



-Alberto Ledesma 2002

*How one woman in a third world country
is carrying on the legacy of
Eleanor Roosevelt*

Final Report on
Fact-Finding Mission in the Philippines
January-April, 2003

Presented by to:
The Franklin & Eleanor Roosevelt Institute

The Stone Soup Leadership Institute

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The Stone Soup Leadership Institute carries on the legacy of Eleanor Roosevelt

- 1996: Lucy Durr Hackney introduces Marianne Larned to Trude Lash at her summer home in Menemsha, Martha's Vineyard where Mrs. Lash shares her personal story and journey of working with Eleanor Roosevelt.



- 1996: Marianne Larned found the “magic stone” that inspired *Stone Soup for the World*, on the same beach where Mrs. Roosevelt once walked with her friends Joe and Trude Lash (Windy Gates, Martha’s Vineyard).
- 1997: Stone Soup Foundation (Leadership Institute) is founded. Trude Lash serves on International Council and explores ways the Institute can carry on Mrs. Roosevelt’s legacy.
- 1998: *Stone Soup for the World* is first published and features *She Kept Her Promises* -- Eleanor Roosevelt’s story with Trude Lash.
- 1998: Trude Lash introduces Ms. Larned to Anna Roosevelt, who is then working with Chicago Mayor Daley. They explore ways the Institute can carry on Mrs. Roosevelt’s legacy.



- 1998: Michael Roosevelt reads Mrs. Roosevelt’s story from *Stone Soup for the World* at event in San Francisco.
- 1999: *Stone Soup for the World*’s educational curriculum features Eleanor Roosevelt, encourages students to read the Universal Declaration of Human Rights, visit www.udhr.org and help carry on Mrs. Roosevelt’s legacy.
- 2000: Eleanor Roosevelt is featured on *Stone Soup for the World* educational video, called, *In Celebration of Heroes*, narrated by Walter Cronkite: www.soup4world.com/video/videohom
- 2000: Stone Soup Leadership Institute’s 1st Eleanor Roosevelt Award is presented by Trude Lash to 17 year-old Jainaba Burton Sundman at Celebration of Heroes on Martha’s Vineyard. (see 7/21/2000 *Vineyard Gazette*)
- 2002: *Stone Soup for the World: Life-Changing Stories of Everyday Heroes* is re-published with introduction from Walter Cronkite, simultaneously in English and Spanish.
- 2002: The Institute’s 1st Global Eleanor Roosevelt Award is presented by David Woolner to Marietta Goco at the Global Heroes Awards with Walter Cronkite in New York City.
- 2002: We convened a meeting with Trude Lash and Marietta Goco to develop a better understanding for the early developments of the Universal Declaration of Human Rights.
- 2002: Original art commissioned by the Stone Soup Leadership Institute features Eleanor Roosevelt, Mahatma Gandhi, Cesar Chavez and Dr. Martin Luther King Jr.
- 2003: The Institute conducted a 3-month fact-finding mission in partnership with the Franklin & Eleanor Roosevelt Institute in the Philippines.



Backgrounder

Stone Soup Leadership Institute Summary of Activities in support of the Philippines (1987-2003)

The Stone Soup Leadership Institute has been greatly influenced by the Philippines. Inspired by the everyday people, we've documented their story, honored its people, shared lessons learned in speeches and created global partnerships in support of projects. The first in a series of visits began in January 1987 and led to a remarkable 16-year journey. This overview summarizes the Institute's work in support of the Philippines during this time.

In 1986 Viveza International (Spanish for awaken), was founded in the Bay Area, as a non-profit cross-cultural educational organization. Viveza's directors collectively had over forty years of building partnerships with NGO's, government agencies, business and media. Prior to the Philippines project, Viveza had completed an assignment in conjunction with the United Nation's International Year of Peace (1986). Viveza facilitated the development of an education-community outreach plan with UN's NGO's in preparation for a live, 24-hour celebration televised, interactive with 50 countries for UN Day (Oct. 24). After this project, Viveza decided to identify one country to partner with to realize its mission of awakening everyday people, especially in America, to their potential to help build a better world.

After witnessing the peaceful Philippine Revolution (EDSA) on CNN, Marianne Larned, co-director of Viveza International, encouraged the international NGO to focus its efforts on the Philippines. While other directors preferred India, in the end the Philippines was selected as the country Viveza would focus its year-long efforts (1987-1988). Given the nation's newly awakened sense of idealism and commitment to democracy, the

Philippines, was an ideal country to learn from. When we arrived, we heard profiles in courage and determination, patience and faith against insurmountable odds. We learned that the story behind the CNN headlines – that the Philippines has the largest number of NGO's in the world – who worked tirelessly to overthrow Marcos. We found highly educated, English-speaking, thoughtful, well-organized and hard-working people who cared deeply about and longed to renew their democracy. We experienced first-hand the newly awakened Bayanihan spirit and people dedicated to rebuilding their country for the betterment of all Filipinos.

Viveza's goal was to connect with real people addressing real problems in the developing world so that more people, especially Americans would be inspired to a new kind of engaged activism, to be a force for positive change in the world. Our strategy in selecting one country was to learn from the extensive NGO community about their vision for self-determination and community-centered, sustainable development initiatives. We would then develop creative, people-to-people ways to bridge the gap between the haves and have-nots, forge new directions for the global economy and strive to build a more peaceful world. Viveza developed partnerships with Filipino NGO's and international foundations, resulting in successful initiatives.

Ms. Larned first met Marietta Primicias Goco in 1987 when they collaborated on the design of Bayanihan, an educational campaign to rekindle traditional Filipino values "working together to rebuild our nation." The Bayanihan program inspired Ms. Larned to write *Stone Soup for the World: Life-Changing Stories of Everyday Heroes*. The story, *The Heaven's Open*, honors the Bayanihan spirit and features Marietta Goco.

The Stone Soup Leadership Institute was founded in 1997 as a 501 (c3) educational organization that develops tools, programs and initiatives that honor everyday heroes and trains future and emerging leaders to work together to build a better world. During the 2003 fact-finding mission with FERI, Ms. Larned rekindled her appreciation for the Filipino people. She was privileged to live in the local provinces and learn first-hand how even the poorest among them embody the Bayanihan spirit that she writes about in her books-- ordinary people overcoming obstacles and working together to improve their lives, their families and their world.

O verview of Institute's Mission Philippines:2003

The Stone Soup Leadership Institute conducted a three-month fact-finding mission in partnership with the Franklin & Eleanor Roosevelt Institute to see how one woman in a third world country is carrying out Eleanor Roosevelt's legacy.

This report shows how Marietta Primicias Goco has been weaving Mrs. Roosevelt's legacy into her efforts to empower some of the poorest women in the world to build a more humane society. Rather than merely a dry accounting of facts, this report features a colorful narrative describing Mrs. Goco's amazing journey and the fascinating similarities between her life and Mrs. Roosevelt's. We've also included the stories and photos of a few brave Filipino women from the demonstration project who are on the front-lines of war on poverty and terrorism. The report includes a summary of actions taken, an overview of the Institute's efforts to carry on Mrs. Roosevelt's legacy, an overview of the Institute's support of the Philippines (1987-2002) and recommendations for future collaboration to carry on Mrs. Roosevelt's legacy.

The Philippines in early 2003 was a powerful time and place to conduct this inaugural FERI mission. During this three-month period, the United Nations was at the center of a heated global debate that ultimately led to the war on Iraq. Some said this was exactly why the UN was created – to provide a forum for a rigorous dialogue to help try to resolve global issues peacefully. It was fascinating to see first-hand the tremendous respect people from countries like the Philippines have for the UN, for its laws and for their prominence in our world. In light of the urgent need for more thoughtful responses to terrorism and more effective international diplomacy, the significance of our mission and this report took on even greater

meaning. The Philippines is a breeding ground for corruption, environmental destruction and terrorism. Desperate economic situations encourage good people to do desperate things, which are bankrupting their nation and their children's future. At no time in history has it been more important that we rekindle Eleanor Roosevelt's legacy and her vision so we can develop a deeper appreciation for the UN and how the UDHR provides a framework to guide us in building a more humane world.



