



THE SMFI
PRIMER 2021

#SPREADING SOCIAL GOOD



SM FOUNDATION

Table of Contents



10
Quality
Education



18
Sustainable
Agriculture



24
Healthcare

30
Disaster
Response



- 03 Our Vision and Mission
- 04 Message from the Executive Director
- 06 About The Foundation
- 07 Social Development Framework
- 08 Our #SocialGood Process
- 10 Quality Education
- 18 Virtual Events

- 24 Sustainable Agriculture
- 30 Healthcare
- 34 Disaster Response
- 36 Our Covid Response
- 38 Board of Directors
- 40 Awards
- 42 SMFI Team

Our Vision

A Philippines where everyone has the opportunity for self-improvement and the environment is sustained for future generations.

Our Mission

We will make targeted social investments in education, health care, livelihood and shelter to help undeserved Filipinos improve their lives; and we will promote initiatives to protect and enhance the Philippines' unique and diverse ecological heritage. We will do this by working directly with communities to give them the assistance they require, by leveraging our corporate assets to secure resources and build awareness and by engaging with strong partners to create programs that promote a cycle of positive change.



Message from the Executive Director

The past two years have been filled with great adversities and obstacles which shook our world, our country and for us at SM Foundation.

When the country was battling the worst of the COVID-19 pandemic at its early onset, the work of the SM Foundation did not stop. In fact, during those trying times, your SMFI team had to work double time to be of service to disadvantaged communities who were the most affected. And I am proud that everyone at the foundation stepped up in the most difficult times.

The selfless act of our medical and economic frontliners, and those who work for non-profits is nothing short of inspiring. It teaches us that we will always have something more to give, no matter what. That we will always be ready to extend help, even if we needed assistance ourselves.

If there's one thing that came out of the COVID-19 pandemic, it is how people held each other's hands, realizing that it was the only way to weather the dire situation. This is exactly the essence of Tatang's vision since day one: People helping people.

We understand that, as part of the social fabric of the country, non-government organizations like SMFI, play a vital role in helping communities rise above the challenges brought upon by the pandemic.

Aside from adapting to socially responsible behavior to expand our corporate social responsibility (CSR) programs, it was crucial that we dynamically adjust our social development strategy in response to developments in the COVID-19 pandemic as the new normal. This includes anything from working with the government to address the pandemic situation in the country, to continuing our mission of bringing social development to marginalized sectors despite lockdown restrictions. We had to operate in a world where business as usual no longer existed.

At the onset of the pandemic, SM, through SMFI responded to the various needs of frontliners, the families affected by the lockdowns, and in helping the government in improving its testing and quarantine facility capacity. We were called upon to undertake initiatives, not only in favor of our employees and customers but also in support of the entire community and society in general, specially in areas where we operate.

Last December, Typhoon Odette left thousands of families homeless, placing at risk some of the impressive social and economic gains we had made since recovering from the fallout of the COVID-19 pandemic of the past two years. Once more, there were significant hurdles and pressures to overcome, but the unquestionable strength and character of our volunteers was formidable enough to pull through - which enabled us to send immediate help in the Visayas and Mindanao area.

Despite unprecedented challenges brought about by the COVID-19 pandemic and Typhoon Odette, we were still able to sustain our social good programs by improving our operational efficiency and adopting digital tools wherever and whenever possible. Our core social good programs on education, sustainable agriculture, health and wellness, and disaster relief carried on for the most vulnerable sectors and marginalized communities.

I am proud to say that no calamity could deter your Team SMFI in providing exceptional and compassionate help, thanks to the group's collective efforts. And through sustained collaboration with our partners, we were able to multiply the impact and sustainability of our projects.

As we look forward to the coming years, I would like to give my heartfelt thanks to everyone at SMFI for their grit and passion. These people who, in the most difficult times, continued to take into their hearts our mission of spreading social good without asking for anything in return.

Thank you to our donors and advocacy partners, as well as the communities we have worked with throughout the years. There is much more that needs to be done but, with you on our side, we at SM Foundation are confident that we will be able to attain our social good goals sooner rather than later. Thank you for spreading social good with us!

Now, more than ever, we must focus all our energy on making sure the marginalized communities have a better tomorrow to look forward to, as we move to ending this pandemic and the challenges associated with it once and for all.

Mabuhay kayong lahat!



