

## "For the Love of PGH" Art Auction— A Success!

Last February 18, 2010, the PGHMF held its first fund-raising event of the year. Art collectors and guests thronged the Manila Polo Club in Forbes Park, Makati City where the occasion was held.

The Art Auction is held every two (2) years and the third since 2006. It took more than four (4) months to gather these *objec d'art* where the PGHMF officers and staff visited galleries, artists' hangouts; and made contacts through letters and phones to get the artists's cooperation and generosity.

The works of National Artists Arturo Luz and Napoleon Abueva lent prestige to the collection. Artists acclaimed for their artistry and style like Baldemor, Blanco, Cacio, Castrillo, Legaspi, Olazo and Orlina, to name a few, likewise, offered their respective art pieces. The contribution of young and promising artists allowed for a wide range of collection for the auction. Artists Betsy Westendorp, Ramon Diaz, Al Perez and Albert Magsumbol graced the occasion with their presence. The event was formerly opened by a ribbon cutting ceremony officiated by UP President Emerlinda Roman and DOH Secretary Esperanza Cabral. They were assisted by some PGH officials and officers of the Foundation.



*Cutting the ribbon at the Manila Polo Club are: From Left: UP Pres. Emerlinda Roman, DOH Sec. Esperanza Cabral, PGHMF Sec. Mme. Lolita Escobar-Mirpuri, PGHMF Treas. Mrs. Agnes Essem B. Perez, & PGHMF President Dr. Gregorio T. Alvior, Jr.*

Cocktails were served while guests viewed the collection at the gallery before the auction proper which was hosted by auctioneers Pinky Marquez and Tim Yap. The program was interspersed with musical numbers which contributed to the festive and lively mood. *See More on PAGE 3*

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The PGHMF had its first fun run activity last April 25, 2010 held at the CCP Complex dubbed as "Takbo para sa PGH"

The fun run is the 2nd fund-raising event for the year with no less than the PGH Director, Dr. Rolando Enrique Domingo who joined the multitude of runners.

Almost two thousand runners participated in three (3) different categories: 10Km, 5km and 3Km runs, where interesting prizes were at stake.

Fun-Run which is a healthy

physical activity is gaining popularity not only among fitness buffs but also among professionals and students alike who not only join for the win but more for the satisfaction and fun for running.

The result of the event, although it being the first time the PGHMF has engaged in, is so encouraging that it plans to make it a yearly fund-raising activity.



*From Left: PGHMF Staffs Vernie Macatangay & Mrs. Paraluman Canto & PGH Director Rolando Enrique Domingo*

## First PGHMF Fun Run Held

## President Speaks



**Dr. Greg Alvior**  
President

*"When we bring sunshine  
into the lives of others,  
we're warmed by it  
ourselves; When we spill  
a little happiness, it  
splashes on us"*

Anonymous

May I extend my greetings to the members, donors, supporters and friends of the PGH Medical Foundation, Inc. (PGHMFI) on the occasion of the "rebirth" of our newsletter now renamed—PGHMFI NEWSLETTER which may also be viewed through our website. With these venues, we expect better interaction with our friends and supporters, and to spread greater awareness on the Foundation's activities-its various fund-raising events and projects at PGH.

Last year, we have satisfied three (3) important legal requirements to enable us to fulfill our mission: 1.) a certification from the DSWD that allows us to engage in fund-raising activities, and 2.) a recertification from the PCNC which are pre-requisite to 3.) in

maintaining our status as a BIR donee institution. The BIR certification allows us to issue tax credit certificates to our donors and thus boost our efforts to receive donations.

Since our operation in 2003, we can be proud of several accomplishments, foremost of which is our support to the medical needs of indigent patients. Through our efforts, we also have increased our capacity to assist in several infrastructure renovations and in the acquisition of various essential medical equipment and supplies for various departments/units of the hospital. The RCB1-6th, the last of the six (6) infrastructure projects funded by Coca-Cola was inaugurated last April 2010. This is a pay-patient

ward that will generate more income for the hospital.

During the year, the foundation jumped-start its fund-raising events by a very successful Art Auction held last February 18. This was followed by a Fun Run, dubbed, "Takbo para sa PGH" held last April 25. Two other projects are being scheduled for the rest of the year—a benefit concert sometime in August and the annual Golf Tournament in November.

We commit to continue our fund-raising efforts to support our various projects. May we enjoin our donors and supporters to continue their assistance in this noble tasks so we may fully satisfy our mandate.

## Coca-Cola Project:

### PGHMFI Inaugurates RCB1-6th

PGH and PGHMFI officials, medical staff, guests and the local Coca-Cola executive convened at the 6<sup>th</sup> floor Right Central Block for the inauguration of the last of the six (6) projects under the Coca-Cola Grant of USD 1M. This was held last April 16, 2010. Those present were awed at the transformation of the facility which cost to the tune of Php 5.5M.

The affair commenced with a ribbon-cutting ceremony led by PGH Director, Dr. Rolando Enrique Domingo, PGHMFI President, Dr. Gregorio T. Alvior, Jr., and Atty. Jose Bayani Baylon – Vice President for Public Affairs of Coca-Cola Philippines. This was followed by a short program hosted by Ms. Cory Quirino, a member of the PGHMFI's Board of Trustees.

