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Jon Meyer, Michelle Ryan and Tony Cruz



DO-GOODER FOUNDERS TONY CRUZ, MICHELLE RYAN AND JON MEYER MAKING IT GOOD BY GIVING BACK

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DO-GOODER

A company who gives back to those who need it

by MALOU LIWANAG-BLEDSE/ AJPress



ALTHOUGH organizations, companies and people seem to have sincere intentions to try help others, many of us have been leery of sharing. Especially with a lot of countries all over the world who continually have had their fair share of economic, environmental and civil crisis; now is always the right time to find a way to not only help others, but to let the rest of the world know of their plight.

Enter Do-Gooder, a triple bottom line (TBL) company that donate portions of the profits from the products and projects they sell to those who do great humanitarian and social justice work.

"Generally, we give 20 percent of the retail price of a t-shirt to a cause we support," said Do-Gooder co-founder Tony Cruz, in an interview with *Asian Journal*. "But if you factor the cost of creating the t-shirt, that's quite a chunk

of change."

Explaining further, "Now think about other companies who only make or sell products. How much do they give to charity or causes? Target gives back five percent (under certain conditions) to local schools. Sales Force and Google give back one percent of their billions of dollars. This is highly commendable, but we wanted to create a company on the foundations of giving back from our products."

But what does Do-Gooder offer really? Tony explained that Do-Gooder creates exciting entertainment and products. "We sell clothes and create entertainment," he said adding, "But we have a bigger vision than that. We believe that a company can be profitable while giving back portions of each sale to important causes as part of the business plan."

The Do-Gooder Team

Founded just a few years ago by Filipino-American Tony Cruz, and his business partner Jon Meyer and Michelle Ryan; Do-Gooder supports highly reputable non-profits for causes that they care about.

Tony was born in Chicago, Illinois to Filipino parents Victor and Jocelyn Cruz. "My parents grew up in Olongapo City in the Philippines. In 1968, my father enlisted in the US military and did a tour of Vietnam. My mother graduated from the Philippine Women's University in Manila with a BS in Medical Technology," he shared.

Tony's parents moved to the United States in 1972 where he was born soon after, where they lived for 10 years until his mother took a position with the University of California in San Francisco, eventually heading the Bone Marrow Transplant Unit.

"Her determination and diligence was a major influence in my life," said Tony. "Although I didn't follow in her footsteps in the medical field, I ultimately took away something more invaluable - her ambition and resilience."

Today, aside from handling Do-Gooder, Tony currently serves on the advisory board of Amnesty



Do-Gooder co-founder Tony Cruz

International's Business and Human Rights Group (BHRG). As a spokesperson for AIUSA, he has addressed CEOs of the largest multinational corporations such as Chevron, Google and Wells Fargo; on corporate social responsibility. His work has been mentioned by the BBC, *Washington Post* and in the *New York Times* bestseller, *The Secret History of the American Empire* by John Perkins.

Tony is also an actor and filmmaker, having worked on the Oscar-winning film *Milk* and has produced two short films, *Broken* and *The Messenger*. He has also worked for entertainment companies such as Sony, Disney, MGM and the William Morris Agency.

Michelle Ryan has over a decade of experience in media and design. She started her career at an audio post-production facility working with big San Francisco ad agencies on national TV campaign. She was able to expand her marketing knowledge when she took a position with an online marketing agency before becoming an entrepreneur. Michelle has also founded several companies including an audio production company, a web and design agency, and most recently, a retail apparel line. Over the past 7 years, Michelle has been developing identities and campaigns targeting a diverse set of demographics.

Jon Meyer is a media and writing professional with 10 years experience in public facing communication in the tech industry. After graduating from SF State University, he wrote and produced nationally syndicated radio programming for History Channel, House of Blues and other programs. He also has 5 years film experience, including on-set and post-production. At present, Jon creates online PR campaigns utilizing multiple platforms including blogs, social networks, and online sound and video channels.



The work to be done and Do-Gooder's future goals

Do-Gooder's first campaign focuses on Chevron's contamination in Ecuador. Because of Tony's extensive experience with Amnesty International's Corporate Action Network, he was able to speak during Chevron shareholder meetings about human rights abuses and environmental contamination. He also went to Ecuador to see the devastation firsthand, and made the film, *The Messenger* (www.youtube.com/watch?v=N8bW9WGL6Ow&feature=relmfu).

Do-Gooder has also reached out to actor Matt Damon publicly, to ask to help in bringing clean water to the affected communities (www.youtube.com/watch?v=G1gBCZ1ydCk&feature=relmfu). If successful, Damon will help bring attention to the plight of indigenous Ecuadorians whose environment has been destroyed by decades of toxic waste dumping by oil companies.

Just like any organization - whether business or non-profit - there are always challenges. Tony shares that like many start-ups, funding is always an issue. "All of us have invested countless hours and resources to making Do-Gooder successful," he said and added, "In these initial stages, it's

Continued on Page SF5

IF 50 people make donations of \$26, we will be able to provide on family the gift of clean water this Christmas. Check out Groundwork Opportunities at www.groundworkopportunities.org/champions/do-gooder/. For more information, visit www.do-gooder.me.

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Seafood City launches Filipino-American History photo exhibits

THE year 2012 marks the 425th Anniversary of the first presence of Filipinos in the Continental United States. To commemorate the landing of the first Filipinos in what is now the United States, Seafood City Supermarket has launched the Filipino-American History Photo Exhibits in its various stores: in Las Vegas, in Northern California- Milpitas, Vallejo, and Concord- and in Seattle, Washington.

Community leaders and Filipino-American organizations graced the ribbon-cutting ceremonies held in October, during the Filipino-American History Month.