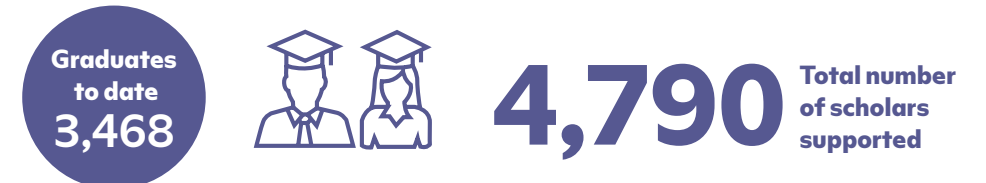

Deborah Pe-Sy
Executive Director
SM Foundation

Our Numbers

SCHOOL BUILDING PROGRAMS



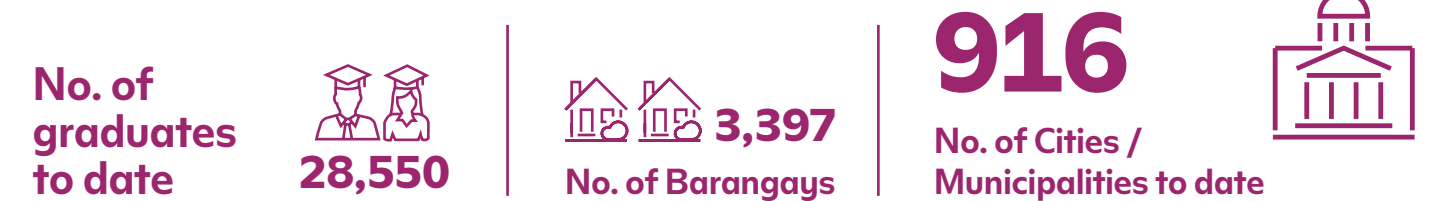
COLLEGE SCHOLARSHIP



TECHNICAL VOCATIONAL SCHOLARSHIP



KABALIKAT SA KABUHAYAN



SM BLOOD BANK



MEDICAL MISSION & WELLNESS CENTERS



OPERATION TULONG EXPRESS



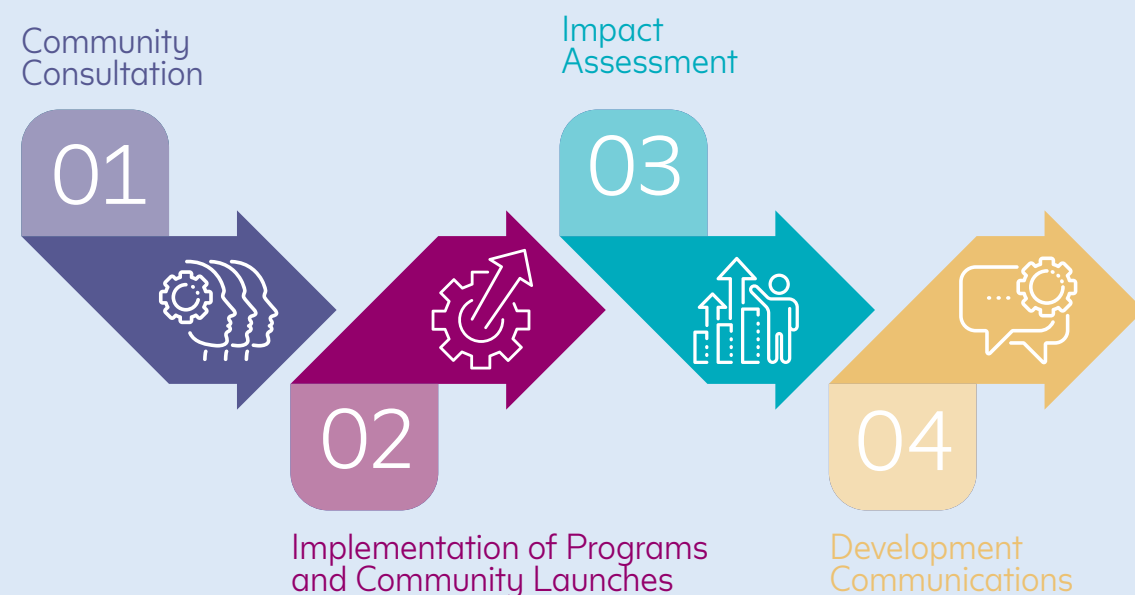
About the Foundation

SM Foundation Inc. is the corporate social responsibility arm of the SM group, which is focused on improving the lives of Filipinos through its social good programs in education, health and wellness, sustainable agriculture, and disaster response.

A Committed Partner of Our Communities

We work closely with our communities to help them achieve their aspirations for a better life. We do this by following the SM Foundation Social Development Framework, an intersection of access to basic social development programs.





Our #SocialGood Process

As we work towards our purpose of spreading social good, SM Foundation will continue to focus our social development approach on areas where we operate. And as we expand, we will continue working with our employees, our communities, and our partners to bring the most value to all stakeholders that will result to impactful and meaningful programs.

From planning to execution, our projects go through a multi-step process which ensures that resources are efficiently utilized, and provide the most effective social development impact to beneficiaries. Our key strategy involves engagement of various stakeholders—ensuring their participation from the project's inception until its completion.

1. Community consultation

At SMFI, we believe in the power of community engagement. Through this process, we are able to ensure that the programs that we launch properly address the specific needs of the host community. It also enables us to fully understand the priority areas of concern of the area, which results in programs that are localized, relevant, and sustainable.

2. Implementation of programs

The role of each stakeholder group is crucial to the success of each SMFI program. As a strategy, we formalize and cement their engagement through strategic agreements which detail the work that each party needs to deliver in order to sustain the project

after the event launch. For us, a social development program will prosper if stakeholders are part of the program development, planning and implementation, since this provides a sense of ownership for the project.

3. Impact assessment

Regular site visits in host communities are conducted to monitor each project's progress. As needed, we also provide continuing assistance to sustain our projects through infrastructure rehabilitation, supplemental training and equipment donation*.

We also conduct quarterly Operations Meetings to monitor project implementation and measure the effectiveness and relevance of each program. Project updates are discussed by SMFI leaders together with our Executive Director, Ms. Debbie Sy and our Board of Trustees.

4. Development communications

For SMFI, it is vital that stakeholders are updated on the status of each project. To achieve this, we utilize various communication tools such

as correspondences, stakeholder meetings and participation in town briefing sessions. And to update the public and SM employees regarding the operations and coverage of SMFI's social good programs, newsletters, internal communications, and social media contents are regularly released. Success stories are also highlighted in various media platforms to sustain awareness, spark hope, and inspire stakeholders to spread social good in their respective communities.

By embedding this strategy in all our programs, we are able to streamline our implementation, which help us to reach more stakeholders in grassroots communities—translating to more dreams being realized. As for our flagship program, the SM College Scholarship program, it is vital to also adopt a similar line of strategy but tailored fit to cater to thousands of aspiring scholars from economically-challenged families.

