

A 100M Endowment Fund Campaign...

PGHMF launches "I AM PGH"



(L-R) Mr. Raffy Mapua, Mr. Billy Montinola, Mr. Leon Son, Mr. Rengie Galvez - Members of Southridge High School (batch 87 and 88) turned over to Dr. Gregorio Alviar Jr.—PGHMF President (2nd from left) donation of P130,000 for I AM PGH. Mabuhay po kayo!

The PGH Medical Foundation Inc launched its most ambitious fund-raising advocacy to date for the benefit of its endowment fund. The I AM PGH campaign is the brainchild of Mr. Jose Bayani 'JB' Baylon, a member of PGHMF Inc's Board of Trustees and Chairman of the Endowment Fund Campaign. His involvement with the foundation started in 2007 during the celebration of PGH's centennial year. The Coca-Cola Export Philippines, through his initial advocacy, donated Php1.5 million to help PGH with its celebration. Subsequently, JB was also instrumental to the \$1 million dollar grant given by the Coca-Cola Foundation based in Atlanta, Georgia, USA. The said grant was earmarked for infrastructure renovation of the hospital. Mr. Baylon has resigned from Coca Cola Philippines. He has since devoted a substantial portion of his time and effort to raise funds for the foundation's endowment fund.

I AM PGH is envisioned to be a vehicle of donations for all Filipinos who wants to help Philippine General Hospital regardless of their economic status by donating Php100.00. Hopefully, other individuals who are in a position to give more can share even more.

The I AM PGH press launch at the Milkyway restaurant in Makati last January 30, 2013 was a successful affair attended by celebrities from the media, entertainment and political world sharing their time and effort to endorse the advocacy. Most of the attendees during the press launch pledged and made on the spot donations which resulted in a collection of about Php 500,000.00.

The I AM PGH Php 100M endowment fund campaign is the realization of the PGHMF's quests for financial stability. Let us all help in making this a reality, an answer to the foundation's cry— "Giving hope to those who have none" (Photos on Page 3)

PGHMF Annual Membership Meeting

Date: March 22, 2013
Time: 11:00 AM
Venue: ORTOLL Primary Reproductive Health Care Center, PGH Compound
Taft Avenue, Ermita Manila

From the President



Dr. Greg Alvior, Jr.

To the Board of Trustees, officers, members, friends and supporters of PGH Medical Foundation, Inc.:

It has been 10 years since I assumed the position as President of the foundation. It has been a long way from the time that the foundation was revived and started operating in 2003. We started with no funds, no office, no staff, and we were practically unknown. Through hard work and perseverance, we have achieved a status of being a significant partner of PGH in its effort to provide quality healthcare to our people especially the indigent segment of our population. We have helped lots of underprivileged patients through our Charity Patients Medical Fund. We have done major renovations and built new structures at the Philippine General Hospital, provided equipment and instruments for the hospital and even assisted in training and research. All around PGH, the imprint of the foundation can be seen through its various donations. All through these years, we have developed friends, and linkages to various community organizations and has become acknowledged as a conduit for donations to PGH.

We are grateful and proud of our accomplishments but the time has come that I have step down and let other people assume the responsibilities of heading the foundation. It is a decision that has been forced due to question of my health and as much as I want to continue, prudence and concern of my well-being dictates that I have to devote more time and attention for myself. I will no longer be President after April 2013 but I will remain as Chairman of the Board and will be assisting the foundation as much as my physical condition allows. I am recommending Mr. Jose Bayani Baylon to take over and I hope the Board will choose him as well. Mr. Baylon has been active with the foundation for many years having been responsible for the biggest donation the foundation has received, a grant of \$1 million from Coca-Cola which has helped us immensely since then. His dynamism and great motivation to help PGHMF Inc. are assets that I believe will propel the foundation even to greater heights.

May I take this opportunity to express my heartfelt gratitude to all the people who have helped me in running the foundation. I would like to thank the members, the Board of Trustees, office staff, PGH community especially the administration, friends of the foundation and donors. I am grateful that the foundation has offered me an opportunity to be useful even in my retirement. I will always consider the foundation as a significant chapter in my career and I will not say goodbye because I still hope to be around.


Gregorio T. Alvior, Jr., MD
 President PGHMF

ERRATUM



In the last issue (Volume III Issue No. 4 Oct.-Dec. 2012), the PGH Director's Cup 2012 Over-all Champion Dr. Bibly Macaya (shown above with Mme. Lolita Mirpuri) was inadvertently identified as Vicente Bernardo. We deeply apologize for the error.