Marietta Goco receives Eleanor Roosevelt award

On November, 13, 2002, Mrs. Goco received the Stone Soup Leadership Institute's 1st global Eleanor Roosevelt Award at a gala event with Walter Cronkite in New York City. Mrs. Goco received this prestigious award for carrying on Eleanor Roosevelt's vision and for applying the principles of the Universal Declaration of Human Rights to her work in the Philippines. At the gala, FERI's Executive Director David Woolner read these words from the Roosevelt's grand-daughter, Anna Eleanor Roosevelt:

Like Marietta Primicias Goco, who has dedicated her life to the elimination of poverty and injustice in her native land, Eleanor Roosevelt understood that the power and spirit to create a better world, with basic human rights for all, rests within each of us.

Whether by design or by divine intervention, Marietta Goco has spent much of her life carrying out her heroine's legacy as expressed in the Universal Declaration of Human Rights

(UDHR). As director of the first Presidential Commission to Fight Poverty, Mrs. Goco applied the UDHR principles to realize the ambitious goal of reducing poverty in the Philippines by 10% in five years. Much like Mrs. Roosevelt's process of building a global coalition to create UDHR, Mrs. Goco built a broad national coalition to pass the Social Reform and Poverty Alleviation Act of 1998, the first legislation of its kind in the world. The Act uses the Minimum Basic Needs (MBN) standard to measure a person's ability to care for their families – and institutionalizes micro-finance so people can plan for their future. MBN has established a direct link to UDHR's "human dignity as human rights entitlements." "Mrs. NGO Networker," as she is fondly called, realized her goals in just 3 years and transformed the lives of two million people.

*The Universal Declaration of Human Rights is the most widely recognized statement of human rights and provides the overarching framework for international diplomacy. It is my commitment to these principles and to providing access to the poorest, that I say "YES!" to the POWER TO ACT! seeking, connecting, joining, merging, and bonding in solidarity with others-- acting together, NOW, TO BE, EACH ONE OF US, a force for positive change and peace in the world. **Marietta Goco***

As a result of the Institute's Eleanor Roosevelt Award, Mrs. Goco received tremendous media recognition that she is now using to champion the arduous process of changing the Constitution of the Philippines, so they can build a more equitable, humane society. Mrs. Goco received accolades from:

Mabuhay Marietta Goco. World Class Filipino! The Filipino people should take pride in this award as we have seen first hand the results of your selfless efforts for our countrymen and women, especially in fighting poverty.

President Fidel V. Ramos

Working with Marietta reminds me of the words of Eleanor Roosevelt, " You get more joy out of the giving to others, and should put a good deal of thought into the happiness you are able to give."

Dr. Madelene Valera, Philippine Health Insurance

Recommendations

We have outlined a two-pronged approach to broaden and deepen the Stone Soup Leadership Institute's collaboration with the Franklin & Eleanor Roosevelt Institute to help carry on Mrs. Roosevelt's vision and legacy. We encourage FERI to consider adopting our collaboration as an official program so we can maximize our impact. The Institute would like to formalize our partnership with an annual awards program to honor women around the world who are carrying on Mrs. Roosevelt's vision and legacy. Through the Institute's educational tools, website and initiatives we can inspire and educate the next generation of women to follow in their collective footsteps to help build a better world.



Walter Cronkite, host, Global Heroes Awards

I invite you to join with me and these Global Hero Award recipients to carry on the legacy of Mahatma Gandhi, Eleanor Roosevelt, Cesar Chavez and Martin Luther King to improve the conditions of our neighborhoods, our countries and the world through individual action and working with others. Let's forge new directions for the global economy, bridge the gap between the haves and have nots and strive to build a more peaceful world.

**Walter Cronkite announces global call-to-action
Stone Soup Leadership Institute's Awards Event
November 1, 2002 • New York City**

Stone Soup Leadership Institute Fact-Finding Mission in the Philippines

Actions Taken

I. Investigative Research Process

- Organized meeting with Mrs. Goco and Trude Lash to explore her experience of working with Mrs. Roosevelt in the development of the Universal Declaration of Human Rights.
- Collected press coverage Mrs. Goco received after award; created VIP packages with photo gallery of Awards Ceremony, background information to recruit support for FERI mission.
- Conducted a series of interviews with Mrs. Goco on her personal journey and process of integrating Eleanor Roosevelt's legacy and vision into her work in the Philippines.
- Conducted interviews with Zinnia Cariasa-Arcinue, Sambayanihan's Executive Director about lessons learned in how the demonstration project connects anti-poverty policy and programs, to national policy and the vision of the Universal Declaration of Human Rights.
- Conducted interviews with local coordinators of the Sambayanihan's demonstration project. (see Success Stories of Local Heroes from the Demonstration Project)
- Visited and photographed four micro-finance projects in the demonstration project.



II. Historical Perspective Review

- Reviewed various publications that contributed to the development of the demonstration project (see supplemental reading list of publications).
- Studied FERI website and www.udhr.org to track the historical process that Eleanor Roosevelt experienced in creating the Universal Declaration of Human Rights.
- Prepared monthly updates for FERI to report on progress and opportunities.

III. Planning Sessions to Design Major Event in the Philippines:



Marietta Primicias Goco carries on the legacy of Eleanor Roosevelt

Like Eleanor Roosevelt, Marietta Primicias Goco has lived her life at the center of her country's most significant events. As a child, Marietta had a front-row seat on history-in-the-making. Her father, the revered Senator Cipriano Primicias Sr., was the country's Senate Majority Floor Leader during some of their nation's most challenging times: World War II, the American liberation, Philippine independence from the U.S., writing the Philippine Constitution and the post-war reconstruction. Through all these events, Marietta learned by her father's side.

When she was just 10 years old, Marietta left her family's seaside home in Pangasinan to live with her father in Manila, so she could attend the best schools. An avid book-worm, Marietta read the entire encyclopedia – and the biographies of great people. Every night Marietta and her father would have precious time together at dinner. He shared colorful stories about his day's events and encouraged his curious daughter's thoughtful questions. Some of Marietta's favorite stories were the ones he told her about President Franklin and First Lady Eleanor Roosevelt.

Marietta was fascinated to hear how Eleanor Roosevelt was living her life in the center of the 20th century's most significant events, especially her involvement in the creation of the United Nations and the Universal Declaration of Human Rights (UDHR). She was impressed with the way this woman was "a trendsetter – and especially the way she was able to manage herself in the company of men." She was also inspired by the way Mrs. Roosevelt confronted both opportunity and adversity with a sense of optimism and determination.



Marietta remembers that her father had referred to Mrs. Roosevelt as a brave warrior. "Look at this woman," he would say, "Even though the Atlantic isn't safe for travel, she's going to London just to lift the morale of the soldiers."

At a very early age, Marietta decided that this woman from a far-off land was her heroine. Little did Marietta know how much 10-year-old Eleanor had always longed for, but never realized her dream, to live with her own father.

"My father used to tell me about *Bayanihan*, one of our traditional Filipino values," says Marietta. "To help me understand, he used to tell me stories about people who worked together for the common good. These people were called, *Bayani*, our heroes, for our country. What made them special is their willingness to think of others instead of themselves."

"My father told me that *Bayanihan* gave people the courage to face their fears, stand up for their convictions and make choices that bettered their families, their communities and the world." As Marietta reflected on her father's words, she said, "Over the years, we've forgotten about the importance of working together for the common good. If we're ever going to create lasting peace in the Philippines, we'd better remind our people --and teach our children-- about *Bayanihan*."

Excerpted from *Stone Soup for the World: Life-Changing Stories of Everyday Heroes*

Like her father, Marietta has dedicated her life to helping her country find and hold onto its freedom. While she was groomed for a political life, serving as her father's Chief of Staff for 13 years, she ended up choosing the road less traveled. Instead of becoming a career politician, Marietta became an un-elected policymaker, and often acted as the politicians' conscience, reminding them of their solemn duty to serve all Filipinos, not just their financial supporters.

