

Damayán Alliance

DAMAYAN is an advocacy group and civic association which seeks to represent the marginalized Filipino citizens and the consumers in its advocacy to achieve poverty alleviation, as well as to "achieve a healthy, educated, prosperous and empowered Filipino citizenry" nationwide, specially the less fortunate families, and to help "promote peace and unity advocacy."

Registered with the Securities & Exchange Commission as DAMAYAN CONSUMERS & CITIZENS ALLIANCE (DCCA), DAMAYAN was founded by civic leader-journalist and consumers welfare advocate JONATHAN "JAKE" NAVEA, founding chairman of the Ideal Parents & Family Foundation and the National Consumer Affairs Foundation.

Navea is also the editor of VARIETY Newsmagazine, a quarterly consumers publication (www.varietynewsmagazine.com) and the Founder-Awards Chairman of the Consumers Quality Awards and Global Excellence Awards responsible for initiating Mother's Day, Father's Day, Family Week Celebration, Consumers Month Celebration and all family-related and consumers-related events in the Philippines and in Asia-Pacific for over 3 decades since 1980, eventually lobbying Presidential Proclamation declaring aforementioned events as official national celebrations in the country, as signed by the late lady President Corazon C. Aquino and President Ferdinand E. Marcos. (Refer to www.consumersaward.com and www.worldexcellenceawards.com). Navea is also the CEO /President of Mediapower, an advertising-events and business consultancy enterprise (www.mediapowerservices.com).

DAMAYAN also pushes for sustainable employment and consumers rights, easy access to education, reforming the current health care system, implement agrarian reforms and allot additional finances for housing programs. The group has been undertaking free seminars of livelihood and business programs to provide income opportunities to its members.

DAMAYAN furthermore promotes good governance, address graft and corruption and localize international peace treaties, specially in the poor marginalized Muslim population of Mindanao, considered as wealthy source of natural resources of the Philippines.

DAMAYAN also aims to promote the advancement and protection of the rights of farmers and fisherfolks, specially the indigenous citizens and the marginalized groups.

DAMAYAN supports the goals of AKBAYAN and BAGONG HENERASYON congressional partylists which have similar visions and allied objectives as the group.

The group is being supported by AMYTONY FOUNDATION, a civic group based in Northern Philippines headed by civic leaders AMELIA SUNIO-ABARQUEZ and ANTONIO C. ABARQUEZ, which advocates community development and undertakes charitable activities geared towards the less fortunates, as well as the UNITY FOR

REVIVAL FOUNDATION (URF) chaired by peace and unity advocate SHARIFF IBRAHIM ALBANI who also undertakes the Peace & Unity Global Forum and the National Tribal & Indigenous Congress. For details, visit www.unityforrevival.com.

UNITED WAY PHILIPPINES, a noted civic group headed by civic leader CORAZON "CORKY" CANO who has been providing humanitarian help to less privileged Filipino youths and families, also supports the advocacies of DAMAYAN.

It is also being supported by AGING PINOY ORGANIZATION, a welfare organization of the elderly headed by senior citizens advocate MANAY LINDY DACANAY.

DAMAYAN was initially registered with Securities & Exchange Commission (SEC) in 1991 and was amended last May 2011 due to the group's expansion of mission and visions, with its previous primary goals which is to alleviate the welfare of the senior citizens and disabled, but has expanded to include the welfare of the entire citizenry, particularly the less privileged Filipino families and youth.

In its desire to better achieve its missions and visions, DAMAYAN thru the initiative of Navea vied for congressional seat in May 2010 Philippine National Elections, but due to inadequate financial logistics failed to win.

DAMAYAN is more than ever strongly committed to pursue its missions and civic objectives thru electoral means in the forthcoming May 2013.