



*Members of Board of Trustees and Staff during Board of Trustees Meeting. Standing From L to R are: Mrs. Paraluman C. Canto, Ms. Erlinda B. Cambia, Mr. Nicodemus A. Ang, Ms. Cory Quirino, Mr. Noel J. Gonzales, Mme. Lolita Escobar - Mirpuri, Mr. Michael L. Escaler, Hon. Mary Ann L. Susano, Ms. Gloria Rio. Seated From L to R: Mrs. Agnes Essem B. Perez, Dr. Gregorio T. Alvior, Jr., Mrs. Dalisay Z. Nodque, Dr. Telesforo E. Gana, Jr., Dr. Alfonso A. Doloroso.*

## PGHMFI sets priority goals for 2018

Members of Board of Trustees of PGHMFI recently set goals for 2018 focusing on charity patients assistance by 10%, fund sourcing and continuous partnership with other organizations / companies involved in advocacy for infrastructure development.

Specific activities were identified to attain the above - mentioned goals like undertaking of coin canister project, acquisition of medical equipment and supplies, infusion pumps, emergency cart, and silicon resuscitators, among other things.

For infrastructure development, BOT proposed for immediate renovation of Peritoneal Dialysis Unit and Hematology-Oncology Clinic of the Cancer Institute and conversion of the 2D Echo Room into Intermediate Pediatrics Intensive Care Unit (iPICU). BOT believes that the active participation of PGHMFI members is highly needed to achieve the forecited goals.



*Board of Trustees draw plans for 2018 to define PGH MFI activities to be done for the year. From L to R are: Dr. Alfonso A. Doloroso, Dr. Telesforo E. Gana, Jr., Mr. Michael L. Escaler, Dr. Gregorio T. Alvior, Jr., Mrs. Agnes Essem B. Perez, Ms. Erlinda B. Cambia, Mrs. Dalisay Z. Nodque, Hon. Mary Ann L. Susano, Mrs. Paraluman C. Canto.*

## Philippine Tatler for the BIG C!



**By Dr. Jorge G. Ignacio**  
 Chairman  
 Cancer Institute, PGH

The burden we carry is the burden we share. Sometimes the load seems enormously heavy and the road endless, such is the responsibility in our service to cancer patients in the Philippine General Hospital-Cancer Institute.

# MESSAGES

## Greetings from the PGH MFI!!!

As we proceed with our usual activities for the year 2018, the Board of Trustees of the PGH MFI has resolved to increase our assistance to indigent patients by 10% yearly. Projects going into 2018 include the renovation of the Hematology – Oncology Clinic.. We are in the process of converting the 2D Echo Room into an Intermediate Pediatric Intensive Care Unit (iPICU), and renovation of the Peritoneal Dialysis Unit.

This year, the PGH MFI's thrust will be to involve members of the Foundation to participate more in the Foundation's activities. We are thankful to all our donors who through their generosity has assisted us in helping our less fortunate brothers in the PGH. Despite the multiple support the PGH receives from various government agencies, these are still not enough to assist all the patients.

Thank you to The Philippine Tatler for their generous donation that allowed us to care for the Stage III & Stage IV Breast Cancer patients.

Thank you to our donors of Incubators to help our premature babies.

We have included in the Newsletter notes from some of the patients we have helped. We wish to share with all our donors the heartfelt thanks expressed by our patients.

We have come a long way.....but we still have a long journey ahead of us.

*Dr. Telesforo E. Gana*  
President



## THE WIND BENEATH OUR WINGS

OUR MEMBER - Ms. Diana Joanne R. Dee



**"The best way to find yourself is to lose yourself in the service of others."- Mahatma Gandhi**

Three years ago, I was invited by Ms. Marge Malate to join PGHMFI. A few months passed and I got to know Dr. Dione Suter, then the Executive Director of the Foundation. She introduced the PGHMFI to me as the Foundation that helps indigent patients. She explained to me how the Foundation raises funds. It was then when I felt that more than donating, I desired to be more involved. I wanted to help through the Foundation.

