

# LSEED SPOTLIGHT

The Official Newsletter of LSEED



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## TODAY'S HIGHLIGHT LSEED'S PARTNER COMMUNITIES

The Lasallian Social Enterprise for Economic Development (LSEED) Center believes in the power of collaboration with the partner communities. The community members play a very critical role both in the learning and formation aspects of students and social entrepreneurs. The center values their input and contributions to the development and growth of Lasallian social enterprises. In addition, LSEED believes that the inclusion of community partners in the planning process of the social enterprises allows them to create a bigger impact in the society. The communities are extremely valued by the organization because of how their contributions have been able to help, not only forming the social enterprises but also in the development of characters of Lasallian social entrepreneurs. With this, this issue of Spotlight highlights the stories of these community partners and their experiences as members of the LSEED Family. Read on to learn more about the community perspective.



# A MESSAGE FROM THE LSEED CENTER



The third issue of LSEED Spotlights features our fellow formators and collaborators in social entrepreneurship, the LSEED community partners. Our engagement with them is built on trust and the clear understanding that community development should be at the very core of impact models of the social enterprises that we build. Our principle is guided by three important elements, which allow us to provide an enabling venue for collaboration among our students and community partners:

## **Inclusive Ownership Structure**

Inclusion of community members in the ownership structure of social enterprises as co-owners and not just mere beneficiaries, laborers, or suppliers.

## **Quality Participation**

Equitable participation of community members, students, and other stakeholders from the planning up to the business operation stage of the social enterprise.

## **Equitable Valuation**

Proper valuation of non-monetary contributions of all stakeholders of the community social enterprises.

These elements are anchored on the Lasallian Community Engagement Framework which highlights the importance of a shared understanding of social realities, partnership building in the concept of 'association in mission', and collaborative action towards social development.

In LSEED Center, we are very much aware that communities play a pivotal role not just in the development of ideas but also in transforming communities where Lasallian social enterprises are operating. We put value on their contributions as our key partners in forming our students to become Lasallians in service.



# BMMK

## **Bukluran ng Mamamayang Masigasig sa Kaunlaran**

is a community located in the south side of Caloocan city. Their population size is approximately 39,714 people. Overseas Filipino Workers have always been an integral pillar of our Philippine Economy yet they and their families are victims of many societal problems. Because of this, they wanted to be a pioneer in helping the OFWs in their own way by enhancing the way of life of the children and families of these workers through numerous development programs for both kids and mothers.

*Retrieved from BMMK-LSEED Profile*

# SMBT

## **Samahan ng Mamamayan ng Bagbag Tullahan**

is a community located in Novaliches, Quezon city. Their boundaries include San Bartolome, Sauyo, Talipapa, and Mindanao Avenue. Their population size is approximately 55,746 people with 18,582 households. Some of their projects include helping informal settlers, assistance for PWD, senior citizens, and single parents, feeding programs, drug education for the youth, and many more.

*Retrieved from SMBT-NSPT-LSEED 2021*

# AN OVERVIEW OF THE COMMUNITIES



## KAYUMANGGI

### **Kababaihang Yumayabong Tungo sa Kagalingan's**

other chapters include Quezon city and Valenzuela. The areas of this Parañaque Chapter of Kayumanggi Camachile, Villa Paraiso, River Side, Bukid Area, and Sta. Ana, Parish Our Lady of the Most Holy Rosary by Passionist Congregation.

KAYUMANGGI is a community that prides in the existence of justice, peace, and equality. They are also a community that has a potential for a bright future for them.

## UMALPAS

### **Ugnayan ng Maralita sa Lungsod ng Pasay**

Housing Cooperative consists of 884 families that reside in Maricaban Creek and Estero de Tripa de Gallina that will be relocated to Brgy. San Dionisio, Paranaque City. There has been an initiative to form this organization due to the Joint Memorandum Circular (JMC) wherein the Supreme Court ordered to clean the river and evacuate those living within three meters easement. The organization's objectives are to have a decent, safe, and affordable housing program that will be owned by the cooperative and its members.



