



URBAN OPPORTUNITIES  
FOR CHANGE FOUNDATION, INC.

# Urban Opportunities for Change Foundation

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#3 Sitio Dilain Brgy San Juan  
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# Background

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- Urban Opportunities for Change Foundation, Inc.
  - Registered as a Filipino corporation on November 2007 with SEC and BIR
  - Organizes the Jeepney Magazine and Philippine Homeless World Cup
    - two projects that provide opportunity and raise awareness on the issue of homelessness
    - The two projects are different in approach, but similar in their end result.



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# Jeepney Magazine



It is the first STREET PAPER in the Philippines and in developing Asia.

It is the Philippine-affiliate of the International Network of Street Papers, a magazine movement in Europe, North / South America, Africa, and Australia.

Jeepney is more than a magazine – it is a social enterprise as it provides livelihood to the poor.

50% of its cover price goes to the poor



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# Jeepney Magazine



## The impact of street papers

- Coinciding with the United Nation's International Day for the Eradication of Poverty on October 17, INSP released the outcome of its latest study into the impact of street papers on poverty and homelessness elimination. The research shows that, in 2009, 71 per cent of street papers helped their vendor force to get out of their homeless situation and move on. In addition to providing an income, 84 per cent said they improved their vendors' wellbeing and almost 90 per cent said they increased their confidence. A quarter of papers were involved in creating policy change on housing and homelessness in their city or region.

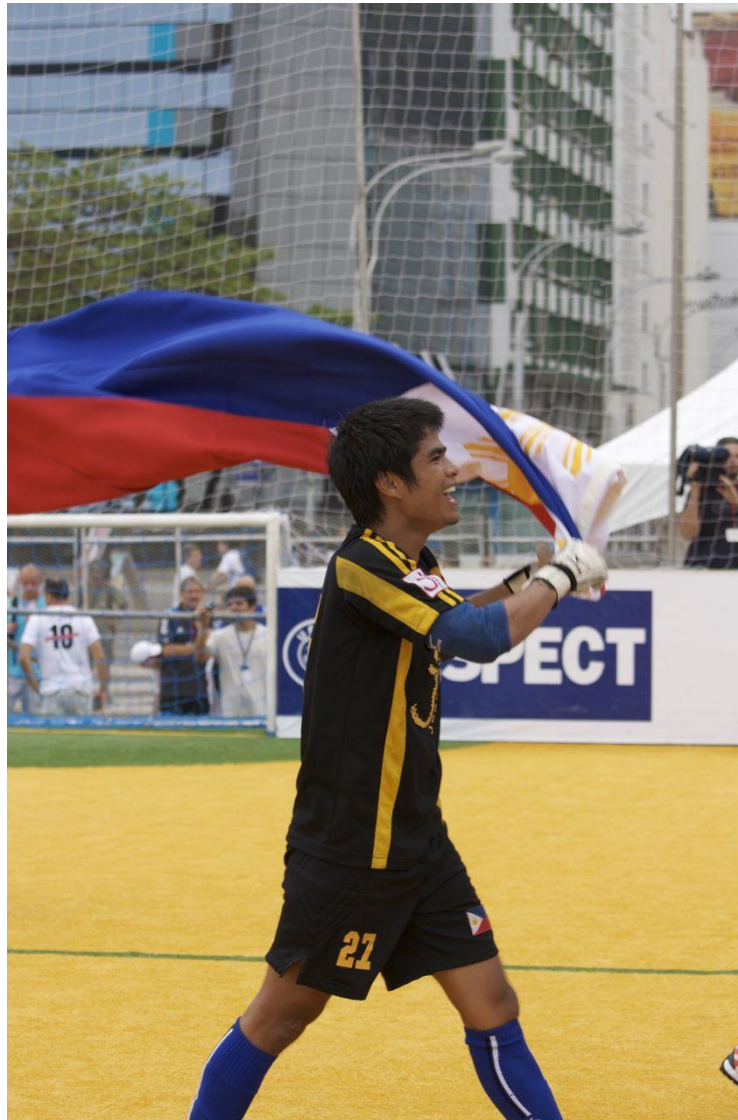


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# Homeless World Cup Team Jeepney



- Homeless World Cup Team Jeepney is the first internationally-recognized and most successful grassroots soccer team and program in the Philippines.
- The Homeless World Cup is a premier sporting event and powerful social voice around the world.
- Transforming the homeless into heroes.



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# Homeless World Cup Team Jeepney

- The Homeless World Cup project in the Philippines is an inspiring and effective way to change lives of an age group considered unreachable.
- Its vision is a people's team, one that the masses can identify with and hope for, one whose struggles mirror their own, a team who can overcome, and by overcoming, inspire others to overcome.
- Urban's vision is to have this be the most celebrated sporting team in the Philippines.



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# Two projects, one group, one country

- Jeepney Magazine curates articles that serve as fuel for enabling transformation in society.
- Team Jeepney creates real-life stories of change and hope.



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**You can be part of this powerful  
movement!**



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# Join Jeepney Club!

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- The club is an assembly of accomplished individuals who care, who share, and are doing their part in being the change they wish to see in the world.
- Get 6 issues of the magazine per annum.
- Participate in a special football clinic to be conducted by the HWC national team.
- Contribute in Jeepney Magazine
- Join other Urban's socio-civic activities and development program



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# Advertise with Jeepney Magazine!

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- Corporate and government sponsors can:
  - Solicit support for an upcoming activity or event
  - Feature your social responsibility activities at a credible venue
  - Advocate for a cause you care about
  
- SMEs and social enterprise can:
  - Promote your products and services at a medium that is more affordable

\*\*\* advertising features in coordination with editorial team



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# Place Jeepney magazine in your establishment!

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- Every Jeepney Magazine rack / vendor placement helps save a vendor from poverty



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# Sign up for street soccer clinics!

- Soccer has been called the world over as “the beautiful game.”
- Sports analysts say that it is the sport for Filipinos.
- It can be enjoyed by the young and the young-at-heart.
- It can both be a fitness activity and a bonding exercises for friends and families.
- Avail of expert coaching and training from the world-class members of Team Jeepney!



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# Sponsor the next batch of Team Jeepney!

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- Have your logo displayed in the Team's jerseys, their official website, and in the Jeepney Magazine.



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**Be one with us and help  
transform and give hope to our  
country!**



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# Thank you!



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