Being associated with Jollibee and convinced by movie clichés, I thought the greatest help I could offer is to bring the Jollibee mascot to the hospital. I was wrong. As I got to know Mr. Vic Zoleta, Dr. Alfonso Doloroso, Mr. Dick Ang and other members of the Foundation, it became clear that more than entertainment, the real and basic needs of patients are medicine, medical equipment, hygiene kits, and volunteers who are willing to lend an ear.

There are many ways to help the indigent patients- filling in a coin bank, joining the Century Club by donating Php5,000.00 every year (equivalent to Php 13.69/day) on your birthday, volunteering to visit the sick, or taking part in projects such as the upcoming art auction on October 25, 2018 entitled "For the Love of PGH".

PGH MFI has taught me a great deal. It enables me to be of service in ways that truly matter. In the process, valuable friendships are formed with guiding, experienced and devoted members like Dr. Greg Alvior.

## ENDOWMENT FUND CORNER

### Corporate/Organization Members

PGH MFI Century Club	
Permanent Endowment Fund	2,335,243.20
Liberty Flour Mills	750,000.00
Tracsom Builders	700,000.00
Muebles Italiano	510,000.00
Gramono Properties & Devt. Corp.	254,493.87
Liberty Foundation, Inc.	250,000.00
Megaworld Corporation	250,000.00
Anonymous Donor (UK)	175,290.29
APB Baked Products	100,000.00
Ayala Alabang Kapihan	100,000.00
Casino Español	100,000.00
The French Baker	100,000.00
Coca-Cola	50,000.00
Medicard Philippines	50,000.00

### Individual Members

Dr. Bienvenido Cabral and Family	584,360.31
Dr. Emilio Yap	500,000.00
Friends of Dr. Bienvenido Cabral	381,200.00
Dr. Gregorio Alvior, Jr.	230,250.00
Dr. & Mrs. Manuel Canlas	200,000.00
Dr. Romeo Gutierrez	200,000.00
Dr. Danilo and Lydianila Soriano	103,050.00
Dr. Vermen Verallo - Rowell	100,000.00
Dr. Danilo N. David	100,000.00
Friends of Mr. Paco Magsaysay	81,000.00
Mr. Michael Say	30,000.00
Ms. Helen Massab	13,500.00
Friends of Dr. Gregorio Alvior, Jr.	10,000.00
Hon. Mary Ann Susano	10,000.00

### PGHMFI Executive Officers

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 Dr. Alfonso A. Doloroso - *V-President*  
 Mrs. Dalisay Z. Nodque - *Secretary*  
 Mrs. Agnes Essem B. Perez - *Treasurer*  
 Atty. Arnaldo M. Cariño - *Auditor*  
 Ms. Erlinda B. Cambia- *Exec. Director*  
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 Mr. Francisco D. Magsaysay - *Member*  
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 104 H.V. dela Costa Street, Salcedo Village  
 Makati City, Philippines  
 P.O. Box No. 2351 MCPO



## Incubators for PGH tiny patients



By Dr. Donna Rances  
Dept. of Pediatric, PGH

In the past decade, there has been a steady increase of premature deliveries at the Philippine General Hospital (PGH). There were 776 preterm babies born in PGH in 2004. Recent data show 1,272 preemies deliveries in 2016 and 1,325 preemies in 2017. Furthermore, these vulnerable babies are being born earlier during pregnancy, at lower birth weights and so much more fragile. Born too soon, they cannot adapt to the environment outside their mother's womb.

The PGH is striving to provide the best possible care for these little ones, faced with limited manpower and hospital resources. It is not an uncommon sight to see 2 to 3 tiny babies sharing one incubator or one phototherapy unit. This is not an ideal set-up as it poses a risk for cross infection. But with limited equipment and increasing number of patients, it is better for the premie babies to share and be kept warm than to suffer hypothermia.

The PGH established a Kangaroo Mother Care (KMC) Program to address this gap in healthcare. In KMC, the premie or low birth weight baby is placed on the mother's chest in skin-to-skin contact. This maintains warmth and physiological stability, as well as promotes growth and optimal brain development. However, very sick or very small babies are not candidates for KMC. They may require prolonged stay in an incubator, until such time that they could be transitioned safely to KMC.

