My Dream in a Shoebox

YEAR 18

A Donation Guide



My Dream in a Shoebox is TeamAsia's educational outreach program that aims to empower more children to dream for a brighter tomorrow by supporting their educational needs.



Bea, Chief Dream Builder for My Dream in a Shoebox, telling the children of Payatas Orione Foundation a story during one of our Gift Giving Days last 2024.

My Dream in a Shoebox



How it started

2009

- ★ TeamAsia + IT and Business Process Association of the Philippines (IBPAP) = My Dream in a Shoebox!
- ★ Started with 200 shoeboxes filled with school supplies and 103 volunteers
- ★ Assisted the life-changing work of CNN Hero of the Year Efren Peñaflorida by providing him and his organization with school supplies needed for his Kariton Klasrum

My Dream in a Shoebox

Today

- ★ Supporting nearly 5,500 children with dream kits, reaching more communities: Sta Ana Elementary School, Baseco Community, Laguna trackside Community, Manila Bay side , Community, among our regular beneficiaries like PAOFI, AOLP, and CTK Communities
- ★ Supporting 85 scholars in last mile schools through Yellow Boat of Hope

... And more!



My Dream in a Shoebox

MDIAS Y17 Highlights

My Dream in a Shoebox











We've helped build #BiggerDreams for the talent of the future!

Data collected from December 2009 until March 2025

- 🎁 **439,366** shoeboxes or dream kits provided
- 💻 **713** computers donated
- 💻 **6** educational hubs sponsored
- 🙋 **38,708** volunteers
- 🎓 **706** scholars sponsored
- ⛪ **Over 96** community beneficiaries nationwide

My Dream in a Shoebox

My Dream in a Shoebox
Partners from 2009 to Present





What's in store for us this Year 18?

A child's dream of the future is full of hope, growth, and progress. It is a future of possibilities where they can dream to be a policeman, an engineer, a seaman, or an artist. They can dream to be a nurse, a teacher, a call-center agent, a chef. Education has the power to uplift less fortunate Filipino children, equipping them with the tools and opportunities needed to break cycles of poverty, grow, and turn their dreams into reality.

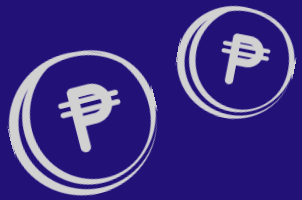
Every child's dream powers our nation's future. MDIAS brings students, sponsors, and corporate leaders together to build a shared tomorrow. The success of these children means the success of our industries. When we help Filipino children stay in school, we support the growth of communities, businesses, and our nation.

GOALS

My Dream in a Shoebox



5000 shoeboxes/ dream kits for distribution



Pooled Funds for Onsite Logistics



Scholarship and Educational Classroom Support via Cash donations for our 50 scholars

Our Partners and Partner Beneficiaries

My Dream in a Shoebox partners with various associations and foundations that share the same mission as us. We work together to make our shared vision of a brighter reality possible.

The Yellow Boat of Hope Foundation has a mission to ensure that every Filipino child has the means to experience a quality education. They provide solutions that allow these students to have daily access to schools, be given excellent teaching, and be exposed to broader horizons. They also have livelihood outreach programs that are able to support these children's families.

The Payatas Orione Foundation (PAOFI) has a mission to develop holistic, dynamic services and outreach programs that cater to the immediate and long-term needs of the poor in the Philippines. Among these efforts include providing less fortunate children in Payatas and Lucena with access to scholarships, health, and nutrition services.

The National Bookstore Foundation's (NBSF) mission includes uplifting the lives of underprivileged children through education empowerment.

Over the years, we have also worked with and supported various church communities like Christ the King Parish, Ascension of Our Lord Parish, and San Pedro Calungsod Parish to turn the dreams of Filipino children into a reality.

Through these partnerships, My Dream in a Shoebox is able to reach far-flung corners of the Philippines, touching the lives of children not just in Metro Manila but also in different provinces.

