

# TALIDHAY PROFILE

September 29, 2024

## 1. Name of the Organization

- **Talidhay:** *Prolonged Laughter (n.)*
  - Is a nonprofit organization aimed at spreading happiness and forming lasting camaraderie through genuine service for the community and its people.
- **Tagline:** *Spreading Joy, One Moment at a Time.*

## 2. Mission and Vision

- **Mission:** To create uplifting experiences that bring joy to individuals and communities through meaningful moments and connections.
- **Vision:** To become a community where every individual feels the warmth of joy and connection, fostering a positive impact on people's lives.

## 3. Objectives

- A list of specific and measurable **goals** you aim to achieve within a set period (e.g., 1-2 years). These can be focused on community-building, specific services, or advocacy.
  - Example:
    - "Provide 200 school supplies to students in the community within the first year."
    - "Organize quarterly health clinics for residents."
    - **Create a Culture of Joy**
      - Encourage a cultural shift in the community by promoting joy as a core value. Develop programs and resources that help individuals cultivate happiness and maintain a positive outlook in their everyday lives, creating an environment where joy is embraced and shared.
    - **Leave a Legacy of Joy**
      - Focus on creating meaningful, unforgettable experiences for individuals and communities. Through events, activities, and programs, we aim to create moments that not only bring joy in the present but also become cherished memories,

strengthening relationships and leaving a lasting, positive impact on all involved.

#### **4. Core Values**

- **Joy and Positivity**

- We believe in the transformative power of happiness. Every interaction and initiative is aimed at creating uplifting experiences that inspire joy and optimism in the lives of individuals and communities.

- **Genuine Service**

- Our focus is on serving others with sincerity and care. We aim to make a tangible, positive difference in the lives of those we serve through compassionate and impactful service.

#### **5. Target Community or Demographic**

- Our organization primarily focuses on uplifting individuals and communities in Barangay Amihan, Quezon City, with plans to extend our reach to neighboring areas and eventually the entire Philippines. We aim to serve a wide range of demographics, including children, youth, adults, and senior citizens. Our programs and activities are designed to foster inclusivity, promote joy, and provide opportunities for meaningful connections for all members of the community.

#### **6. Core Activities or Programs**

- 1st Fundraising Event: Cheerful Draw
- First Project: Art From The Heart
- 2nd Fundraising Event: Joined Banchetto in Amihan

#### **7. Organizational Structure**

- **Founders and Key Officers**

- **Julia Marie Ladrera - President**

- Leads the organization, sets the strategy, and represents it externally.
- 4th-year college student pursuing
- Email:

- **Tania R. Virgino - Vice President**

- Builds networks and partnerships outside the organization, enhancing visibility.

- 4th-year college student pursuing a Bachelor of Science in Tourism Management at Trinity University of Asia.
  - Email: [tvirgino9@gmail.com](mailto:tvirgino9@gmail.com)
- **Marylyne L. Vargas - Secretary**
  - Keeps records of meetings and documents, ensuring everything is organized.
  - Graduated in September 2024 with a Bachelor of Science in Information Technology from the Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST), Manila
  - Email: [vargasmaryllyne@gmail.com](mailto:vargasmaryllyne@gmail.com)
- **Angel Macabale - Treasurer**
  - Manages finances, budgets, and reports on the organization's financial status.
  - 
  - Email:
- **Committee Members**
  - Members of the committees join by responding to a Google Form (<https://forms.gle/VXa8woKjFzeQ5dt27>) invitation, where they are provided with detailed information about the responsibilities of each committee. After reading the descriptions, they are given the opportunity to select the committee that best aligns with their interests and skills. This ensures that each member has a clear understanding of their role and responsibilities within the organization.
  - **Visual Content & Caption Committee (VCCC)**
    - **Headed by the Secretary:** Develops the organization's branding, crafts publication materials, and writes captions.
    - **Members:**
      - Abigail Macabale
      - Marri Krishna Vargas
  - **Media & Documentation Committee (MDC)**
    - **Headed by the Vice President:** Handles social media accounts and engagements, captures photos and videos, conducts interviews, and edits content.
    - **Members:**
      - Aya Africano
      - Cyril Lagdameo
  - **Strategic Planning Committee (SPC)**
    - **Headed by the President:** Sets strategic goals for the organization and generates project ideas.
    - **Members:**
      - Fionna Perido
      - Kaya Mandala Novicio
  - **Finance & Workforce Committee (FWC)**

- **Headed by the Treasurer:** Identifies financial resources, manages and allocates the organization's budget, and secures manpower.
- **Members:**
  - Juan Ladrera
  - Mark Ryan Benlot
  - Joshua Ladion

## 8. Legal Structure

- **Type:** Non-stock, non-profit, or community-based organization.
- You can note that you plan to **register** the organization with the SEC and other relevant agencies if needed.
- Our organization is a community-based, non-political, and non-profit entity dedicated to serving the local community and supporting social causes. We plan to register the organization with the Securities and Exchange Commission (SEC) and other relevant agencies in the future to ensure compliance with all legal requirements.

## 9. Funding and Financial Information

- **Initial Funding:** Since you are starting from scratch, clarify how the organization plans to raise funds (e.g., fundraising events, donations, or grants).
  - Example: "We will raise funds through annual fundraising events and local donations."
- We began our funding efforts through **fundraising events**, starting with a **raffle draw**, which allowed us to generate initial resources for our activities. Moving forward, we plan to expand our fundraising strategies by seeking **solicitations** from individuals, other **fundraising events** and **also donations**. All funds will be transparently managed and allocated to community programs and future projects.
- On March 15-16, 2025, we participated in the *Banchetto* organized in Brgy. Amihan, which helped support our ongoing fundraising efforts.

## 10. Location of Operations

- Our organization is headquartered in Barangay Amihan, Quezon City, and we aim to gradually expand our reach to neighboring areas, with the intention of eventually serving communities throughout the Philippines.

## 11. Contact Information

- **Address:**

- **Email:** talidhay2024@gmail.com
- **Social media accounts**
  - Facebook : Talidhay
  - Instagram :
  - Tiktok :
- **Website :**

## **12. Legal Requirements and Registration Plans**

- If you're already in the process of registration, mention that you will be registering the organization with the SEC or the DSWD for permits (if you plan to raise funds formally).

## **13. Organization Branding**

- Logo
- Color Pallete
- Symbol

## **14. Timeline**

- Talidhay timeline