

# GLOBAL YOUTH ENTERPRISE CONFERENCE



**YOUTH FINANCE  
(PHILIPPINES)**

**Presenter:  
LALAINÉ Y. GEPAYA  
General Manager  
Panabo Multi-Purpose Cooperative**



# “Where people invest in people”

**Certified:**

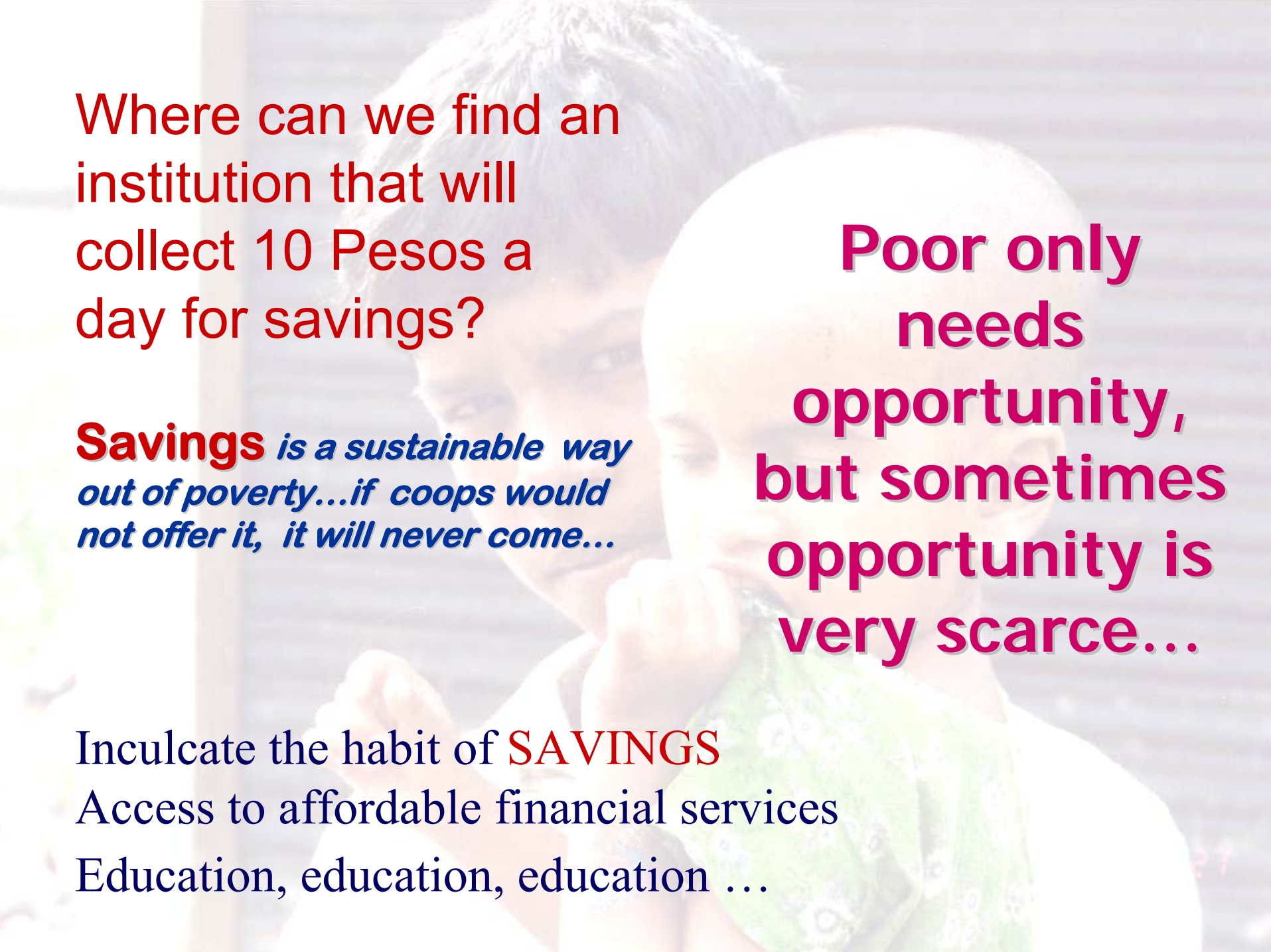
**FOCCUS**

FINANCE ORGANIZATIONS ACHIEVING  
CERTIFIED CREDIT UNION STANDARDS

**For Strong Filipino  
Savings and Credit  
Cooperatives**

**Dayon  
kamo!**

- **Organized in 1965**
- **14,229 Regular Members**
- **10,771 Associate Members**
- **7 Branches/Locations within Davao Region**
- **\$8.3 Million in Assets**
- **Certified FOCCUS, a brand of integrity and adherence to financial discipline conferred by the World Council of Credit Unions (WOCCU)**
- **VISION:** A world class cooperative owned and managed by satisfied members.
- **MISSION:** To contribute to the improvement of member's socio-economic standard of living by providing quality financial products and services.

A young boy and girl are shown in a close-up, looking towards the right side of the frame. The boy is in the foreground, and the girl is slightly behind him. They appear to be engaged in an activity, possibly related to education or a community project. The background is blurred, suggesting an outdoor or semi-outdoor setting.

Where can we find an institution that will collect 10 Pesos a day for savings?

