



# PURE BAYANIHAN PLAYBOOK



***Empowering Communities,  
Transforming Lives:***  
A Comprehensive Guide to  
Sustainable Livelihood Programs



# Introduction

This manual serves as a comprehensive guide to the operations of our foundation, outlining our objectives, processes, and commitments to achieving our mission.

Pure Bayanihan is a non-profit organization committed to creating sustainable livelihood opportunities for communities living in poverty, empowering them to break the cycle of deprivation and build a brighter future filled with economic stability, dignity, and hope. By providing access to resources, skills training, and opportunities for entrepreneurship, we aim to create a brighter and more prosperous future where every person has the ability to thrive and contribute positively to society. Through our efforts, we envision a society where economic empowerment is accessible to all, leading to greater equity, resilience, and shared prosperity for generations to come.

The purpose of this manual is to provide clarity and guidance to all stakeholders involved in the operations of Pure Bayanihan, including board members, executives, staff, volunteers, and partners. It outlines the framework within which we operate, ensuring consistency, transparency, and accountability in our endeavors.

Throughout this manual, you will find detailed information on our program implementation and monitoring and evaluation processes.

By adhering to the guidelines and procedures outlined in this manual, we uphold our commitment to effective governance, ethical practices, and impactful service delivery, ultimately advancing our mission and contributing to positive social change in the Philippines and all over the world.

## Programs and Services

**Uplifting Lives Through Livelihood:** We believe in helping communities build their own paths to a sustainable future. We understand that the roots of poverty are complex, which is why we take a comprehensive approach: listening, learning, and adapting with the communities we work with to develop strategies that meet their unique needs.

Here's how we make a difference:

Program Area	Description
<b>Agricultural Programs</b>	We tailor solutions to boost agricultural productivity and income in rural communities. This empowers farmers and strengthens the local food system.
<b>Microbusiness</b>	We ignite the entrepreneurial spirit by supporting aspiring business owners. This fosters self-sufficiency and injects vibrancy into local economies.
<b>Livelihood Tools &amp; Resources</b>	We equip communities with the essentials they need to thrive. This includes building wells and installing irrigation systems, promoting sustainable agricultural practices, and ensuring long-term food security.
<b>Educational &amp; Vocational Programs</b>	We invest in people's potential. We support struggling students to finish their education and empower individuals with in-demand vocational skills, paving the way for employment and a brighter future.

# Our 3-Tiered Approach to Fight Poverty

Poverty is a complex issue with deep roots. At Pure Bayanihan, we believe in a comprehensive approach to tackle it, focusing not just on immediate needs but on building long-term solutions.

Our 3-Tiered Approach addresses the cycle of poverty at its core, empowering families and communities to break free and build a brighter future.

Tier	Description	Focus
1. Empowering Parents with Sustainable Livelihood	We equip parents with the tools they need to achieve financial stability, such as skills development and job training. This reduces their reliance on children for income and allows them to support their children's educational goals.	Economic Empowerment
2. Liberating Children Through Education	We prioritize education as the key to breaking the cycle of poverty for children. We address obstacles to schooling by providing essential supplies, meals, and transportation. By removing these hurdles, children can focus on their studies and unlock a brighter future.	Education and Child Development
3. Fostering Community Support and Collaboration	We recognize the importance of a strong community in supporting long-term change. We work with governments, nonprofits, and residents on collaborative projects, such as water initiatives, community gardens, or cooperatives. These projects create a supportive environment for families and individuals to thrive.	Community Development and Collaboration

# Our Model of Success: Building Partnerships for Sustainable Change

True success in tackling complex issues like poverty lies not in solitary action, but in the power of collaboration. At Pure Bayanihan, we've cultivated a unique model that fosters a dynamic network of partners, empowering transformation within the communities we serve.