We are very grateful for the help of our generous partners in the CHUMMY CHUM Foundation thru the PGHMF Medical Foundation, Inc. The donation of incubators with phototherapy for our tiny patients will certainly help to keep them safe and warm, to heal and grow, until they can safely be carried in their mothers' arms.

### PGHMF 2017 accomplishments boost health care services in PGH

The PGHMF continues to accomplish its mission of assisting the Philippine General Hospital in providing quality health care to all the indigent patients.

Various projects, such as the PGH Charity Patients Medical Fund, as well as the provision of medical equipment and supplies were fully implemented in 2017 benefitting the different service wards of: Pediatrics, Orthopedics, Emergency Medicine, Obstetrics and Gynecology, Otorhinolaryngology, Neurosciences, Rehabilitation Medicine, Ophthalmology, General Surgery, Medicine, Family and Community Medicine.

Notably, the PGHMF Charity Patients Medical Fund, a major program of the PGHMF, has availed 466 charity in-patients out of the total 41, 098 (2017 PGH Data). The PGH Charity Patients Medical Fund caters directly to the needs of charity in-patients regarding medicines not readily available in the hospital; special diagnostic / laboratory works to be done outside the hospital; and medical equipment or supplies necessary while the patients are being treated in the hospital and even after discharge from the hospital.

Moreover, another program of the Foundation is the provision of medical equipment and supplies for the use of the PGH community. To name a few are: 12 units of IV stand with hooks, 4 units Oscope & Ophthalmoscope, 2 units of MTTs Phototherapy Firefly, 50 pcs Hudsun RCI Universal Neonatal Ventilator Circuit, etc.

The unrelenting pursuit of the PGHMF to continuously carry out its mission was made possible through varied resource generation undertakings which have proven to be successful in alleviating the health concerns of the less fortunate for the past 14 years.

### Charity Patients Medical Fund Program for the Year 2017

No.	Department	Numbers of Patients Served	Medical Assistance Provided	
			In Pesos	%Share
1	Internal Medicine	131	883,802.00	28%
2	Pediatrics	89	592,159.23	19%
3	Orthopedics	84	575,500.00	18%
4	Ophthalmology	52	343,059.50	11%
5	Rehabilitation	32	209,024.00	7%
6	Neurosciences	27	190,196.90	6%
7	Surgery	23	172,909.10	5%
8	Obstetrics & Gynecology	18	133,333.15	4%
9	Radiology	4	28,645.00	1%
10	Otorhinolaryngology	4	23,400.00	1%
11	Family Medicine	1	7,422.50	0%
12	Psychiatry	1	7,282.50	0%

	<b>TOTAL</b>	<b>466</b>	<b>3,166,733.88</b>	<b>100%</b>
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## PGH MFI Century Club uplifts PGHMFI spirit to serve

More PGH charity patients recently benefited from donations extended by members of PGH MFI Century Club which members were significantly growing over the years. The Club has sustained charity works in PGH which helped enhance service delivery in the hospital and provided quality of life to patients after medical treatment.

For the past two years since its inception, the Club provided funds to charity patients for payment of non-formulary medicines, surgical/medical supplies, special laboratory tests, CT Scans, MRI and other medical needs not provided for free at PGH. It was also able to generate substantial funding from U.S. donors, as well, as from the Philippines to ensure availability of funds to help indigent PGH patients meet their financial needs for medication.

PGH MFI Century Club was launched in 2015 when Dr. Gregorio T. Mariano, Jr. a member of the UP Medical Alumni Society in America (UPMASA) and Dr. Gregorio T. Alvior, Jr., Chairman, Board of Trustees, PGHMFI joined together to bolster the financial capability of the Foundation to address the needs of indigent patients of PGH.