Whether by design or by divine intervention, Marietta has spent much of her life carrying on the legacy of Eleanor Roosevelt's work with the United Nations. She even married a man, Raul Goco, who would one day become the first Asian to serve on the UN's International Law Commission. Over time, their partnership has reinforced Marietta's respect for the power that laws can have and their significance in bringing good ideas into action. For Marietta, the cornerstone of her work must always be the UDHR – Eleanor Roosevelt's greatest accomplishment. Over the years, Marietta carefully studied the UDHR principles and was convinced that it was soundest document from which to build a healthy society. Much like her famous needlepoint projects, Marietta carefully wove these basic principles into all aspects of her work.

During the 1970-80's, it was heart-breaking for Marietta and most Filipinos to helplessly watch as President Marcos sold their beloved country's soul to the highest bidder. During his twenty-year regime, the Philippines went \$28 billion in debt, and became a breeding ground for corruption, rampant environmental destruction, and global terrorism. Desperate economic situations tempted even good people to do bad things, that bankrupted their nation and their children's future.

Marietta worked tirelessly, first to help overthrow Marcos in 1986 and then to help reclaim her country's independence. Under President Cory Aquino, "Mrs. NGO Networker," as Marietta has been affectionately

called, fought hard for the rights of the poor. She founded the non-governmental organization, FEED (Foundation for Education and Economic Development), which then served as the first intermediary entity to manage US AID grants for 80,000 NGO's. She also took Dr. Yunus's micro-credit program to the next level by pioneering the first micro-finance programs in the Philippines.



Dr. Yunus with women and their families involved with microcredit in Bangladesh

Even with their hard-earned freedom and a renewed commitment to democracy in 1986, the nation still wasn't moving forward. Then Marietta's childhood friend, Fidel V. Ramos was elected President of the Philippines. As the military general who had ensured that the overthrow of Marcos was peaceful, Ramos firmly believed that fighting poverty was the best strategy to combat the war on terrorism and to bring peace and stability to the Philippines. In fact, he became the first Asian to receive the UNESCO Peace Award for achieving a peace agreement between military rebels and secessionist MNLF (Moro National Liberation Front).

In 1995, Ramos invited Marietta to head up the first Presidential Commission to Fight Poverty and set an ambitious goal: develop a plan to bring the disenchanted into the mainstream, and decrease poverty by 10% in 5 years. Marietta accepted her new role in shaping her country's

future with passion and determination.

She launched a multi-faceted initiative by rekindling Filipino values like *Bayanihan* to help rally her countrymen to make the goal of eradicating poverty their own. The Moral Recovery Program, a values-based re-education program, helped people remember their God-given talents, honor their capacity to realize their own visions and encourage them to give back to their communities. Each person who went through the program then created a personalized plan for meeting their own basic needs and for helping to rebuild their country. Some started with simple steps -- quit smoking, learn how to read, or be a better father. Others had larger goals -- to help their neighbors, care for their communities or run for local government. Together, they came to see that when each person gave a little of themselves, it made a difference for everyone.

Marietta was determined to demonstrate how the basic principles of UDHR could be used to help measure progress towards reducing poverty. Most importantly, she wanted to add a human face to poverty—to define easily-understood terms that showed exactly what constituted a person's basic human rights. Ever the practical statesman, she knew that facts and figures could convince even the most skeptical leaders in Manila.

Marietta and her colleagues went through a thorough process to determine exactly what a person needed to be self-sufficient. They designed the MBN Survey to measure a person's 33 Minimum Basic Needs. The survey establishes a direct link to the "human dignity as human rights entitlements" of the UDHR. This practical tool enables every neighborhood (*barangay*) to find out exactly which of the peoples' basic human rights aren't yet being met. Equipped with this data, even the poorest people can help plan projects, learn how to allocate resources and measure their *barangay*'s progress. Marietta and her colleagues worked with local government officials to implement the MBN Survey in all

45,000 *barangays* – and make sure the data was available to all local *barangay* officials.



Marietta Goco walking with Susie through her family's former land in Pangasinan

Next, Marietta built a coalition of supporters to pass landmark legislation, "The Social Reform and Poverty Alleviation Act," -- (R.A. 8425), which institutionalized micro-finance in order to address the vicious cycle of poverty. Much like Eleanor Roosevelt's tedious three-year formulation of the UDHR, Marietta championed the coalition-building SRA legislative process for three years, and ultimately succeeded in creating the first such law in the world that guaranteed each person's human rights. The Presidential Commission to Fight Poverty touched the lives of an amazing six million people, and they reached their goal -- two years ahead of schedule.

Marietta credits much of her success to President Ramos who has vigorously supported her every step of the way. His strong support for Marietta gave her the courage to overcome many obstacles. Like an older brother, he coaxed, calmed, supported and strengthened Marietta's resolve. Their relationship began when they were still children in Pangasinan. Whenever she was frustrated or discouraged, Ramos would affectionately remind her,

“Remember, when you were just a baby, I was your nanny.” Their close personal relationship resulted in tremendous benefits for their country. Like the Roosevelt’s, they became a formidable team who helped the Philippine economy to dramatically recover. On his last day of office, President Ramos awarded Marietta with the Order of the Golden Heart, the Filipino equivalent of being knighted, for her “lifetime work in meaningful access, participation and empowerment of the marginalized basic sectors in the alleviation of poverty in the Philippines.”

Shortly afterward, Marietta was asked her to run for office. Filipinos were hungry for honest leaders who could guide their country towards a better future. Marietta was flattered by the request, but also reluctant. Over the years, she’d become disenchanted with the political process and weary of the graft, corruption and rampant vote buying. In 1992, she experienced it first-hand when she lost her bid for Congress. Often the candidates who won were those who tempted the poor with cash and false promises. Human nature – the longing of the poor to feed their children -- won out over their better judgment: to vote for the best candidate. As economic conditions worsened, temptations grew, so did corruption. It was a vicious circle.

From her studies, Marietta knew that the political system needed fundamental changes. Under the present bi-cameral system, politicians were elected on a national basis, too often based just on their name recognition. As a result, they weren’t accountable to the people in their own provinces. In fact, when Marietta’s father helped draft the Philippine Constitution, he had argued for a federal system, but had to settle for the bi-cameral system urged by the Americans. Marietta had learned that the most stable countries like the U.S. and Western Europe had a federal system. While Filipinos longed for this kind of stability, getting it would mean changing the Philippines Constitution. And that was a monumental undertaking. Every so often people would try to rally support for a change. But, with all the

vested interests, it was impossible. Those who benefited most from the present system would be the ones who would have to change it. And no one was yet ready to take on that challenge.

In the meantime, Marietta was willing to try one last time to work within the system. Reflecting on President Cory Aquino’s words, “If good people don’t run for office, then we have no one but ourselves to blame.” She decided to seriously consider running for office again. But before making her final decision, Marietta conducted a survey in her home province of Pangasinan to see who were the strongest names on the ticket. When the results were tallied, Marietta decided not to run. She was actually relieved, because she knew that her true calling was elsewhere. The political survey process, had rekindled her appreciation for the poor women in her province who were working hard to improve their lives and their communities. For years she had longed for a way to test out her ideas, policies and programs with people in her hometown. Marietta took a leap of faith and founded the Sambayanihan Foundation in 1998 – the 50th year anniversary of the UDHR. As chairperson of this NGO, she was able to bring the best of what they created on national policy to her family’s homeland.

A Social Experiment A Demonstration Project in Pangasinan



Zinnia, Marietta and Sambayanihan staff Pangasinan

As a first step, Marietta invited her friends and colleagues in Manila to join her. For years, they'd designed and lobbied for national policies to alleviate poverty through efforts like the Moral Recovery Program, micro-finance programs and the Kabisig People's Movement – and finally, the hard-won Social Reform Act (SRA). Now Marietta was offering them a chance to “get their hands dirty”— and see if their plans could actually work out, in the provinces, and truly benefit the poorest people far from Manila.