MEGAWORLD Foundation donates Php 100K to the PGHMF



(L-R) Mr. Jassen Esplana - Sr. Manager, Admin. And Assets Mgt. Group Megaworld Corp, Dr. Ma. Margarita Lat-Luna—Deputy Director for Fiscal Services PGH and Ms. Vernelie Belen—Finance Officer PGHMF

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PGHMFI launches “I AM PGH”



(L-R) Ms. Medith Lim, Ms. Nora Malabanan, Mr. Noel Gonzales, Mme. Lolita Escobar-Mirpuri, Mr. JB Baylon and Ms. Myrna Salisi



Dr. Alvior with Cecilia Victoria O. Drilon. The P100 donation goes a long long way

You can deposit your contribution to our BDO S/A # 002410111056 or BPI C/A 3281027793 under the account name of PGHMFI, I AM PGH or PGH Medical Foundation, Inc.

Miss World 2012 visits the PGH



(Left Photo) Miss World 2012 Miss. Wen Xia Yu carrying a baby during her visit at PGH –Ward 15. (Above Photo) Miss World Ltd. Chairman Miss Julia Morley (left) with Baby Sunshine and her mother

The Chairman of Miss World Ltd. , Ms. Julia Morley, together with the Ms. World Philippines franchise owner, Ms. Cory Quirino and Miss World 2012 , Miss Wen Xia Yu (Miss China) visited the Philippine General Hospital last February 12, 2013. The group visited several charity wards of the hospital, which were the pediatric and obstetrical wards.

Miss World is one of the few beauty pageants that is involved with charitable organizations, making PGH Medical Foundation Inc. as one of its beneficiaries in the Miss World Philippines Beauty Pageant for two years now. While in PGH, Ms. Morley also took the chance to meet Baby Sunshine, a toddler who underwent open heart surgery at PGH in 2011 sponsored by Ms. World Ltd. Baby Sunshine has completely recovered and has been functioning normally since the operation.

In retrospect...

My TEN Years at PGH Medical Foundation, Inc.— By: Dr. Greg Alvior

The first time I heard of PGH Medical Foundation Inc. is when I was invited in 2002 by then PGH Director, Dr. Juan Nanagas to join the Resource Generation Committee of PGH. At that time, I just finished two projects, the landscaping of the PGH Atrium funded by the Ayala Alabang Garden Club of which I was an active member, and the renovation of the PGH lobby sponsored by UPCM Class '62 which made it its project for their 40th homecoming celebration. I also discovered then that the Resource Generation Committee chaired by Dr. Merle Odi was trying to revive the PGHMF which was established in 1997 by its former director, Dr. Antonio Montalban. Unfortunately, when he left office, the foundation became dormant and needed to be revived in 2002. After complying with the SEC requirements and with a new set of by-laws, the foundation was finally reinstated in early 2003. I soon found out that it was also the plan of Dr. Nanagas as well as of the Resource Generation committee that once the PGHMF is revived, members of the Resource Generation committee will automatically become officers of the foundation. As the newly appointed Chairman of the said committee, I was prevailed to be its new President pending elections.

As President, my first order of business was to set up an office and staff. Space was hard to come by in PGH, but after a thorough scouring of the complex, a spot was discovered at the Ground floor of the Nurses' Home. A Memorandum of Agreement with PGH was negotiated and approved. With one secretary, a private telephone line, and 1 desktop computer, the PGH Medical Foundation finally opened its doors to the public. During this time, I also realized that the foundation had no resources at all, merely inheriting P41,962.20 deposited at PNB and \$7,410.71 deposited at the LBP. Fund raising efforts were then limited by these meager resources. We have come a long way since. Through hard work we were able to establish the foundation as a significant partner of the hospital in delivering quality health care to its patients. We were able to start projects, raise funds and really went about the business of serving the indigent patients of PGH. At the outset, PGHMF's principal concern was to centralize, professionalize and maximize donations to PGH. Today, PGHMF has become a more holistic foundation with four flagship programs : Provision of free medicines and tests for indigent patients, infrastructure and renovation of the hospital, provision of medical equipment and supplies and financing of training and research. These programs address not only the plight of the indigent patients of the hospital, but likewise augment the needs of PGH while it ensures that all solicited donations are properly allotted and utilized. A significant milestone of the foundation is its acceptance as a licensed member of the Philippine Council for NGO Certification (PCNC) and the Dept of Social Welfare & Development (DSWD) , and its approval as a Tax Exempt Donee Institution as ruled by the BIR.

Our progress can be measured by our contributions to PGH and our patients from start of operations in 2003 up to the present, March 2013.