# WHERE ARE THEY LOCATED?

NATIONAL CAPITAL REGION, PHILIPPINES



Photo retrieved from google.com



# GETTING TO KNOW OUR COMMUNITY PARTNERS



## Rheyhorlyn Grace Cabanjen K A Y U M A N G G I , V A L E N Z U E L A

### **When did you start working with LSEED?**

It was 2018 when our organization was introduced to the concept of LSEED [social entrepreneurship]. I am one of the five lucky members of our organization who have been given the opportunity to learn how to build a social enterprise. Through this, it allows us to be recognized by other organizations and collaborate with hard-working, dedicated, and creative LSEED student fellows in building a social enterprise.

### **Can you talk about your journey with LSEED Center? What were they key/memorable events that led to where you are today?**

Before I became an officer of our organization, I was a worker in a plastic manufacturing company (sando bag and other forms of plastic). I am a contractual worker that is paid according to the number of hours.

I can work within 12 hours for six days a week. After two months, I was discharged from work due to pregnancy. Two years later I started working as a saleslady in a cellphone accessories shop and earned 200 pesos per day. At first, it was doing fine, but it reached a point when they could no longer pay for my salary multiple times. In other words, I am one of the many workers who have experienced unfair labor practices that many workers still experience today. Good thing there is an organization in my community that is upholding the rights and welfare of workers. For the process of building a social enterprise, I felt different emotions. It was like a roller coaster ride of emotion because there were times when I wanted to give up like my colleague who was struggling to provide solutions to the problem we wanted to respond to. Despite the struggles, it was our mission that kept me motivated in helping our community and members to provide them with a decent livelihood. When we reached the final step, I felt so happy that we were able to overcome the difficult process and developed a good concept.

*Photo retrieved from Rheyhorlyn Cabanjen*





# GETTING TO KNOW OUR COMMUNITY PARTNERS



## Could you tell us how your experience with LSEED center have strengthened your community?

LSEED has helped us to boost our capacity through the knowledge shared with us. We apply [our learnings] in producing products that are made out of fabric such as washable face mask, pillow case, bed cover, curtain, and tote bags. [These products are] sold [to the market and have become our] extra source of income or even a source of livelihood that we also share to the other members of the community.



Photo retrieved from Rheyhoriyn Cabanjen

## What are the challenges that you encountered with LSEED Center? What did you do to solve/overcome these challenges?

It is normal for businesses to face problems and here are some of the problems [that we had to face]. First is our decision if we would continue launching our social enterprise. Based on the data that we gathered, a survey of 100 respondents said that less than 15% of them are willing to pay for the skills training program that we [were originally planning to] offer. Second is the lack of equipment, location, facilities, and [of course] COVID-19 pandemic. Social gathering was restricted which was the most important part of our business model since skills training is easily taught in face-to-face interactions. Due to the problems mentioned, the founders agreed to change the previous business model which was [later on] approved by LSEED Center. From the initial idea of skills training, it transitioned to a product-making business model. This allows us to maximize the knowledge and skills of my fellow co-founders, in sewing. This has become our social enterprise called KUDARAT

## How did your definition of social entrepreneurship evolve since you started working with LSEED Center?

Honestly, in the beginning, I only defined the word entrepreneur as business or businessman. After all the knowledge and experiences that I have gained from visiting various social enterprises, I can say that business should also be about helping others. "Every problem has a solution and the root causes should be identified to provide an appropriate solution".





# GETTING TO KNOW OUR COMMUNITY PARTNERS



Analyn Solis  
B M M K



Photo retrieved from Analyn Solis

## When did you start working with LSEED?

I am a member of batch 2 of the LSEED team in 2018 and formed a social enterprise in 2019 with 4 student fellows.



Photo retrieved from Analyn Solis

## Can you talk about your journey with LSEED Center? What were they key/memorable events that led to where you are today?

I learned a lot from being part of the LSEED family. We had learning sessions and workshops in building our own social enterprise in the community. There were intense mentoring experiences during our pitching sessions. There were also exciting moments in the launching of our business in our community.