Zinnia, Sally Gonzales, Marietta Marianne

A true-blooded NGO visionary, Marietta was passionately committed to the principles of self-empowerment and self-determination. She wanted this social experiment to emerge from – and support the poorest people in the country. She was convinced that only with a bottoms-up approach -- connecting people's needs and concerns with local and national resources, would real, sustainable long-term change be able to occur. And from her experience with micro-finance, she knew that women had the best track record for creating lasting local initiatives.

Marietta embarked on this ambitious undertaking by investing her own personal resources, time and energy. She also invested in the poorest people in the country, especially those who'd initially volunteered to work on her survey. They became the first local coordinators for her new program, and their

villages (*barangays*) were the first to participate in this social experiment.

As a child, Marietta had learned from her father about the importance of “walking one’s talk.” In the 1960’s Senator Primicias had led by his own example the nation’s first land reform movement in the 1960’s. He was among the first to give away the family’s lands so that the poor could build their future. Years later, Marietta could see how her family’s land has grown into a community where people are planting gardens, harvesting their own crops and creating small businesses. Thatched-roof nipa huts are slowly being replaced with sturdy homes, and families are able to plan for their future. There’s even a Geo Farm that is testing out innovative recycling ideas for sustainable development. Marietta still likes to visit the mango groves -- where as a young girl -- she created her own private sanctuary.



Marietta and Zinnia at Geo Farm, Pangasinan

Marietta asked her most loyal and trusted colleague, Zinnia Cariasa-Arcinue, to head up her project. Just as how Trude Lash served Eleanor Roosevelt, Zinna became Marietta’s eyes and ears. She listened carefully to the women and took their concerns and ideas to Manila. Fondly called “the little chili pepper,” she often took a mighty stand for these women.

Each and every week for two years, Zinna took the 5-hour bus ride from Manila to Pangasinan.



Susie with Zinnia with rural transportation

After a week of traffic, pollution and crowds, the ride was actually a welcome relief.

Looking out the window, Zinna would see the lush green countryside and the gentle people working in the fields. When she finally arrived, Zinna was warmly welcomed by the women who entrusted her with their deepest hopes and dreams. Once a month Marietta would join Zinna for a weekend trip so she could see for herself how things were progressing – and spend time with these inspiring Pangasinan women.

Marietta wanted to see first-hand how effective the new MBN survey was in achieving its goal of reducing poverty. She invited the six newly-hired local coordinators to join sixty regional government officers in attending Moral Recovery Program training. At their first-ever training program in the mountain-resort town of Baguio, the Pangasinians were a little shy, especially among all these prominent people.

However, after trainer Vic Pascua encouraged them to look within, to find their God-given talents, they found new confidence. Returning home, they were eager to share their new tools with their neighbors, and to begin digging themselves out of poverty and start planning for their children's future.

Back in Pangasinan, they made a plan for how they would go door-to-door to survey each and

every one of the 20,000 families in the 306 *barangays*. This ambitious task took six months. They knew that their data there were gathering could help them reduce the poverty that was plaguing their families. Once all the surveys were tallied, they created a large map for each *barangay* and hung it proudly in a public place for everyone to see. The color-coded houses -- green, yellow and red -- clearly showed which families most urgently needed care. Poverty now had a face and everyone knew who among them needed help. In the place of shame and isolation came community action and a hopeful sense of direction.



Marietta, Zinna, women and MBN Survey map

Next, the coordinators invited their neighbors and barangay leaders to join in Sambayanahan Circles to talk about the survey results and explore ideas for where they could find the resources to meet their community's needs. Women were offered the opportunity to submit small business plans to the Sambayanahan Foundation for a microfinance loan of 10,000 pesos (\$200). Up until then, people had been paying an exorbitant 20% month "curb rate" for bank loans. This was a sure way to keep them impoverished. Now with access to capital for only a 4% interest rate, women could finally start to grow their own businesses. Since Marietta had championed the micro-finance movement in the Philippines, she made sure that each loan included a built-in savings account. If women felt secure in their lives,

they could plan for their children's future. Step by step, these poor women worked together to build a powerful army of people who slowly began to make their dreams come true. Where once there had been despair, now there were opportunities for a better future. Where there had once been a fertile ground for breeding corruption and even terrorism, now families have their own small businesses and savings accounts to help plan for their future.



Marietta Goco with basket-weavers, Pangasinan

What started in 1998 as a social experiment has become a successful five-year demonstration project that has benefited more than 20,000 families. During all this time, Marietta continued her treasured weekend trips to Pangasinan with Zinna, to renew her spirit and strengthen her resolve to the arduous process of bringing human rights to the poorest people in her country. As the local coordinators for the Sambayanihan Foundation's demonstration project, Fely Visraras, Africa Catungal and Marietta Arangul are on the front-lines of the war on poverty and terrorism in the Philippines.

The Impact of Marietta Goco Receiving the Eleanor Roosevelt Award

In 2002, at the age of 66, Marietta had thought that it was time to retire. She felt that she'd earned a well-deserved rest at her mountaintop retreat in Tagaytay -- out of the Manila spotlight. She longed to read, reflect, and get

back to her needlepoint. She also wanted to travel and spend some time with her grandchildren, some who lived in America.



Marietta and Marianne, listening to D. Woolner

But once again, destiny called upon her. When Marietta received the Stone Soup Leadership Institute's Eleanor Roosevelt Award, she received accolades from many friends and colleagues – as well as tremendous media recognition. When she returned from the global awards ceremony in New York City, Marietta was amazed to see all the attention she'd gotten. She was featured in nearly every Filipino newspaper and was on radio and television; she'd become a media sensation.

Once in a while, someone from our country takes home a medal from an international event. This makes us feel good about ourselves, and inspires us to believe once more that yes, we have what it takes. Stories like these remind us of what we can do at a time when we have begun to wonder if there is hope. Today another Filipina has brought home an international award. Mrs. Marietta Primicias Goco as the first non-American to receive the Eleanor Roosevelt award.

Lyn Besa-Gamboa, Governor, Pacific Area 1 International Federation of Women's Organizations, The Philippine STAR OPINION

We felt proud and joyful when we read that the first recipient of the Stone Soup Leadership Institute's Global Eleanor Roosevelt Award was Marietta Primicias Goco for being instrumental in mainstreaming micro finance into a state policy through The Social Reform and Poverty Alleviation Act (RA 8425). Like Eleanor Roosevelt, Marietta Goco has dedicated her life to working for the most neglected and underprivileged members of our society. To do good, two things are necessary. First, one must think correctly' second, one must mean well. To love the people and work for the improvement of the oppressed and the underprivileged is the height of goodness. We are glad that M. Goco has received due recognition for her good works here and abroad. May her tribe increase!

Roses and Thorns, Alejandro R. Roces,
The Philippine Star

President Franklin Roosevelt once told historian Arthur Schlessinger Jr. the achievement of which he was most proud was the creation of the United Nations. Eleanor Roosevelt told biographer Joseph Lash that her proudest achievement was the UN Declaration of Human Rights which met in Geneva, this important document set a world standard for fulfilling the obligation of the UN Chapter to the rights and dignity of the world's people. The Philippines, represented by Carlos Romulo, served on that commission in Geneva....Dr. Muhammed Yunus received the Gandhi award for launching micro credit as the most viable means to fight global poverty. Mrs. Goco's work has been to take that concept one step further, from small loans to individuals, to the concept of "micro finance" ... which raise the living standard of families.

Beth Day Romulo, Manila Bulletin

Marietta was asked to speak at numerous events in honor of International Women's Month. Each time, she talked about Mrs. Roosevelt's vision and the living legacy she had inspired through the UDHR. These speaking engagements also gave her the opportunity to share the success of her demonstration project with some of Manila's elite – and to encourage them to find ways to help their impoverished people. The Award gave Marietta renewed energy and strengthened her convictions to extend the opportunity to

succeed to more women. She felt it would encourage other women to carry on Mrs. Roosevelt's great legacy.