*as applicable



The SM College Scholarship Program Process

To ensure a smooth sailing scholarship program operation, we follow this seven-step process: Opening of Applications Announcement, Online Applications and Evaluation, Examination and Interview, Home Visits, Awarding of Scholarship, Scholar Monitoring, and Scholar Engagement Activities:

1. Opening of Applications Announcement:

One of the important keys to a successful program implementation is an effective and accurate information dissemination effort. To achieve this, we conduct various communication efforts—both via traditional and digital media, to ensure that more scholar hopefuls will have a chance to apply for the scholarship.

2. Online Applications and Evaluation:

All scholar applicants are given a definite time to complete and submit all the necessary documents on the SM Scholarship Portal. The SMFI scholarship team will then thoroughly

assess all applications and will notify if the scholar-applicant passes the minimum requirement and if he/she will proceed to the next step—the examination and interview.

3. Examination and Interview:

Scholar-applicants undergo examination and interview to further test their intellect and emotional intelligence. This is usually carried out in an SM Mall or a facility near the location of the scholar

4. Home Visits: To have a better picture of the scholar-applicants economic status, your SMFI scholarship team conducts house visits to those who passed the examination and interview processes.

5. Awarding of scholarship: All scholar-applicants are ranked based on their overall performance in all the application steps. Passers will be notified via email and/or call. The complete list of the new batch of scholars are also posted across all SMFI digital assets.

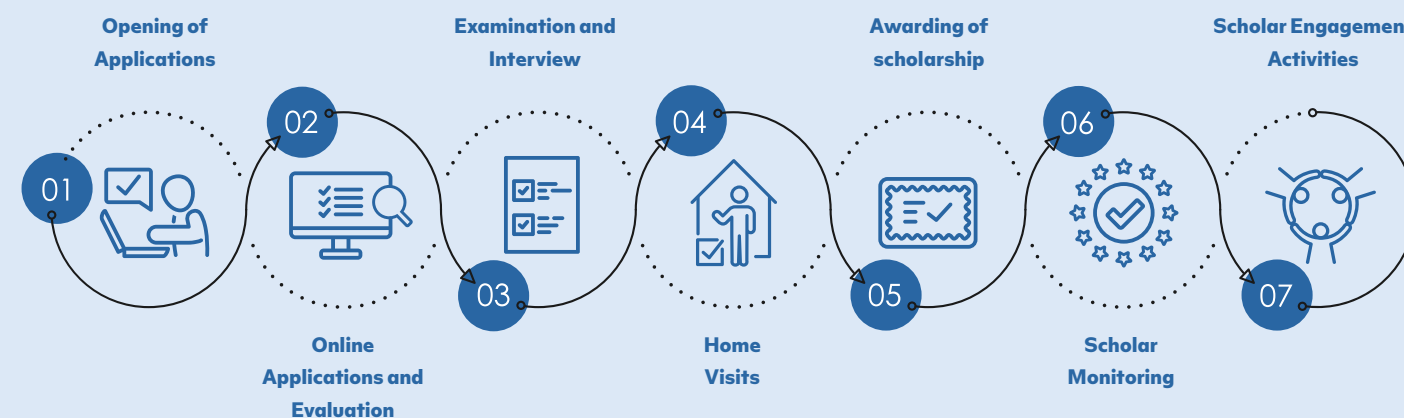
And to celebrate the success of our new scholars, we conduct a thematic

Awarding of Scholarship event. Specifically, this activity intends to orient our new scholars regarding our scholarship policy and inspire them through the success stories of our scholar alumni.

6. Scholar Monitoring: Through a special digital platform, scholars upload their grades, enrollment forms, and other necessary documents needed to process their allowances. This system provides a seamless experience for the scholars in submitting the mentioned documents.

7. Scholar Engagement Activities:

To sustain the engagement of our scholars, your SMFI project officers regularly conduct regular enrichment and training activities such as the General Assembly, Christmas Party, SM Scholar Recollection, Summer and Holiday Job Program and Presentation of the Graduates. Through these activities, we are able to further boost the intellectual, emotional and social skills of the SM Scholars. It also enables us to address the individual needs of each SM Scholar.





QUALITY EDUCATION

Through its education pillar – segmented via its Scholarship and School Building programs, SMFI intends to provide the youth with access to quality tertiary and technical-vocational education that can allow them to uplift the economic status of their families and provide the underserved communities with school buildings that have key facilities and equipment.



Newly turned over two-story, four-classroom SM school building at Banisil National High School in General Santos City.

An edifice of hope for BNHS learners, teachers

A school building is more than just a structure with four walls. It is an edifice of hope for the youth, a place that brings them one step closer to achieving a brighter future. This is especially true for students in grassroot communities—where they identify education as a tool in improving their economic status.

This is the reason why SM Foundation (SMFI), despite the challenges brought about by the COVID-19 pandemic, continues to be a catalyst for change, heavily investing in the education sector.

In February 2021, the foundation, together with its partner, SM Prime Holdings Inc. (SM Prime), turned over its 103rd SM school building to Banisil National High School (BNHS) in General Santos City in Mindanao.

The newly constructed two-story, four-classroom school building is designed to withstand disasters such as earthquakes or typhoons, just like the other school buildings it has built in other parts of the country. Aside from the building's disaster resilient features, it is also equipped with four sets of teacher's table/chair, 16 wall fans, eight concave panoramic whiteboards, four wall clocks, and four washrooms with flush toilets and

washbasins. The building was also supplied with 200 armchairs, where 10 % are specially made for left-handed students.

For the comfort of differently abled students, a ramp leading to a spacious PWD washroom has been added, with handrails, flush toilet, washbasin, and a concrete tiled bench. The SM School building also comes with a clinic that doubles as an isolation room and a guidance room. There's also a book



SMFI installed a handwashing facility to promote proper hygiene and fight the spread of harmful viruses.



