



1999 ANNUAL REPORT

*Roses have begun to fall from Heaven*

A DECADE OF VISION AND HOPE

  
*Consuelo Zobel Alger*  
FOUNDATION



## FOUNDER & Benefactress

Consuelo Zobel Alger was born into a family which had been at the top of the business, social and cultural scene of the Philippines since their introduction to the country some 400 years ago. Her ancestors founded the Ayala Compañía during the Spanish period and have operated it for more than 150 years. The family has retained a reputation as business entrepreneurs who contributed to the development of the country. Today, Ayala Corporation is known around the world as the premier company of the Philippines.

In 1940, Consuelo married a young American army officer, a West Point graduate, who was stationed in the Philippines. After his retirement in 1970 as a three-star general, they decided on Hawaii as a permanent residence. General Alger died in 1986.

Mrs. Alger was inspired from her earliest days by the words of St. Therese of the Child Jesus, who said, "What matters in life is not great deeds, but great love." Consuelo wrote on the subject, "St. Therese did what I want to do in life...to let fall from Heaven a Shower of Roses. My mission will begin after my death. I will spend my heaven doing good on earth."

Uniquely suited to her calling, Consuelo committed the tremendous resources she inherited from her family toward the accomplishment of this mission of mercy. In early 1987, Consuelo met Patti Lyons who was just then beginning to develop a shelter for street children in the Philippines. Through this fateful meeting, the initial seeds took root from which Consuelo Foundation was ultimately grown.

Mrs. Alger's dream was further realized with the help of a group of diversely talented board members, a dedicated staff and many caring friends. All joined the cause in a common bond to ensure Consuelo's compassionate vision becomes a reality.

Consuelo died on November 29, 1990, though her memory lives on forever through the legacy of good works perpetuated by her establishment and endowment of Consuelo Foundation.

### *Roses have begun to fall from Heaven.*

— THIS BIOGRAPHICAL SKETCH WAS WRITTEN  
BY LT. CMDR. SHELDON GERINGER, U.S. NAVY,  
A FRIEND OF THE FOUNDATION.



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*Consuelo G. Algen*



Consuelo G. Alger

## CHAIRMAN'S MESSAGE



As we move into our second decade, it's appropriate to reflect on our beginnings. Doña Consuelo Zobel Alger was an extraordinary, compassionate visionary focused on improving the quality of life for disadvantaged children, women and families.

How are we fulfilling Consuelo's vision? Have we helped families achieve dignity, self-esteem and self-sufficiency, bringing renewed hope for those who have lost it and hope to those who have never had it?

In Hawaii, where about a quarter of the Foundation's work takes place, families have been hit hard by a decade of economic stagnation, layoffs, high personal debt levels, expensive housing and poor employment prospects. Ke Aka Ho'onā on Oahu's isolated Leeward Coast is an attempt to build a community with positive and sustainable values through self-help housing and innovative, value-generating approaches. Sixty-three families and Consuelo have built a wonderful community together.

The Foundation plays an important and continuing role in the lives of Ke Aka Ho'onā residents. Mandatory money management classes, individual development account programs to help accumulate funds for home mortgages, improvements and college accounts are all part of the joint commitments made by families and Consuelo. Family counseling, anger management, computer classes, a playground and community center keep the Foundation tied to the lives of Ke Aka Ho'onā families.

Will future leaders of Oahu's Leeward community come from Ke Aka Ho'onā? Can the values of a supportive, substance abuse-

free and violence-free environment positively affect the values of the larger community? Will the children raised in this environment adopt the values promoted by Ke Aka Ho'onā and pass it to their children? While early indicators are promising, Ke Aka Ho'onā remains an experimental "Work-in-Progress" and will continue that status for years to come.

In the Philippines, where the bulk of the Foundation's efforts are focused, we pursue Consuelo's vision with urgency. The Foundation's strategy of accessing leadership training, management techniques and funding for innovative, in-country NGOs serving marginalized children, women and families has proved effective. Consuelo partners with over 50 Filipino organizations covering the full breadth and length of the 7,000 island archipelago.

Over a hundred prostituted girls ages 12-18 have found hope and refuge in the new Serra Center in Pasay City outside of Manila funded by Consuelo. Educational assistance, psycho-social counseling, family therapy and skills training under the nurturing care of the Oblate Sisters characterize this needed, successful program.