Marietta elevates us to a higher ground of public service -- to serve the poor, break free from bondage, and become a shining light.
Luisa Rosales, UN Human Settlement Program

Marietta lit the flame that rooted microfinance in the Philippines. Today, serving more than half a million enterprising poor. The flame is spreading.
Marcia Feria Miranda Punla sa Tao Foundation

The "Iron Lady" was at the forefront of mobilizing civil society and the Philippine Basic Sectors in the quest for community centered, people-empowered anti poverty campaign.
Dr. Athir Sajid, De La Salle University

Buoyed by her newly-achieved celebrity status, Marietta has now embarked on the greatest challenge of her life. She is using her new forum in the media to champion the arduous process of changing the Constitution of the Philippines, so that her country can build a more equitable, humane society.



Senator J. De Venecia signing People's Summit

When actor Joseph Estrada first bought his way into the presidency in 1998 and then squandered the Ramos' hard-earned gains, Filipinos were embarrassed and Marietta was understandably furious. While EDSA II successfully ousted Estrada's corrupt regime, the damage was done. Marietta knew that as usual, the poor would suffer the most. She also knew the only way to prevent this from ever happening again was to finally change the political system.



Senator J. De Venecia with indigenous leaders

To finish the job her father had started nearly 50 years ago, Marietta is now working along side another leader from her father's homeland of Pangasinian -- Speaker of the House, Senator Jose De Venecia -- "To fully modernize Philippine politics and bring it closer to the democratic ideal." Interestingly, it was President Roosevelt who supported the first Philippine Constitution they are now rewriting.

With renewed resolve, Marietta agreed to champion the Constitutional Change movement. With the support of the Konrad Adenauer Foundation, they began months of careful planning with a diverse representation of people from all sectors of the Philippine society. On February 24, 2003 the eve of the 17th anniversary of EDSA/People Power, the People's Summit on Constitutional Reform was convened. As co-convenor of the Consultative Group for Constitutional Reform,

Marietta guided the growing coalition of diverse sectors, organizations and communities of Philippine society, individually and collectively --with the stated goal "to honor our forebears who sacrificed their lives and fortunes to create a free, democratic and strong nation – to preserve the best traditions of our history for future generations of Filipinos." Step by step, they are traveling together on a long journey -- committing themselves to arduous process of changing their Constitution in time for the 2004 elections. They are building a broad consensus – the largest ever in the history of the Philippines who are willing to rise above narrow personal and partisan interests. They are rallying the nation's 84 million Filipinos to finally do something that had never been done before -- to finally create genuine self-determination -- and to ensure human rights for all.

Marietta serves as an interlocutor of sectoral demands for access and equity, for real on-the-ground changes, and for integrity in governance. She is in politics, but she is not of politics....and uses her political power to push concerns that create a countervailing force to the blind forces of market determinism and globalization. Her choice as an awardee is well-deserved.

Louie Corral, Assoc. Philippine Electric Coops



M. Goco, Senator J. De Venecia with leaders

Support is building each and every day. Once Marietta would have to buy advertisements to educate people about coalition-building issues,

thanks to the prominence she achieved through the Eleanor Roosevelt Award, and her new access to the media, she is now being widely quoted as an authority. And support for the revised Constitution is growing: a March survey of 3,600 respondents, quoted Marietta as saying, "We see a dramatic rise in the number of Filipinos who seek Charter change to amend the Constitution-- a leap from 38% in December to 58% in April in just 4 months!"

Once you have been 'contaminated' by Mrs. Goco, you have no other choice but to choose the difficult path that others refuse to take, but which you will never regret taking in your lifetime, because it is, in the end, the road to a better life.

ZINNIA CARIASA-ARCIÑUE
Executive Director, Sambayanihan Foundation

When the road seems long and success unsure, Marietta renews her spirit by remembering Mrs. Roosevelt and her tireless, three-year struggle to achieve adoption of the Universal Declaration of Human Rights. Marietta is hopeful that her people's longing for real autonomy and human rights for all her people will come in her lifetime. She's grateful for Eleanor Roosevelt's living legacy that continues to inspire her and her people.

Today the world faces a great challenge: on one side a government preserved by fear, on the other a government of free men. I have never believed that anything supported by fear can stand against freedom from fear. Surely we cannot be so stupid as to let ourselves become shackled by senseless fears. The result of that would be to have a system of fear imposed on us.

Courage is more exhilarating than fear and in the long run it is easier. We do not have to become heroes overnight. Just a step at a time, meeting each thing that comes up, seeing it is not as dreadful as it appeared, discovering we have the strength to stare it down.

Eleanor Roosevelt

Break unjust fetters and undo the thongs of the yoke to let the oppressed go free. Share your bread with the hungry and shelter the homeless poor. Clothe the man you see to be naked, and turn not from your own kin. Then will your light shine like the dawn and your wound be quickly healed over. Your integrity will go before you, and the glory of the Lord behind you. Cry, and the Lord will answer. Call, and He will say 'I am here.'

If you do away with the yoke, the clenched fish, and the wicked word. If you give your bread to the hungry, and relief to the oppressed, your light will shine in the darkness, and your shadows become like noon.

The Lord will always guide you, giving you relief in desert places. He will give you strength to your bones, and you shall be like the watered garden. Like the spring of water whose waters never run dry.

The ancient ruins shall be rebuilt for your sake, and the foundations from ages past you shall raise up. 'Repairer of the breach' they shall call you. 'Restorer of ruined houses.'

Isaiah 58:6-12
Marietta Goco's favorite needlepoint

Where, after all, do universal human rights begin? In small places, close to home - so close and so small that they cannot be seen on any maps of the world. Yet they are the world of the individual person; the neighborhood he lives in; the school or college he attends; the factory, farm, or office where he works. Such are the places where every man, woman, and child seeks equal justice, equal opportunity, equal dignity without discrimination. Unless these rights have meaning there, they have little meaning anywhere. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world.

Eleanor Roosevelt

Success Stories of Local Heroes

Sambayanahan Foundation's Demonstration Project



Zinnia, M. Goco, Africa, Marietta Arangul, SFI staff

Fely Visraras, Africa Catungal and Marietta Arangul are three brave Filipino women on the front-lines of the war on poverty and terrorism in the Philippines. As the local coordinators for Mrs. Goco's Sambayanahan Foundation's demonstration project, they are helping to carry out Eleanor Roosevelt's vision and legacy of human rights for all people. They embody Mrs. Roosevelt's spirit, in her words:

Courage is more exhilarating than fear and in the long run it is easier. We do not have to become heroes overnight. Just a step at a time, meeting each thing that comes up, seeing it is not as dreadful as it appeared, discovering we have the strength to stare it down.

Eleanor Roosevelt

In February 2003, Marianne Larned had the privilege of interviewing Fely, Africa and Marietta and learning about their life-changing journeys. These three women who previously were some of the poorest women in Pangasinan have transformed their lives from the inside-out – reclaiming their Filipino Bayanihan values, and then working together with other poor

people in their *barangays* (neighborhoods) to improve their lives, their families and their country. Their inspiring stories are a tribute to the power each one of us has to be a hero by helping others.

After being interviewed, these women eagerly escorted us to their remote rural villages so we could witness the direct impact of the work they had done through the demonstration project. Where once there was nothing -- no jobs, no livelihood, no resources, no hope -- now there are several successful "micro-finance livelihood projects." Women, working side-by-side their children and grandchildren, are lifting themselves out of poverty with basket-weaving, food processing, and making "ready-to-wear" clothes (RTW/casual). Now, where there was a fertile ground for breeding corruption and even, terrorism, families have their own small businesses and savings accounts so they can plan for their future.



Marietta Arangul, Zinnia, M. Goco, mother and son

The results were especially impressive in one basket weaving community in Malasiqui. You could see it in the smiling faces of healthy children whose mother's can now afford to feed them three meals a day. You can feel it in the

warm welcome the women offer to visitors to their humble workplace. You can hear it in their enthusiastic voices, as they brag in their broken English, about their success. You can feel the excitement as an industrious 8-year-old boy shows off his new skill, a finished basket he made and then poses with the bicycle he earned from the profits. If you listen closely you will hear the women share their biggest secret – how they’re adopting family planning methods so they can limit the size of their families to just four children. With a nation of 84 million people –80% are devout Catholics --with 50% under 15 years of age and having children --the implications are profound!