In his opening remarks, Dr. Alvior extolled the magnanimity of the donor which was made possible through the avid support of Atty. Baylon. In his response, the latter recalled the poignant



*From Left: PGH Director Rolando Enrique Domingo, PGHMFI President Dr. Gregorio T. Alvior, Jr., PGHMFI Board of Trustee Ms. Cory Quirino, & Coca Cola Bottlers Phils. Director for Public Affairs and Communication Atty. Jose Bayani Baylon*

experience of his boyhood where he used to roam the grounds of the hospital when his parents were then members of the hospital's medical staff. Everyone including himself was misty-eyed which vividly mirrored his love and deep regard for the institution.

A sumptuous luncheon concluded the celebration.



## ART AUCTION .. From page 1

The key to the success lies in the strong cooperation among participating artists. Likewise worthy of gratitude and acknowledgement are the following sponsors: DMCI, Natrapharm, PNB, GMA, Meralco, Maynilad, Bounty Fresh, Isuzu-Gencars, NBS & SMC.

The participating Artists were: Augusto Albor, Jerusalino "Jerry" Araos, Manuel Baldemor, Michael Blanco,

Michael Cacnio, Norberto Lito Carating, Valeria Cavestany, Seb Chua, Ivi Cosio, Ramon Diaz, Dante Hipolito, Sylvia Jacinto, Arturo Luz, Carlo Magno, Albert Magsumbol, Antonio D. Mahilum, Jr., Nemesio Miranda, Jr., Oscar Navarro, Romulo Olazo, Ramon Orlina, Azor Pazcoguín, Stella Rojas, Roger San Miguel, Hermi Santo, Lydia Velasco, Nestor Vinluan, Betsy

Westendorp, Luis "Junyee" E. Yee, Jr., Phyllis Zabalero, Menchu Arandilla, Angel Cacnio, Ferdie Cacnio, Roberto Estolaz, Armida Francisco, Romy Gutierrez, Joseph Klavita, Anita Lim, Jun Martinez, Nards Miranda, and Al Perez.



*Painting By: Betsy Westendorp  
Title: Sunflowers in my Garden*

## PGHMF I 6th Annual Membership Meeting Held

The PGHMF I's 6<sup>th</sup> Annual Membership Meeting was held at the Alvir Hall, College of Medicine, UP Manila last April 30, 2010. Dr. Alvir, Foundation President welcomed the Members present and thanked them for their support and encouragement in pursuing the worthy and noble mission of the Foundation.

He reported on the Founda-

tion's accomplishments of the previous year; foremost of which was the success it achieved in retaining its legitimacy as a donee institution. This was made possible through a certification from the DSWD and a recertification from PCNC which were prerequisites for the issuance of a BIR certificate that enables it to provide reciprocal benefit to its bene-

factor through tax breaks. The gains and accomplishments were succinctly shown through a graphs and charts presentation.

Dr. Alvir likewise, reported on the various projects undertaken. Worth mentioning was the last of the 6<sup>th</sup> projects under the Coca-Cola Grant of USD 1M; the RCB1-6<sup>th</sup> which was recently inaugurated last April 16, 2010. He continued by presenting the plans and projects for 2010, two of which were already undertaken: the Art Auction in February and the Fun Run in April.

PGH Director Rolando Enrique Domingo, delivered the closing remarks where he sincerely thanked the Foundation for its generous support to the mission of PGH and implored once again on their generosity and their continuous support.

## PGH Director's Cup '09



*(from Left: Dr. Gregorio T. Alvir, Jr. - President, Mr. Ramon Ragasa - Over-all Champion, Mme. Lolita Mirpuri - Corporate Secretary, Ms. Sally Maliuanag - Board of Trustee, Dr. Telesforo E. Gana, Jr. - Vice-President & Tournament Director)*

Last November 11, 2009, the Foundation's annual fundraising event – a golf tournament dubbed, as "PGH Director's Cup '09" was held at the Orchard Golf and Country Club in Dasmariñas, Cavite. The event was ably managed by Dr. Telesforo E. Gana, Jr., PGHMF I Board of Trustee Chairman and Vice President.

Eighty-one golf aficionados competed in several categories where fabulous prizes were at stake. Among these were a golf cart and a Php 100K like insurance for the hole-in-one

winner. Other major prizes inspired golfers to join the event.

The tournament would not have been a success were it not for our generous sponsors and patrons: All Asian Countertrade Inc., MAC Torres Enterprise, SMC, HDMF, LBP, Portion Fillers Inc., BSP, SSS, Team Energy, Concepcion – Carrier Air Conditioning Co., Philtown Properties Inc. & Muebles Italiano who all contributed their generous share. The trophy for the winner was donated by Sen. Juan Ponce Enrile while other donors contributed souvenir items to the delight of participants and guests.

## PGH Medical Foundation, Inc.

The *PGH Medical Foundation, Inc.* (PGHMF) was established as a non-stock, non-profit private organization which serves as an official fund-raising arm of the PGH. The Foundation provides direct patient assistance through its “*Charity Patients’ Medical Fund*” program. It has continuously addressed various needs of the hospital, i.e. vital medical/surgical equipment, and infrastructure development made possible through its different fund-raising campaigns and solicitations from generous donors.

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