

NewFilipina, Inc. is a small organization whose mission is worldwide Filipina empowerment through multimedia.

## How it all began...

NewFilipina.com informally began with the efforts of a group of women attempting to set forth a positive image of Filipinas on the Internet by creating an online community web site for Filipino women. It was started at [www.NewFilipina.com](http://www.NewFilipina.com) and called *BagongPinay*. NewFilipina.com hoped that this would start to help balance the representation of Filipinas on the Internet because [www.filipina.com](http://www.filipina.com) was a mail-order-bride site and a query done on the word "filipina" at major Internet search engines resulted in the listing mostly of 1) Filipina mail-order-bride sites, 2) pen-pal services sites, 3) personal web pages of Filipina women looking for men-friends, and 4) porn sites. (Today, this is still the case.)

During 1998, the first year of its existence, the *BagongPinay* web site at [www.newfilipina.com](http://www.newfilipina.com) received an immense and enthusiastic response. Many Filipinas online wanted to get involved and join *BagongPinay's* efforts. Because of the tremendous feedback, [www.newfilipina.com](http://www.newfilipina.com) gave birth to the incorporation of NewFilipina, Inc. in 1999 in the state of New York.

## Mission and Goals

The organization aims to uplift and promote Filipina identity and consciousness. It wants to encourage Filipinas to broaden their horizons and discover and harness the power and strengths that they have within themselves.

It seeks to sponsor and provide programs and forums for Filipinas worldwide where they can: Share opinions and experiences; learn and understand more about themselves, their culture and each other; mentor and teach; exchange job and business leads; facilitate awareness of choices and opportunities, discover; acquire the skills they need to lead a successful personal and business life.

We hope to accomplish these things through web publishing, book publishing, socio-cultural events, philanthropic activities and networking-community events such as the Filipino American Women's Network conference of June 3-5, 2005, *FAWN2005: Coming Into Our Own Spirit, Leadership and Success*.

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## NewFilipina, Inc.

**One of NFI's main objectives is to shape the image of Filipinas in the world. We have begun this by making efforts to change the image of Filipinas online.**

A search done on the word "filipina" at major search engines like *Google.com* and *Yahoo.com* yield results like the one below. As you can see, the top sponsored ads are paid for by commercial services for Filipina brides, filipina matchmaking and porn. A mail-order-bride-site tops the most significant results for "filipina," in this sample it is the fourth entry from the top. *The image below is a capture of a recent search through Eudora, powered by Google™:*

**EUDORA** Web Words

Search for:  Search powered by Google™

Sponsored results for **filipina**. [What are sponsored results?](#)

**Filipina Brides**  
Beautiful Filipinas seeking men. 1000's of photo profiles. Join free  
[www.FilipinaHeart.com](http://www.FilipinaHeart.com)

**Meet Filipina Women**  
Free Membership thousands of **Filipina** women to meet join now aff  
[filipinofriendfinder.com](http://filipinofriendfinder.com)

**Free nude porn girls**  
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[www.lovecamlive.com](http://www.lovecamlive.com)

Web results for **filipina**. Results 1 - 10 of about 310,000. Search took >0.136 seconds.  
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**Mail Order Brides from the Philippines**  
If I can stop one heart from breaking, I shall not live in vain; If I can ease one life the aching, Or cool one pain, Or help one fainting robin Unto his nest ...  
<http://www.filipina.com/> - 15k - Cached

**BagongPinay (New Filipina)**  
BagongPinay is a site about **Filipina** empowerment. We want Filipinas to discover and harness the power within themselves. Here, we ...  
<http://www.newfilipina.com/> - 5k - Cached

**Filipina/American Pen Pals**  
FilipinaMates: **Filipina/American Pen Pal** MessageBoard - Guys, find

**I want to change this!** We Filipinas are more than just good wives and beautiful women. We are also healers, teachers, daughters, mothers, sisters, lolas, nurses, doctors, and many other hard-working roles in society. Filipinas are honorable, persevering and powerful.