Intergenerational basket-weaving cottage industry

All of this positive economic and social activity started with one woman learning a new skill, sharing it with her friends and creating a powerful network of families. From one woman with an entrepreneurial spirit and a \$200 micro-credit loan, there are now 100 women who each have a livelihood, a means to provide for their families – and hope for their future. Together, they have created a basket industry -- and a regional marketing and

distribution system for all the Pangasinan mango plantations.



Basket-weaving marketplace, boy with bike

In just five years, these three women have accomplished the awesome task of empowering their people to get the support they need to care for their families. Most importantly, they have been able to gain the trust of the poorest people, and get them to work together for the good of everyone in their community. They’ve worked tirelessly to document the needs of more than 20,000 families; match them with community resources; create agreements with local government officials to direct government funds; and develop successful micro-finance projects and help to reduce poverty by 10%.

Fely Visraras (Publicion, Mapandan)

Fely Visraras is from Publicion, Mapandan, the 3rd congressional district, a city with five towns divided into 15 *barangays* and 27,439 people. In the 1990's, Mapandan was a 5th class municipality, the poorest economic classification in the Philippines. Since Fely was born into one of the poorest families, she knew first-hand how ashamed most poor people feel about their lives. As a Barangay Health Worker, she'd heard their stories. She herself made \$24 a year, barely enough to feed her growing family, including grandchildren.

Africa Catungal (Barangay Asin, Malasiqui)

As a relative newcomer to Pangasinan, Africa Catungal was an unlikely candidate to be chosen as a Sambayanahan coordinator. Africa was born in the distant province of Pampanga. An industrious young woman, she had a respectable job as a helper for an American by the time she was 17 years old. When she was 19, her boyfriend tricked her into marrying him and moving to his hometown of Pangasinan. “Let’s go to church and talk,” he’d said. The next thing Africa knew, she was on a bus bound for Pangasinan. The following day, they were in the Mayor’s office getting married. Everyone thought that it would be Africa’s more beautiful sister who was the man’s likely choice. But Africa was kinder, was a hard worker – and a good cook. She was warmly accepted into her husband’s large family and into his community of Barangay Asin, Malasiqui.



Africa, M. Goco, Zinnia with MBN Survey map

Africa and her husband had five children – and dreams for their future. In order to send their children to college, her husband made the great sacrifice of working overseas for ten years. He finally came home just in time to see his two children graduate from high school. He was

surprised to see how they had grown over the years. He was proud of two daughters who both graduated cum laude and served as student council president and the Filipino youth SK chair. His daughter even had a prestigious teaching assignment in Manila. And Africa now had a job at the Sambayanahan Foundation. At first, Africa’s husband tried to get her to quit, so she would stay home, like more traditional Filipino women. But after Africa invited him to come to see her office and see how she was helping his people, her husband became very proud of his wife. “Now, you are more popular than me,” he teased her.

Africa was actually a great candidate as a MRP Sambayanahan coordinator for her town. She learned a lot in the Moral Recovery Program Leadership Training -- about herself and about how she could make things better for the poorest people.

Before the training, Africa, like most people, thought mostly about her own personal and family needs. After all, she was the primary care-giver of her family – living too far away to receive any help from her own extended family. During the training, Africa realized how if she worked together with those in her *barangay*, they could accomplish much more than any of them could alone. From then on, Africa found herself listening more to others and finding ways to help them get the support they all really needed.



Africa, M. Goco, Zinnia: RTW clothing business

Africa had always prided herself in being honest. But soon after the training, her strong values were tested – and she was tempted with corruption. It was time for the local *barangay* elections. The rich candidate offered Africa a very tempting bribe: if she helped him get elected, he would give both Africa and her husband good-paying jobs. Africa longed for her husband to be able to work at home, so their family could finally be together. But friends in other *barangays* had told her how the rich candidate's son was abusive when he got drunk. Africa knew how this tendency often rippled within families. She also knew that the strength of a local leader's character was the key to creating a healthy community. Instead of thinking of just her own family's needs, Africa took some time to think about the good of her adopted community. For the good of everyone, she knew she had to make a big sacrifice – and refuse the corrupt candidate's tempting offer. "I knew that our *barangay* would be much worse off if he was elected," she says, proudly adding, "And the poorer, more qualified candidate won."

After 1998, when MRP ceased to be a government program, Africa concentrated in serving her own community as a leader. She then joined the Sambayanihan Foundation's staff, carrying out its important work. Now she oversees the Micro-finance Program that has a 97% success rate. She's especially proud that these poor women who each make less than \$200 a month have been able to collectively save over P 247,250 (\$4,945) as of Dec. 2002.

Marietta Arangul (Pasima, Malasiqui)

The owner of a small sari-sari store, Marietta Arangul knew most everyone in her community. She knew what it was like to live in poverty -- in a tiny, house that leaked in the rainy season onto a dirt floor. Some people didn't have running water, some only ate one meal a day, many took their children out of school to help provide for the family. No one owned their own land or their home.

People trusted Marietta and listened when she told them, "The government really wants to know what your needs are." For far too long, the poor had been neglected – as if no one really cared about them. Many people felt too ashamed to even ask for help. Marietta gently reassured them that they should let their needs be known. Instead of being poor and feeling invisible, the MBN Survey (Minimum Basic Needs) would help the government find out which families were the most needy so they could get some help.

Marietta was hired by SFI to be one of the MBN Survey-takers. For six months, she went door-to-door, visiting hundreds of families in fifty different *barangays*. A great talker, Marietta was a natural at getting people to fill out the surveys – even the very personal questions about their impoverished lives. Since Marietta had come from a very poor family herself, people felt less ashamed telling her the truth about their meager existence.



Marietta Arangul basket-weaving

While Marietta's neighbors carefully filled out the Survey, she took time to talk with them about how they could work together to address these problems. Once they tallied the survey results, they would give the data to their local leaders -- so they could rally the resources from top officials in Pangasinan and even Manila. Everyone was most willing to participate, especially when Marietta told them, "This is something we can do for our children and their future."

Marietta had a chance to practice her new training skills during her first Sambayanihan Circle. The local *barangay* captain tried to embarrass her -- for not having her own pencils and food for snacks (merienda). In the past, Marietta might have been intimidated by her local leader's cynical attitude. Now, she was determined not to let herself be distracted from realizing her goals. She continued her work, day by day, overcoming obstacles. As a result, the people in these remote villages are now receiving the support they need. "Even five years later, the regional government is still using the data from this survey," she boasts.

Marietta has become one of the greatest success stories in the demonstration project. In five years, Marietta received four loans from Sambayanihan's Microfinance program called COMSEP (Community Savings & Enterprise Program) which have allowed her to grow her small business. It all started when she received one of the first micro-finance loans for her basket-weaving project. Once people saw Marietta's success, they wanted to learn how they could join her. From her start as a basket-weaver, Marietta has now grown to become the middle manager of a thriving basket-weaving industry. Each and every day, she buys hundreds of baskets from local women and brings them to the marketplace. For each basket, Marietta pays the women 50 pesos (\$1.00) and keeps 5 pesos (10¢). These pesos add up quickly. Marietta has been able to build her own home and furnish it with a refrigerator, a TV and other amenities. Her husband now manages the family's store and works in the

mango orchard. From a borrower, Marietta graduated to become one of the Account of Officers of SFI's Microfinance Project. As a staff she cannot anymore avail of loans. Her skills at handling her personal loans helped a great deal in handling other borrowers as a full-time staff of Sambayanihan Foundation. What's even more impressive is that she has helped more than 100 other women create a steady income for themselves -- so they, too, can care for their families and plan for their future. Marietta is now part of a powerful network of families and a growing enterprise that is lifting an entire community out of poverty -- and into a more hopeful future for generations to come.