**Savings** *is a sustainable way out of poverty...if coops would not offer it, it will never come...*

**Poor only needs opportunity, but sometimes opportunity is very scarce...**

Inculcate the habit of **SAVINGS**  
Access to affordable financial services  
Education, education, education ...



# YOUTH FINANCIAL SERVICE

## CLASSIFICATION OF YOUTH:

0 - 12 YEARS OLD = KIDS

13 – 18 YEARS OLD = TEENS

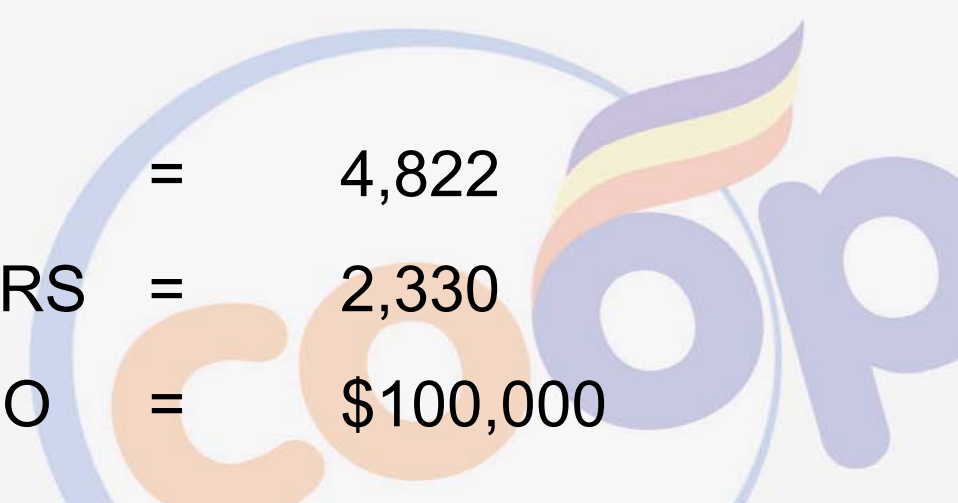


## SOURCES:

SCHOOL ALLOWANCES AND FINANCIAL GIFT  
FROM PARENTS AND RELATIVES

## STATISTICAL DATA:

YOUTH SAVERS	=	4,822
POWER TEEN SAVERS	=	2,330
SAVINGS PORTFOLIO	=	\$100,000





# YOUTH SAVINGS AND FEATURES

	<b>Youth Savers Club (YS)</b>	<b>Power Teens Saver Club (PT)</b>	<b>Standard Coop Savings Account</b>
Requirements	Membership Application with Parent/Guardian consent/signature	Membership Application	Membership Application
Account management	Guardian as co-signer/ required to withdraw savings	<ul style="list-style-type: none"> <li>● 13-16 years old requires Parent/guardian consent on withdrawals</li> <li>● 17-18 years old savers are independent</li> </ul>	Independent
Membership Category	Associate	Associate	Regular/Associate
Initial deposit	\$2	\$3	\$10
Interest bearing Minimum balance	\$5	\$5	\$10
Interest rate	2.5% (tax free)	2.5% (tax free)	2.5% (tax free)
Add-on advantages	free accident insurance reimbursement	free accident insurance reimbursement	Leverage savings for loan availment, and free accident insurance reimbursement
Rewards for savings	Yes	Yes	No
Loan Eligibility	No	No	Yes