In Dumaguete City on the island of Negros, more than 250 families, including 1,000 children, have relocated from squatter slums to the clean and quiet Cadawinonan Resettlement Project.

Consuelo's loans to jumpstart the resettlement and technical assistance to the City of Dumaguete for strategic planning and community/family enrichment expertise have played significant roles in this successful project. In the same city, the Foundation has

partnered with Little Children of the Philippines to help another 32 families from the city's worst squatter areas become proud owners of their own homes.

The Consuelo Zobel Alger Home in a mountain city, north of Manila, has become a refuge for sexually abused children, often long-time victims of incest. Operated by Child & Family Service Philippines, this Baguio City project was Consuelo's first effort in the Philippines and led to the formation of her Foundation.

The Tuloy Foundation Center in Makati has served over 650 street children in a loving, but structured, new residential and job training complex led by a visionary and entrepreneurial Salesian, Father Rocky Evangelista. The collaboration between Father Rocky and Consuelo has now led to the construction of another new facility in Alabang, Parañaque City.

In San Carlos City, Negros Occidental, in the central archipelago, "Villa Consuelo" houses over a hundred civil service employees and families earning less than \$300 per month. This collaboration with municipal government has also led to a Consuelo community center and family enrichment and youth programs.

While these partnerships represent a small percentage of Consuelo's Philippines collaborations, much remains to be done.

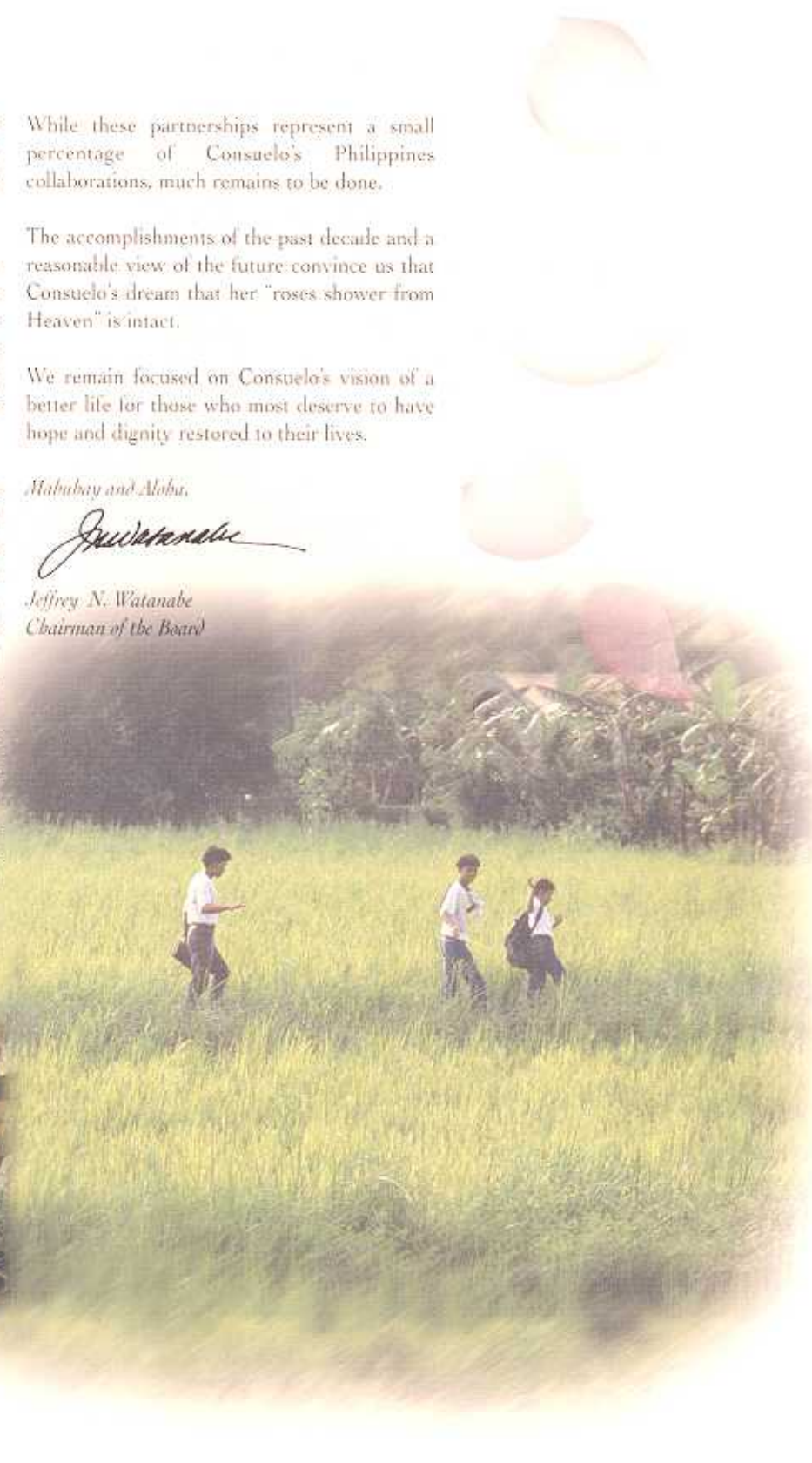
The accomplishments of the past decade and a reasonable view of the future convince us that Consuelo's dream that her "roses shower from Heaven" is intact.