### US Based Type of Membership

34.	Dr. Marcelo Espiritu	Core
35.	Dr. Lydia Favor	Lifetime
36.	Dr. Feliciano N. Ferrer	Lifetime
37.	Dr. Elizabeth Y. Fong - De Leon	Lifetime
38.	Dr. Leticia Ganuelas-Licican	Core
39.	Dr. Sofia Garcia-Buder	Core
40.	Dr. Luzvimin D. Garzon	Lifetime
41.	Dr. Teng Beng Go	Core
42.	Dr. Gonzalo F. Guacena, Jr.	Core
43.	Dr. Jaime K. Javier	Core
44.	Ms. Teresita S. Javier-Gabriel	Core
45.	Dr. Eusebio C. Kho	Core
46.	Atty. Loida N. Lewis	Core
47.	Dr. Samuel T. Lim	Donor
48.	Dr. Quirico Magbojos	Core
49.	Ms. Zenaida Magbojos	Core
50.	Dr. Renato Mandanas	Lifetime
51.	Ms. Angelina R. Mariano	Donor
52.	Dr. Gregorio Mariano, Jr.	Core
53.	Dr. Lene V. Mission - Martinez	Lifetime
54.	Dr. Lourdes Morales - Aesquivel	
55.	Dr. Rosario L. Nadorra	Core
56.	Dr. Clarita N. Obleda	Lifetime
57.	Dr. Rebecca Occena - Ramirez	Core
58.	Dr. Maria Jocelyn Orig-Karl	Core
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60.	Dr. Cecile Pasion-Bregman	Core
61.	Dr. Jose D. Peczon	Core
62.	Dr. Carlo B. Ramirez	Core
63.	Dr. Abraham T. Rasul, Jr.	Core
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66.	Dr. Leonarda Bella Sablay-Cruces	Core
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70.	Dr. Consolacion Sison - Switala	
71.	Dr. Edmundo A. Somoza	Lifetime
72.	Dr. Effen M. Tanjutco +	Core
73.	Dr. Samuel A. Torres	Core
74.	UPMASA Baltimore - Washington DC	
75.	UPMASA Chicago / NW Indiana	Lifetime
76.	UPMASA Delaware Valley	Lifetime
77.	UPMASA Ohio Chapter	Lifetime
78.	Dr. Carmelo Villa	Core
79.	Dr. Deborah Villa	Core
80.	Ms. Felinda M. Villa	Core
81.	Dr. Rolando P. Villanueva	Lifetime
82.	Dr. Jesus F. Yap, Jr.	Core
83.	Ms. Virginia A. Zamora	Core

### Local Based Type of Membership

11.	Ms. Diana Joanne Dee	Core
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14.	Mme. Lolita Escobar -Mirpuri	Donor
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23.	Dr. Beatrice Pineda	
24.	Ms. Myna Plamenco	Donor
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28.	Hon. Mary Ann Susano	Core
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30.	Dr. Dione Suter	Core
31.	Dr. Cirilo Tacata	Donor
32.	Dr. Ida Tacata	Donor
33.	Mr. Johnny Valdes	Donor

As of December 2017

### US Based Type of Membership

1.	Dr. Enriqueta Abenes-Bellosillo	Core
2.	Dr. Agustin C. Elmer	
3.	Dr. Tiburcio P. Alberto	Core
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5.	Dr. Cristine Amurao	
6.	Dr. Vincent P. Ang	Lifetime
7.	Dr. Maria Argao	
8.	Dr. Raj Balchandani	Donor
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22.	Dr. Tuangi Kho Cheng	Core
23.	Ms. Telenia Clarin-Cabal	Lifetime
24.	Dr. Geronima A. Clemente - Mallick	
25.	Dr. Eduardo Y. Coligado +	Core
26.	Dr. Miguel L. De Leon	Lifetime
27.	Dr. Aurora De Guzman-Blythe	Core
28.	Dr. Maria Concepcion Del Castillo	Donor
29.	Dr. Amelia De La Cruz-Gosuico	
30.	Dr. Angela L. Dolorico	
31.	Dr. Robin Eastman - Abaya	
32.	Dr. Henry Echiverri	
33.	Dr. Norma Camesa Espiritu	Core

### Local Based Type of Membership

1.	Dr. Gregorio Alvior, Jr.	Core
2.	Dr. Maria Magdalena Barcelo	
3.	Ms. Erlinda Cambia	Donor
4.	Dr. Roland Capito	Core
5.	Dr. Gloria Castro - Zappia	Core
6.	Dr. Aurora Cifra-Recto	Core
7.	Dr. Eleanor Custodio	Donor
8.	Dr. Deogracias Custodio	Donor
9.	Dr. Danilo David	Donor
10.	Dr. Jose Rene De Grano	

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## PGHMF Coin Canister Project



By Mr. Gerardo Villacorta Cabochan  
Managing Director of Pandayan Bookshop

### Why PGH?

The Philippine General Hospital or PGH is not just an institution for quality medical care. It is also a beacon of hope for the sick among the poor. For the able among us, it is easy to think of PGH as a meaningful avenue for exercising our altruism.

