


**In the spirit of Bayanihan,  
let us unite to build  
a new home in Balboa Park  
for future generations.**

of the **House**   
**Philippines**

House of the Philippines  
Balboa Park, San Diego, California  
www.houseofthephilippines.org  
501(c)(3) ID: 33-0512105



August 21, 2015

### **Fundraising for a New House of the Philippines in Balboa Park, San Diego, California**

Dear Friend,

The House of the Philippines, currently sharing space with the House of France, is conducting a Fundraising Campaign to raise \$350,000.00 to build a new house in Balboa Park.

The House of the Philippines has been a member of the House of Pacific Relations (HPR) since 1961 and will celebrate its 55th Anniversary in January, 2016. The HPR has a membership of thirty-four different countries and cultures. The mission of the HPR is to promote the culture, customs, traditions, history and food of the member organizations.

The House of the Philippines and eight other members have undertaken to build a new house. These include: Colombia, India, Lebanon, Mexico, Palestine, Panama, Peru and Turkey. Our new house will be located in the lawn area next to the House of Iran, across the street from the Spreckels Organ Pavilion.

The Fundraising Campaign will fund the construction of the new house, provide for equipment such as monitors to show educational and cultural videos, and display equipment to exhibit art and artifacts representing the Philippines.

We have provided a packet of information related to the Fundraising Campaign and how you might support us with your generous financial support.

On behalf of the Board of Directors, Members and Friends of the House of the Philippines, "Thank You!" for your support.

Regards,

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Romulo Sarno, Jr.  
President

Alex Areta  
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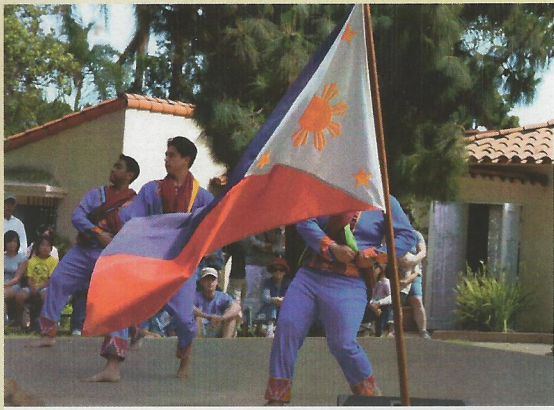
Rommel Alberto  
Vice President

Joanne Rullan  
Secretary

Sam Besa  
Treasurer

Josie Robles  
HPR Delegate

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## Executive Summary

The first documented Filipino arrival to the United States was in 1587 at Morro Bay, California. Three hundred years later in 1898, the Philippines and the U.S. began a shared history that saw the Philippines transition from a colony to a commonwealth to full independence. According to the 2010 census, Filipino-Americans are the second largest Asian community in the country (3.4 million) and the largest Asian community in San Diego (182,000). However, in spite of this, little is known by American mainstream society of Filipino people and culture.

For over 50 years since 1961, the House of the Philippines has promoted Filipino culture in Balboa Park, the cultural heart of San Diego, to county residents and tourists alike. HOP, along with 32 other Houses representing various countries and cultures, make up the House of Pacific Relations, a unique organization that maintains the International Cottages, a section of Balboa Park dedicated on Sunday afternoons to sharing cultures with the public.

Currently, HOP is housed in the same building with the House of France and faces these limitations:

- Open on two Sundays of the month
- 195 square feet display area
- Small restroom, lack of kitchen and storage space

Nine new cottages are expected to break ground in December, 2015 with construction to start in 2016.

A new HOP cottage provides many improvements:

- Dedicated building to increase hours of operation (open every Sunday)
- 63% increase in display area to 318 square feet
- Regular sized restroom, commercial kitchen, and basement storage

A new cottage allows for enhanced displays with upgrades of new cabinets, lighting, and audio/visual equipment. With onsite storage, displays can be more easily changed and rotated. The commercial kitchen facilitates serving Filipino food. The dedicated building allows for opening more days and holding more events.

A new cottage provides an improved venue for promoting Filipino culture to mainstream society and a place to remind Filipinos of our heritage and past, a place we can proudly call "home".

## What is our Mission?

The House of the Philippines is a place to learn about the history, culture, and people of the Philippines with the mission of "Promoting Understanding of Filipino Culture" to San Diego county residents and tourists in Balboa Park. HOP is a resource for Filipinos who want to connect with their Filipino heritage and for non-Filipinos who want to learn about the Philippines. The only membership requirement is having an interest in the Philippines.

## What is our History?

Created in 1935, the House of Pacific Relations was originally constructed as part of the California-Pacific International Exposition in San Diego. The House of the Philippines was formed by members of the Philippine American Community with a goal "to share the Filipino culture with the visitors from all over the world in the cultural center of San Diego," according to Juanita Santos, Past President & Founding Member.

In 1961, HOP became part of the International Cottages in Balboa Park and has operated as a nonprofit organization with designation as a 501(c)(3) by the IRS in 1994.

