



PONDO NG PINOY SUNDAY GUIDELINES

Established in 2004, Pondo ng Pinoy Community Foundation, Inc. (PnPCFI) or Pondo ng Pinoy is an evangelizing arm of the Catholic Church that operates by its vision of

“A Filipino Community where God reigns, and the love of God is experienced in small but repeated acts of goodness towards neighbor, bringing hope and fullness of life to all, especially the poor.”

Pondo ng Pinoy’s vision highlights its aspiration to bring the Kingdom of God, characterized by fullness of life, to all, especially the poor. To reach its desire to bring hope and fullness of life to all, Pondo ng Pinoy has four pillars. It evangelizes individuals to practice regular and small acts of kindness that are rooted in the love of God and neighbor, to empower Filipino communities.

As we celebrate Pondo ng Pinoy’s 17 years of little but repeated acts of compassion, solidarity, and sharing, we aim for a steadfast commitment of partners towards realizing its vision of bringing hope and fullness of life to all.

It is from this context that the Board of Trustees of PnPCFI in 2021 enjoins all member dioceses to relaunch the Pondo ng Pinoy Sunday. All parishes under member dioceses are encouraged to designate the last Sunday of the month as “Pondo ng Pinoy Sunday” when priests and volunteers can share about Pondo ng Pinoy in the Holy Mass. Short catechesis, teachings and works of Pondo ng Pinoy will be promoted on these Sundays. Individuals and families participating in Pondo ng Pinoy are encouraged to offer their saved crumbs during the Mass offertory. Some parishes integrate short catechesis, teachings, and works of Pondo ng Pinoy on these Sundays.

OBJECTIVES

1. To renew interest in Pondo ng Pinoy mission and vision.
2. To amplify the tenets of the “daily small acts of kindness” or the Principle of the Crumbs.
3. To increase support for fund raising for Pondo ng Pinoy.

STRATEGIES

1. Mainstream the brand of the Pondo ng Pinoy Sunday (PnPS). Localize the approach.
2. Correlate the contribution (gathering of crumbs) to the results (distribution of crumbs)
3. Increase avenues for community participation

PLAN OF ACTION

1. Mainstreaming the brand
 - a. Use hashtags or subtitle for the Pondo ng Pinoy Sunday. Example: KISS (Kindness in Small Sacrifices) Sunday.
 - b. Disseminate the Pondo ng Pinoy Sunday Reflection to parishes.
 - c. Simultaneous streaming of a 3-5-minute Pondo success stories (funded projects, contributors of crumbs, Ka-Pondo volunteers, etc.)
 - d. Distribution of reading materials on simplified version of Pondo’s principles (flyers, stickers, video teasers posters, etc)
2. Increase community participation
3. Assign a cluster/vicariate/parish/school/BECs/youth groups (or how ever you want to group) to an activity which will be simulcasted / crossposted in all parish/diocesan social media accounts. Rotate assignments.
4. Feature community story on how they celebrated / observed the PnPS. Activity and photo documentation will be featured in the Pondo’s main accounts.
5. You can give awards or recognition to the notable community PnPS activities annually or during the diocesan Pondo ng Pinoy Anniversary Celebration.