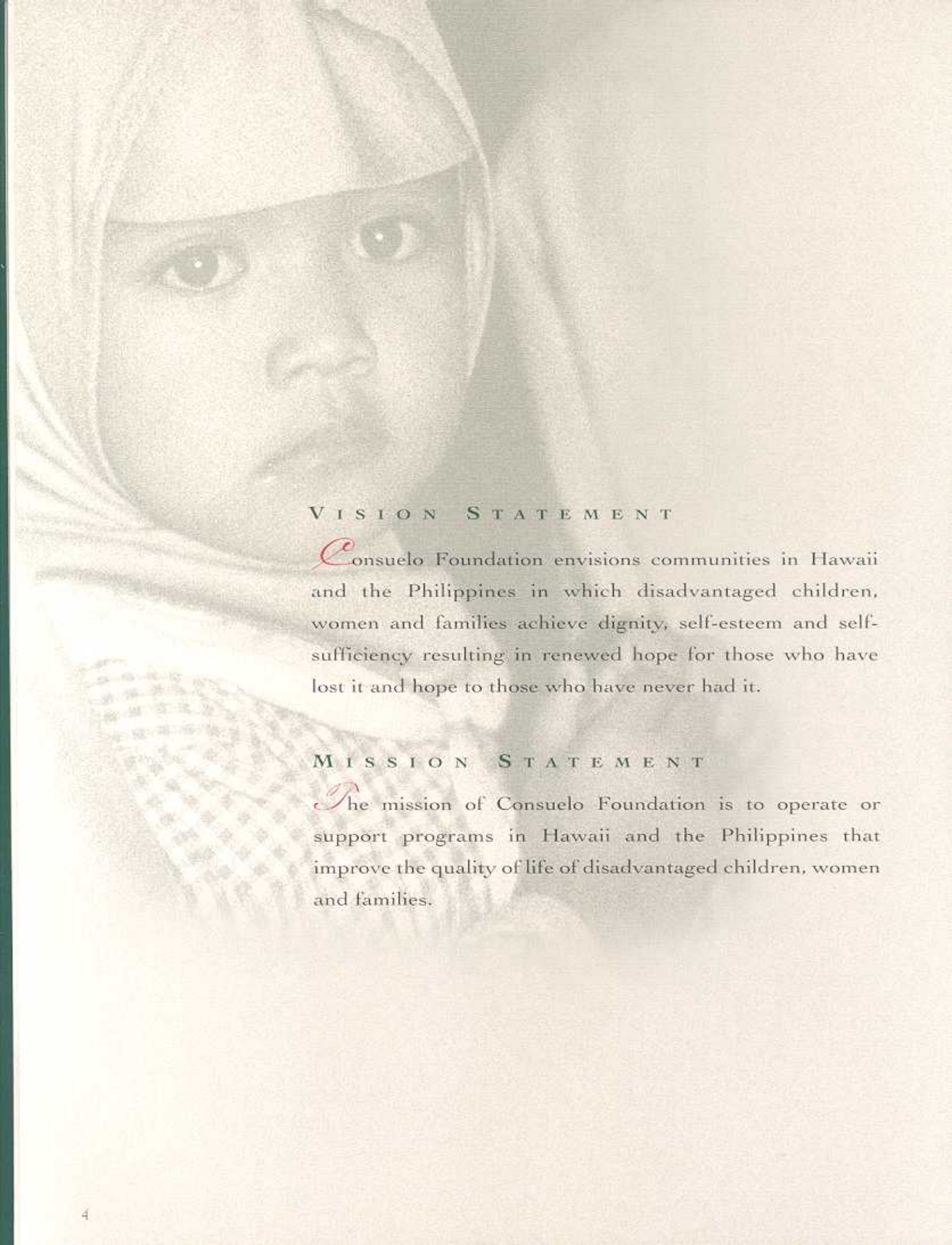
We remain focused on Consuelo's vision of a better life for those who most deserve to have hope and dignity restored to their lives.