Photo retrieved from Analyn Solis

## Could you tell us how your experience with LSEED center have strengthened your community?

With the help of LSEED, we became passionate to learn about the idea of social entrepreneurship and studied how to create a social enterprise. We dream of becoming successful entrepreneurs who will help meet the needs of our community.

## Overall, what is LSEED for you?

LSEED [handles] social problems with communities [by understanding its root causes in order to address them in a sustainable manner].



# GETTING TO KNOW OUR COMMUNITY PARTNERS



Photo retrieved from Cindy Hernandez

## Cindy Hernandez U M A L P A S

### **When did you start working with LSEED?**

I remember, it all started on November 20, 2019, at 1 pm when Sir Norby and COSCA [requested for] a meeting to introduce us to LSEED

### **Can you talk about your journey with LSEED Center? What were they key/memorable events that led to where you are today?**

For me, I consider my experience of interacting with LSEED Center as a journey. Being part of the LSEED Family was new to me. I felt like a crawling kid that is needed to be guided. There is also fear and doubt [in the process] but thankfully there is Sir Norby, Miss Marichel, and Miss Ann who are ready to guide and teach us. There is also Miss Leah Sy who provides guidance during class sessions. One of the memorable moments I had was when I was left by my partner who introduced me to the partnership with DLSU-COSCA. Later on with LSEED, I had to go back with the group and inform them about the

partnership and our counterpart that we can't leave for the sake of the students. You know the feeling that the people I was with at the beginning are now gone? They said to observe and slowly realized I'm alone. I need help from my companions, I need them. Miss Marichel suddenly called to meet us. Sir Norby introduced us to LSEED with a few selected partners, but there is still doubt about [social] entrepreneurship as a concept. I started to question myself if we are capable of doing it. But later on, I told myself "Why not? For the good of the organization, even if we are slow, we can start something. What lies ahead will all depend on us, the organization.



Photos retrieved from Cindy Hernandez

### **Could you tell us how your experience with LSEED center have strengthened your community?**

Maybe the way it strengthened my capacity is to unlearn everything that I knew. I needed to unlearn to be able to learn new things. But I am also aware that the things I know will "spice up" the new insights that are presented to me. For the community, I need to take things slowly for them to understand [the process] and involve them in what I do now. Particularly, the leaders themselves.



# GETTING TO KNOW OUR COMMUNITY PARTNERS



## **What are the challenges that you encountered with LSEED Center? What did you do to solve/overcome these challenges?**

Maybe the first project of the class that turned into a failure due to the present situation [COVID-19 pandemic]. The good thing that [happened though is the fact that the] project contributed materials such as seeds and soils to the barangay. I think Sir Norby is the backbone of area coordinators with Miss Ann and Miss Marichel. [I remember in one of the] mentoring sessions, he mentioned and kept reminding us the word "innovation" [and how it] changes. With its new definition, it means that even if the past was not good, there is always an opportunity to make things better and the right time will come.



*Photo retrieved from Cindy Hernandez*

## **How did your definition of social entrepreneurship evolve since you started working with LSEED Center?**

Maybe the idea of not going into business right away. You can't only think of making money and selling. You can't only think of selling and making profits for the business. If you don't consider the consumers, people, and surroundings, you should start to question if this business will help the community or will it only benefit your own interests. The idea of business and social development should be combined in order to resolve community problems in the long run by using innovative and creative solutions with the concept of [social] entrepreneurship.

## **Overall, what is LSEED for you?**

Overall, LSEED for me is not just a course to be studied. There are also requirements to comply with [in order] to get high marks. [The process requires] attention, dedication, innovation, creativity, and commitment to identify problems and appropriate solutions. It should be a long term and sustainable business that is not only focused on self-interest but pays attention to people's lives. After all, social entrepreneurship is "Business with a cause"



*Photo retrieved from Cindy Hernandez*



# GETTING TO KNOW OUR COMMUNITY PARTNERS



## **When did you start working with LSEED?**

I became part of the LSEED Center and LSEED family in 2018.