METRO MANILA

- ★ Christ the King Parish, Las Piñas City
- ★ San Pedro Calungsod Parish, Muntinlupa City
- ★ Ascension of Our Lord Parish, Parañaque City
- ★ Payatas Orione Foundation, Inc., Quezon City
- ★ Sta Ana Elementary School, Manila
- ★ Baseco Community, Manila

LUZON

- ★ Payatas Orione Foundation, Lucena, Quezon
- ★ Panglit Elementary School, Masinloc, Zambales

VISAYAS

- ★ Mantatao Elementary School, Calape, Bohol
- ★ Caohagan Elementary School, Lapu-Lapu, Cebu
- ★ Balansag Elementary School, Roseller Lim, Zamboanga Sibugay
- ★ Concepcion Sur Elementary School, Santa Maria, Romblon

MINDANAO

- ★ Yellow School of Hope, Maluso, Basilan
- ★ Amaloy Elementary School, Ungkaya Pukan, Basilan
- ★ Luuk Tongkil Elementary School, Jolo, Sulu
- ★ Lasala Elementary School, Del Carmen, Siargao

...and more!



How can you help?

You can become a Dream Builder, and help our students and teachers this school year in 3 different ways!



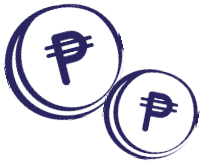
Sponsor Dream Kits for our public school teachers and students.

- Make a personal/group/company donation of shoeboxes or dream kits filled with school supplies for our learners and teachers!
- You can also donate in cash to purchase a dream kit for P350 each.
- And volunteer to help out during our gift giving days!



Sponsor a child's education.

- For only P3,000, you can support a child's education for one year! The monetary donation finances the child's supplies for school projects, washable masks and alcohol, and even the parent's transportation expenses in getting our Dreamer's self-learning modules from school.
- For P30,000, you can already support 10 scholars for our adopted community.
- For Php 305,000 you are building an E-hub or starter classroom for more students in our far flung communities



Sponsor our on-ground campaign efforts

- Make a personal/group/company donation to support our on-ground gift giving days that will allow us to mobilize more gift giving days and cover the following:
    - Food and beverage for the beneficiaries and volunteers
    - Event support requirements (banners, tables, chaires, sound system)
    - Game prizes
    - Transportation and logistics
    - Additional administrative expenses

SPONSOR A DREAM KIT

You can donate dream kits for children for only Php 350 each kit.

Each dream kit should include the following:

- One (1) plastic envelope with handle
- One (1) pack of A4 bond paper (50s)
- two (2) notebooks,
- one (1) pad paper
- two (2) pens
- two (2) pencils
- one (1) eraser
- one (1) box of crayons

Perk Add-ons from National Bookstore Foundation, Inc.
Each purchase dream kits includes the following:

- one (1) project aral kit with slippers from National Bookstore Foundation
- One (1) special workbook
- shipping costs to the beneficiary



Dream Kits during our Pamasko Para Sa Bata at Christ the King Parish Community, Las Pinas City

Important Note:

- **You can D-I-Y the dream kit, or donate to purchase the dream kit through shoebox@teamasia.com to avail of the special rate National Bookstore Foundation, Inc.**
- **Special packages are available through our partner only. Special rates and the project aral kit are NOT available for In-store purchase at National Bookstore itself Perk add ons like the Project Aral Kit**

My Dream in a Shoebox

SPONSOR OUR GIFT GIVING DAYS

Volunteer and sponsor our on-ground efforts for our Gift Giving Days.

Any donations in-cash or in-kind are welcome!
We are looking for partners who can sponsor the following for our on-ground efforts so we can have more gift giving days!

- Food and beverages for the community beneficiaries
- Used and new toys or prizes
- Backdrop banners
- Media coverage and documentation
- Venues
- Sound system
- Transportation, Storage, and Logistics
- Host and gimmicks
- And more!



Volunteers collecting food bowls to distribute to the beneficiaries

Hygiene Kits



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SPONSOR A SCHOLAR

You can sponsor a child's education for only Php3,000.00 for a year.

This already covers:

- **Supplies and Uniforms** for school activities and projects
- **Hygiene kits** with washable masks and alcohol
- **Transportation/Allowance** for children's daily needs for schooling



Scholars from Balansag Elementary School, Sibugay, Zamboanga making their Dream Maps.



My Dream in a Shoebox

SPONSOR A COMMUNITY A STARTER CLASSROOM

A community starter classroom can be built for Php 305,000

This already covers:

- Local and Sustainable Building Materials
- Labor Costs and Miscellaneous Costs
- Portable Handwashing stations
- Logistics Shipping



New Cuyo Elementary School, Roxas, Palawan


Francisco Lagan Sr. Memorial National High School, Roxas, Palawan

My Dream in a Shoebox

SPONSOR AN EDUCATIONAL HUB

You can sponsor community Educational Hub for Php 270,000.