*Mabuhay and Aloha,*



*Jeffrey N. Watanabe  
Chairman of the Board*





V I S I O N   S T A T E M E N T

*C*onsuelo Foundation envisions communities in Hawaii and the Philippines in which disadvantaged children, women and families achieve dignity, self-esteem and self-sufficiency resulting in renewed hope for those who have lost it and hope to those who have never had it.

M I S S I O N   S T A T E M E N T

*T*he mission of Consuelo Foundation is to operate or support programs in Hawaii and the Philippines that improve the quality of life of disadvantaged children, women and families.

## **B E L I E F S**

A clear understanding of our beliefs will help us to meet the obligation we have to preserve and enhance what we have inherited. They also enable us to pass on an organization that continues to reach its highest potential for future generations. Although our organization operates in an ever-changing environment, our beliefs remain constant. They do not shift with time or circumstance. They do not yield to whim or convenience. They apply to all areas of our work.

### **SPIRITUALITY**

We believe in a power higher than ourselves, in miracles rather than coincidences, and that Consuelo's spirit remains with us in all that we do. We share her conviction that what matters in life is not great deeds, but great love. We commit to helping her to fulfill her wish, inspired by St. Therese of the Child Jesus, to spend her heaven doing good on earth by letting "fall from Heaven a Shower of Roses".

### **INDIVIDUAL WORTH**

We believe in the inherent right of every individual to self-respect, dignity and self-esteem. We acknowledge that each person is a unique human being with pride, needs, values and innate worth. We work with a rich, diverse mixture of people; we honor that diversity and respect their right for equal opportunity and self-determination.

### **CARING AND NURTURING**

We believe, as described in the Gospel of St. Matthew, that: "Inasmuch as you have done it unto the least of these my brethren, you have done it unto me." We affirm the importance of caring and nurturing by individuals and communities for each other and our environment.

### **PARTICIPATION AND RECIPROCITY**

We believe that people should accept responsibility to be active participants. Individuals and communities also have a responsibility to give back, in their own way, part of what has been received.

### **PREVENTION**

We believe in the development and application of preventive programs to alleviate future abuse and exploitation while recognizing that sometimes we will need to address existing conditions as part of that process.

### **CREATIVITY AND INNOVATION**

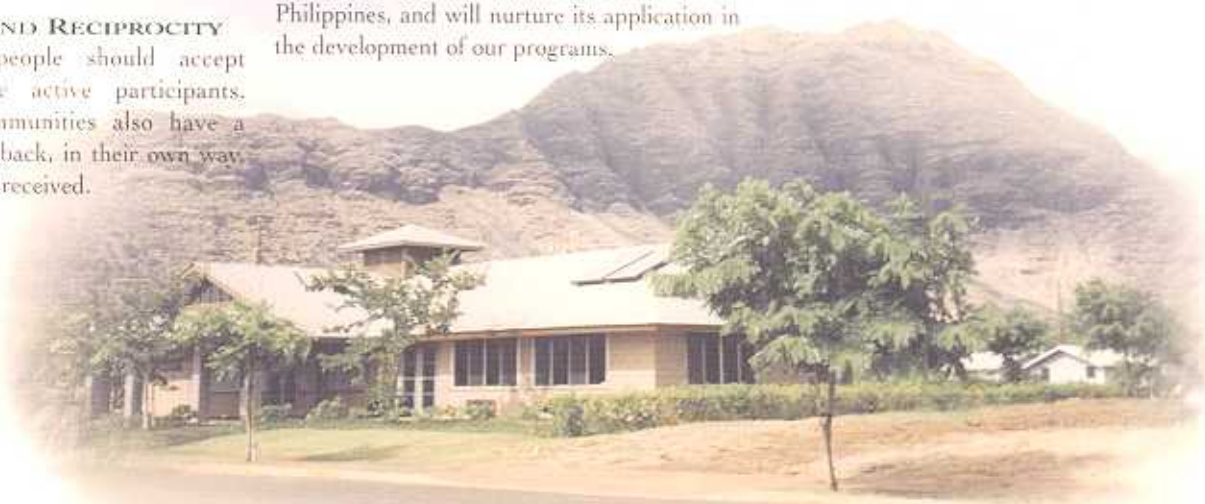
We believe that change is inevitable and that it will drive our efforts by encouraging creativity, innovation and responsible risk-taking in problem solving.