## What do we do?

### Cottage Hosting

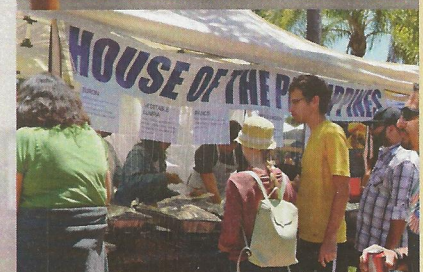
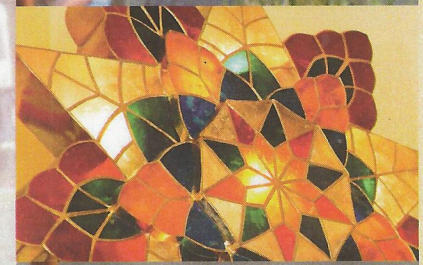
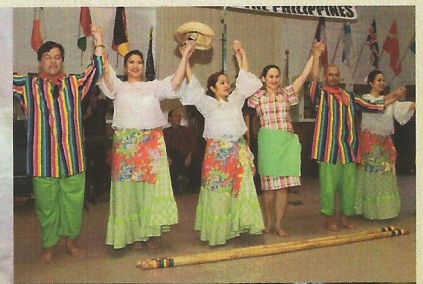
All cottages in Balboa Park are required to open on Sunday afternoons. HOP currently shares the building with the House of France with each organization open two Sundays per month from noon to 4 PM. When open, Hosts answer questions and interact with visitors. Filipino food, such as lumpia, is offered for donations.

### Lawn Program

A Filipino dance and music program is presented annually in June to commemorate Philippine Independence. This program is held on the HPR Lawn stage on a Sunday close to June 12 and features performers from various San Diego cultural organizations.

### Community Participation

- Booths at community festivals (FilamFest, Sun Festival, San Diego Fair)
- Presentation at Cuyamaca Community College
- USS Boxer Cultural Program
- San Diego Padres Filipino Night





## Educational Program

Presentations and workshops are held throughout the year at the cottage and other larger facilities in Balboa Park. These events are given by HOP members, guest speakers and other organizations.

1. Philippines overview
2. History
3. Languages (by Mag Filipino Tayo)
4. Culture and Traditions
5. Galleon Trade
6. Parol Making
7. Baybayin (Filipino indigenous script)
8. Author signings
9. Kulintang music (by Pakaragian Kulintang)
10. Filipino American history (by the Filipino American National Historical Society)

### **House of Pacific Relations Ethnic Food Fair & International Christmas Festival**

HOP supports the two annual events by selling Filipino food to generate operating funds:

- HPR Ethnic Food Fair during the Memorial Day weekend.
- HPR International Christmas Festival during the Balboa Park December Nights

### **House of Pacific Relations Queens Organization**

The HPR Queens Organization is an educational and cultural service organization for young women to represent the various cottages. HOP has a Queen, Princess, and Jr. Princess who participate in HOP and community events throughout the year.

### **Community Collaborations**

- 2014 FANHS National Conference San Diego tour (Filipino American National Historical Society)
- Balboa Park Taste of Asia (Houses of China, India, and Korea)
- June 12 Philippine Independence Day Flag Raising (Cavite Association)
- 2015 Balboa Park Centennial Philippine American Celebration (Council of Philippine American Organizations, DOD Fed Globe, FilAmFest, Gawad Kalinga, Operation Samahan, PASACAT Philippine Performing Arts Company, Philippine American Society of Arts & Culture, Samahan Filipino American Performing Arts & Education Center, and Silayan Filipina National Organization)
- 50th Anniversary of the "Delano Grape Strike" (House of Mexico, UniPro, San Diego Labor Council, United Farm Workers, and the Cesar Chavez Commemorative Committee)

## Who are the HOP officers?

### Rom Sarno, Jr – President

Rom was born in Imus, Cavite. His father was in the U.S. Navy and his family moved to San Diego in 1956. He has a BA in Business Administration from San Diego State College and worked for the County of San Diego and the Otay Water District. Rom has a daughter Christina.

### Alex Areta – Vice President

Alex was born and raised in San Diego. He has a BA in Communications from the University of California, San Diego, a Master of Library and Information Science (MLIS) from San Jose State and is working on a second masters in History. Alex works for the San Diego County and San Diego City libraries.

### Rommel Alberto – Vice President

Rommel was born in Manila and moved with his family at the age of eleven to his father's hometown in Floridablanca, Pampanga. His studies at Guagua National Colleges were interrupted when he joined the U.S. Navy retiring after 30 years as a Master Chief. Rommel is married to Dr. Marissa Tayag, a dentist, and they have two children, Nicholas and Katrina.

### Joanne Rullan – Secretary

Joanne was born in Norfolk, VA and was raised in San Diego since 1971. She works with her husband Rex, giving cooking Healthy Nutrition Shows for families who want to live better, eat better and feel better. She and Rex have three children, Jaslyn, Jordan, and Jiselle.

