



PRESS RELEASE

Virlianie Foundation launches #HelpOurBabies, an online campaign for its Babies and Toddlers Home

Late last year, the story about a newborn child found inside a garbage bin hit the local headlines. This same child is now a happy, healthy and well-adjusted baby living in one of the homes of Virlianie Foundation, a child caring institution based in Makati City. The Foundation currently takes care of 200 underprivileged children—those who were surrendered, abandoned, neglected, and those with special needs. Young children from 0-5 years old are housed in Virlianie's Babies and Toddlers Home (BTH).

With meager resources and limited funding, the Foundation faces constant challenges in providing for the needs of the children in its care, including food, shelter, clothing, education and developmental needs, medical and psychological care.

BTH, in particular, operates on a tight annual budget to be able to take care of around 40 children, and pay for the salaries of 8 staff members, including caregivers, teacher, supervisor and reliever. Unfortunately, BTH has been in a difficult financial situation in the past years. To address an urgent need, **Virlianie is launching #HelpOurBabies, a campaign to solicit donations from friends and partners so the Foundation can continue taking care of these young children.**

Cash donations will go a long way in making sure that the children's basic needs are met. Those who want to help can send as little as P65 or as much as P60,000. Any amount given wholeheartedly will help the Foundation give back the smile to the babies and toddlers in BTH.

Babies & Toddlers Home

How can you #HelpOurBabies?

- with **Php 65** you will feed **1 Baby** for a day
- with **Php 2,000** you will feed **1 Baby** for a month
- with **Php 60,000** you will feed **30 Babies** for a month

3 square meals a day + milk

30 babies in BTH
Staff members

53 children served in 2014
20 new children,
33 old admissions.

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Virlianie
www.virlianie.org

VIRLIANIE FOUNDATION, INC.

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Email: info@virlianie.org
www.facebook.com/virlianiefoundation Twitter: @virlianie

WWW.VIRLIANIE.ORG



To help BTH, donations can be sent through the following channels:

Online - Paypal

www.virianie.org/HelpOurBabies

**Please indicate that the donation is for the #HelpOurBabies campaign.*

Bank Transfer

Virianie's Bank Account Details:

Name: Virianie Foundation, Inc.
Bank Name: Banco de Oro - Vito Cruz Branch
US Dollar Account No.: 104580108577
Peso Account No.: 004580002426
Euro Account No.: 304580112833

**For bank deposits, please email a copy of the deposit slip to info@virianie.org indicating that your donation goes to the #HelpOurBabies campaign.*

Send a check

Payable to **Virianie Foundation, Inc.**

Office Address:
Virianie Foundation, Inc.
4055 Yague Street, Barangay Singkamas
1204 Makati City, Philippines

**Kindly indicate that the donation is for the #HelpOurBabies campaign.*

#HelpOurBabies will run until June 30, 2015. For more information about this campaign, please visit the Virianie Foundation website (www.virianie.org), send an email to info@virianie.org or call 8953460. Aside from sending cash donations, campaign supporters can also help by liking Virianie's Facebook page (www.facebook.com/virianiefoundation) or sharing its #HelpOurBabies campaign posts on Twitter, Instagram and Facebook.

For more information, please call:

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895-3460 / info@virianie.org

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