This model thrives on the contributions of three key groups:

Role	Description	Responsibilities
<b>Partner Advocates</b>	Champion Pure Bayanihan's mission, identify valuable community partners, and foster collaboration.	Promote Pure Bayanihan's work and build awareness.
		Identify potential community partners (NGOs, faith-based organizations, government agencies).
		Act as trusted liaisons, building strong relationships with community partners.
		Ensure effective communication and project coordination to maximize impact.
<b>Community Leaders (Beachhead)</b>	Trusted faces with local expertise who guide program development and implementation.	Share local knowledge and cultural understanding.
		Provide guidance to ensure programs are culturally relevant and address specific community needs.
		Implement Pure Bayanihan's programs on the ground, working directly with beneficiaries.
		Foster local ownership and capacity building for long-term program sustainability.
<b>Beneficiaries</b>	Active participants are empowered to become agents of change within their communities.	Take ownership of their progress and develop skills for self-sufficiency.
		Advocate for change and share their experiences with the value of Pure Bayanihan's programs.
		Provide feedback to inform future initiatives and program effectiveness.

## How We Find and Build Partnerships

Our journey to uplift a community begins with a proactive approach to identifying potential partners who share our vision and values.

Phase	Step	Description	Responsibility
Outreach	Partner Advocate (PA) Outreach	Actively seek individuals and organizations passionate about serving marginalized communities. Gather inquiries from internal and external networks.	Pure Bayanihan Team
Exploration	Initial Contact	Engage in open communication with potential PAs to understand their motivations, experience, and community network.	Pure Bayanihan Team
	Information Exchange	Encourage PAs to share their knowledge about the challenges faced by local communities and explore potential areas for collaboration.	Pure Bayanihan Team and PA
Identification	Community Leader (Beachhead) Identification	Identify a trusted local leader, organization, or group deeply rooted in the community as the primary point of contact.	Pure Bayanihan Team & Partner Advocate
Vetting	Partner & Leader Vetting Process	Conduct a comprehensive vetting process for the PA and CL to ensure alignment with Pure Bayanihan's mission and values.	Pure Bayanihan Team
Assessment	Community Needs Assessment	Collaborate with the PA and CL to assess the community's most pressing challenges.	Pure Bayanihan Team, PA, & Beachhead
Formalization	Partnership Agreement	Formalize the partnership through a written agreement outlining roles, responsibilities, and expectations.	Pure Bayanihan Team
Engagement	Ongoing Engagement and Support	Provide continuous support, resources, and guidance to the PA and beachhead, maintaining open communication to address challenges.	Pure Bayanihan Team

## Partner Advocate and Community Leader Selection Criteria

Pure Bayanihan is committed to forming strong partnerships with individuals and organizations who share our values and dedication to serving marginalized communities. Our comprehensive selection and vetting process ensures alignment with our mission and the long-term success of our projects.

Criteria	Description	Additional Emphasis for Community Leaders
Mission Alignment	Shares Pure Bayanihan's mission and values.	Deep understanding of local community needs



Credibility and Influence	Holds a respected position within their community and can sway opinions.	Proven track record of community leadership
Reliability & Commitment	Demonstrates a history of consistent participation in advocacy or community work.	Long-term commitment to the community
Strategic Thinking	Offers valuable insights and suggestions for program improvement.	Ability to mobilize community resources
Adaptability & Flexibility	Willing to adjust strategies based on evolving needs.	N/A
Collaboration	Works effectively with others and contributes to collective goals.	Emphasis on building internal community cohesion
Innovation & Creativity	Can develop new campaigns and initiatives to advance the cause.	N/A
Respect and Trust	Commands respect within their community, enhancing Pure Bayanihan's credibility.	Reputation within the specific community is paramount
Ethical Conduct	Upholds high ethical standards in all advocacy activities.	Conduct directly impacts community perception of Pure Bayanihan
Network Diversity	Represents a diverse audience, expanding Pure Bayanihan's reach.	N/A

## Vetting Process

We conduct a thorough vetting process to ensure the best possible partnerships:

Step	Description
Background Information	Collect personal/professional details and conduct interviews to assess capabilities and clarify expectations.
Alignment Assessment	Evaluate understanding of project goals and alignment with Pure Bayanihan's mission and values.
Skills Evaluation	Assess leadership and communication skills, including community engagement and resource mobilization.
Ethical Standards	Require adherence to a code of conduct and investigate potential conflicts of interest.
References & Recommendations	Gather feedback from previous collaborators.
Decision Making	Approve or deny the application based on a comprehensive assessment.
Documentation	Use the F-006 Project Vetting Template to document the process.
Communication	Notify the individual of the decision and next steps.