The student armchairs and teacher's desk set were made by the members of the Foundation for These-Abled Persons.

corner, which intends to improve the reading and comprehension of the learners.

To promote proper hygiene and to prevent the spread of harmful viruses, SMFI also installed a 10-faucet handwashing facility, with a 500-liter water tank in the school compound. There's also a dedicated green space for students, which intends to promote environmental consciousness.

In addition to the facility, SGV & Co. donated 10 laptops for the teachers of BNHS, which has proven to be vital in holding their virtual classes during the pandemic.

While students are still learning remotely at home at the moment, they would be happy to know that a place conducive for learning is waiting for them once face-to-face classes resume.

SCHOOL BUILDING PROGRAMS

Public school students served on single shift classes **17,300**

School buildings donated/constructed **103**

Classrooms built **346**

School buildings repaired **6** to date

COLLEGE SCHOLARSHIP

Current Scholars

1,322

250

of whom
are new
SM scholars for
SY 2021-2022



Graduates (Last SY)

219

TECHNICAL VOCATIONAL SCHOLARSHIP

Current Scholars

70

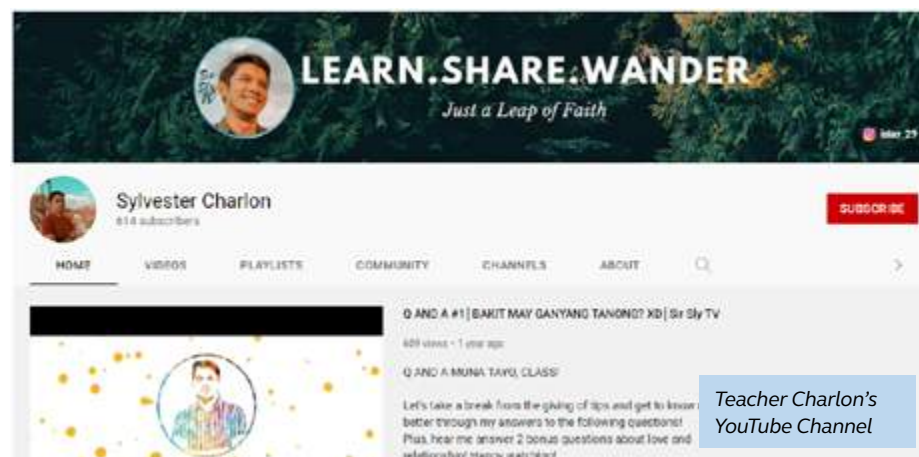


Graduates (2021)

350



SM scholar alumnus Sylvester Charlon with his students



Teacher Charlon's YouTube Channel

SM scholar alumni continue to live by SMFI's principle

The SM Foundation does not only measure the success of its scholarship program by the number of students it has managed to help. For them, it's also the kind of people that the scholars become after they graduate.

To this end, the SM scholarship program has been a resounding success. Proof of this are SM scholar alumni Sylvester Charlon and Darmae Tan, who, years later still carry with them the principle instilled in them by SMFI—which is “People Helping People.”

These scholars have blossomed into well-meaning citizens who opted to go the extra mile in order to help others, especially during the COVID-19 pandemic.

Through the SM scholarship program, Charlon finished his bachelor's degree in secondary education with a major in Biology from the Philippine Normal University in 2010. He is now a public school teacher at North Fairview High School in Quezon City.

Committed to continuing Tatang Henry Sy Sr.'s legacy of supporting and empowering people through education, he created a YouTube channel (Sir Sly TV) to help students understand their lessons via digital



SM scholar alumnus Darmae Tan

“This is exactly how SM Foundation helped me. Aside from the financial help that they extended for my college education, they also helped me develop myself and figure out what I wanted my future to be like—which is to extend a helping hand to others and spread social good in my own community.”

technology.

Charlon has become rich with knowledge, values, and experience because of his time as a scholar with SM Foundation (SMFI). “People helping people: That is the founding principle of SM Foundation and I carry that principle with me in my journey as a teacher,” he said.

Another SM scholar alumni is Darmae Tan, who finished a computer science degree from the University of the Philippines-Cebu. Now a mother of two, Darmae is busy managing her eight-year-old software development company, MYT SoftDev Solutions, Inc. as well as her latest venture, ErrandBoy.PH.

ErrandBoy.PH provides on-demand help such as courier, purchase and bills payment service for people who are either too busy or have limited mobility. The first employees that Tan hired for her new company were displaced workers, mostly from the hospitality industries that were affected by the pandemic. Tan envisions ErrandBoy.PH as a tool in helping people have time for more important things in life such as spending more time with their families.

“This is exactly how SM Foundation helped me. Aside from the financial help that they extended for my college education, they also helped me

develop myself and figure out what I wanted my future to be like—which is to extend a helping hand to others and spread social good in my own community,” Tan said.

Tan has always branded herself as a product of SMFI's social good advocacy. She even shares her experience as an SM Scholar with her children in order to teach them the importance of quality education and appreciate the things that they have.

“To always pay it forward” is the greatest lesson she learned from being a scholar, which she still applies to both her professional and family life with no fail until today.

SM scholar alumna
Carissa De Leon Cruz



SM scholar alumna becomes an agent of peacebuilding in conflict affected areas

One of the distinct characteristics that SM scholars possess is that they always uphold excellence in their respective chosen fields. Carissa Cruz, one of SM Foundation's scholar alumni, shared during a kumustahan session how she continues to strive for excellence at work and in life in general.