Old Office of the PGH Medical Foundation



New Office of the PGH Medical Foundation

Donations to PGH and patients



Charity Patients Medical Fund (Total Donations from 2003—2012 Php 22,878,068.13)

These are given in the form of cash purchases for medicines, payment for medical and surgical services and special laboratory tests

Donations to PGH and patients

Infrastructure Developments (Total Donations from 2003—2012 Php 85,007,252.00)



Renovation of PGH Main Pharmacy—2005



Construction. Of Breast Feeding and Maternal Education Center—2007. Donated by the late Ms. Anita Magsaysay-Ho



Const.ruction of Ortoll Primary Reproductive Health Care Center—2011. Donated by Mr. Jorge Ortoll and Ms. Inmaculada Ortoll-Mutuc



Renovation of Ward 15—2007, Renovation of Left Central Block 5—2008, Right Central Block 5—2009, Acquired Air Conditioning Chiller—2010, Renovation of Right Central Block 1-6 (one section) - 2010. Funded by Coca Cola Foundation through its donations of USD 1M

Renovation of Directors Media Room—2005, Renovation of OB Labor, Admitting and Operating Rooms—2006
Renovation of UPMASA-PGH Science Hall—2007 Donated by UPMASA, Renovation of Dietary Lounge—2007
Construction of PGH Centennial Marker (Electronic Billboard) - 2007, Renovation of OPD Toilets—2010,
Renovation of ABG Unit—2012

Provision of medical and surgical supplies (Total Donations from 2003—2012 Php 15,860,226.00)

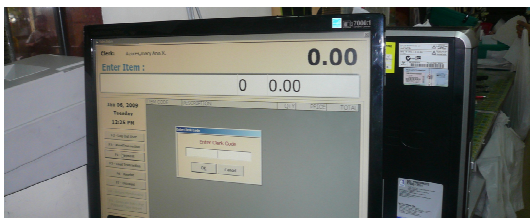
These are given to the Central Block Pharmacy, Surgery Department and other Departments in need



Assorted Medical and Surgical Supplies donated to the Dept. of Family and Community Medicine—2012



Cautery Machine donated to the Division of Urology, Dept. of Surgery—2012



Computerization of Point of Sale (POS) for the PGH Main Pharmacy—2007

1. Air conditioning for the different depts. and units—2010-present
2. Ultrasound, Anesthesia Machine, Fetal Monitors, Computers, etc. for the OPRHCC—2011 donated by UPMASA.
3. OR Linens donated by UPMASA, DSWD and Tan Yan Kee Foundation, Inc.
4. Re-fabrication of Hospital Beds at Pedia Dept. donated by YOKOHAMA Tires Philippines
5. Wheelchairs donated by Lufthansa Technik Philippines
6. Assorted Medical & Surgical Supplies—2008. Donated by Knightsbridge's International

Donations to PGH and patients

Provision for training and research (*Total Donations from 2003—2012 Php 728,497.00*)

Monthly Stipend of the three (3) Fellows namely: *Dr. Jehan Jill Llave—2nd Year (Section of Nephrology), Dr. Kimberly Cutiyog—1st Year (Section of Hematology) and Dr. Jean Jasmine Caliwagan—1st Year (Section of Hematology)*

Source of Funds

To be able to continuously provide for the hospital's needs, fund raising campaigns and benefit events were the main focus of the foundation's efforts. The first grand event sponsored by the foundation was a fashion show entitled 'A Grand Night of Fashion & Music' in November Of 2004. This consisted of a formal dinner, a concert and a fashion show featuring the 100-piece Philippine costume-inspired collection of no less than fashion czar, Pitoy Moreno. The show was a huge success which prompted the foundation even more to demonstrate vigorous efforts in creating more fundraising events such as Golf tournaments (which was made into an annual event) Auction Sale of Artworks (which the foundation holds on a biennial basis), FUN RUN and BINGO to name a few. During the 100th year anniversary of the Philippine General Hospital in 2007, PGHMFI reaffirmed its commitment to PGH by participating in many areas of its celebration such as fund raising, management of funds, and conduct of events. We were responsible in jumpstarting its week-long celebration by launching it with a concert featuring top artists and performers. A gala night was likewise organized and sponsored by the foundation to cap and commemorate PGH's 100th year anniversary celebration. The highlight of said event featured Mr. Gary Valenciano doing a concert in honor of PGH. Other sources of funds come from the foundation's direct solicitations addressed to individuals and corporations, project proposal for grants as well as deployment of coin banks at several commercial establishments.



1st Grand Fund-Raising Event of PGHMFI in 2004 dubbed "Night of Fashion" by Pitoy Moreno at the Westin Philippine Plaza



Biennial Art Auction of the PGHMFI usually held during Month of Hearts at the Manila Polo Club

Last year, the foundation celebrated its 15th anniversary by holding its first 'Donor's Night', a thanksgiving party for friends and donors who have continuously supported the foundation over the years. It was also an occasion to welcome our first set of Board of Governors, and to launch the foundation's latest fundraising drive I AM PGH, a Php100 million campaign for the foundation's endowment fund.