# Choosing Projects: Community-Led Solutions

We believe that sustainable solutions are born from within communities. The process of choosing projects is community-led, ensuring that the initiatives we undertake are directly relevant to the needs and aspirations of the people we serve.

## Community Nomination Process

Pure Bayanihan is committed to empowering communities through targeted livelihood support programs. This guide outlines the nomination process for identifying and recommending communities with the greatest potential to benefit from our initiatives.

Step	Description
<b>Gather Information</b>	Download the Nomination Form: Visit the Pure Bayanihan website ( <a href="https://purebayanihan.org/about/">https://purebayanihan.org/about/</a> ) or Facebook page ( <a href="https://www.facebook.com/purebayanihan">https://www.facebook.com/purebayanihan</a> ) to access the form.
	Research the Community: Identify the community you want to nominate. Gather details about their demographics (population size, age distribution), socio-economic status (average income, poverty rate), and current livelihood challenges and opportunities.
<b>Complete the Nomination Form</b>	<i>The form will likely ask for information about:</i>
	Basic Information: Community name, location, population.
	Socio-Economic Data: Demographics, income levels, employment rates.
	Livelihood Challenges: Current obstacles hindering the community's economic well-being
	Alignment with Pure Bayanihan: Explain how supporting this community aligns with Pure Bayanihan's goals and priorities.
<b>Submit Your Nomination</b>	Once you've completed the form, submit it through one of the following channels:
	Email: <a href="mailto:info@purebayanihan.org">info@purebayanihan.org</a>
	Website: Upload the completed form directly on the Pure Bayanihan website ( <a href="http://www.purebayanihan.org">www.purebayanihan.org</a> ).
	Facebook Page: Send a private message to the Pure Bayanihan Facebook page ( <a href="https://www.facebook.com/purebayanihan">https://www.facebook.com/purebayanihan</a> ) with the completed form attached.
<b>Supporting Documents</b>	Nominations may be supported by additional documentation, such as: Community profiles or need assessments. Letters of support from local leaders or stakeholders. Data or statistics demonstrating the need for livelihood interventions.

## Community Eligibility Criteria for Livelihood Support Programs

We believe in empowering communities to build sustainable livelihoods and achieve long-term economic security. Our livelihood support programs are designed to equip



communities with the tools and resources they need to overcome poverty and chart a path toward self-sufficiency.

To ensure these programs have the greatest impact, we prioritize communities that meet specific eligibility criteria. These criteria are designed to identify communities with the greatest need and the strongest potential for success. Here's a closer look at the key factors we consider when evaluating community eligibility:

Criteria	Description
Economic Vulnerability	The community should demonstrate high levels of poverty, unemployment, or limited access to income-generating opportunities.
Need for Livelihood Support	Factors such as low household income, food insecurity, or reliance on unstable or unsustainable livelihoods indicate a clear need for livelihood support.
Geographical Location	Priority will be given to communities in regions with high poverty, unemployment, or economic vulnerability, including remote or marginalized areas like rural villages or urban slums.
Capacity and Willingness to Participate	Beneficiaries must be able to execute the livelihood project and be willing to participate in relevant training. The community as a whole should demonstrate the ability and motivation to actively engage in project planning, implementation, and monitoring.
Local Leadership and Support	A strong community leader (e.g., church pastor, social worker, teacher) with local authority and stakeholder support is crucial to oversee project implementation and ensure success and sustainability.
Alignment with Project Objectives	Community needs and priorities should align with the livelihood project's objectives and focus areas, promoting relevance and effectiveness.
Inclusivity and Equity	The selection process should be inclusive and equitable, considering the needs of marginalized or vulnerable groups like women, youth, persons with disabilities, and ethnic minorities.
Sustainability	The community should exhibit a commitment to the long-term viability of the livelihood initiative, including the ability to manage and maintain project assets, resources, and activities beyond the duration of external support.
Community Engagement and Ownership	Strong community engagement and ownership are essential, ensuring active participation in decision-making processes, project planning, and implementation. This fosters the project's relevance, effectiveness, and long-term success.