## **Can you talk about your journey with LSEED Center? What were they key/memorable events that led to where you are today?**

I learned how to create a social enterprise and became a coordinator even if I had no [relevant] experience. But my LSEED Family trusted me. I am thankful that I became part of the LSEED Family and I am able to expand my knowledge.

## **Could you tell us how your experience with LSEED center have strengthened your community?**

My capacity is strengthened by the [formation] provided by LSEED Center. I coordinate with the host family whenever students of De La Salle University visit, provide lectures and implement programs.



*Photo retrieved from Analiza Palamos*

## **What are the challenges that you encountered with LSEED Center? What did you to solve/overcome these challenges?**

We had a hard time starting our operation due to the limited workforce and materials to be used. In addition, we had a limited market to sell our products to. With the help of LSEED Center, we were able to overcome these obstacles because they provided us with lectures and ideas.

## Analiza Palamos

KAYUMANGGI, PARAÑAQUE



*Photo retrieved from Analiza Palamos*

## **How did your definition of social entrepreneurship evolve since you started working with LSEED Center?**

My perspective changed. I became more courageous in building a social enterprise and learned how to value the idea of social entrepreneurship. I also learned how to keep up with common business [challenges]. Thank you that I became part of LSEED Center and LSEED Family.

## **Overall, what is LSEED for you?**

For me LSEED is an organization of Lasallians whose aim is to educate partner communities in improving their knowledge of social entrepreneurship. They also help improve the lives of many people in the community.



# GETTING TO KNOW OUR COMMUNITY PARTNERS



## When did you start working with LSEED?

SMBT QC became a partner of LSEED Family last May 2019 up to present.

## Can you talk about your journey with LSEED Center? What were they key/memorable events that led to where you are today?

We had an association with LSEED Family through our partners in NGOs that are promoting different advocacies. We were referred to by Sir Anuenubo who explained about the NSTP program of De La Salle University. A formal discussion of the memorandum of agreement was held between LSEED and COSCA. We also had a series of trainings and seminars to understand the criteria, contributions, and obligations of our community to the partnership.

## Corazon Rio S M B T



Photo retrieved from Corazon Rio

## What are the challenges that you encountered with LSEED Center? What did you do to solve/overcome these challenges?

There was a briefing in the university to identify the possible contribution of students to our community. We also discussed how the students can learn from the exposure and as well as the guidelines that need to be followed when interacting with host families. It was easy since students were hands-on with their host families, and we saw that their awareness has improved during their visits and exposure in our community.



Photos retrieved from Corazon Rio



# GETTING TO KNOW OUR COMMUNITY PARTNERS



## What are the challenges that you encountered with LSEED Center? What did you do to solve/overcome these challenges?

Through the LSEED Family, it has been easy to assist students in their interactions with the families assigned to them. The developed project not only helps the community, but it also brings joy to the families. The LSEED partnership treated us like family especially when the community was flooded. They provided us with groceries which the community appreciated.

## How did your definition of social entrepreneurship evolve since you started working with LSEED Center?

We came up with a social enterprise "Green Queens", which became our first project during NSTP Class 38, and it turned out to be successful. LSEED became our partner in this venture during our planning process with the other students in Class 38. By learning how to account the pricing of our vegetables our social enterprise has flourished even more. Social entrepreneurship was a lot easier with Sir Norby as our facilitator. He helped us to make our project a success. Presently through Green Queens, we are able to reach out to 23 families online, selling our vegetables that bring happiness to them, especially now that we are in a pandemic.



Photos retrieved from  
Green Queens Facebook Page

## Overall, what is LSEED for you?

LSEED as a whole is not only focused on social entrepreneurship, but also about area coordination through setting guidelines to achieve building planned projects. Based on the interaction of NSTP classes 24 and 39, LSEED also monitors the growth of the project that students seek to fund.



# ANNOUNCEMENTS



Stay tuned for our upcoming events!

Let us know what you think below through our feedback form.

# FEEDBACK



<https://bit.ly/3nELvIM>

# SOCIAL MEDIA

Visit our Facebook and Instagram pages to get to know us a little better.



<https://www.facebook.com/lseedph> @lseedph