# DECALS AND REWARDS





# DELIVERY CHANNEL



## *Strategy:*

☺ Promotion and campaign drive, school hopping, and intensive training of youth service personnel.

## *Marketing:*

☺ Partners with school (primary and secondary) and seek approval from school administrators and parents.

☺ Classroom product presentation where CU representative/s will bring brochures, pamphlets, application forms.

☺ In the primary level, parents are required to open or co-sign with their children.

☺ Teachers also helps the CU representative/s in education (informal) aspect of the program.





# DELIVERY CHANNEL

## *Marketing:*



☺ CU representative/s visit partner schools, twice a month for collection of saved money, distribution of updated passbooks.

☺ Withdrawals are process and release in the CU office.

☺ Building loyalty and relationship through the creation of PT Youth Officers (classroom level) preparing for the set-up of youth laboratory coop.

☺ One-on-one approach strategy for college youth, event sponsorship on school activities by setting up campaign booths.





# DELIVERY CHANNEL

## *Events:*

- ☺ Annual YS-PT Fun-Fair and Training



## *Management/Monitoring:*

- ☺ Periodic assessment of the product is conducted by the youth service personnel with CU's senior management team.





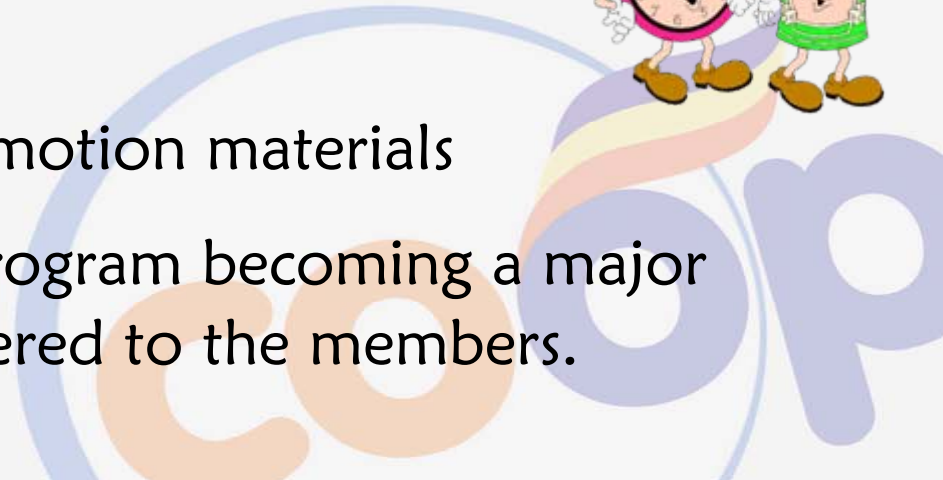
# RESULTS, PLANS and LESSONS LEARNED

## RESULTS:

- Seven branches offering youth savings products
- 7,152 youth members (4,822 youth savers and 2,300 power teen savers)
- Average savings deposits of \$US 15
- 20 partnerships with local schools (in all locations)

## PLANS:

- Replication to new locations
- Enhancement of product promotion materials
- Institutionalizing the youth program becoming a major PMPC product and services offered to the members.





# RESULTS and LESSONS LEARNED

## LESSONS LEARNED:

- ☐ Full knowledge and appreciation of stakeholders
- ☐ Building loyalty and relationship with stakeholders are important
- ☐ A must . . . .

Periodic modification of product thereby  
adopting fresh innovations

Upgrade the capabilities of personnel

Hiring of dedicated personnel