## Beneficiary Selection Process

Once a community is selected, we employ a rigorous process to identify the individuals within the community who will directly benefit from the livelihood program:

Stage	Activities	Responsibilities
Needs Assessment	Conduct focus group discussions with community members.	Needs Assessment Committee
	Administer surveys to gather quantitative data.	

	<p>Analyze existing data on demographics and social indicators</p> <p>Review local government reports and assessments.</p> <p>Consult with community leaders and NGOs working in the area</p> <p>Prioritize needs based on a clear methodology (e.g., scoring system) considering urgency, severity, and alignment with Pure Bayanihan's mission.</p>	
Eligibility Criteria	Develop clear and measurable criteria for each factor, ensuring objectivity.	Selection Committee
Community Engagement	<p>Organize community meetings in accessible locations.</p> <p>Facilitate discussions using participatory methods like focus group discussions and idea-generation exercises</p> <p>Conduct household surveys to gather data on individual needs and circumstances</p> <p>Partner with local NGOs and community leaders to identify potential beneficiaries.</p>	Community Leader, Partner Advocates
Application, Review, Shortlisting, and Selection	<p>Develop and disseminate application forms (physical or online) with clear instructions.</p> <p>Establish multiple channels for application submission (e.g., drop boxes, online portals)</p> <p>Assign reviewers to assess applications based on eligibility criteria.</p> <p>Conduct data verification through document checks and reference checks.</p> <p>Shortlist candidates who meet the criteria and represent diverse backgrounds.</p> <p>Conduct field visits or interviews to assess motivation, skills, and household situation.</p> <p>Convene a selection committee to make final decisions based on all available information.</p>	Selection Committee, Community Leader
Notification	<p>Develop clear and informative notification letters for selected beneficiaries. Communicate the selection decision through multiple channels (e.g., phone calls, community meetings).</p> <p>Communicate the selection decision through multiple channels (e.g., phone calls, community meetings).</p>	Selection Committee, Community Leader
Data Collection and Record Keeping	<p>Develop data collection forms that comply with data privacy regulations.</p> <p>Obtain informed consent from beneficiaries before collecting personal information.</p> <p>Implement secure data storage systems with access controls.</p> <p>Develop a data privacy policy outlining how beneficiary information is handled.</p> <p>Establish clear procedures for beneficiaries to access their data or raise privacy concerns.</p>	Selection Committee, Community Leader

Monitoring, Evaluation, and Feedback	Develop monitoring tools to track beneficiary progress and project outcomes.	Selection Committee, Community Leader
	Conduct regular monitoring visits to assess the effectiveness of support provided.	
	Design evaluation surveys to measure the impact of the project on beneficiaries' lives.	
	Establish feedback mechanisms (e.g., suggestion boxes, focus group discussions) for beneficiaries to share their experiences.	
	Analyze feedback and use it to continuously improve the selection process	

## Beneficiary Eligibility Criteria

Individuals are evaluated based on several factors:

Factor	Description
Economic Need	Assessed through income level, assets, and economic activities. This ensures support reaches those with the greatest financial need.
Vulnerability	Individuals are most affected by circumstances like childhood (orphans), widowhood, disability, age, or disasters. This prioritizes those facing significant challenges.
Skills and Capacity	Existing skills and training relevant to proposed livelihood activities. This ensures beneficiaries are well-positioned to benefit from the offered support.
Geographic Focus	Proximity to project sites, considering rural/urban needs. This targets beneficiaries within the intended reach of the project and addresses specific local needs.
Motivation and Commitment	Willingness to participate actively and achieve project goals. This ensures beneficiaries are invested in the program and its success.
Household Composition	Family size and dependents are considered to assess the impact on potential activities. This ensures support takes into account the needs of the entire household.
Gender and Social Inclusion	Promoting equity by considering the specific needs of women, minorities, youth, and the elderly. This ensures the program is inclusive and reaches a diverse range of beneficiaries.

## Detailed Proposal Development

To guide our community partners in developing robust project proposals, we provide a comprehensive template that covers all essential aspects of the project. The template serves as a roadmap, outlining the essential elements needed to develop a clear, persuasive, and impactful proposal that effectively communicates the project's vision, goals, and potential for transformative impact.