Looking back, Carissa recalled how their family struggled to make ends meet as her father (a house painter) and mother (a seamstress) both have unstable sources of income. "With my four brothers and myself, we were aware how difficult our finances were—to the point that we can't even buy a door for our house. I started working at 10 years old as a babysitter during my Elementary School days and subsequently as a bookkeeper for my Aunt's bakery to finance my own High School education. And since I believe that college education will spark a better future for me and

my family, I applied for the SM Foundation Scholarship Program."

Through the SM group's scholarship program, Cruz finished BS Accountancy as magna cum laude at Meycauayan College in Bulacan and became a certified accountant in 2014. "I am the first professional in my family. Quoting the man who supported my college education, the late Tatang Henry Sy, Sr, 'If you will it, it can happen.' True enough I was able to finance the education of my two younger brothers—one, now finished BS Marketing at Jose Rizal University while the other is currently taking up BS in Computer

Engineering at the Polytechnic University of the Philippines."

Since 2014 she has worked as an accountant, tax adviser, external auditor, financial controller, quality management reviewer and lead internal auditor for private companies. She has also volunteered as a Peace Advocate on the side to help and give back to the country.

Just recently, she was appointed Director IV under the International Cooperation and Partnership Department at the Office of the Presidential Adviser on the Peace Process (OPAPP)—an Executive



SM scholar alumna Carissa (2nd from right, 1st row) with her parents and siblings



Office under the Office of the President—where she found a greater purpose of serving her countrymen. Part of her current role is strategizing initiatives that will push social development in conflict-sensitive and war-torn areas in Mindanao such as Marawi and Zamboanga.

She is currently finishing her Juris Doctor degree at the De La Salle University-Bonifacio Global City, and intends to combine her skills in finance, legal, and peace advocacy to become an effective agent of change. For her, being equipped with the necessary technical knowledge will enable her to create programs

and policies that will push lasting peace in Mindanao. She is also a staunch advocate of transparency and accountability. She wants to be instrumental in eradicating corruption in the government.

She gave a reminder to all aspiring SM scholars, "Please keep in mind that real success requires calculated steps and informed choices; it demands education, the right amount of passion and commitment, persistence, grit, and patience. Continuously innovate yourself and learn. When you stumble, which surely you will, just continue to move forward. Because it will lead you to greater things in the future."

"I am the first professional in my family. Quoting the man who supported my college education, the late Tatang Henry Sy, Sr, 'If you will it, it can happen.' True enough I was able to finance the education of my two younger brothers—one now finished BS Marketing at Jose Rizal University while the other is currently taking up BS in Computer Engineering at the Polytechnic University of the Philippines."



Embracing the new normal

With the threats of COVID-19 still looming large, SM Foundation (SMFI) ensures to deliver its events the new normal way. This shows how adamant SMFI is in spreading social good despite the pandemic that we are facing, without compromising the safety of its personnel and beneficiaries.



One good example of this is how SMFI's education team reaches its scholars in the time of pandemic. From its fully digitized application process, examination, and home visits, the SMFI education team also holds its gatherings through the digital space.

In 2021, SMFI awarded scholarship grants to 250 college freshmen (for SY 2021-2022), as well as an additional 20 tech-voc scholars under the SM-Pasay Technical-Vocational Scholarship Program, via digital conferencing platform

Of the 250 new college scholars, 40% were from the National Capital Region and 60% were from the provinces across the country. This brings the total current number of SM college scholars to more than 1,300.

Under the flagship program of SMFI, scholars enjoy full tuition and miscellaneous fees subsidy. They

also receive a monthly stipend and are exposed to various enrichment activities and job opportunities at SM malls during their semestral or Christmas breaks. After graduating, they also get the chance to land gainful employment in any of the companies under the SM group.

On the other hand, the 20 tech-voc scholars were chosen under a collaborative program of the SM Prime Holdings, Inc. (SM Prime), SM Foundation (SMFI), Don Bosco One TVET Phils. Inc., and the city government of Pasay.

SM Foundation continuously adapts to the ever-changing conditions of the society—keeping in mind its primary goal of improving the lives of Filipinos, especially those in its host communities. SMFI sees the present digital interventions that we are now accustomed to as effective venues in delivering its social good mandate.





SUSTAINABLE AGRICULTURE

The Kabalik sa Kabuhayan (KSK) on Sustainable Agriculture intends to bring modern and sustainable farming skills in both rural and urban communities—providing farmers and their families with food security and agri-based economic opportunities.



Pasay farmers graduate from SM's sustainable agriculture training

Even before food security became a global concern with pervasive local impact, SM patriarch Tatang Henry Sy had recognized that the country's farmers are some of the most underserved sectors of the society. He recognized that small-scale sustainable farming is a key to food security.

The people who run the SM Foundation (SMFI) today have carried on with this belief until today.

Educating people on farming couldn't have come at a better time. Even today, having food on the table remains to be a primary concern in the day-to-day lives of Filipinos.

This is where SMFI's Kabalikat Sa Kabuhayan (KSK) program comes in. It's a project that provides agricultural knowledge to small farmers, helping

them become more self-sufficient.

Most recent graduates of the foundation's KSK program include 50 urban farmers from Pasay City under its Batch 225-A (Brgy. 144) and 225-B (Brgy. 198). The farmer-graduates underwent a 14-week long agri-training program that taught them basic and advanced organic farming techniques and agripreneurship.

The effort was made possible through a sustained social good collaboration

between the SM Prime Holdings (SMPH), SMFI, City Government of Pasay, Technical Education and Skills Development Authority (TESDA), Department of Agriculture (DA), Department of Social Welfare and Development (DSWD), and the Department of Trade and Industry (DTI).

