

Goldilocks extends Donation Drive for Typhoon Victims

GOLDILOCKS (Los Angeles County) has announced that due to the overwhelming response and numerous requests from community members, the company will conduct another donation drive for victims of typhoons Ondoy and Pepeng on Saturday, October 17 and Sunday, October 18.

Goldilocks will continue to accept donations in kind at its Panorama and Cerritos stores from 8:30am to 5:30 pm on both days.

"The response from the community has been deeply inspirational and we extend our gratitude and appreciation to all those who donated goods, money, time and effort," Goldilocks (LA County) Director of Operations Menard Leelin said.

"The clamor for us to extend the donation drive until this coming weekend comes from community members who are concerned about, and wish to help our kababayan still reeling from the catastrophic effects of typhoons Ondoy and Pepeng. To heed this call, we will hold another donation drive on October 17 and 18 and we will continue to do everything we can to make sure that the community members' kindness and generosity will reach the intended recipients," Mr. Leelin added.

Goldilocks will also be accepting cash/check donations for the typhoon victims until October 31 at all its Los Angeles County stores.

Donations of clothes, blankets, towels, linen, canned goods and toiletries dropped off and collected at Goldilocks stores in LA County have been endorsed by Goldilocks to the Southern California Chapter of the Knights of Columbus and the Filipino Ministry of the Archdiocese of Los Angeles. The Knights of Columbus is the world's largest Catholic fraternal service organizations and is also one of the Catholic Church's leading social arms normally tasked with coordinating and implementing disaster relief drives.

According to Fr. Albert Avenido, Spiritual Director of the Filipino Ministry of the Archdiocese of Los Angeles and parish priest of St. Pancreatius Church in Lake-wood, volunteers at the Knights of Columbus' warehouse in Artesia sorted out and packed the donated items in 606 *balikbayan* boxes broken down as follows:

402 boxes of clothes (sorted out and categorized specifically for men, women, boys and girls)
66 boxes of linens and towels
62 boxes of food
12 boxes of toiletries

The 606 boxes were loaded into a 40-ft. container van and shipped to the Philippines on Monday, October 12. Estimated date of arrival at Manila's North Port is October 31. The shipment of donations will be released to and accepted by Bishop Broderick Pavillo, Chairman of the

Catholic Bishops Conference of the Philippines (CBCP)'s Social Action Committee. The person in charge of the CBCP's relief operations is Executive Secretary Sister Rosanne Mallilin SPC.

According to Fr. Albert, the donations will be brought immediately to St. Paul's College in Manila where the boxes will be picked up by the different dioceses for distribution to typhoon victims in evacuation and resettlement areas.

"Their relief operations are already ongoing and their systems are already in place. So this shipment will be added to the goods they are already distributing there," Fr. Albert said to assure the community that donations will go directly to the people in need.

At Goldilocks stores in Los Angeles County, Filipino-Americans as well as non-Filipinos came in droves during the weekend, lugging donation items in their cars or pick-up trucks. Goldilocks volunteers sorted out and packed the donated items in boxes onsite. The packed boxes were promptly delivered to the Knights of Columbus warehouse in Artesia where they were further sorted out, categorized and checked for safety and security.

"The items had to be sorted out according to specific categories so that when the boxes are brought to the evacuation/resettlement areas in the Philippines, there will be no more need for further sort-

ing and distribution can be carried out efficiently and fast," Fr. Albert explained.

Fr. Albert also explained that the first shipment would be distributed to areas devastated by Typhoon Ondoy while the next shipment on October 19 will be delivered to areas hit by Typhoon Pepeng.

Meanwhile, a total of \$4,540 in cash/checks has been collected at six Goldilocks stores in LA County.

Goldilocks is turning over all cash/check donations to the Ancop Foundation Inc. ANCOP is a 501(c)(3) non-profit corporation that serves to generate awareness and mobilize resources for Gawad Kalinga, through partnerships with generous individuals, groups, institutions, government, and corporations, and accounts for the generated resources for transparency. The organization has launched the GK Typhoon Ondoy Relief Fund to help victims of the typhoon.