Young girl and basket-weaving community

Fely was originally recruited by Joe Tomio as a volunteer coordinator for Mrs. Goco's political survey. She'd done such a good job that she was invited to be one of the six local coordinators for the Sambayanihan Foundation's new program. Over the years, Fely had gained people's respect and often served as a role model for her community. She is friendly and well-known in her community. And she's built strong relationships with key people -- tricycle drivers and vendors -- the people who talk with other people all day long, on the streets and in the marketplace.

Fely learned a lot in the five-day Sambayanihan's Moral Recovery Program Leadership Training in Baguio. There she developed new skills as well as the confidence and desire to make important changes in her community. But it was the values component of the training that most affected Fely -- and led to a powerful change of heart. During one of the exercises, Fely realized how reactive she could be when falsely accused or confronted by an angry person. Too often, she reacted resentfully or even revengefully. Fely learned that in order to be a good leader, she must desensitize herself from such reactive feelings -- and become more of a peacemaker, even in difficult situations.

Soon after the training, Fely's new-found peacemaking skills were tested. One day, the local *barangay* captain unexpectedly lashed out at her family, and even threatened them with a samurai sword. Fely was understandably very upset, especially since her little grandson witnessed the outburst. As an important person in the community, the *barangay* captain's job was to help keep the peace. Fely had every right to bring charges against him for his outrageous behavior. But she instead decided to take a few days to calmly reflect on the situation -- and on what she had learned in the training. She knew that she must set an example for her community --and she didn't want the violence to escalate. With time for reflection, she realized that in actuality, nothing bad had happened. In time, Fely was able to

forgive the man for his outburst -- and he was able to see how wrong he'd been. The next week, he came to Fely's house to apologize and make amends. "I'm so sorry," he said, remorsefully. Fely accepted his apology -- and then used the moment to share her concerns with the captain. "Suppose something had actually happened to my grandson?" she asked him. Today, the *barangay* captain respectfully calls her "Ate" (an endearing Filipino phrase for "elder/wiser sister").

During the last 5 years, Fely has worked hard to ensure that all people's human rights are being met. She now has a new, better-paying job as a *barangay* secretary. Thanks to a new land acquisition fund her community developed, Fely was selected as one of 25 families who received a small plot of land. She became the first person in her family to have property of her very own. Fely is very proud of her new Mayor and is working with him to create a plan to grow the native plant, pandan. Since it is used for flavoring native cakes, as an herbal medicine, and is woven into fabric to make the traditional Filipino barongs, it could give a big economic boost to their community. Thanks to everyone working together, Fely sees how her community is growing stronger, healthier and more peaceful every day.



Susie's onion business with her grandparents



Recommendations

In light of the urgent need for more thoughtful responses to terrorism and more effective international diplomacy, the significance of our mission and this report took on even greater meaning. At no time in history has it been more important that we rekindle Eleanor Roosevelt's legacy and her vision so we can develop a deeper appreciation for the UN and how the UDHR provides a framework to guide us in building a more humane world.

We encourage FERI to consider adopting our collaboration as an official program so that we can continue to learn from this noble work. We have outlined two-pronged approach. The Stone Soup Leadership Institute would like to build on our collaboration with FERI to create an annual awards program to honor women around the world who are carrying on Mrs. Roosevelt's vision and legacy. Through our educational tools, website and initiatives we can inspire and educate the next generation of women to follow in their collective footsteps to help build a better world. Initially, we'd like to recommend that FERI and SSLI:

1. Publish report with photos to distribute to potential allies, funders and media
2. Create joint press release to announce the results of fact-finding mission.
3. Target media including the Filipino-American and Philippine press;
4. Invite leaders from the Filipino American community to attend a presentation;
5. Invite international funders to support our collaboration.

Recommendations for FERI with the Sambayanihan Foundation

1. Expand Demonstration Project in the Philippines

Clarify the goals and parameters of the demonstration project. Should the project build on and support the existing one in the Philippines; should it be expanded to include other provinces; should it be expanded to include other countries.

2. Develop Partnerships to Expand Support for Demonstration Project via Microfinance

Provide support for Mrs. Goco's demonstration project through microfinance (see Advent proposal which outlines a micro-finance bank to provide support for more women).

3. Develop an innovative and inclusive fundraising strategy

Develop an innovative and inclusive fundraising strategy that includes inviting potential strategic allies to attend event. Convene a planning session with key leaders from NGO, especially women, business and the international diplomatic corps.

4. FERI Attend Awards Ceremony in the Philippines

- Invite President Fidel Ramos to serve as honorary chairperson and global spokesperson
- Explore partnerships with United Pagasinians in Bay Area and Filipino-Americans
- Explore partnerships with Ayala Foundation U.S. to be Adopt-a-Barangay project.

Recommendations for FERI in partnership with the Stone Soup Leadership Institute

1. Design an Annual Global Recognition Program Eleanor Roosevelt Awards

Design an annual Eleanor Roosevelt Awards that honors outstanding women worldwide, showcasing the impact of their life and work for carrying on Eleanor Roosevelt's legacy by applying UDHR principles. We suggest formalizing the partnership with FERI and the Stone Soup Leadership Institute and creating two categories: young women and other women.

2. Research and Document These Global Women's Stories: Written and Videotape

A great benefit women of the Award has been that they are recognized and supported in their own countries for their outstanding work. We recommend that each winner's story be researched and documented and promoted to global media and educational institutions. This should include a fact-finding mission conducted prior/after the Awards Ceremony.

3. Communicate Mrs. Roosevelt's Vision and Legacy during International Women's Month

- Create a Speakers Bureau and spotlight women who received the Eleanor Roosevelt Award
- International Women's Month is an ideal time to promote the legacy of Mrs. Roosevelt. Mrs. Goco became a media celebrity during this month, speaking about Mrs. Roosevelt and as well as her up-until-then-little known demonstration project in the Philippines.

4. Create a Scholarship Fund for Award Winners to receive support for their work.

In addition to the media recognition, winners should receive a financial contribution to support their further education and application of the UDHR principles to their work.

5. Educate Young Women for Creative Ways They Can Carry on Mrs. Roosevelt's Legacy

- Collaborate with schools and women's organizations to showcase Mrs. Roosevelt's vision.
- The *Stone Soup for the World's* educational curriculum, featuring Mrs. Roosevelt's story, is used by 120 communities around the world. In addition, we feature her story on our website – as the story of the month – and promote it through our extensive email network. We could feature this published report of Mrs. Goco and future Award winners on our website as an incentive for more women to follow in their footsteps and be nominated for future awards.
- Create a traveling exhibit on Eleanor Roosevelt's legacy and vision using our photos, video.
- Develop partnerships with organizations like the Peace Corps (who reviewed the *Stone Soup for the World's* curriculum for its trainers) to incorporate the UDHR in their training.

6. Research How Women in Other Countries are Institutionalizing UDHR Initiatives

Mrs. Goco's institutionalized Eleanor Roosevelt's vision and legacy by developing a series of steps: the Minimum Basic Needs (MBN) which established a direct link to the "human dignity as human rights entitlements" of the UDHR. The Social Reform Act is the first legislation of its kind and the President's Commission to Fight Poverty is the first in the world. Other countries may have found other ways to institutionalize these values. By researching, documenting and cross-fertilizing these creative ideas, more women will be empowered to implement them in their own countries to preserve people's human rights.

7. Develop a Demonstration Project in the United States

Consider developing a U.S. demonstration site so average Americans gain greater appreciation for Mrs. Roosevelt's legacy. Boston (where President Cory and Nino Aquino lived in exile) – and Stone Soup Leadership Institute faculty Judith Kurland's Healthy Communities program is modeled upon the UDHR.

The Stone Soup Leadership Institute support for the Philippines: 1987-2002

(Building on the earlier work of Viveza International and Gateway Pacific Foundation)

1987-1988: Viveza International: conducts exploratory visits to support nation building

1. Conducted site visits with FEED, other NGO's in Luzon, Visayas, Mindanao:

- Bacolod City, Negros with Marietta Goco with Governor Daniel Lacson's livelihood projects; training at Shell Center.