Aside from giving them the knowledge on urban farming, graduates of the program also receive a KSK Farmer Starter Kit composed of a trowel,



transplanter, cultivator, garden sprayer and pruning shears, which should help them in their urban farming endeavors. SM Prime also provides a livelihood grant for each farmer group for them to be able to start their own agri-enterprises.

The KSK program has come a long way since it started introducing sustainable agriculture to thousands of Filipinos in grassroots communities in 2007. Fifteen years later, the KSK program is an unmitigated success—bringing sustainable agriculture and

farming skills to more than 28,550 farmers in more than 900 cities/municipalities nationwide, in both rural and urban communities.

SMFI knows that Filipino farmers are very dynamic. That all they need sometimes is a welcome opportunity to prosper. By equipping farmers with modern and sustainable agricultural techniques, the KSK program helps families have nutritious food and the peace of mind that they will always have something to eat.

KABALIKAT SA KABUHAYAN

2021 Graduates
448



2021 No. of
Cities / Municipalities
9



12 2021 No. of
Barangays



SM Asensong Pinoy
Apprenticeship Program 2021

19
beneficiaries





KSK farmer graduate Jeffrey Toleran

Davao teacher touches lives through agriculture

When high school teacher Jeffrey Toleran attended SM Foundation's Kabalikatan sa Kabuhayan (KSK) on Sustainable Agriculture in 2019, he knew little about farming. But because of his passion and grit in advocating for sustainable agriculture, he was able to reap not just fruits and vegetables, but awards and recognitions too—mainly for his efforts in educating his community about the importance of farming to achieve food security.

As Gulayan Sa Paaralan Coordinator at Emilio Ramos National High School (ERNHS) in Davao City, Teacher Toleran wanted to equip himself with the skill sets needed to run their school's gardening initiative. This is the reason why he joined SMFI's KSK training program under Batch 211 three years ago.

Armed with new knowledge from the KSK program, this teacher-farmer established a Junior Farmers organization at their school to teach learners about farming.

"Nais kong ibahagi sa aking mga estudyante ang kaalaman na natutunan ko mula sa KSK ng SM. Nagpursigi akong turuan sila kung paano sisimulan ang pagtatanim hanggang sa pag-ani. Natutuwa ako dahil nakikita kong sila ay natututo at nagbabahagi rin ng kaalaman sa iba," he said.

To his astonishment, many parents came forward to express interest in learning about farming after seeing the passion for agriculture of their children. He accommodated their request without hesitation,

knowing that it would be a big help to the parents of his students, who are mostly beneficiaries of the Department of Social Welfare and Development's (DSWD) Pantawid Pamilyang Pilipino Program (4Ps).

Not long after, other schools in their area noticed Toleran's skills in farming. This became a platform for him to expand his agri-mentorship program for his fellow teachers.

With what he had planted in their school with their Gulayan sa Paaralan project, Teacher Toleran



Carrying his wits and determination, KSK farmer Jeffrey holds an agri-training for students and teachers.



Emilio Ramos National High School's gulayan, under the supervision of KSK farmer Jeffrey, received awards and recognitions.



KSK farmer Jeffrey together with his students at their school's gulayan

was recognized for his efforts on the regional level.

"Hindi ko rin akalain na sa lahat ng aking nagawa ay gagawaran ako ng parangal at mananalo pa ang aking gulayan sa iba't ibang kategorya. Ginawaran ako bilang Lunhaw Awardee at nakakuha ng 1st place sa Cluster Level, 1st place sa Division Level, at 3rd place sa Regional Level Gulayan sa Paaralan," he said.

To sustain the advocacy that he started at ERNHS, Toleran expanded his platform and established the Barangay Angliongto Organic Practitioner Association (BAOPA) in his community. Registered at the City Agriculture of Davao, the agri-

based organization aims to encourage individuals to start their own garden at home and provide food security especially in marginalized areas.

"Natutuwa ako na makitang hindi na ako nag-iisa sa pagtupad ng aking mga layunin. Mula sa 'ako', ngayon ay naging 'kami' na dahil sa asosasyong ito. Sa kasalukuyan patuloy ang aming mga programa na may kinalaman sa pagtatanim at hindi kami nagsasawang tumulong dahil nais naming ibahagi sa iba ang kahalagahan ng pagtatanim - lalong-lalo na sa krisis na kinahaharap natin sa kasalukuyan," Toleran concluded.

"Hindi kami nagsasawang tumulong dahil nais naming ibahagi sa iba ang kahalagahan ng pagtatanim - lalong-lalo na sa krisis na kinahaharap natin sa kasalukuyan."



HEALTH CARE

Under its Health and Medical Programs, SMFI upgrades public health centers in its host communities, complemented by its medical caravans across the country.



SMFI program officer Dalfhen Samson together with a Philippine Red Cross volunteer during the SM blood donation drive in SM Megamall.

Turning compassion into action

Participating in a blood donation drive is perhaps one of the most heroic actions a person can do in his or her lifetime. After all, blood transfusion quite literally helps save lives in medical emergencies.

To help address the depleting supply of blood in the country, the SM Foundation regularly conducts its blood donation drive in SM malls nationwide.

In 2021, the SM Foundation conducted bloodletting activities in 96 sites—collecting a total of 2,812 bags.

One blood bag donation can help save as much as three lives as the collected blood can be separated into three components: red blood cells, plasma, and platelets. In many instances, only one of these components are needed by a recipient.

Aside from boosting the country's blood supply, the social good activity

also intends to promote volunteerism among employees, partners, and customers—giving them a sense of deeper purpose and a chance to extend someone else's life entirely. In addition, regular blood donation is linked to lower blood pressure and a lower risk for heart attacks, which help reduce cardiovascular risk factors for the donors.



SM blood donation drive in SM Megamall.