### Project Proposal Template



Section	Description	Purpose	Format	Note
<b>1. Project Title</b>	Briefly and accurately capture the essence of the proposed livelihood venture.	Attract attention and clearly communicate the project's nature.	Catchy phrase or sentence.	
<b>2. Project Description/Overview</b>	Provide a concise introduction to the proposed business concept.	Briefly explain what the business will do and its intended impact.	2-3 sentences.	
<b>3. Project Background and Rationale:</b>				
<i>Problem/Needs Assessment</i>	Outline the specific challenges faced by the community that the livelihood project aims to address.	Demonstrate a clear understanding of the community's needs and how the project will address them.	Paragraph with relevant data/statistics.	Include photos of the community and living conditions (Section 11)
<i>Demand and Market Analysis</i>	Identify the target market for the product or service, existing competition, and the proposed venture's competitive advantage.	Demonstrate market viability and how the project will differentiate itself.	Paragraph with details on target customer base and competitive landscape.	
<b>4. Project Objectives</b>	Clearly define the specific, measurable, achievable, relevant, and time-bound (SMART) objectives of the project.	Outline the desired outcomes and impacts of the livelihood venture.	Bullet points with clear and measurable goals.	
<b>5. Target Beneficiaries:</b>				
<i>Beneficiaries Description</i>	Identify the primary beneficiaries of the project, including demographics, needs, and challenges.	Explain how the project will empower and improve the livelihoods of the target population.	Paragraph with details about beneficiaries.	Include photos of the beneficiaries (Section 11)
<i>Justification</i>	Briefly explain why these beneficiaries were chosen for the project.	Demonstrate the alignment between the project and community needs.	1-2 sentences.	
<b>6. Project Activities and Implementation Plan:</b>				

<b>Activities and Interventions</b>	Detail the specific activities planned to achieve the project objectives, including timelines and responsible parties.	Provide a clear roadmap for project execution.	Table with activities, timelines, and responsible parties.	
<i>Resources</i>	Outline the resources required for project implementation (e.g., personnel, materials, equipment, training).	Demonstrate a realistic and well-planned approach.	List of resources and their purpose.	
<i>Partnerships</i>	Identify any partnerships or collaborations with other organizations or stakeholders involved in the project.	Highlight potential synergies and collaborative efforts to enhance project success.	Paragraph with details about partnerships (if applicable).	
<b>7. Risk Management and Contingency Plan</b>				
<i>Potential Risks</i>	Identify potential challenges and risks associated with the project (e.g., market fluctuations, resource delays).	Demonstrate awareness of potential obstacles and proactive planning.	List of potential risks.	
<i>Mitigation Strategies</i>	Describe strategies for mitigating identified risks.	Show a proactive approach to risk management.	Paragraph with mitigation strategies for each risk.	
<i>Contingency Plans</i>	Develop contingency plans for addressing risks that cannot be fully mitigated or controlled.	Demonstrate preparedness for unforeseen circumstances.	Paragraph with alternative solutions for unmitigable risks.	
<b>8. Sustainability and Impact Assessment Plan:</b>				
<i>Sustainability Strategy</i>	Outline the plan for ensuring the long-term viability of the livelihood venture beyond Pure Bayanihan's support.	Demonstrate a clear plan for post-program success.	Paragraph with details on the sustainability strategy.	
<i>Capacity Building</i>	Describe how the project will build the skills and	Highlight efforts to empower beneficiaries and	Paragraph with details on	

