



MEMORANDUM

FOR : **The Chairperson, GAD Focal Point System (GFPS)/
Manager, Corporate Planning Department**

FROM : **Head Secretariat, GAD Focal Point System (GFPS)/
Division Chief, Planning & Policy Formulation Division (PPFD)**


SUBJECT : **AFTER ACTIVITY REPORT - Gender Impact Assessment
for the Corporate Social Responsibility Program and
Medical Assistance Program**

DATE : **18 August 2025**

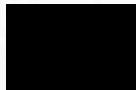
1. Reference: Gender and Development Plan and Budget (GPB) 2025
2. The Gender Impact Assessment was conducted to promote gender equality by systematically evaluating the potential and actual effects of a proposed or existing policy, program, or project on different groups of women, men, and gender-diverse individuals specifically for the Corporate Social Responsibility Program and Medical Assistance Program of PCSO.
3. The assessment was carried out using the HGDG tool, with results based on existing sex-disaggregated data, ensuring a data-driven and objective evaluation.
4. The Corporate Social Responsibility (CSR) Program of the Philippine Charity Sweepstakes Office (PCSO), which includes initiatives like the RAISE Program (Charitimba, Mobility Aids, Medical Devices and Hygiene Kits) and Disaster Preparedness and Relief Program demonstrates a commendable and effective approach to beneficiary feedback. This significantly enhances the program's ability to be agile and responsive to the actual needs of beneficiaries.
5. Crucially, this tool provides a valuable foundation for Gender and Development mainstreaming. The direct interaction inherent in CSR activities allows for the capture of qualitative, sex-disaggregated data on specific needs.
6. On the other hand, the critical finding from the Gender Impact Assessment conducted is on PCSO's Medical Assistance Program, specifically concerning the transition to online-first application system. The digital shift was intended to improve efficiency and reduce queues but the current mechanism creates barriers to collecting beneficiary feedback, which is vital for program refinement and compliance with gender-responsive mandates.
7. The online application modality for the PCSO MAP severely limits the organization's ability to gather comprehensive and representative feedback from actual beneficiaries, particularly those from marginalized and digitally disadvantaged sectors. This assessment analyzed how the lack of a structured, accessible feedback mechanism, linked to the online application process, affects

the principles of Gender and Development, specifically equity in access and responsiveness of the public service.

8. To ensure that the Philippine Charity Sweepstakes Office's Corporate Social Responsibility Program and Medical Assistance Program feedback mechanism are truly gender-responsive, it is imperative to incorporate mandatory fields on all physical and digital feedback forms/survey tools used across all assistance and activities.
9. This systematic data collection action is crucial for transitioning the program from general inclusivity to evidence-based, gender-responsive programming. These required fields must include the sex of the beneficiary to enable fundamental sex-disaggregated data analysis; the Primary Reported Need (Pre- and Post-Assistance), which captures specific needs reported by individuals of different sexes before the aid and assesses how the assistance met those needs after the program; and Satisfaction Survey requiring beneficiaries to rate their satisfaction, which will then be analyzed based on their sex to identify if the assistance's type, quality, or quantity is equally effective and appropriate for both male and female recipients.
10. It is recommended to have a follow-up workshop to craft a comprehensive customer satisfaction survey for the aforementioned programs to ensure that the survey is equitable, comprehensive and ultimately effective at improving services for all beneficiaries.
11. The PCSO Corporate Social Responsibility Program has established a reliable and effective foundation for collecting beneficiary feedback through its hands-on, community-based approach. On the other hand, digitizing the Medical Assistance Program (MAP) to align with modern governance unintentionally hinders essential beneficiary feedback.
12. In summary, Gender Impact Assessment transforms the PCSO's philanthropic efforts from broad charitable giving into targeted, evidence-based development initiatives. It is the vital mechanism that guarantees that the organization's generous resources truly reach and meet the diverse needs of all Filipino men and women.


JOCELYN H. GORONIO
GFPS Head Secretariat

Noted by:


ANNA LIZA P. INCIONG
GFPS, Chairperson