Pandayan Bookshop, a chain of over one hundred stores in Luzon, first supported the PGH Medical Foundation, Inc. through our *Guhit ng Bukas Palad* Program, a program that matches purchases of students with contributions to charitable institutions. The amount given the foundation was relatively small. Yet, we were impressed by the enthusiasm and kindness the amount sparked among the leaders of the Foundation. So when Pandayan Bookshop decided to redirect its long-standing coin bank support program, we were inclined to choose the Foundation.

Today, representatives of the Foundation come regularly to our office in Valenzuela City. With a counting machine, they tally the coins that stream in from our stores scattered between the municipality of Sanchez Mira in Cagayan and the city of Calapan in Mindoro Oriental. Our new branches in Quezon and Albay will soon add to the stream.

Our contributions to the Foundation are the fruits of the combined efforts of our customers and workforce. We refer to the customer as our *Panauhin* and our employee is called *Kapwa*. The focus of our *Kultura ng Tagumpay* is *pakikipagkapwa-tao*. We thank the Foundation for providing us with a significant opportunity to help the sick, thereby enhancing the practical dimensions of our corporate culture.

The corporate mission of Pandayan Bookshop is “*Maging kabalikat ng kabataan tungo sa kabutihan at karunungan*”. With the encouragement of the Foundation, the *kabutihan* portion is becoming stronger. We help ourselves when we help others.

## Philippine Tatler for the BIG C!

From Page 1....



Close to twenty thousand every year of patients with Breast Cancer, and 75% of them are in advanced stages.

The Department of Health has responded with a program to cover for the chemotherapy of those with Breast Cancer who finished their surgery. These are the early stages, the majority of the patients we have are in advanced stage. Patients like these search for assistance to avail their chemotherapy, they turn to PCSO, politicians and any private individuals for help. The Philippine Tatler, became aware of the burden and responded with compassion, by history is the biggest donation from a private entity for chemotherapy.

More than 12 Million pesos was raised in one night to make chemotherapy available to the breast cancer patients of the institute.

The staff of Philippine General Hospital - Cancer Institute with the 143 patients and their families will forever be grateful to the Philippine Tatler. May the generosity of your heart be rewarded with equal magnitude with graces from heaven.

!Muchas gracias! Que seas bendecido para siempre!



## Straight from the Heart ( From Health Beneficiaries to PGHMF )

TO: PGH MEDICAL FOUNDATION, INC.

AKO PO AY NAGPAPASALAMAT SA TULONG NA INYONG NAIBIGAY SA AKIN KAPATID NA MAY BREAST CANCER STAGE 4. ANG PANGALAN NIYA PO AY MARIA LUCIVITA PAJUA AT NASA PANCA-NGALAGA SIYA NI DR. ESPLANA. DAHIL SA CONTINUOUS CHEMO NIYA ANG TULONG NA MAIBIGAY NG FOUNDATION AY MALAKING TULONG SA DAGDAG TREATMENT SA KANYANG CANCER.

MARAMING SALAMAT AT PATNUBAYAN PA KAYO NG DIYOS SA TULONG NA INYONG GINAGAWA.

SAMUAT,  
PANDA PAJUA  
(KAPATID NG PASYENTE)

June 18, 2017

Sa Kinanukulan,

Ako po si Edna V. Cueto, edad 41, may asawa at tatlong anak, nakatira sa R.R. Station Batangas City. Ako po ay may sakit na Breast Cancer stage IV with bone metastasis. Ako po ay taas pusong nagpapasalamat sa mga gamot na bigay nyo po sa akin. Napakalaking tulong po nito para sa amin. Hindi na po namen poproblemahin pa kada buwan kung soan kukuha ng pambili.