	knowledge of beneficiaries to ensure long-term success.	foster lasting change.	capacity-building activities.	
<i>Community Engagement</i>	Explain how the project will engage with the broader community to promote ownership and support.	Demonstrate a commitment to community involvement.	Paragraph with details on community engagement strategies.	
<i>Impact Assessment Plan</i>	Describe how the project's impact on beneficiaries and the community will be measured.	Outline a plan for monitoring and evaluating project success.	Paragraph with details on impact measurement methods.	
<b>9. Monitoring and Evaluation:</b>				
<i>Monitoring Framework</i>	Outline the framework for monitoring project progress, including key indicators, data collection methods, and reporting mechanisms.	Ensure transparency and accountability by tracking progress towards objectives.	Paragraph with details on monitoring indicators	
<b>10. Budget</b>	Provide a detailed breakdown of all project costs, including personnel, materials, equipment, training, monitoring, and overhead expenses.	Demonstrate a transparent and realistic budget allocation.	Table with detailed cost breakdown for each expense category.	
<b>11. Photos</b>	Include photos of the community itself, showcasing the surrounding environment and infrastructure.	Images can visually depict the community's living conditions, limited resources, or current livelihood struggles, emphasizing the need for intervention.	Maintain a high-quality standard for all photos included in your proposal.	Briefly caption each photo to provide context and enhance understanding.
	Include photos of the target beneficiaries, capturing their faces and conveying their stories.	Photos can help decision-makers connect with the beneficiaries and the challenges they face, fostering empathy and understanding.		Ensure you have permission to use any photos that include identifiable individuals.



# Project Vetting Process

Pure Bayanihan is committed to investing in projects with the highest potential for sustainable community impact. Our rigorous Project Vetting Process ensures that we identify and support initiatives that are not only feasible and well-planned but also deeply aligned with community needs and priorities. This multi-stage process involves comprehensive evaluation, collaborative design, and ongoing support to ensure that each project we invest in contributes to lasting positive change.

Step	Description
Review the Proposal Document	Thoroughly review the proposal document, focusing on the executive summary, background, objectives, activities, budget, and other key sections.
Project Needs Assessment	Assess if the problem statement is clear, relevant, well-defined, evidence-based, and aligns with the organization's focus areas.
Examine Objectives and Expected Outcomes	Evaluate the SMARTness (Specific, Measurable, Achievable, Relevant, Time-bound) of objectives and the realism of outcomes within the project timeframe.
Target Beneficiaries Assessment	Review the target beneficiaries list for compliance with P-003 Beneficiary Selection Guidelines. Determine the number and demographics of beneficiaries and the rationale for their selection.
Market Analysis	Evaluate the demand for the product/service, identify the target market, and assess the competitive landscape.
Project Activities and Implementation Plan	Examine the activities, timelines, responsible parties, and plan for feasibility, logical sequence, resource needs, coordination, and potential risks.
Consider Risk Management and Contingency Planning	Assess how the proposal addresses risks and challenges, as well as the adequacy of mitigation strategies and contingency plans.
Consider Sustainability and Impact	Evaluate the project's sustainability strategy and potential long-term impact, including how it will build local capacity, leverage resources, and ensure continued benefits.
Evaluate Monitoring and Evaluation Framework	Review the proposed framework, including indicators, data collection methods, and reporting mechanisms. Ensure it allows for effective progress tracking and outcome measurement.
Analyze Budget and Financial Plan	Review the budget for comprehensiveness, realism, alignment with activities/outcomes, justification of items, and cost-effectiveness.
Review Ethical Considerations	Ensure the proposal adheres to ethical principles and standards, considering human rights, cultural sensitivity, gender equality, and environmental sustainability.
Conduct Stakeholder Consultation (if necessary)	Engage stakeholders, experts, or committees for input and feedback, incorporating diverse perspectives.
Make an Informed Decision	Approve, reject, or request revisions based on the assessment. Provide constructive feedback and communicate the decision promptly.
Follow-Up and Monitoring	Establish mechanisms for ongoing monitoring, reporting, and support if the proposal is approved.

# Project Disbursement Procedure

We are committed to responsible financial management of all livelihood projects. This document outlines our comprehensive Project Disbursement Procedures, detailing every step from initial project approval to post-project analysis. Our procedures prioritize transparency, accountability, and the efficient use of funds to maximize the positive impact on the communities we serve.

## Key Objectives of our Disbursement Procedures:

- **Transparent and Accountable Management:** Ensure every peso/dollar is utilized for its intended purpose and in accordance with project goals.
- **Phased Disbursements:** Release funds in manageable stages to align with project progress and milestones.
- **Regular Monitoring and Review:** Continuously track project progress and financial performance to ensure proper fund utilization and adherence to project guidelines.
- **Local Sourcing Prioritization:** Stimulate the local economy by prioritizing local vendors and service providers.
- **Continuous Improvement:** Analyze project outcomes to identify areas for improvement and enhance the effectiveness of future initiatives.

