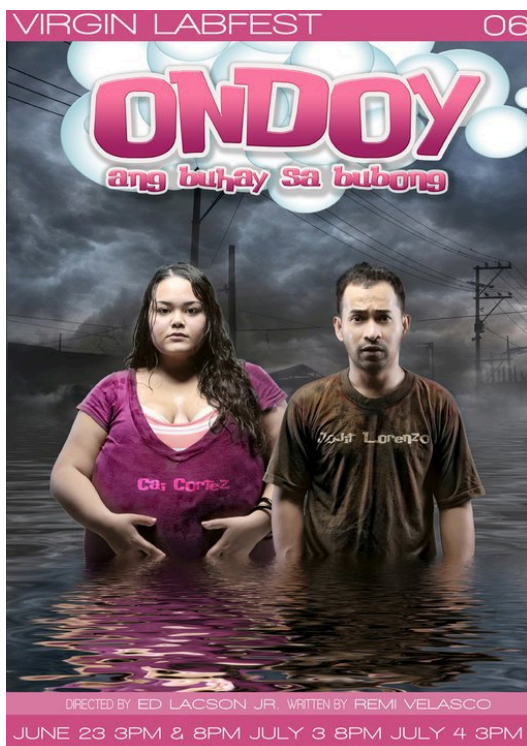
friends have agreed to waive their talents fees, work for free and exert effort to achieve one goal: **extend long-term help to the victims of Typhoon Sendong.**

“Ondoy: Ang Buhay Sa Bubong” Background

“Ondoy: Ang Buhay Sa Bubong is a 2011 first-prize Palanca Award winner for Dulang May Isang Yugto category.

It is a story of husband and wife who were trapped on their roof during Typhoon Ondoy. In the midst of the tragedy, family, personal and social problems were unveiled. But despite the catastrophe and trials, the play shows that Filipinos still embody resilience.

“Ondoy: Ang Buhay Sa Bubong” was staged at the Palanca Awards Night and at the Virgin LabFest 6 2010. It was revisited last Virgin LabFest 7, 2011.



CAST:

Author: Ms Remi Karen M. Velasco (Palanca Winner, Copy Writer, News Writer)

Director: Mr. Uro dela Cruz (Bubble Gang Director)

Lead Actress: Ms Cai Cortez (Ang Babae Sa Septic Tank)

Lead Actor: Mr. Jelson Bay (Tanghalang Pilipino, Cultural Center of the Philippines)

Stage Manager: Ms Divine Pulido (Virgin Labfest 7, Cultural Center of the Philippines)

Sound Design: Mr. TJ Ramos (Virgin Labfest 6 and 7, Cultural Center of the Philippines)

TARGET DATE OF STAGING: March 10 and 11 3pm and 8pm shows

- 4 shows at the Tanghalang Huseng Batute, Cultural Center of the Philippines, Pasay City
- Ondoy with Poetry Reading

Ticket Price

P 350.00 Fixed Without discounts. Anyone can still donate beyond 350.00 since this is a fund-raising project.

Objective

- To share the talents of the Ondoy Cast for Typhoon Sendong victims
- To donate all proceeds from the staging to the victims of Typhoon Sendong.
- To extend long-term help to the victims of Typhoon Sendong.
- To help the victims recover from the destruction of Typhoon Sendong.
- To give hope and new source of income like sewing or cell phone load centers.

Execution

- Stage Ondoy: Ang Buhay Sa Bubong to raise funds and donations
- Donate all proceeds to the victims of Typhoon Sendong
- Distinguish the potential families in CDO or Iligan for the livelihood project with the help of LGU or NGOs.

Plan A Sewing Livelihood Project

- Tie up with TESDA for the sewing training.
- Donate sewing machines and other dressmaking materials
- Sponsorship for additional funds for the sewing machines and logistic expenses.
- Target women for the training.
- Target Bench, Art Work, Kamiseta and other clothing lines or corporations for consignment.

Plan B Cellphone Loading Centers

- Sponsorship like SMART, SUN or GLOBE for additional funds.
- Target potential families for the livelihood project.

Target Donation:

P 308,000.00 for the 350 ticket price, 4 shows and more cash donations

HELP NEEDED:

Cultural Center of the Philippines has approved the staging of Ondoy: Ang Buhay Sa Bubong with complimentary use of lights and sounds. However, the manpower, marketing and other logistics need funds to achieve our goal. Thus, we request for the following sponsorships:

- Pre-sell of show tickets
- Cash sponsorship for the logistics, CCP manpower like ushering, technical etc. and marketing efforts
- Media partners for marketing efforts and coverage

Sponsorship Opportunities

- Help the victims of Typhoon Sendong through long-term livelihood projects.
- Have logo on all the collaterals of the project (lamppost banners within CCP area, 30 seconder LED spot at CCP, CCP website, FB page, radio or TV plugs and print ads if available)
- Acknowledgement during the shows

Culminating Activities

- CDO/Iligan donation and training for the people.

TOTAL CCP COST:

Ushering cost (P3,080 per show x 4 shows)
P12,320.00

Refundable violation deposit (RVD) (P10,000 per show x 4 shows)
40,000.00

Overtime fees (crew, housekeeping)
20,000.00

Total P72,320.00

Total Collateral Production Cost: 30,000

Production contingency: 8,000