This covers:

- Six (6) laptops
- Stable internet and connectivity (with modem and subscription)
- Printer and printing supplies
- School supplies
- Coverage for some administrative and logistical expenses



Educational Hubs in Sibugay, Zamboanga and Cebu



My Dream in a Shoebox

Gift Giving Days





Tentative Dates:

- Dec 19 / 20 (TBC) Ascension of Our Lord Parish, Paranaque 500 kids
- San Pedro Calungsod Parish, Las Pinas 500 kids
- Don Orione Foundation, Quezon 100 kids
- Christ the King Parish, Muntinlupa 500 kids
- Sta Ana Elementary School, Manila 500 kids
- Arise4Dignity Communities - Estimated 500 kids
    - Cubao, Quezon City
    - Santolan, Quezon City

Other Beneficiaries

Our partners with preferred or previously adopted communities may still donate under My Dream in a Shoebox. Just share with us details of the beneficiary as well as details your commitment for further coordination.

My Dream in a Shoebox

For donations, you may deposit to the following accounts!

Please upload a copy of your receipt or send a copy of your payment slip or proof of payment for verification to **shoebox@teamasia.com**.

Your payment will be validated and you will receive an acknowledgement receipt and email upon confirmation.

Peso Account
Metrobank
Account Name: Hamlin-Iturralde Corporation
Brand: Madrigal Alabang branch
Account Number: 495-3-49550428-0
MBTC Swift code: MBTCPHMM

Peso Account
UnionBank of the Philippines
Account Name: Hamlin-Iturralde Corporation
Branch: Magallanes, Makati branch
Account Number: 001470003299
UnionBank Swift Code: UBPHPHMM

Sponsorship Benefits

General Donor /Supporter

Cash value: Below Php 30,000
In-Kind equivalent: Below Php 30,000

Benefits:

- General recognition as “Generous Donor” across all publicity material
- Digital Certificate of Donation

Bronze Partner / Sponsor

Cash value: Below Php 30,001 to Php 59,999
In-Kind equivalent to Php 30,001 to Php 74,999

Benefits:

- Text brand recognition under Bronze Sponsor across all publicity material
- Verbal recognition during non-exclusive Gift Giving Day (if applicable)
- Access to Impact Data for ESG Reporting
- Digital Certificate of Donation

My Dream in a Shoebox

Silver Partner / Sponsor

Cash value: Below Php 60,000 to 149,999
In-Kind equivalent: Below Php 75,000 to 159,999

Benefits:

- Logo recognition under “Silver Sponsor across all publicity material
- Verbal recognition during non-exclusive Gift Giving Day (if applicable)
- 10 volunteer slots (if applicable)
- Virtual Scholar Recognition Post, Video Testimonial and Report Cards (if applicable)
- Group mention in social media and EDM highlights
- Access to Impact Data for ESG Reporting
- Digital Certificate of Donation

Gold Partner / Sponsor

Cash value: Below Php 150,000 to 299,999
In-Kind equivalent to Php 160,000 to 319,999

Benefits:

- Logo recognition under “Silver Sponsor across all publicity material
- Special recognition during non-exclusive Gift Giving Day (if applicable)
- 15 volunteer slots (if applicable)
- Opportunity for formal Scholar Handover /Recognition Ceremony in person + Report Cards (if applicable)
- Logo in social media and EDM highlights material
- Access to Impact Data for ESG Reporting
- Digital Certificate of Donation

My Dream in a Shoebox

Platinum Partner / Sponsor

Cash value: Below Php 300,000 and above
In-Kind equivalent: Below Php 320,000 and above

Benefits:

- Logo recognition under “Platinum Sponsor” across all publicity material
- Recognition and remarks during exclusive Gift Giving Day (if applicable)
- 20 volunteer slots or more (if applicable)
- Opportunity for formal Scholar Handover /Recognition Ceremony in person + Report Cards (if applicable)
- Logo in social media and EDM highlights material
- Access to Impact Data for ESG Reporting
- Access to photos and videos
- Digital Certificate of Donation