Here are the detailed steps involved in our disbursement process:

Phase	Step	Description	Responsibility
Disbursement	Pre-Disbursement Approval	The project proposal undergoes thorough vetting as per P-007 Project Proposal Vetting Guidelines.	Pure Bayanihan Finance Team
	Phased Disbursement	Funds are released in phases aligned with project timelines and milestones, with predefined deliverables and financial requirements for each phase.	Pure Bayanihan Finance Team
	Disbursement Request	Community Leader submits a formal request detailing the amount needed for the upcoming phase and a breakdown of expenses.	Community Leader/Project Associate
	Approval Process	Pure Bayanihan's finance team reviews and approves the request, ensuring alignment with the project budget and guidelines.	Pure Bayanihan Finance Team
	Fund Transfer	Approved funds are transferred to the Community Leader's designated bank account or through a secure payment platform.	Pure Bayanihan Finance Team

<b>Documentation</b>	Receipts and Invoices	Community Leader submits original receipts, invoices, or proof of payment for all project expenses.	Community Leader/Project Associate
	Financial Reports	Community Leader prepares and submits regular financial reports detailing income and expenditures, including supporting documentation.	Community Leader/Project Associate
	Monitoring Reports	Community Leader submits periodic reports on project progress, challenges, and budget deviations.	Community Leader/Project Associate
<b>Monitoring &amp; Review</b>	Regular Review	Pure Bayanihan's finance team conducts regular reviews of financial and monitoring reports to ensure proper fund use and project adherence.	Pure Bayanihan Finance Team
	Site Visits (if applicable)	Pure Bayanihan may conduct site visits to verify project progress and fund utilization.	Pure Bayanihan Team
	Financial Audits (if applicable)	External auditors may be engaged for independent financial audits.	Pure Bayanihan / External Auditor
	Feedback and Corrective Action	Discrepancies or issues are communicated to the Community Leader, and corrective actions are taken as needed.	Pure Bayanihan Finance Team
<b>Local Sourcing</b>	Local Sourcing Practices	Materials and Equipment: Prioritize purchasing from local vendors and suppliers to stimulate the local economy. Services: Utilize local labor and expertise whenever possible. Community Consultation: Engage community members in identifying local resources and potential suppliers.	Pure Bayanihan and Community Leader
<b>Post-Project Analysis</b>	Project Analysis and Monitoring	Thorough analysis is conducted to assess project impact, identify areas for improvement, and maintain communication with the Community Leader and PA to monitor progress and address challenges.	Pure Bayanihan Team

# Video Documentation: Showcasing Impact Through Visual Storytelling

Pure Bayanihan believes in the power of visual storytelling to illuminate the real-world impact of our livelihood programs. We document our projects through video, capturing the voices and experiences of the communities we serve.

Our video documentation process is guided by a commitment to:

- **Transparency:** Openly showcasing the progress and challenges of our work.
- **Ethical Storytelling:** Obtaining informed consent from participants, respecting their privacy, and accurately representing their stories.
- **Cultural Sensitivity:** Ensuring our videos reflect and honor the unique cultural contexts of the communities we partner with.

By sharing these stories, we aim to:

- **Inspire:** Demonstrate the transformative power of our programs and the resilience of the human spirit.
- **Educate:** Raise awareness about the challenges faced by marginalized communities and the solutions we're working towards.
- **Build Support:** Engage a wider audience in our mission and encourage collaboration for greater impact.

This document outlines the step-by-step process we follow to ensure ethical and impactful video documentation of our livelihood projects.

