



S.A.M. stands for SHAKER AND MOVER*

**A mover and shaker is defined as a person who makes things happen (thesaurus.com). This is the goal of IamSAM, to inspire women & children to be shakers and movers who make things happen for themselves, and for others – all in the best interest of self and humanity and, to take full responsibility for their own evolution..*

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A BRIEF HISTORY:

From Stop Abuse Mom to Shaker And Mover

MERCI MELCHOR started it all. She is the original and first Shaker And Mover who made things happen single-handedly and creatively as early as 2004 with her *Merci Melchor Brochures for Battered Women (MMBBW)*. Her work has been featured by the Bantay Bata Foundation and the ABS-CBN News Channel, has been used by some Zonta Clubs, the Sulu Provincial Women's Council, several local and international women's organizations. Then, S.A.M. stood for Stop Abuse Mom.

Full credit goes to Momcie, as she is fondly called, for providing the books and materials that served as the conceptual framework and basis for the IamSAM Prevent-to-Empower Protocol (PEP). She practiced what she believed was best for a child and this is immortalized in a Museo Pambata book, *Letters from Lolo and Lola* (1998), in a letter she wrote to her youngest grandchild, Buffy, expressing how special, unique and precious he is. "I Am Special, Unique and Precious" is tagline, mantra and mission of the I Am S.A.M. Foundation for every child, woman or person for that matter.



Momcie with Pamantasan ng Lungsod ng Muntinlupa (PLMunt) IamSAM YEP student volunteers during the Ed Forum, July 14, 2012.

WHAT WE DO:



Educators Forum for the Public Schools of Muntinlupa, San Beda College, Alabang last July 14, 2012.



Students of the Cupang Elementary School (Muntinlupa City, Philippines) proudly wear their I am Special, Unique and Precious baller bands.



Winner of Speech Choir Competition performs "For Every Child", a poem on Children's Rights during SAM Walk, 2012.

MISSION:

To lead and direct all efforts in the pursuit of uplifting women and children and to create life-changing awareness of their worth and rights as human beings through the IamSAM Prevent-to-Empower Protocol (PEP).

"Wisdom is the principal thing; therefore get wisdom, and with all thy getting, get understanding." -Proverbs 4:7

VISION:

A world of whole, happy and empowered women and children who embrace their self-worth and are free from any form of abuse through the IamSAM Prevent-to-Empower Protocol (PEP).

When women are healthy, educated and free to take the opportunities life affords them, children thrive and countries flourish, reaping double dividend for women and children."

-Kofi Annan, Secretary General of the United Nations (1997-2006)

Iam SAM TAGLINE is...

I am SPECIAL, UNIQUE and PRECIOUS.™

The IamSAM PEP is anchored on its tagline, I Am Special, Unique and Precious. Being Special, Unique and Precious is a natural entitlement. By definition, "natural" means not made or caused by humankind. Simply because you are born into this world, you are naturally, Special, Unique and Precious and so is every single person in the human race or family. "Entitlement" means a guarantee of right to being special, unique and precious.

HOW WE DO IT:

IamSAM PEP (Prevent-to-Empower Protocol) is the flagship program of the foundation. It is grounded on providing a high degree of awareness, consciousness, structured education and options/support for: *preventing any, further and future abuse, while embracing one's own self-worth.*

IamSAM Prevent-to-Empower Protocol (PEP) in a capsule

I am Special, Unique and Precious because
I am a human being.

1

through UDHR

I am Special, Unique and Precious because
I am a child.

2

through UN CRC

Because I am Special, Unique and Precious,
NO ONE can abuse me-
not even my
parents.

3

through the I am SAM PEP

Self-worth is my tool!