My Dream in a Shoebox

Cash Sponsorship Tiers	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Donor
Cash Donation Amount	Php 300000 and above Full sponsorship for 1 Gift Giving Day	Php 150000 – 299999	Php 60000 – 149999	Php 30000 – 59999	Below Php 30000
DIY or In-Kind Equivalent Value	Valued equivalent to Php 320000 and above	Valued equivalent to Php 160000 – 319999	Valued equivalent to Php 75000 – 159999	Valued equivalent to Php 30000 – 74999	Valued equivalent to Below Php 30000
Gift Giving and Dream Kit - Corporate Donation Benefits					
Title & Naming Rights	Exclusive "Presenting Partner/In Partnership with" Status or Equivalent / Named Hub Recognition for the year	Gold Sponsor Mention	Silver Sponsor Mention	Bronze Sponsor Text/VO Mention	"Generous Donors" as text (no individual names)
Logo Placement & Prominence	"In Partnership with as Platinum Sponsor (Top Prominence on all collateral)	Labeled Gold Sponsor with logo	Labeled Silver Sponsor with logo	Sponsor BrandText Mention	"Generous Donors" as text
Program VO mentions	"In Partnership with as Platinum Sponsor	Recognition as Gold Sponsor	Recognition as Silver Sponsor	Recognition as Bronze Sponsor	Generous Donor
For Gift Giving Days On-Ground Banner Display	Main Stage Backdrop Logo (Sponsored Gift-Giving Days) 2 banners onsite	Labeled Logo in Backdrop 2 banners (2.5 x 6 pull up banner)	Labeled Logo in Backdrop 1 banner (2.5 x 6 pull up banner)	1 banner (2.5 x 6 pull up banner)	N/A
Program Stage Opportunity	Keynote Opening Address (5–7 mins) + Lead Ceremonial Turnover	Short Remarks (3 mins)	Verbal Recognition Only	Verbal Recognition Only	N/A
Employee Volunteer Slots	Up to 30 Volunteers + Co-Hosting Rights (Priority Event Date)	Up to 15 Volunteers	Up to 10 Volunteers	N/A	N/A
Dedicated Emailer (eDM) Blast	1 Exclusive Solo eDM Blast (Dedicated Company Feature) Group EDM as Platinum Sponsor	Group eDM recognize as gold sponsor with logo and link	Group eDM recognize as silver sponsor with logo	Group eDM recognized as bronze sponsor in text	Group eDM recognized as "Generous Donors" in text
Website	Prominent Logo (Same size as MDIAS logo) with link	Logo with link	75% size logo only	50% size logo only	Generous Donor Listing
Digital feature	Dedicated activity feature write up/Spotlight with branding in photos	Shared activity feature write up with branding in photos	Mention only in MDIAS activity blog	Mention only in MDIAS activity blog	Mention only in MDIAS activity blog
Social Media Features	2 Dedicated Solo Social Posts /Co-Branded Video Reel	1 Pooled Group Post	Group Mention Post	Group Mention Post	Group Mention Post
Gift Giving Highlights	"In Partnership Branding" in photo / video highlights	Mentioned in photo/video highlights as sponsorship tier	Mentioned in photo/video highlights as sponsorship tier	Mentioned in photo/video highlights as sponsorship tier	Mentioned ibkt as Generous Donor
PR & Media Coverage	Dedicated Executive Quote & Paragraph in Official Press Releases	Company Name Listed in PR Boilerplates	Company Name Listed in PR Releases	Company Name Listed in PR Releases	Generous Donor (no individual names)
Post-Campaign Impact Report	Impact PDF Report + Usage of available photos / videos Digital Certificate of Appreciation	Standard Impact Summary Report Digital Certificate of Appreciation	Standard Impact Summary Report Digital Certificate of Appreciation	Standard Impact Summary Report Digital Certificate of Appreciation	Digital Certificate of Appreciation