My 10 years with the foundation was marked with significant progress in many aspects of the foundation's operations thus achieving its goal of being a major partner of PGH in providing excellent healthcare to Filipinos.

The Philippine General Hospital is a venerable institution whose history is intimately associated with the progress of health service in the country since it was founded 1907. It is the biggest charity patient hospital in the country offering services mostly to indigent patients, and a training institution to the UP College of Medicine and other health sciences. It is an institution whose reputation has been built through the years by dedicated men and women and worthy of any assistance that we can all offer.

Helping PGH offers us the opportunity to be of service to the unfortunate members of our society. Hence our service to PGH, which we give through PGHMFI, is a privilege which some of us are lucky to offer.



During the Gala Night for the PGH Centennial at the Manila Hotel—2007



The 15th Anniversary of the PGHMFI and Donors Appreciation Night at Tower Club, Philam Life Bldg., Makati City—2012

AMCHAM Foundation donates Assorted Medicines valued at Php 300,000 to the PGHMFI



(L-R) Dr. Alfonso Doloroso—BOT Member PGHMFI, Ms. Mercy Ronquillo—PGH Pharmacy, Mme. Lolita Escobar-Mirpuri—Corp. Sec. PGHMFI, Atty. Arnie Cariño—Execom Member PGHMFI, Dr. Gregorio Alvior, Jr.—President, PGHMFI, Ms. Agoro—Beneficiary, Mr. Chris Nelson—President PMFTC, Mrs. Agnes Essem Perez—Treasurer PGHMFI, Ms. Milen Ruiz—Executive Dir. PGHMFI, Ms. Teresita Catanghal—Beneficiary and Dr. Bienvenido Cabral—BOT Member PGHMFI

In the Kitchen with Greg

BACALAO

Bacalao is a holiday dish in the Philippines usually served during Lent or Christmas but quite staple in Spain, Portugal and the Scandinavian countries. It is a fillet of cod preserved in salt, which is a method of preservation before the advent of refrigeration. In the early days, it was a very important commodity in the European trade and had prompted wars among countries. Bacalao is available in the Philippines in some specialty delicatessen. Since it is very salty, the fish has to be soaked in cold water for 24 hours requiring changes of the water 3 to 4 times to get rid of the salt and to reconstitute the dried flesh of the fish. There are many ways of preparing Bacalao and the recipe I am presenting is my original version.

Ingredients

- 1 whole fillet of Bacalao
- 1 large onion diced
- 6 cloves of garlic minced
- 6 medium sized potatoes, diced
- 1 cup of pitted olives sliced in half
- 1 cup of raisins
- 1 medium sized peeled stewed tomatoes
- Roasted red pepper for garnish
- 1 teaspoon of freshly cracked black pepper,
- Salt to taste (check seasoning before adding salt since the Bacalao might already be salty)

Procedure:

1. Soak Bacalao in cold water enough to cover the fish. Change water four times within 24 hours
2. Place reconstituted Bacalao in cold water over flame until it boils. Remove it after two minutes, then let it cool.
3. Flake the fish and set aside.
4. Sauté potatoes in oil until cooked. Drain and set aside.
5. In another pan, place half a cup of olive oil. Sauté onions until it softens, add garlic followed by adding stewed tomatoes
6. Place flaked Bacalao on the pan and sauté then add the potatoes, olives and raisins.
7. Stir to prevent it from sticking to the pan. If mixture is dry, add water or chicken stock
8. Let it boil for 20 minutes. Sprinkle with cracked black pepper
- 9 Check for seasoning and add salt, if necessary
10. Serve and garnish with strips of roasted red pepper.

Bacalao is best eaten with toast or crackers or even plain bread. Serves 12



PGHMF I Partners:



Supports the PGHMF I Save a Life "Coin Canister" Program



LIGHT RAIL
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THORITY (LRTA)
Supports the
PGHMF I Save a
Life "Coin Canis-
ter" Program



Part of their proceeds are donated to the PGH
Medical Foundation, Inc



Every time you buy a pack of the 100% Whole Grain Bread of The French Baker, PGHMF I receives a one peso (Php1.00) donation .

Donors (Jan.—Mar. 2013)

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Tracsom Builders, Inc. – Php 500,000.00
Muebles Italiano – Php 120,000.00/year
Megaworld – Php 250,000.00
MEDICard Philippines – Php 50,000/year
Casino Español – Php 100,000.00
Coca Cola Philippines - Php 50,000.00
Ayala Alabang Kapihan—Php 100,000.00

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Dr. Bienvenido Cabral Family – Php 250,000.00
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Dr. Vermen Verallo—Php 100,000.00

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