- Bicol: Sonia Roco, basket-weaving projects
- Samal to visit environmental effects of dynamiting on fishing and coral.



- Nueva Ecija with Governor: export products: stuffed animals, handicrafts

2. Extensive meetings in Manila with over 40 key leaders from government, business, NGO.

- Speech at American Philippine Chamber of Commerce on corporate social responsibility

3. Designed Bayanihan, a multi-faceted global TV special to develop partnerships with U.S. and Filipino American community to provide immediate and long-term support for nation building initiatives. Received letters of support from: Rotary International, Jose Concepcion, Received preliminary agreements from ABS-CBN to create TV special with Bayanihan initiative. Commissioned Jim Parades to write themesong, Bayanihan.

1988-1989

Conducted series of U.S. meetings with key leaders from Filipino American community including Philippine Consul General in New York City; Philippine Embassy in Washington D.C.; leaders in San Francisco and Los Angeles, media partners and potential sponsors. Received in-kind travel from United Airlines.

1990-1995

Refocused efforts on developing innovative public-private partnerships with American companies, NGO's government agencies to create healthy community initiatives.

1996-2003 The Stone Soup Leadership Institute with Marietta Primicias Goco

1. Featured Mrs. Goco in the book, *Stone Soup for the World: Life-Changing Stories*

Mrs. Goco's story is about the rekindling of the traditional Filipino value of Bayanihan: working together for the common good.

2. Stone Soup Leadership Institute founded, M. Goco serves as international advisor.

- SSLI event at the World Trade Center (NYC) sponsored by Bank of America at the Business for Social Responsibility conference with Target, Home Depot, Points of Light Foundation, Neve Shalom Wahat Salam,



- Event with Mrs. Goco, indigenous tribe, Martha's Vineyard Chamber of Commerce.
- Attended Microcredit Summit with Philippine delegation in Washington D.C.
- Attended special events at the United Nations with Ambassador and Mrs. Goco.

5. SSLI national partner of America's Promise, with corporations and NGO's committed to providing young people with essential needs and youth leadership. A series of national community initiatives developed in partnership with companies and organizations featured in the book, *Stone Soup for the World*.

6. Marietta Goco receives the SSLI's Eleanor Roosevelt Award from David Woolner, Franklin & Eleanor Roosevelt Institute at the gala Global Heroes Awards event with Walter Cronkite in New York City.

7. Meeting to explore bringing National Foundation for Teaching Entrepreneurship to Philippines with M. Goco and Steve Mariotti, (Loida Nicholas Lewis is on board).

Other Filipino involvement in the Stone Soup Leadership Institute

Filipino American Ray Gatchalian, Captain, Oakland, CA Fire Department

- *Stone Soup for the World* features for his inspiring work with at-risk youth; Founding board member of Stone Soup Leadership Institute; Faculty member of SSLI in Martha's Vineyard and Cincinnati; Filmed Mrs. Goco in Philippines for SSLI "hero report" for award.

2002: Celebration of Heroes Campaign: Bay Area, Los Angeles, New York City

Ray Gatchalian receives SSLI Community Hero Award from Mayor Jerry Brown. Gatchalian then presents SSLI awards to Young Heroes of Oakland winners. He then receives the Jose Rizal Award from the Bay Area Filipino American community.



- **Filipino American students, Oakland, CA** 6-month pilot program at Fremont High School's Media Academy to read, study and meet heroes from *Stone Soup for World*, write stories about local heroes and produce award-winning video *In Search of Heroes*

- **Filipino American students write inspiring stories about high school students** like Clark, a troubled Filipino American student involved with gang, who returns to the Philippines to transform his life with the help of a teacher and auntie. When he returned to San Francisco, he changed his ways – and his friends, got a respectable job, is studying to be a nurse and volunteers at his local community center.

Reports and Proposals Prepared

1987: Bayanihan, a multi-faceted global TV special with live interactive satellite program to thousands of business offices, college campuses, church and community organizations; Cultural Entertainment Show – and Call-to-Action to encourage viewers to develop partnerships with U.S. and Filipino American community to provide immediate and long-term support for nation building initiatives (proposal for funding).



Samal Island, Davao, Mindanao

1988: Vision for Development in the Philippines, an interview with Sixto Roxas Filipino Recovery Economic Enterprise (FREE) Management about sustainable development strategies and community-centered economics by encouraging more entrepreneurial projects (Viveza International). This report led to \$25,000 funding from the American Jewish World Service for a coral restoration project in Samal, Davao/Mindanao.

1989: Creating a Common Future, Philippines NGO Initiatives for Sustainable Development: delegation of 10 Filipino NGO leaders for a 4-city U.S. mission convened with Foundation for Community Organization, Management Technology, Haribon Foundation with M. Goco, Junie Kalaw, Philip Camara, Christina Liamzon, Adelaida Lim, Alex Padilla, Crisente Paez, Sixto Roxas, Isagani Serrano, Corazon Soliman, Feliciano Matienzo. Sponsors: Ford Foundation, American Jewish World Service, Columbia Foundation, Rex Foundation, Gateway Pacific Foundation (Viveza). This mission led to \$4 million fund for the creation of The Green Forum.

1998 Stone Soup for the World published with intro by Gen. Colin Powell, America's Promise

1999 Stone Soup for the World educational curriculum is piloted by the YMCA. Based on the 100 stories in the book, it features one chapter on the Philippines, encouraging students to learn about and support projects.

2001: Concept paper/proposal for Net Aid to pilot the *Stone Soup for the World* educational curriculum: as an online, interactive program in the Philippines with M. Goco.

2002: Stone Soup for the World: Life-Changing Stories of Everyday Heroes re-published with intro from Walter Cronkite, in English/Spanish; updated with M. Goco as Presidential Commission to Fight Poverty.



NPA leader and Filipino officer: symbol of peace

**List of Philippine Invitees [from Mrs. Goco]
for the Stone Soup Leadership Institute's Global Hero Awards Ceremony**

- 1) Ambassador & Mrs. Alberto Del Rosario --- Philippine Ambassador to the US
Philippine Embassy, Washington
D.C.
- 2) Ambassador Alfonso Yuchengco --- Permanent Delegate to the UN
Philippine Mission to the UN 5th Ave.
Manhattan, New York City
- 3) Minister & Mrs. Enrique Manalo --- - do -
- 4) Minister & Mrs. Anacleto Rei Lacanilao --- - do -
- 5) Ms. Cherrie Aguinaldo --- - do -
- 6) Consul General L. Lacanlale --- Office of the Consul General, Philippine
Mission Bldg., 5th Ave. Manhattan, NYC
- 7) Atty. & Mrs. Pompeyo Roa Realuyo
--- Empire State Building
350 5th Ave., New York City
- 8) Atty. & Atty. Frank & Ann Marie Willem Dewit
---- # 63 3rd Ave. Brooklyn, New York City
Tel # (718) 768-9379
---- or c/o Philippine Mission
- 9) Mr. &Mrs. Emmanuel Pio Goco --- # 8281 Adenlee Ave. Fairfax, VA. 22031
- 10) Mr. & Mrs. Philip Goco --- c/o #8281 Adenlee Ave. Fairfax, VA 22031
- 11) Ms. Dolores Velasco --- c/o # 8281 Adenlee Ave. Fairfax, VA.22031
Tel # (703) 627-4007/703- 578-3556/57
- 12) Mr. John J.P. Howley --- Kaye, Scholer, Fierman, Hays & Handler,
LLP.
A New York Limited Liability Partnership
425 Park Ave., New York City
- 13) Ambassador & Mrs. Felipe Mabilangan
--- Advisory Committee on Administrative and
Budgetary Questions
United Nations, Room CB-60, New York,
NY 10017, USA
- 14) Mr. & Mrs. Armando Barrion --- # 147-60 Huxley St. Rosedale, N.Y. 11422
- 15) Ambassador Raul I. Goco --- c/o Philippine Mission