The photo exhibit features ten panels of priceless photographs chronicling the history of Pinoy in America from 1587 to the present. Most of the historical photographs and captions came from the Filipino-American National Historical Society (FANHS) which worked in partnership with Seafood City to generate more awareness for the history of our people in America.

Fred and Dorothy Cordova, the founders of FANHS, have painstakingly researched and collected over 10,000 photographs which are kept in the FANHS office in Seattle. Seafood City designed the panels, featuring the highlights of the Fil-Am's journey in the past 400 years.

Some of the photo exhibit's very interesting features are:

On October 18, 1587, the Spanish galleon La Nuestra Senora de Esperanza, dropped anchor in Morro Bay, California. The crew, called Luzon Indians, were Filipinos who served as lookouts for the soldiers.

As early as 1763, Filipino seamen who jumped ship in Vera Cruz, Mexico, were able to board ships bound for New Orleans, Louisiana. Called Manilamen, they established the first permanent Filipino settlements in the United States. These were villages on stilts over the water just like in

the Philippines and were in places such as St. Malo, Barataria Bay in Jefferson County, Alombro Canal, Camp Dewey, Bayou Cholas and Bassa Bassa.

In 1903, the Philippine Commission passed the Penisonado Act 854 that authorized the US territorial government in the Philippines to sponsor promising Filipino students to study in the United States. One hundred of these students arrived in San Francisco on November 3, 1903. They were mostly males and the sons of wealthy Filipinos who had connections with the government.

In December of 1906, the Hawaiian Sugarcane Planters Association recruited fifteen young Ilocanos to work in the sugarcane plantations of Hawaii. They offered them good wages, free passage and medical coverage. They called themselves Sakadas. From 1906 – 1946, about 126,000 Filipinos were recruited to work in Hawaii.

Similarly, Filipino laborers made their way to Alaska via Seattle, Washington. Called Alaskeros, they braved the cold weather, long work hours and harsh working conditions for big paychecks. They unloaded salmon from the ships, then transported them to the canneries for cleaning and processing. By 1930, nearly 45,000 Filipinos were working in Alaska's salmon canneries.

From the early 1900s, a large number of Filipinos settled on the West Coast of the United States from California to Washington state. Today we refer to them as the Manongs, an Ilocano word for older brother but also a term of respect. Most were between the ages of sixteen and twenty-five years when they left their beloved homeland to find employment, education and adventure.

Today, Filipinos constitute the second-largest Asian population in the United States. According to the 2010 US Census, there are currently 2,555,923, living in the United States. The largest concentration is in California, followed by Hawaii,



Council Member Chu and FANHS-Santa Clara Valley Chapter President, Ron Muriera



Las Vegas photo exhibit launch



Seattle Exhibit



Ribbon-cutting, Vallejo

Texas and Washington state.

The National President of FANHS, Mel Orpilla, contributed much to the success of the exhibit, and led the ribbon-cutting affair in Seafood City, Vallejo, California. "Filipinos have made their mark in politics, education, the military, Hollywood, television, and sports. They are an integral part of the fabric of multi-cultural America," said Mel. "Filipino-American history continues to be made every single day. The future of Filipinos in America lies with the young who have never set foot in the homeland of their ancestors, yet whose identity is strongly tied to the Philippines. They

will combine the best of their Filipino heritage and values with the comfort and familiarity of their American upbringing to pave the way for future generations of Filipinos in America," added Mel.

"This is so great! Filipinos should know the history of our people in America. I wish all Pinoy can see this exhibit produced by Seafood City," said Vallejo Councilmember Bob Sampayan.

Executive Director of the International Drop-in Center and editor-publisher of the Filipino-American Bulletin in Seattle, Conrado "Sluggo" Rigor, also acclaimed the project, which his IDIC team

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DIRECTLINE Aiza is enjoying a second wind Do-Gooder..

By BOY ABUNDA
Philstar.com

LATELY, it seems that Aiza Seguerra is enjoying a second wind. The former child star marked her 25th year with a major concert and is now seen regularly in the daytime smash hit series, *Be Careful With My Heart*, where her onscreen partnership — some actually refer to it as a "love team" — with Tom Rodriguez is gaining more and more supporters by the day.

Aiza's current success extends to the stage. She recently appeared in *Rock of Ages* where she played an offbeat role. She is so busy that she has had to temporarily



Aiza Seguerra plays Genie in Atlantis Productions' upcoming musical Aladdin

porarily set aside her music which is one of the things she misses. She's happy over the opportunities she's getting but admits that she longs for the days when she was just a singer.

She was supposed to work on an album this year but preparations for her 25th anniversary concert, the taping schedule of her daily show and the occasional forays into theater left her little time to attend her music again. "Kating-kati na ako mag-gig," admits Aiza, who plays the Genie in the forthcoming staging of *Aladdin*, with K-La Rivera and

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too early to know how successful we will be or whether people will respond to us. But we are confident in our creative vision and will remain focused on the marginalized in society."

Still, Tony sees Do-Gooder as becoming a full-blown media company producing TV shows, movies and other entertainment. He wants to see the company entertain people while bringing important issues to light and make a contribution to resolve them. "I see the company on the forefront of social conscious media that delivers entertainment that inspires people to go out and do something," he said. "If we can make you laugh or have a good cry while trying to change the world for the better, mission accomplished for us."

Do-Gooder is reaching out to the public to help make a change in another person's life. Tony said that it doesn't take much to do so. "You'd be surprised how far a few bucks can go when you do the math," he said and explained, "It costs \$1300 to provide a family (in Ecuador) with a rainwater catchment system and clean water to one family for 50 years. That's \$26 a year, \$2.16 a month — the cost of the cup of coffee you had this morning."



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