Phase	Step	Description	Responsibility
Video Production	Project Identification and Notification	The Creative Director and Program Manager identify suitable projects for video documentation. The Partner Advocate (PA), Community Leader, and stakeholders are notified about the selected project and the documentation process.	Creative Director, Project Manager, Partner Advocate (PA), Community Leader (CL), Project Associate
	Pre-Production Planning	Interview questions are prepared. Written consent is sent to community leaders and beneficiaries. A storyboard and shot list are created. A video crew or photographer is selected and contracted. Travel and logistics are coordinated. Community leader facilitates community engagement and introductions.	Video Crew, Creative Director, Community Leader, Project Associate

	Filming and Photography	Written informed consent was obtained from participants. Cultural sensitivity briefing for the crew. On-site filming/photography based on the shot list, including interviews, b-roll, and activities.	Community Leader, Project Associate, Beneficiaries
	Post-Production	The footage is organized and backed up. Video edited with sound design. Edited video reviewed and approved by stakeholders. Finalization with revisions and quality control.	Video Crew, Creative Director, PA, CL, Stakeholders
	Distribution and Promotion	Video shared on social media, website, newsletters, and email campaigns. Shared with partner organizations for further dissemination.	Creative Director, Communications Team
<b>Ethical Considerations</b>	Informed Consent	Ensure participants understand the purpose of the video, its usage, and their right to decline.	Video Crew/Photographer, Community Leader
	Privacy and Confidentiality	Protect participant privacy by obtaining consent, anonymizing information, and securely storing footage.	Video Crew/Photographer, Community Leader, Project Associate
	Accuracy and Representation	Ensure accurate representation of project impact and community story, avoiding sensationalism or exploitation.	Video Crew/Photographer
	Cultural Sensitivity	Respect local customs and traditions during filming.	Video Crew/Photographer

# Measuring Impact: Metrics for Sustainable Livelihood Programs

We are dedicated to creating lasting change through our impactful livelihood programs. To ensure we're achieving our goals and empowering communities to thrive, we utilize a comprehensive framework of key metrics across various areas.

This data-driven approach allows us to:

- **Evaluate Program Effectiveness:** We assess how well the program is achieving its intended outcomes. Metrics focus on areas like skills development, income generation, and the long-term sustainability of established businesses.
- **Identify Areas for Improvement:** By analyzing data, we pinpoint program strengths and areas for improvement. This allows us to continuously refine and tailor our approach to better serve participants.
- **Demonstrate Program Value:** Metrics provide clear evidence of the positive impact our programs have on participants' lives. This data is essential for justifying continued funding and garnering support for our mission.
- **Promote Program Learning:** Metrics facilitate continuous learning and improvement. By tracking data over time, we can identify best practices and adapt our program design for even greater impact in the future.

Focus Area	Metrics	Description
Income Generation	Average increase in household income	Measures the direct economic impact of the program on participants' livelihoods.
	Growth in business revenue	Tracks the financial performance of businesses established or supported through the program.
Business Knowledge & Skills	Improvement in business knowledge (pre-and post-training assessments)	Assesses the effectiveness of training programs in building essential business skills (e.g., financial management, marketing).
Social Impact	Improvement in living standards (access to education, healthcare)	Evaluates the broader impact of the program on the overall well-being of participants and their communities.
Sustainability	Percentage of participants sustaining improved livelihoods	Measures the long-term effectiveness of the program in creating lasting change and promoting self-sufficiency.



## Conclusion

Pure Bayanihan's commitment to creating sustainable livelihood opportunities for communities living in poverty is at the heart of everything we do. This playbook serves as a roadmap for our organization, partners, and stakeholders to work together effectively towards our shared goal of breaking the cycle of deprivation and building a brighter future filled with economic stability, dignity, and hope.

By adhering to the guidelines, processes, and ethical standards outlined in this document, we ensure that our efforts remain:

- Community-driven and culturally sensitive
- Transparent and accountable
- Sustainable and impactful
- Innovative and adaptable

As we move forward, let us remember that our strength lies in collaboration – with partner advocates, community leaders, beneficiaries, and supporters worldwide.

Together, we can create a ripple effect of positive change, empowering individuals and communities to not only overcome poverty but to thrive and contribute to a more equitable society. The journey ahead may be challenging, but with dedication, compassion, and the tools provided in this playbook, we are well-equipped to make a lasting difference. Let us continue to work tirelessly, guided by our mission, to uplift lives and build a world where economic empowerment is accessible to all.