Donors are requested to make the checks payable to Ancop Foundation and indicate on the memo line that the donation is for the victims of typhoon Ondoy. Donations can also be made online, through ancopusa.org.

The collection points for donations on October 17 and 18 are as follows:

Goldilocks Cerritos (Goods and Cash/Checks)
11489 South Street

Cerritos, CA 90703
Tel. no. (562) 924-5990
Goldilocks Panorama City (Goods and Cash/Checks)
8340 Van Nuys Boulevard (at Roscoe)
Panorama City, CA 91402
Tel. No. (818) 891-5253
Goldilocks West Covina (Cash/Checks only)
2429 So. Azusa Avenue
West Covina, CA 91792
Tel. no. (626) 964-1811
Goldilocks Los Angeles (Cash/Checks)

209 So. Vermont Ave.
Los Angeles, CA 90004
Tel. no. (213) 382-2351
Goldilocks Eagle Rock (inside Eagle Rock Plaza) (Cash/Checks only)
2700 Colorado Blvd. Ste.110
Los Angeles, CA 90041
Tel. no. (323) 543-2676
Goldilocks North Hills (Cash/Checks only)
16130 Nordhoff St. (At Seafood City)
North Hills, CA 91343
Tel. No. (818) 895-9100. ■

Western Union Foundation pledges immediate relief for RP flood victims

ENGLEWOOD, CO – The Western Union Foundation, the philanthropic arm of the Western Union Company, today pledged a series of initiatives - immediate direct financial support, agent fund matching for reconstruction, employee giving and charity drives - towards relief and reconstruction efforts in the Philippines, following devastating flooding brought by Tropical Storm Ketsana.

The Western Union Foundation joined international relief agency World Vision to provide immediate relief including provisions, medical supplies and emergency bedding for 500 Filipino families up to the value of US\$50,000.

Western Union's Philippine headquarters and regional call center AROC, both based in Manila, have begun a charity drive to encourage employees to donate money, supplies and volunteer hours. Financial donations, made by Western Union employees worldwide, will be matched by the Western Union Foundation under its Employee Giving Circles Program and donated to World Vision. All employee donations in-kind will be channeled to the ABS-CBN Foundation, which offers outreach programs for children, their families and the community. Employee volunteer hours will be channeled to World Vision.

World Vision is working with the Philippine Coast Guard to distribute aid as quickly as possible, dispatching relief by helicopter to some of the hard-to-reach areas. Thousands of houses in these areas have been damaged or destroyed, and many families lost everything when floodwaters swept through their homes. World Vision is organizing food-for-work and cash-for-work programs to help communities recover and clean up their streets, community buildings and schools.

"Our immediate priority is

to support urgent relief efforts in the affected areas," said Hikmet Ersek, Managing Director and Executive Vice President for Europe, the Middle East, Africa and the Asia Pacific, The Western Union Company. "Our thoughts are with the flood victims and their families. We admire the heroes leading the rescue effort."

"The impact of this tropical storm on Manila has been devastating" said Elnora Avarientos, World Vision's national director in the Philippines. "Many have lost everything, including bedding, food, education materials and clothing. The poorest living in slums and settlements are especially badly hit. We continue to set up Child-Friendly Spaces for children in the hardest hit areas where we are sending doctors to attend to medical emergencies. We are also working alongside the Philippine Coast Guard to reach those stranded in the hardest to reach situations using helicopters."

The Western Union Foundation grant is part of the Western Union Our World, Our Family program, a five-year, US\$50 million initiative to empower migrant worker and their families through education and global economic opportunity programs that help them stay connected, overcome barriers and realize their dreams.

"We set aside resources for times like these and know that after the most pressing needs are met, the affected families will need continued support to rebuild their lives," said Luella Chavez D'Angelo, President, The Western Union Foundation.

The storm, which packed maximum wind speeds of nearly 110 kph, brought one month's rain to the capital city of Manila and neighboring provinces in less than seven hours. It is the worst disaster to hit Manila and surrounding areas in decades. ■

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