Cash Sponsorship Tiers	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Donor
Cash Donation Amount	Php 300000 and above Full sponsorship for 1 Gift Giving Day	Php 90000	Php 60000	Php 30000	Below Php 10000
Tangible Impact Equivalent	>30 Scholars or 1 Complete Educational Hub (Laptops internet printer & supplies)	30 Scholars / 13 Community Cohorts	20 Scholars / 2 Community Cohorts	10 Scholars / 1 Full Community Cohort	Individual Scholars (Php 3000 each) / Pooled funds
Value (if other donations (computers, supplies, etc)	Valued equivalent to Php 320000 and above	Valued equivalent to Php 160000 – 319999	Valued equivalent to Php 75000 – 159999	Valued equivalent to Php 30000 – 74999	Valued equivalent to Below Php 30000
Community and Scholarship - Corporate Partner Benefits					
Title & Naming Rights	Exclusive "Presenting Partner/In Partnership with" Status or Equivalent / Named Hub Recognition for the year	Gold Sponsor Mention	Silver Sponsor Mention	Bronze Sponsor Text/VO Mention	"Generous Donors" as text (no individual names)
Logo Placement & Prominence	"In Partnership with as Platinum Sponsor (Top Prominence on all collateral)	Labeled Gold Sponsor with logo	Labeled Silver Sponsor with logo	Sponsor BrandText Mention	"Generous Donors" as text
Choice	Identified Community / Communities with brand recognition	Identified Community / Communities with brand recognition	Identified Community / Communities with brand recognition	Identified Community / Communities with brand recognition	Pooled for General Community to be assigned
Event	Exclusive Handover + Courtesy Meet and Greet	Exclusive Handover + Courtesy Meet and Greet	Handover	Handover	N/A
Documentation	Video testimonial / Scholar or Community Interview Scholar Report Card / Progress	Video testimonial / Scholar or Community Interview Scholar Report Card / Progress	Video testimonial / Scholar or Community Interview Scholar Report Card / Progress	Video testimonial / Scholar or Community Interview Scholar Report Card / Progress	Scholar Report Card / Progress
Dedicated Emailer (eDM) Blast	1 Exclusive Solo eDM Blast (Dedicated Company Feature) Group EDM as Platinum Sponsor	Group eDM Mention as gold sponsor	Group eDM Mention as silver sponsor	Group eDM Mention as bronze sponsor	Pooled for General Community to be assigned
Website	Prominent Logo (Same size as MDIAS logo) with link	Logo with link	75% size logo only	50% size logo only	Generous Donor Listing
Digital feature	Dedicated activity feature write up/Spotlight with branding in photos	Shared activity feature write up with branding in photos	Mention only in MDIAS activity blog	Mention only in MDIAS activity blog	Mention only in MDIAS activity blog
Social Media Features	2 Dedicated Solo Social Posts + Co-Branded Video Reel	1 Group Post	Group Mention Post	Group Mention Post	Group Mention Post
PR & Media Coverage	Dedicated Executive Quote & Paragraph in Official Press Releases	Company Name Listed in PR Boilerplates	Company Name Listed in PR Releases	Company Name Listed in PR Releases	N/A
Post-Campaign Impact Report	Custom Co-Branded Impact PDF Report + Usage of available photos / videos	Standard Impact Summary Report Digital Certificate of Appreciation	Standard Impact Summary Report Digital Certificate of Appreciation	Standard Impact Summary Report Digital Certificate of Appreciation	Digital Certificate of Appreciation

Media Partnership Opportunity

Media Partnership Tiers	Platinum Media Partner	Gold Media Partner	Media Contributor
Media Value Commitment	Php 300000 and above in Media Value / Airtime / Print Space	Php 150000 – 299999 in Media Value / Airtime / Print Space	Php 60000 – 149999 and below in Media Value / Airtime / Print Space
Partner Status & Title	Official Lead Media Partner (Exclusive Category Title)	Major Media Partner	Official Media Supporter
Co-Branding & Logo Placement	Lead Title Prominence on Main Event Backdrops Website & Press Kits	Large Logo Placement on Event Backdrops Website & Press Kits	Medium Logo Placement on Event Backdrops & Website
Exclusive On-Ground Media Access	Priority VIP Broadcast & Photojournalism Access + Exclusive Beneficiary Interviews	Dedicated On-Ground Media Pass for Photo/Video Crews	General Media Access during Gift-Giving Days
Dedicated Employee Volunteer Slots	Up to 15 Staff Volunteers (Priority Co-Host Event Slots)	Up to 5 Staff Volunteers	Up to 2 Staff Volunteers
Social Media & Digital Cross-Promotion	2 Dedicated Solo Co-Branded Posts + Joint Video Reel Feature	1 Pooled Group Media Feature Post	Group Mention Post
Dedicated Emailer (eDM) Recognition	1 Exclusive Solo eDM Blast (Dedicated Media Feature)	Group eDM Mention	Group eDM Mention
Press Release & PR Inclusion	Featured Media Partner Quote & Paragraph in Official Campaign Releases	Listed as Major Media Partner in PR Releases	Listed in PR Boilerplates
Post-Campaign ESG & Impact Deliverables	Co-Branded Media Impact PDF Report + High-Res Photo/Video Content Drive Digital Certificate of Appreciation	High-Res Photo Package Digital Certificate of Appreciation	Digital Certificate of Appreciation

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Let's make #BiggerDreams come true!

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