Maraming maraming salamat po at sana ay patuley po ang inyong pagtulong sa mga <sup>amin</sup> may sakit at kapos sa buhay. God bless po.

**SENTED**

Gumagalang,  
Edna V. Cueto

Para sa PGH Foundation,  
ako po si Renato M. Vicencio.

Sumulat po ako sa inyo upang magpasalamat o magparating ng taus puang pasasalamat sa inyo. Sampu ng aking pamilya.

Sa naibigay nyoong tulong sa akin. Umaasa po ako na hindi kayo magsasawang tumulong sa katulad ko na walang kakayahang pagdating sa financial support.

sa Tutuo lang po ang sueldo ko na 300.00 pesos sa isang araw ay kulang na kulang. Diyan pa po kukunin ang Pang Budget ng aking pamilya.

mabuti na lang po at andiyan ang PGH Foundation upang umalalay sa katulad ko na nangangailan ng tulong.

Kay sir vic maraming-maraming salamat po sa inyo.

sa lahat ng bumubuo ng PGH Foundation maraming salamat po. Tatanawin kong malaking-utang na loob ang gagawin nyo pang tulong sa katulad kong kapus palad.

P.S. muli maraming-marami pong salamat sa inyong lahat.

Ubos na Gumagalang,  
Renato M. Vicencio

No. \_\_\_\_\_  
Date Sept. 29, 2017

To: PGH Medical Foundation Inc. and  
Philippine Tatler,

Isang mapagpalang araw po sa inyong tanggapan. Ako si Gug. Catherine G. Dela Cruz na may edad na 56 years old ay nagpapasalamat sa inyong tanggapan sa pagbibigay ninyo ng tulong medical sa akin. Akin pong ipagdadawat na sana ay lumawig pa ang inyong Foundation ng sa gayon kayo ay may matutulongan pang mga taong kagaya kong may sakit.

Ubos na nagpapasalamat sa inyong tanggapan. May the Lord Bless You always

Catherine  
G. Dela Cruz



## Heralding PGHMF Donors



*Mr. Kenji Sugiyama, President, OKADA Manila, extends check donation to PGH Medical Foundation, Inc. for the benefit of PGH Charity Patients on December 20, 2017. Ms. Agnes Essem Perez, PGHMF Treasurer received the donation, on behalf of PGHMF.*



*Mr. Eduardo Ochoa - Bakkakan na TV Media Production handed to Mr. Victor Zoleta, Project and Events Associate of the PGH Medical Foundation Inc., the check for the PGH Charity Patients Medical Fund.*



*Donation of three units of Incubator with phototherapy were donated by Chummy Chum Foundation thru Ms. Cory Quirino of Esquire to the PGHMF for the Department of Pediatrics. In the photo are: (infront left to right) Mr. Rajan A. Uttamchandani - Esquire President, Ms. Cory Quirino - PGH MFI Board of Trustees, Dr. Gregorio T. Alvior, Jr., - PGH MFI Chairman of Board of Trustees, Dr. Boying Garcia, - PGH Department of Pediatrics Dr. Charvy Tan - Chief Resident PGH Department of Pediatrics (at the back right to left) Ms. Rowena Bula - Operation Manager Chummy Chum Foundation, Ms. Lourdes de la Rea - PGH MFI Exec. Director, Ms. Erlinda Cambia - PGH MFI Execom Member, Mrs. Dalisay Z. Nodque - PGH MFI Secretary & a representative of Chummy Chum Foundation*



*Mr. Michael Chen donated cash for the PGH charity patients. Ms. Gloria Rio and Mr. Victor Zoleta received the donation in behalf of the PGH Medical Foundation, Inc.*



*Christmas Bazaar featuring Christmas cards on sale by the PGHMF executives and staff during the Jollibee Franchisee Christmas Party on Nov. 20, 2017. In the photo from left to right are: Ms. Diana Joanna Dee, Ms. Erlinda Cambia, Ms. Gloria Rio, Ms. Ma. Lourdes de la Rea, Mr. John Paul Elman, Mr. Waky Kiray, Mrs. Daisy Nodque and Ms. Arminda Lominario.*

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