**One Solution:** Buy sponsored ads at major search engines such as *Google.com* and *Yahoo* for web sites like *fabulousfilipinas.net* and *phenomenafilipinas.com* (*details in ff. pages*).

Please support NFI so that we can buy sponsored ads and show that Filipinas are fabulously and phenomenally diverse through the following projects...

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on what we believe in

# PHILIPPINE EXPRESSIONS BOOKSHOP

is proud to Sponsor a FAWN2005 book event:

*Mga Kathang Babaylan: Five Book Showcase*  
(with Launching of Leny Strobel's *A Book of Her Own:  
Words and Images to Honor the Babaylan*)

4-5:30 PM. June 3, 2005 at the Kimmel Center

*Moderated by Bino Realuyo*

Plus readings by Marivi Soliven Blanco (*Speak Up, Woman*),  
Edwina Bergano, Veronica, Salcedo, Joan May Cordova  
(FANHS' *In Our Auntie' Words: The Filipino Spirit of Hampton Roads*),  
Patria Rivera (*Puti/White*)  
Janet Stickmon (*Crushing Soft Rubies: A Memoir*).



Philippine Expressions Bookshop

*The Mail Order Bookshop dedicated to Filipino Americans in search of their roots.*

2005 marks our 21st year of service to the Filipino community in North America.

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## Our web publishing projects:

The following sites, old, new and in-development are published to effectively define a positive, strong, intelligent and creative image of Filipinas online that empowers, inspires and contributes to the global identity of the Philippine nation.

**BagongPinay, An Online Community for Filipinas**    [www.newfilipina.com](http://www.newfilipina.com)    Established 1998

The first comprehensive online community for and by Filipinas. Created as a fresh start from Filipina.com, a mail-order-bride service online. Also created in order to shape Filipina identity online into a broader, stronger and more positive presence. Articles, essays, art gallery, poetry, Filipino resources and links, empowerment links, book recommendations and reviews, discussion boards, ate support time, quotations. Topics range from self-discovery, sharing experiences, identity, soul-searching, humor, controversy and cultural/ethnic pride. For over 6 years, this site has been maintained and has grown by volunteer efforts and contributions from around the world. BagongPinay became the top ranking site in February 2004 and now variably ranks within top 5 query results done on "Filipina" at leading search engines such as Google.com and Yahoo.com.

**Fabulous Filipinas**    [www.fabulousfilipinas.net](http://www.fabulousfilipinas.net)    Established 2004

Web site and webring service, a listing of various types of web publications by Filipinas. Also a listing of techniques to increase visibility of Filipina sites online such as HTML techniques to help position an increasing number of positive Filipina web sites in search engines such as Google.com and Yahoo.com for queries done on "Filipina." Launched in May 2004. This web site would like to provide some tools to help widen and do justice to Filipinas' online identity and to bust a cyberspace myth or profitable stereotyping coming from numerous commercial online services about Filipina mail-order-brides, sex-tour-bar-girls, and as porn models.

**PhenomenalFilipinas.com**    [www.phenomenalfilipinas.com](http://www.phenomenalfilipinas.com)    To be developed

A spin-off web site from BagongPinay about remarkable Filipinas who have overcome tremendous challenge; become successful in their fields of work; are pioneers; inspire others with their lives. This site has not been launched although its initial infrastructure has been uploaded online. Short bios of phenomenal Filipinas around the world; Links to articles and web sites of remarkable Filipinas; Phenomenal-Filipina-of-the-Month.

**Pinay.com - A Future Web Portal for Filipinas**    [www.pinay.com](http://www.pinay.com)    To be developed

A future web Portal for Filipinas that provides unique services such as the use of the domain of "pinay.com" with free email and personal pages space. Hopes to offer: Email services, web page services, blog services, searchable listing of best ranking positive Filipina sites online. Established as a temporary listing of positive Filipina sites in 2003.

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Heartfelt thanks to ALL of the organizations, Aunties, Uncles, and people who have supported our project!



