

## **GUIDE IN THE PREPARATION OF BROCHURE**

### **I. Introduction/Rationale**

- This shall include the brief background of the establishment and operation of the SWDA

### **II. Vision, Mission and Goals/Objectives of the SWDA**

1. Explicitly state the Vision and Missions of the SWDA
  - Vision - refers to the statement that outline where the SWDA want to be in the future
  - Mission – refers to the statement that outline how the SWDA will get to where they want to be. Its concern is the present leading to its future.
2. State the goal/s of the SWDA
  - Goal/s is/are broad statements of intent and desired long-term outcomes of programs in order to achieve the mission
3. State the objectives of the SWDA
  - The objective should be specific, measurable, attainable, result oriented and time bounded
  - Objectives are desired short-term outcomes. These may express the immediate means towards which efforts are directed in order to attain the goal

### **III. Beneficiaries**

This refers to disadvantaged, marginalized or vulnerable individuals, families, groups, and communities availing services provided by SWDAs. They include but not limited to, the following:

- i. Abandoned, neglected, orphaned, voluntarily committed, abused and exploited children, and other children in need of special protection;
- ii. Out-of-school youth and other youth with special needs;
- iii. Women;
- iv. Families, such as dysfunctional families;
- v. Persons with disabilities (PWDs);
- vi. Senior citizens;
- vii. Internally Displaced Individuals and communities such as victims-survivors of natural or human-induced calamities or disasters; and
- viii. Indigenous peoples; and

Individuals or groups in crisis situation/s beneficiary that intends to serve considering the SWDA's Vision, Mission and Goals (VMG) and resources.

**IV. Geographical Coverage of Operation**

**V. Summary of Programs and Services**

**VI. Address and Contact Information of the SWDA**

- In case operating in more than one (1) region, include the list and contact information of the branch and/or satellite