The bags of blood collected at every bloodletting activity reduces the dependence on paid blood donations, which is often sourced from commercial blood banks. A bag of blood is not cheap, costing as much as P1,800.

This social good effort is spearheaded by the SM Foundation in collaboration

with the SM medical services, the Department of Health-Philippine Blood Center (DOH-PBC), Philippine Red Cross (PRC). The activity is in line with the Republic Act No. 7719, or the National Blood Services Act of 1994, which encourages and promotes voluntary blood donation in order to provide the country with a sufficient supply of safe blood.

SM BLOOD BANK

2021 No. of sites

96



2021 No. of blood bags collected

2,812



2021 MEDICAL MISSION & WELLNESS CENTERS

9

Medical missions conducted

4,412

Patients served in medical missions

1

Health & Wellness centers donated

168,000

Patients served in health centers



Seven community health facilities receive much needed upgrades from SMFI, UNIQLO

The importance of access to quality healthcare has never become more important. This is true especially in a world that is still recovering from the dire effects of the COVID-19 pandemic. Community-based healthcare facilities are integral in managing the pandemic, as well as providing primary care to more common illnesses.

In the Philippines, the quality and effectiveness of Barangay Health Facilities varies across regions due to scarcity in resources, both in terms of equipment and individuals manning them. The situation is even worse in low-income communities.

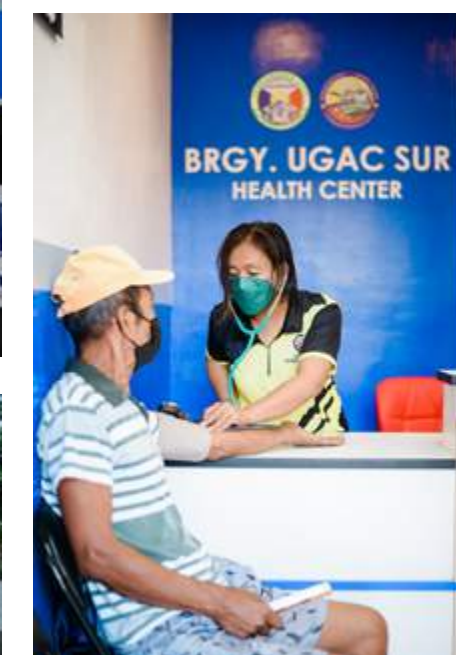
Almost 60% of the respondents in the country who sought medical care utilized public health facilities—and

a big chunk went to a community health center or a barangay health station, according to the Philippines National Demographic and Health Survey in 2017.

This makes the partnership between SM Foundation and UNIQLO with parent company Fast Retailing Co., Ltd even more meaningful. Together, they helped build and improve seven

health clinics around the country.

UNIQLO and SMFI have collectively renovated and turned over seven health and wellness centers: the Montalban Infirmary Hospital in Rodriguez, Rizal; Barangka City Health Center in Marikina City; Brgy. Ugac Sur Health Center and Brgy. Bagay Health Center in Tuguegarao; District 2 Health Center in Cauayan,



Isabela; Brgy. San Roque Health Station in Camarines Sur and Brgy. Bolo Health Center in Legazpi City, both in the Bicol region.

Included in the improvements are patients' waiting lounge, reception area, outpatient department, male and female wards, pharmacy, emergency room, treatment area, birthing facility, mobile play cabinet for children, and a laboratory, among others. Each health center is stocked

with basic medical equipment.

Furthermore, SMFI highlighted that working with like-minded institutions brings businesses, people, and organizations together in a more meaningful way. The seven clinics and health centers are just a fraction of the more than 170 health facilities that SMFI have renovated over the years under its Health and Medical programs.

DISASTER RESPONSE

Through SMFI's Operation Tulong Express (OPTE), the CSR arm was able to provide timely relief to disaster-stricken communities especially in areas where SM operates.



PRC Secretary General Elizabeth Zavalla, SM Foundation Executive Director for Health and Medical Programs Connie Angeles, and PRC Chairman Richard Gordon during the turnover of the PSM donation from SM Foundation to the Philippine Red Cross.

The power of collective efforts: SM's Operation Tulong Express

In times of calamities, SM is almost always one of the first responders that provide immediate relief to affected individuals and families. Through its corporate social good arm, SM Foundation (SMFI), SM activates Operation Tulong Express (OPTE) as the need arises.

Just before 2021 ended, Super Typhoon Odette struck the country and left thousands of families homeless—and hopeless. Staying true to its commitment, SM Foundation, together with SM Supermalls, SM Markets, and other SM affiliates and partners, immediately mobilized its disaster response.

No one left behind

To provide immediate relief, more than 38,100 Kalinga packs were distributed for the victims of the typhoon. The said Kalinga packs consisting of rice, bottled water,

and other basic essentials were distributed to around 35 barangays in the Visayas-Mindanao region, which were heavily devastated by typhoon Odette. Included in the recipient areas are Butuan, Cebu, CDO, Iloilo, Palawan, among others.

The relief operations became part of SM's Christmas drive, "100 Days of Caring," which was launched in September and aimed at giving back to various communities and groups in need during the holiday season. The humanitarian response to Odette began almost as soon as the super typhoon hit.

"We are one with the nation in bringing normalcy back to the lives of families affected by Super Typhoon Odette in the VisMin region. It's already part of our culture in SM to always extend a helping hand to those in need, especially in grassroot communities," SMFI executive director Debbie Sy said.

Highlighting the *Bayanihan* spirit

Aside from its relief efforts under OPTE, SMFI also partnered with the Philippine Red Cross in providing aid to families affected by typhoon Odette



Employee volunteers and community partners distribute Kalinga packs to families affected by Super Typhoon Odette in Brgy. Binaliw, Cebu City.