### **TEAMWORK AND COLLABORATION**

We believe that there are benefits to diversity of talents and viewpoints. We will involve employees at all levels and reach out to our partners, soliciting input from them as well as from those who may be affected by what we do and how we do it.

### **PHILIPPINE AND HAWAII CONNECTEDNESS**

We believe in the synergy of the cultural and historical ties between Hawaii and the Philippines, and will nurture its application in the development of our programs.



T E N Y E A R S O F M I L E S T O N E S



*A De*

1 9 8 7

- Begins process for establishing first shelter for street children in Baguio City, Philippines (photo A)

1 9 8 8

- Incorporation of Consuelo Zobel Alger Foundation

1 9 8 9

- Receives tax-exempt status under section 501(c)(3) of the U.S. Internal Revenue Code

1 9 9 0

- Patti J. Lyons becomes President and Chief Executive Officer
- Foundation's office opens at Grosvenor Center, Honolulu, Hawaii
- Death of Founder, Benefactress, and first Chairman, Consuelo Zobel Alger

1 9 9 1

- Second Chairman, John F. Doherty, S.J., dies
- Jeffrey N. Watanabe is elected as Chairman

1 9 9 2

- Global road trip to sell Foundation's Ayala Corporation stock
- Blesses land for its community development project in Waianae, Hawaii, including land loaned for Weinberg Homeless Village (photo B)

1 9 9 3

- Consuelo Foundation and International Youth Foundation enter into joint agreement to develop the Children and Youth Foundation of the Philippines (photos E and F)
- First group of families begins construction of their homes at the Ke Aka Ho'onā (The Spirit of Consuelo) self-help housing community in Waianae, Oahu, Hawaii (photos C and D)
- Chief Program Officer Eunice Watson, the inspiration for the Waianae self-help housing community, dies
- Consuelo Zobel Alger Foundation Philippine Branch receives official registration approval from the Philippine Securities and Exchange Commission and begins operations in the Philippines



## *Vision and Hope*

### 1 9 9 4

- Healthy and Ready to Learn program begins operations in the Ewa area of Oahu (photo I)
- Foundation moves into its permanent headquarters in Chinatown, Honolulu

### 1 9 9 5

- Begins long-range program to expand Healthy Start child-abuse prevention program from Hawaii to the Philippines
- Consuelo Foundation Philippine Branch moves into its permanent headquarters at Citibank Tower in Makati

### 1 9 9 6

- Receives a Peter F. Drucker Award for Nonprofit Innovation for the Ke Aka Ho'ona self-help housing project in Waianae
- Receives from President Fidel V. Ramos the Kaanib ng Bayan Award for Filipino Individuals and Organizations Overseas

### 1 9 9 7

- Begins community development projects in partnership with local governments in San Carlos City and Dumaguete City in the Philippines (photos G and H)
- Co-sponsors the first National Conference on Child Abuse in Manila

### 1 9 9 8

- Children and Youth Foundation of the Philippines partners with the World Bank to develop a program for out-of-school youth in the Philippines
- Develops the CHILDBASE software to become the standard case management information system for street children programs throughout Manila
- Finishes Serra Center building to house and treat sexually abused girls in the Philippines
- Organizes the International Forum for Child Welfare annual conference in Manila

### 1 9 9 9

- Initiates partnership with Department of Hawaiian Home Lands to develop a new self-help housing project in Waianae
- Launches its first Individual Development Accounts program in Waianae, helping 16 builder families to save rapidly for house mortgage and closing costs
- Announces a \$500,000 grant to the Filipino Community Center in Hawaii

PROGRAM GOALS AND IMPACT



*Scenes from the Philippines*



To fulfill Consuelo's vision, the Foundation pursues three broad programmatic goals. We name these goals below and describe the life-changing impact of a few of our programs.