4

through the I am SAM PEP

COMPONENT 1

LEARNING ABOUT UNIVERSAL HUMAN RIGHTS AND DUTIES

Through the PEP, children and women learn to appreciate and exercise human rights and responsibilities, including those most important for women and children :

- Right to full development of the personality
- Freedom of thought and expression
- Right to standard of living adequate for health and well-being
- Entitlement of women and children to special care and assistance
- Freedom from servitude, and cruel, inhuman or degrading treatment

COMPONENT 2

LEARNING ABOUT CHILDREN'S RIGHTS

Through the PEP, children and women* learn to appreciate and exercise children's rights and responsibilities. Among these are the four principles of the United Nations Convention on the Rights of Children (UNCRC), adopted in 1989 and ratified by 194 countries:

- Children should not suffer discrimination.
- The best interests of children should be at the top of the agenda when decisions affecting them are being made.
- Children have the right to survive and develop. This includes the right to mental and physical well-being.
- Children should be free to express their views. And these views should be taken into account in all matters that affect them.

COMPONENT 3

LEARNING TO RECOGNIZE AND REJECT CHILD ABUSE (ABUSE 101)

Because child abuse casts a shadow the length of a lifetime (*Herbert Ward*),

Children in the Protocol learn among the following:

- Child abuse or maltreatment constitutes all forms of physical abuse, emotional abuse, sexual abuse, neglect and domestic violence.
- Child abuse has serious physical, psychological, behavioral, and psychosocial consequences which adversely affect their health, well being and future.

COMPONENT 4

LEARNING TO DEVELOP CHILDREN'S SELF-WORTH

Self-worth is the GREATEST TOOL we can give a child. (SAM/ Rayla Melchor Santos).

Because one of the greatest lessons, if not THE greatest lesson a child can learn, is the lesson on self-worth—that s/he is Special, Unique and Precious.

"BELIEVE IN YOURSELF! HAVE FAITH IN YOUR ABILITIES! Without a humble but reasonable confidence in your own powers, **YOU CANNOT BE SUCCESSFUL & HAPPY.**" -*Norman Vincent Peale*

*IamSAM Women (UN CEDAW)



Teacher SAM with an Aeta girl in Pampanga, sporting her brightest smile upon receiving her lamSAM "I am Special, Unique and Precious" baller bands.



Taks Dolina, Program Director for Young Educator's Program (YEP), Tricia Mercado, OIC for Prevent-to-Empower Protocol (PEP) and Prof. Robert Medillo at the UN Student Leadership Conference on Development last March 3, 2014.

IamSAM hosts 2 annual tele-conferences: The UN Teachers Conference on Human Rights and Peace and the UN Student Leadership Conference on Development.



The student leader delegates from Makati Science High School and Pitogo High School and UP, PNU, PUP, Lyceum and Adamson at the UN Student Leadership Tele-conference on Development at the DepEd Makati District Office on March 3, 2014.



The GLOBAL EDUCATOR AWARD for 2013-2014 from GEM (Global Education Motivators) was presented to SAM [Rayla Melchor Santos during the 9th UN Teachers Conference on Human Rights and Peace on April 4, 2014 at the UN HQ, New York City.

GEM (1981) is a UN-affiliated organization that serves as the Media Education arm of the UN. GEM has received the UN Messenger of Peace Award in 1989, among other awards and recognitions.

"Teacher Sam and the I Am SAM Foundation is making its mark in helping and protecting the world's children. I have seen you expand from the Philippines, Canada, China, the US and Taiwan.

The rest of the world awaits your arrival."

-Wayne Jacoby

Founder, Global Education Motivators (GEM)



The Most Reverend Desmond M Tutu, O.M.S.G. D.D. F.R.C.
Anglican Archbishop Emeritus of Cape Town

Dear I Am S.A.M. Foundation,

We are all God's children, sisters and brothers, one family together. There is enough for all if we love and respect each other. I hope you will help to make this world a more compassionate, caring place, where all young people can walk tall and reach for the stars.

Go for it...

God bless you.

-Desmond M. Tutu

Archbishop Emeritus



"I hope there will be more organizations like I am SAM that will lead us in the endeavor to ensure that every child will experience quality life in not so distant future until we reach the finish line."

-Vanessa Tobin

Country Representative (2007-2011)

UNICEF Philippines



HELP US THROUGH:



ENCOURAGES C.S.R.

(Civilian and Corporate Social Responsibility)

**Be a part of our movement!
Be a S.A.M.!**