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“HANDOG BIGAS” CHARITY PROGRAM (“RICE-GIVING CHARITY PROGRAM”) HCI AND MRI REACHING OUT TO PEOPLE IN NEED...



Photo above: Health Code International, MRI's exclusive distributor in the Philippines, and MRI donated bags of rice to victims of two typhoons that struck Luzon in the Philippines in 2009.

Toward the end of 2009 two devastating typhoons (with international codenames “Parma” and “Kitsana”) battered the whole island of Luzon bringing in not only destructive winds but also incessant heavy rains that inundated the plains and causing massive landslides. Typhoon Ondoy wreaked much havoc in the nation’s capital and nearby towns along the historic Laguna lake by flooding the main streets and the metropolis, submerging houses and buildings, paralyzing traffic & putting to a halt all businesses in a single day.

With less than a week after the deluge and with the metropolis slowly reeling from the effects of typhoon Ondoy and cleaning up its mess, another typhoon (Peping) hit the northern part of the country. Its fierce wind rammed the shores of the northeastern tip of Luzon and upon hitting land it caused massive landslide destroying agricultural lands and crops that were near harvest.

For over a month, scenes of families with destroyed homes, parents and children mourning for their dead or missing loved ones, farmers and fishers lamenting over the loss of their source of living, and business temporarily or permanently closing due to heavy damages and losses occupied the top stories and headlines of news in mainstream media.

The catastrophic events rekindled the genuine spirit of “Bayanihan” among Filipinos, The government as well as private sectors came together in many successful relief and rehabilitation efforts.

We, at Health Code International, for instance through our Handog Kawanggawa Charity Program, wasted no time in trying to reach out our comforting hands even with the humblest that we can to the typhoon victims.



Photo above: Bags of rice await families affected by typhoon Parma and Kitsana.



Photo above: Health Code International donated rice to more than 1,000 families in the hardest-hit cities of the Philippines.

Our charitable spirits were further emboldened by the support and encouragement we received from our product source and partner, Mineral Resources International, Inc. With funds coming from MRI and with counterpart funding of Health Code International, we were able to donate bags of foodstuffs particularly rice to over one thousand families in hardest-hit areas, such as Marikina City, Valenzuela City, Baguio City and Cauayan, Isabela.

Deepest thanks as well go to our dear stockist coming from these areas who donated their time, effort and spaces to organize the Handog Bigas relief distribution despite the disruption in their activities. ■



Photo above: A picture taken at one of the relief-distribution sites.