

4.2 Vision, Mission, Goals, Core Values

4.2.1 Association's Vision:

"A God-centered institution dedicated to poverty alleviation in the community"

4.2.2 Association's Mission:

To bring financial security and peace of mind to poor households by providing them quality and affordable micro-insurance products and services.

4.2.3 Goals & Objectives:

That the purpose for which such association is formed is to advance the interests and promote the welfare of the poor in particular and the interest and welfare of the Philippines in general. Specifically the association shall seek:

- 4.2.3.1 To extend financial assistance to its members, spouse, children and parents in the form of death benefits, sickness benefits, provident savings and loan redemption assistance;
- 4.2.3.2 To ensure continued access to benefits/ resources by actively involving the members in the management of the association that will include implementation of policies and procedures geared towards sustainability and improved services

4.2.4 Core Values

4.2.4.1 Service

Employees of KGI Mutual Benefit Association Inc. must serve at all times with sincerity and humility for the upliftment of every member. Sharing the skills and knowledge they possess to the fullest and not for the sake of their own vested interest is essential.

4.2.4.2 Poverty Alleviation

Employees must guide and direct the members at all times to improve their social status. They must be a vital partner in giving strength and hope in changing the lives of every member, moving them out of poverty and strengthening their critical consciousness.

4.2.4.3 Dignity and Worth of a Person

Service with respect to people is a prestigious work and profession for every employee. They must be responsible with determination and dignity at all times; broaden the capacity to address the needs of every member in changing their lives and respecting the indifferences of every individual, ethnic and culture.