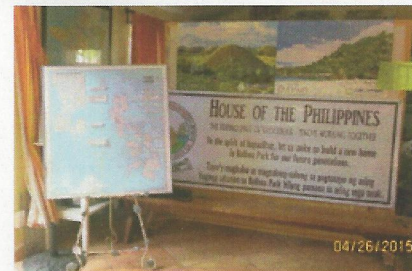
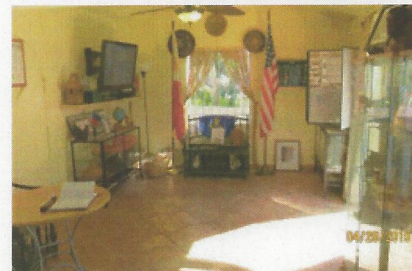
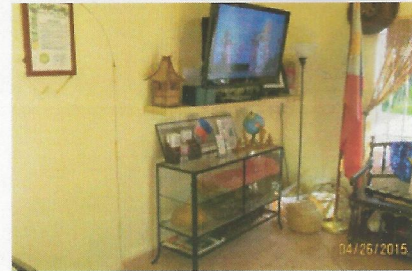
### Sam Besa – Treasurer

Sam was born in Manila and came to San Diego in 1962 and his father was in the U.S. Navy. Sam has a BA in Computer Science from the University of California, San Diego and works for Teradata Corporation. His wife, Athena, works for SDG&E and they have two daughters, Paula and Angela.

### Josie Robles – HPR Delegate

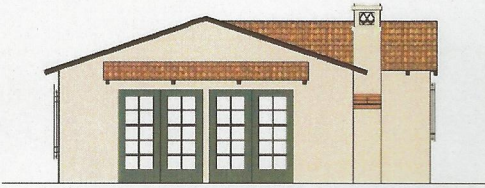
Josie is from Pampanga and is an instrumental part of a proud and honorable military family. Beginning with spouses who served 22 years and 30 years in the U.S. Navy, respectively, two of Josie's sons (Dante and Rico) and son-in-law Lito also served in the armed forces. Josie currently works at the United Nations International Gift Shop in Balboa Park and has been a community volunteer for over 45 years.

### What do we have now?



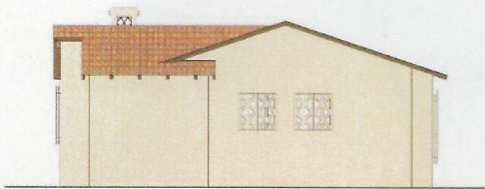
### Cottage 9

Front



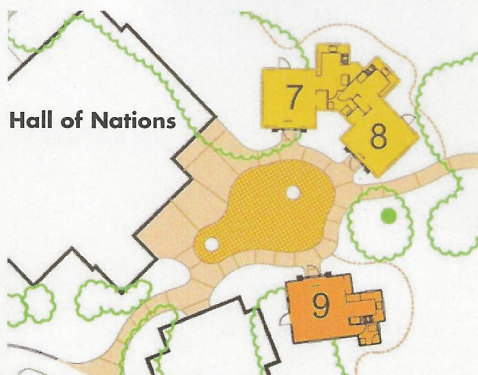
### Cottage 9

Rear



### Cottage 9

Left Side



## What are the benefits of the new cottage?

### Dedicated Space

- HOP will open every Sunday. Operating hours will increase as they are expanded to Saturdays and eventually weekdays.
- Workshops, presentations, and other events can be held without concern of a scheduling conflict.

### Improved Use

- With the increased display area, new displays on Philippine culture can be added along with the introduction of displays on the Filipino American experience.
- The display area can be enhanced with new cabinets, lighting, and audio/video equipment.
- Display items and event equipment that are currently off site can be stored in the basement.
- Filipino food can be prepared in the kitchen for cottage visitors, cooking demonstrations, and other events.

### Increased Community Support

- Promotes pride within the Filipino American community.
- Encourages increased support from new members and volunteers.
- Bolsters efforts to collaborate with other organizations.

## How much is needed?

Cottage construction	\$250,000
Cottage interior	\$50,000
Endowment	\$50,000
<b>Capital campaign target:</b>	<b>\$350,000</b>

## What are the donation levels?

Sampaguita	\$25,000
Ilang-Ilang	\$10,000
Waling-Waling	\$5,000
Gumamela	\$1,000
Everlasting	\$500


## Donate Online

Leave a permanent legacy for future generations by contributing any amount online at [www.houseofthephilippines.org](http://www.houseofthephilippines.org). Donate as an individual, in the name of a family, group of friends, business, or organization by December 10, 2015 to ensure your gift becomes part of this historic event.

The House of the Philippines is a 501(c)(3) nonprofit organization (Tax ID 33-0512105). Please consult your tax advisor regarding your tax deductible donation.

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***Tayo'y magkaisa at magtulong-tulong  
sa pagtatayo ng ating bagong tahanan  
sa Balboa Park bilang pamana  
sa ating mga anak!***

of the **House**   
**Philippines**