



Negros Women for Tomorrow Foundation, Inc.



Memorial Package



Life cycle analysis of our clients showed that they **spend the most** during illness or death of a family member.



NWTF launched the insurance package on July 15, 2002 which covers *death, personal accident, hospital cash assistance, weekly indemnity, medical reimbursement and permanent dismemberment*



**Bulk of the insurance
proceeds goes to burial
expenses**



In 2010, we decided to develop a memorial package to ensure that insurance proceeds goes to the **FAMILY** rather than to burial expenses



To protect our clients, we started negotiating with funeral parlors to give us discounts.



Normal packages that usually costs Php15,000 to Php20,000 was given to us at a discounted cost of Php10,000



We presented this to our insurance company and premium was set at Php50.00 per year for an insurance of Php10,000.00 in case of death, thus, the start of Dungganon Memorial Package



Most clients would upgrade their insurance packages, upon availment, that makes them pay an additional Php30,000 to Php40,000



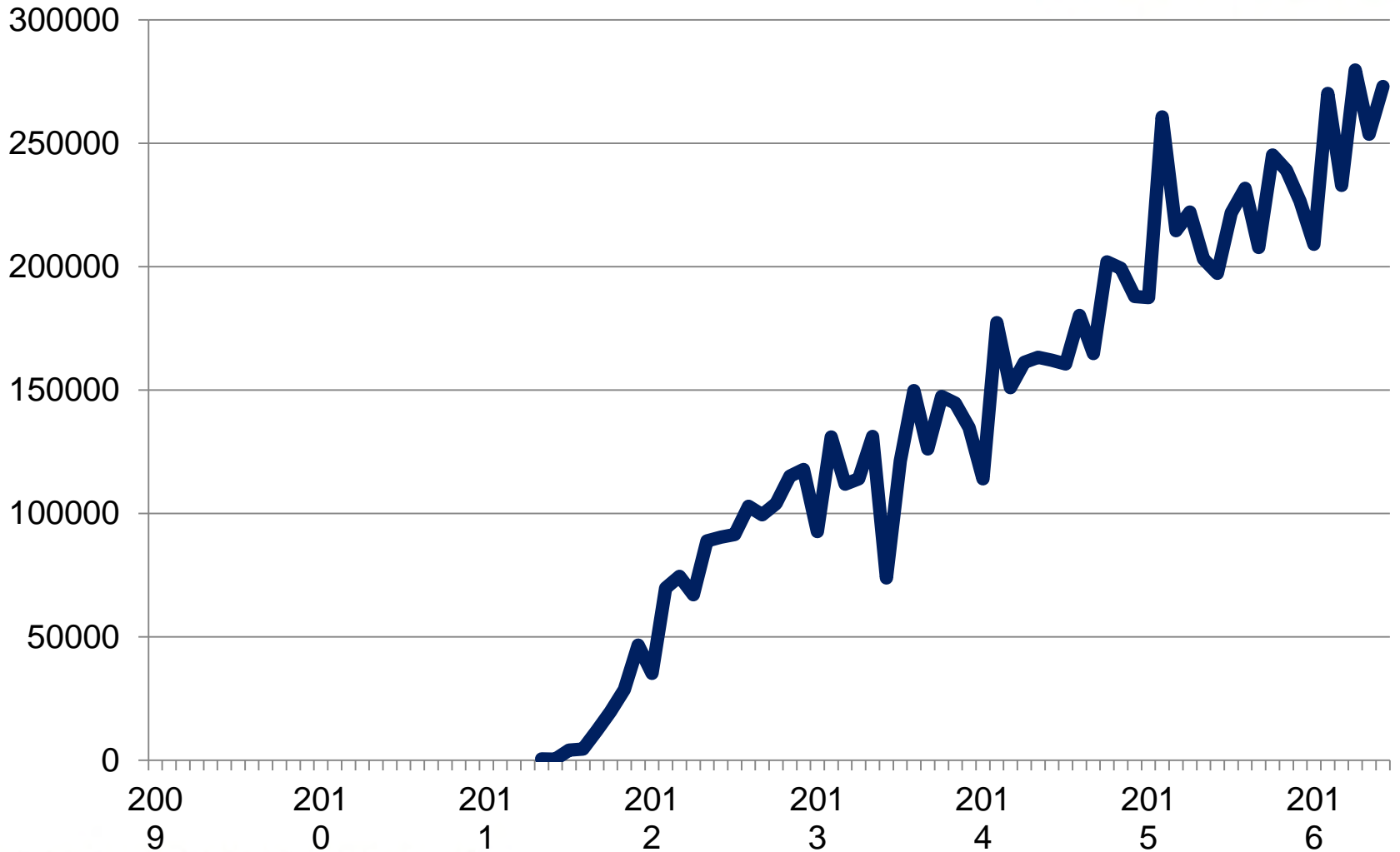
We decided to give our clients a better package – one that they really want and prefer, and we were able to do it at Php30,000 with a contribution of 3.00 per week



Further study showed that 74% ratio in claims means that the insurance company was losing money thus, an increase to Php5.00 per week or Php250.00/year, in June 2016



INSURANCE





ACTIVE LOAN CLIENTS