**GOAL 1. Reduce the incidence of child abuse and neglect and improve the quality of life of exploited children.**

Claire (not her real name) is from the mile-high city of Baguio. Now 14, she was repeatedly raped by her father starting at the age of nine. Home may be a haven of peace to many of us, but Claire's became hell for her. Claire's ordeal lasted three years. In 1997, she found the courage to flee to the Consuelo Zobel Alger Home of Child & Family Service Philippines.

It takes time, but Claire is slowly gaining a sense of security and self-worth. She has morning chores; goes to school; does her homework; helps cook supper and then sleeps uninterrupted. At the Home's personalized counseling sessions and small-group meetings with other girls, Claire is starting to talk about herself. With a sparkle in her eyes, she says: "I'm happy here, safe and at peace. I feel I'm normal again!"

Claire is one of thousands of Filipino children being helped by over 50 nonprofit organizations that are supported by Consuelo Foundation through its operating arm, the Children and Youth Foundation of the Philippines. In Hawaii, children at risk of abuse and neglect are helped through the Foundation's establishment and support of such programs as Healthy and Ready to Learn, run by Child & Family Service.

**GOAL 2. Strengthen families and neighborhoods.**

For nine months, Mel and Sandy (not their real names) built their dream home the hard way: through their own sweat and effort, along with that of eight other families who built one another's homes at Ke Aka Ho'oua (The Spirit of Consuelo), the Foundation's self-help housing neighborhood in Waianae. "When we built the houses, we were building relationships with people," Mel says. "We learned to talk out problems. We made friends. And we got stronger as a family, too." *(continued on page 11)*

*Left page: New affordable homes in San Carlos; Disadvantaged girls study computers at Don Bosco Youth Center - Tondo; Indigenous students gardening at the San Luis Lamad Community High School*

*Right page, top row: A street child from the Pangarap Shelter; Children learn to make and sell paper at Little Children of the Philippines; Consuelo's vision: children with hope*

*Bottom row: Scavengers at a garbage dump are helped by Kamulayan Development Foundation; Mother and child in the Bulig Foundation's Healthy Start program; Baby at Rainbow Orphanage*



PROGRAM GOALS AND IMPACT

*Scenes from Ke Aha Ho'ouā, Cavanaugh Foundation's*



continued from page 9

Sandy adds, "One of the most important aspects of Ke Aka Ho'ona is the feeling that your neighbors don't do drugs and that we feel safe. The kids in the neighborhood are all one family."

As Mel looks out his new living room window at the 63 completed homes at Ke Aka Ho'ona and the 12 remaining empty lots, he says, "I'm going to help the next increment. It's important to give back, be grateful."

The Foundation pursues similar community-building efforts in the Philippines through partnerships with local governments and nongovernmental organizations in the cities of San Carlos and Dumaguete.

### GOAL 5. Enhance the well-being and status of underprivileged women.

Gilda Caday and her husband Ruben live with Gilda's parents in the same four-square-meter house where she was born 21 years ago. Gilda, Ruben, and their two children sleep in an elevated meter-wide cubicle. Since there is neither space nor money for furniture, the floor serves as the family's dining table.

Gilda is now seven months pregnant with her third child. Through the Healthy Start project of the Families and Children for Empowerment and Development (FCED), a family support program in her neighborhood, Gilda learned about proper health care and nutrition for herself and her children. At FCED's regular family planning seminars, she learned about the different ways of spacing birth. Gilda also enrolled in FCED's livelihood training program on soap making. She says, "I really need a sideline business because my husband's take-home pay is meager."

The past years were difficult for Gilda, particularly the caesarian birth of her second child and her long hospital stay. Were it not for organizations like FCED, she would still be among the many women for whom help is yet to come. While life for Gilda still is a day-to-day struggle, it is good to know that help is within reach.

*Left page: Family leisure time; Installing solar panels; Three new teen Individual Development Account holders*

*Right page, top row: Shooting hoops on the community court; Family portrait; Increment VII homebuilders*

*Bottom row: Tots on the tot lot; Installing roof trusses; Happy children; Exterior painting*

*self-help housing community in Hawaii*





Consuelo J. Alger

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CONSUELO'S GIFT -

*An Act of Extraordinary Grace*



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