



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 : **26 November 2025**

1. Reference: Gender and Development Plan and Budget (GPB) 2025
2. The Gender Impact Assessment is crucial for Philippine Charity Sweepstakes Office's (PCSO) Attributable Program as it ensures that the program is inclusive, equitable, and effective for all beneficiaries, regardless of gender. It helps PCSO move beyond simple compliance with the Magna Carta of Women (RA 9710) and the General Appropriations Act (GAA) to achieve genuine gender mainstreaming.
3. In the Philippine context, the GIA often utilizes the Harmonized Gender and Development Guidelines (HGDG) tool to assess gender-responsiveness, particularly for major programs whose budgets are attributed to the mandatory GAD budget (at least 5% of the agency's total budget). PCSO has exceeded the statutory minimum GAD budget allocation requirement for FY 2026. Based on the proposed financial allocation, the PCSO GAD budget is set at 8.67% of the total Corporate Operating Budget which is 3.67 percentage points higher than the non-negotiable legal threshold.
4. The session began by discussing the existing Customer Satisfaction Survey (CSS). To simplify the impact assessment process, initial planning must determine how reliable the assessment needs to be and the constraints imposed by available resources (time, budget, and personnel). This groundwork is essential for defining the final product, which must be tailored to the specific audience who will receive the study, ensuring the information is presented appropriately and that its ultimate use and users are clearly identified for effective organizational action.
5. The most significant part of the session is the crafting of a Customer Satisfaction Survey with a GAD perspective. Both groups recognize that men and women, and people of SOGIE have different roles, access to resources, and experiences when interacting with services. They also check if PCSO's programs are equally accessible and beneficial to all genders. They also pinpoint specific challenges or dissatisfactions that one gender might experience more than another.




6. By integrating GAD, the new CSS include mandatory gender/sex disaggregation by collecting and analyzing feedback based on the respondent's gender to see if satisfaction levels differ between men and women. It also contains gender-sensitive questions, such as:
 - Do you feel the staff treated you with equal respect and dignity compared to other applicants, regardless of your gender?
 - Was the information about the MAP requirements and process clear and easy to understand for you as the primary person seeking assistance?
 - Did you face any specific challenges in accessing the MAP service due to your gender or role in your household?
 - Who was the primary decision-maker in your household regarding seeking this specific medical assistance from PCSO?
 - Do you believe this CSR project/donation addresses the needs of women and men in your community equally?
 - Did people of all genders in your community have an equal opportunity to provide input or feedback on the design of the CSR project?
 - Did the manner of distribution for the CSR resources (e.g., relief goods, equipment) ensure that women and men could access them equally?
 - Do you think the CSR program has contributed to greater fairness and equality between men and women in your community?

7. They also added intended results based on gender, such as:
 - Number of beneficiaries diagnosed with cancers in women assisted within 24 hours upon receipt of complete documentary requirements
 - Number of beneficiaries diagnosed with cancers in men assisted within 24 hours upon receipt of complete documentary requirements
 - Number of lactating women assisted
 - Number of pregnant women assisted
 - Number of solo parents assisted (SDD)
 - Number of families that received a Charitimba not later than or within 7 days from receipt of instruction from the OGM

8. The GAD perspective is vital for the PCSO's CSS because it moves beyond general satisfaction to ensure equity and effectiveness in the MAP and CSR programs. It is important as it meets the Magna Carta of Women mandate for gender mainstreaming in all government programs and reveals specific gender-based barriers.

9. It also provides the data needed to design services that are equally accessible and beneficial to all genders, leading to better use of the GAD budget and ultimately, more impactful charity work. The proposed impact assessment framework move beyond simple performance metrics to ensure accountability and equitable service delivery.




JOCELYN H. GORONIO
GFPS Head Secretariat

Noted by:


ANNA LIZA P. INCIONG
GFPS, Chairperson