**Aunties' Book and FANHS Membership Special**

Get the *In Our Aunties' Words: The Filipino Spirit of Hampton Roads* book and a FANHS Membership for **\$40!** Regular cost \$55 - you save \$15! Special good through June 30, 2005.

**What's YOUR story?**

Own a piece of our community's history by purchasing *In Our Aunties' Words: The Filipino Spirit of Hampton Roads*. Proceeds will go toward future projects.

For purchase or membership information, contact your nearest Filipino American National Historical Society, Hampton Roads Chapter member, or email [gilbert.salang@fanhs-hr.org](mailto:gilbert.salang@fanhs-hr.org) or go to the website: <http://www.fanhs-hr.org>

**NEXT PROJECT: *In Our Uncles' Words: We Fought For Freedom***

Projected Launch date: June 2006. We are seeking volunteers for the "Uncles" oral history project. If you are interested in interviewing, writing, marketing, advertising, and graphic design work, please contact us.



**Become a member and join us in our inter-generational, Fil-Am community events and preservation projects!**

Contact person: Edwina Bergano, (757) 497-2988

The Asians in America Project is your number one source for information on Asian Pacific American events, organizations, jobs, news articles, history and more!

Knowledge is Power. Knowledge is Pride!



**THE ASIANS IN AMERICA PROJECT**

[www.asiansinamerica.org](http://www.asiansinamerica.org)

Great ExpectAsians proudly supports the 2005 FAWN Conference.



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## What can these projects do?

After 7 years of publishing online, we are aware that there are many Filipinas around the world who are pleased to have found BagongPinay at [www.newfilipina.com](http://www.newfilipina.com). 5 years from now I hope that our web publishing efforts will have increasingly connected Filipinas online with ideas and choices that enable them to make powerful choices in their lives and to connect them with other Filipinas regardless of geographical distances.

In 10 years I would like to see...

... that these sites, in combined effort along with present and future sites, continue to represent and shape a strong, positive image of Filipinas online that contributes to the global identity of the Philippine nation.

...that our site developers have begun working with schools, orgs and even cybercafes in the Philippines in order to help more and more Filipinos get access to the Internet.

... that although we may have not eliminated mail-order-bride sites, we may have helped eliminate the skewed first impression of "Filipinas online looking for foreign husbands" and replaced it with "Filipinas online are diverse, brilliant, loving, savvy and beautiful."

... that although we may have not eliminated mail-order-bride sites, we may have helped more and more women discover the myriad of choices they can apply and resources they can use in order to move forward in their lives and maybe even help others do the same.

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A not-for-profit organization serving Filipina  
victims / survivors of violence since 2002

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### **BABAE Means Business**

BABAE is a not-for-profit organization based in the New York / New Jersey metropolitan area, continues to make strides in its mission of providing culturally appropriate case management services for Filipina victims of violence. Four veteran GABRIELA Network members took on the initiative several years ago and are making significant strides. Taking their time to lay a solid organizational foundation, the founding Board Members are now focused on program and outreach efforts as well as funding and development work.

Still volunteer driven and even with minimal outreach efforts thus far, BABAE has already received dozens of calls from women facing such issues as domestic violence, rape, sexual harassment, and work exploitation. Bilingual members work with them to help navigate through legal, medical, and social service options. Ever mindful of the larger, systemic problem of violence against women, BABAE is documenting these cases to illustrate that and how these issues are affecting Filipinas. "Our hope," one BABAE Board Member said, "is to break the silence around these issues in the Filipino-American community and that these women's experiences will help to affect public policy and social change."

The group regularly does extensive grassroots outreach: leafleting in the Filipino enclaves throughout New York and New Jersey; tabling at community festivals; speaking to various groups about the dynamics of violence against Filipinas and encouraging a holistic paradigm of empowering survivors; partnering with like-minded organizations which share the objective of promoting the rights of Filipinas; training a core of volunteers to work with women; and mobilizing community support for societal change.

If you are interested in volunteering, need help, or would like more information, please contact BABAE.