



Dear PMAP Members, Business Leaders, HR Practitioners, and Fellow Filipinos,

The People Management Association of the Philippines (PMAP) stands in solidarity with the people of General Santos City, neighboring provinces, and all communities affected by the powerful 7.8-magnitude earthquake that struck Mindanao today.

Our thoughts and prayers are with the families, workers, organizations, and communities facing uncertainty, disruption, and hardship in the aftermath of this disaster. We especially express our concern for our PMAP members and their employees who may have been directly impacted.

At a time like this, the true spirit of *Malasakit* calls us to move beyond concern and into action. We encourage all employers and HR leaders to prioritize the safety and well-being of their people, activate emergency and business continuity plans, and provide the necessary support to affected employees and their families.

We also appeal to the PMAP community and our partner organizations to unite in the spirit of *bayanihan*. We respectfully invite member companies, chapters, and individual members to extend monetary and non-monetary assistance for affected communities. Contributions may come in the form of financial donations, food, water, medicines, emergency supplies, transportation assistance, temporary shelter support, counseling services, volunteer efforts, or any form of help that can ease the burden of those affected. You may reach out to our PMAP Center for any contributions you may want to share, email us at [rienne.conti@pmap.org.ph](mailto:rienne.conti@pmap.org.ph) and [president@pmap.org.ph](mailto:president@pmap.org.ph)

PMAP is likewise ready to coordinate information on urgent needs from affected members and communities to help mobilize support across our network. We encourage members in impacted areas to communicate their situation and requirements through PMAP's chapters and National Secretariat.

In moments such as these, we are reminded that our greatest strength is not found in our organizations, but in our compassion for one another.

Let us lead with *Malasakit*. Let us act with urgency. Let us stand together as one HR community and one nation.

On behalf of the PMAP Board of Trustees and our entire membership, we offer our prayers for safety, healing, and recovery for all affected communities.

When the ground beneath us shakes, our humanity must stand even stronger.

With solidarity and *Malasakit*,

**Engelbert T. Camasura, FPM, MBA**

President

People Management Association of the Philippines