

Mission Implementation Report:

Medical–Dental–Optical Mission



Executive Summary



MR.DIY Philippines, under its year-end CSR initiative **“Padayon sa Paglaum” (Carry On with Hope)**, conducted **two consecutive medical missions** in **Victorias City (December 17, 2025)** and **Canlaon City (December 18, 2025)**, addressing the immediate healthcare needs of communities affected by recent natural calamities.

The missions, led by **Atty. Suzie Fernandez** and **CEO Ms. Roselle Andaya**, in partnership with **Feme Nova and local government units**, provided residents with free medical consultations, vital signs monitoring, dental care, vision screening, eyeglass dispensing, and medicines based on doctors’ prescriptions. **Over 520 beneficiaries** received care across both locations, with priority given to vulnerable groups such as children, elderly, pregnant women, and persons with disabilities.

Introduction

The **“Padayon sa Paglaum” (Carry On with Hope)** initiative represents MR.DIY Philippines’ **commitment to supporting communities affected by natural calamities in Negros Island**. As part of its year-end CSR activities, the company conducted medical missions in **Brgy. VI-A, Victorias City** and **Brgy. Mabigo, Canlaon City**, delivering essential healthcare services directly to residents.

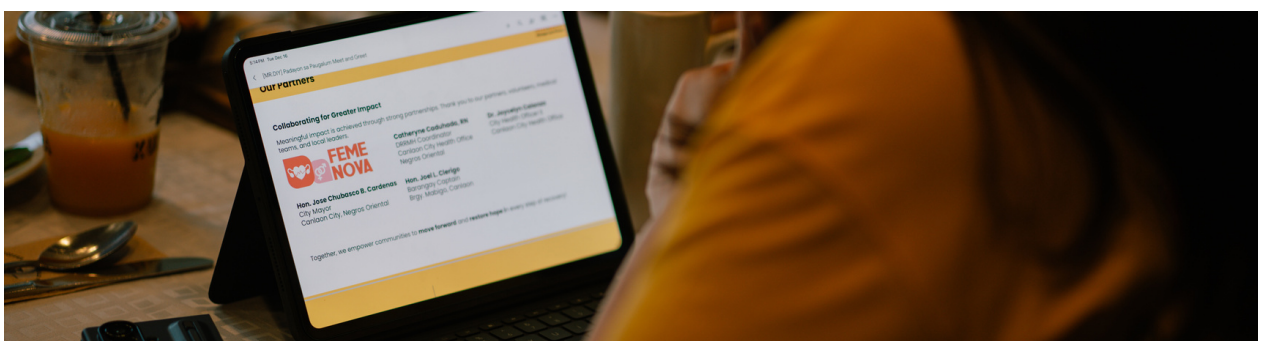
The activity was implemented safely and efficiently, following **DOH, PRC, and LGU standards**, with all costs fully supported by MR. DIY Philippines. The mission strengthened community access to essential healthcare services and reinforced the value of public–private collaboration in delivering meaningful social impact.

Day 1 – Bacolod Media Meet & Greet (December 16, 2025)



The first day of the Padayon sa Paglaum initiative featured a media meet-and-greet held at Kuppa Cafe and Tea, Bacolod City. During the event, MR.DIY Philippines presented the objectives and scope of the year-end CSR initiative to local media representatives, highlighting the company's commitment to supporting communities affected by natural calamities in Negros Island.

The session provided an overview of the planned medical missions in Victorias City and Canlaon City, emphasizing the company's "Big and Small" philosophy and its focus on community health, recovery, and resilience.



Day 2 – Victorias City Medical Mission (December 17, 2025)



On Day 2, MR.DIY Philippines conducted its first medical mission in Brgy. VI-A, Victorias City, Negros Occidental, a community severely affected by recent typhoons. The activity was led by Atty. Suzie Fernandez, Head of Legal Compliance and Sustainability, emphasizing the company's commitment to ESG and community well-being.

Residents received free essential healthcare services, including:

- General health check-ups and vital signs monitoring
- Medical consultations
- Dispensation of medicines based on doctor prescriptions

The mission successfully assisted over 170 residents, with priority given to vulnerable groups such as children, elderly, pregnant women, and persons with disabilities. Feme Nova supported the initiative by ensuring professional, organized, and ethical healthcare delivery.

Day 3 – Canlaon City Medical–Dental–Optical Mission (December 18, 2025)



On Day 3, MR.DIY Philippines conducted its second medical mission under the Padayon sa Paglaum initiative in Brgy. Mabigo, Canlaon City, Negros Oriental.

The mission offered free essential services, including:

- Medical Consultations: General health check-ups and vital signs monitoring
- Dental Services: Professional oral examinations and basic tooth extractions
- Vision Services: Eye examinations, refraction, and distribution of prescription eyeglasses
- Pharmacy Support: Free medicines dispensed based on doctors' prescriptions

The initiative successfully reached over 350 beneficiaries, prioritizing children, elderly, pregnant women, and persons with disabilities. The mission was implemented in a safe, organized, and ethical manner, demonstrating MR.DIY's commitment to community well-being and resilience.

Highlights





Commitment Beyond Relief

Under the banner of #PADAYUNSAPAGLAUM, these medical missions reflect MR.DIY's "Big and Small" philosophy—recognizing that even simple acts of service can create meaningful and lasting impact. By bringing healthcare directly to barangay communities, MR.DIY demonstrates that its commitment to Filipinos goes far beyond "Always Low Prices", extending to dignity, compassion, and long-term recovery.

"Padayon sa Paglaum reflects our belief that beyond providing affordable everyday solutions, MR.DIY has a responsibility to stand with the communities we serve—especially during difficult times," said Ms. Roselle Andaya, Chief Executive Officer of MR.DIY Philippines.

The successful implementation of the Padayon sa Paglaum initiative would not have been possible without the collaboration and support of our partners and stakeholders.

We would like to extend our heartfelt gratitude to:

Local Government Units of Victorias City and Canlaon City, for providing venues, assisting in community mobilization, and supporting the smooth execution of the missions.

Volunteer Doctors, Dentists, Optometrists, and Healthcare Workers, for generously giving their time, skills, and expertise to serve the communities.

MR.DIY Philippines Employee Volunteers, for their dedication, teamwork, and commitment to community service.

The Residents and Beneficiaries, for welcoming the initiative and actively participating in the missions.

Through this collective effort, MR.DIY Philippines was able to bring hope, health, and care directly to the communities, reinforcing our commitment to meaningful social impact under the #PADAYUNSAPAGLAUM initiative.

