***Annex 5. Brochure***

**GUIDE IN THE PREPARATION OF BROCHURE**

# Introduction/Rationale

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

# 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.

1. 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

1. 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

# 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:

1. Abandoned, neglected, orphaned, voluntarily committed, abused and exploited children, and other children in need of special protection;
2. Out-of-school youth and other youth with special needs;
3. Women;
4. Families, such as dysfunctional families;
5. Persons with disabilities (PWDs);
6. Senior citizens;
7. Internally Displaced Individuals and communities such as victim survivors of natural or human-induced calamities or disasters; and
8. 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.

# Geographical Coverage of Operation

# V. Summary of Programs and Services VI. Address and Contact Information of the SWDA

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