

## **Corporate Philanthropic Disaster Response in the Eyes of a Filipino Entrepreneur**

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### **ABSTRACT**

Large, publicly listed companies are usually reported to be first responders to calls to share their intellectual and material resources during times of disaster. Less documented are contributions of small and medium-sized private firms that participate in disaster response activities. Since these firms are not under public scrutiny, there are reasons other than corporate image or institutional pressure to share part of their resources. This study provides an alternate viewpoint of the thought and decision-making process of a Filipino couple whose family business provided logistical support in the weeks following typhoon Haiyan. It appears that the couple's personal and moral values allowed them to allocate more resources than their regular budget for philanthropic activities to reach out to typhoon Haiyan victims.