SM Supermalls, SM Foundation, Inc. and SM Cares provide Kalinga packs to the affected Aeta Community and residents of Brgy. Lanit, Jaro, Iloilo City.

through the donation of P5 million. The cheque donation was turned over to PRC Chairman Richard Gordon and PRC Secretary General Elizabeth Zavalla. Through this initiative, SM hopes to reach more affected families by partnering with other humanitarian organizations to fast track and meet the post disaster needs in critical areas.

Sy further expressed her gratitude to all partners and SM employee-volunteers who went the extra mile and dedicated their time and efforts for the mobilization of OPTE.

"As a company that has been committed to social good since it was founded, it is part of SMFI's vision to engage our employees through volunteerism. Regardless of their location or role, our volunteers are all about giving back—spreading social good in the communities where they personally live and work. We thank our employees and partners for collaborating with us in aiding those who were affected by the typhoon. Through our collaborative efforts, we will be able to help our countrymen rise above this crisis," Debbie Sy said.

OPERATION TULONG EXPRESS

2021 OPTE Conducted

167



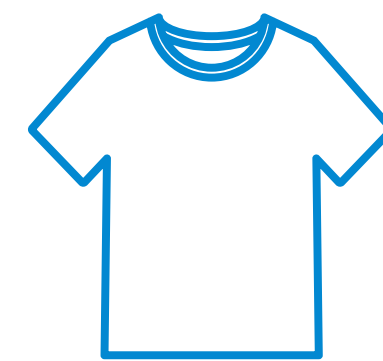
2021 Kalinga Packs released

101,657



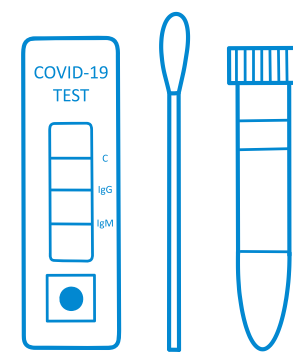
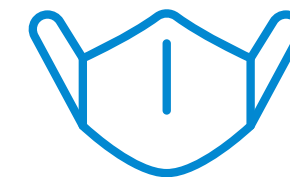
Our COVID Response

To help control the spread and address the impact of COVID-19, SM assumed an active role in assisting in the country's pandemic response.



44,252
Crew Neck Shirts

14,400
Airism
Masks

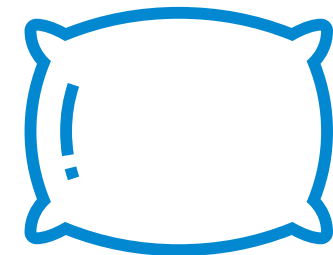


5,500
Covid Kits



1,900
Mattresses
and Linen Set

500
pillows

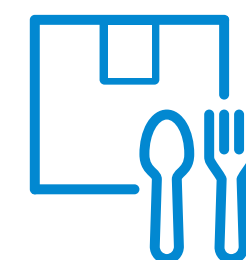
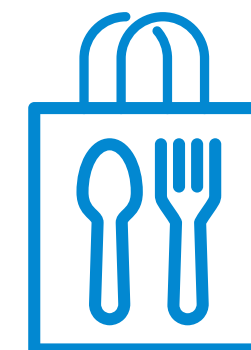


2.5M Cash Donation
for Cebu Private Hospitals



1,350
Kalinga
Packs

600
Food packs*



805
Boxes
food packs**

144
gallons/
140
bottles
alcohols



*health care workers

**military and health care workers

Our Board of Directors



Jose T. Sio
Chairman / President

Jose T. Sio serves as the Chairman of the Board of SM Investments Corporation. Now on his 32nd year with the SM group, he has been instrumental in growing the business through sound fiscal management and strategic investments. Like Tatang Henry Sy, Sr., his advocacies are also in education and in social work.



Felicidad T. Sy
Trustee

Felicidad T. Sy is commonly known as “Nanang” to the SM family and among the SM scholars. Her advocacy is on holistic well-being which stems from her motherly heart. While her focus in SM Foundation is the physical health and wellness of the communities, her personal foundation, the Felicidad T. Sy Foundation focuses on spiritual well-being and programs supporting the Catholic church and its activities.



Teresita T. Sy
Vice Chairman / Trustee

Teresita T. Sy is the eldest child of Henry and Felicidad Sy, who serves as Vice Chairperson of SM Investments Corporation and Chairperson of BDO Unibank, Inc. With her diverse expertise in retail merchandising, mall, and real estate development, banking and finance, Tessie continues to put forward her advocacy for SM to create shared value for the communities it serves.



Harley T. Sy
Trustee/Treasurer

Harley T. Sy is the Executive Director of SM Investments Corporation. He is a Director of China Banking Corporation and other companies within the SM Group, and Adviser to the Board of Directors of BDO Private Bank. He is the Co-Vice Chairman and Treasurer of SM Retail Inc. He holds a degree in Bachelor of Science in Commerce, Major in Finance from De La Salle University.



Deborah Pe Sy
Executive Director / Trustee

Deborah P. Sy serves as the Executive Director of SM Foundation. Together with her husband, Harley T. Sy, she personally supports college and technical-vocational scholars. Under her leadership, SM Foundation has professionalized its management and financial systems and has expanded its reach in education, health and wellness, sustainable agriculture, and disaster response.



Paulino Y. Tan
Trustee

Dr. Paulino Y. Tan is known for his pioneering work in Information Technology education in the Philippines. Among his many engagements as Board Member of various organizations, he serves as Non-Executive Trustee of Asia Pacific College and SM Foundation.



Ramon Gil S. Macapagal
Trustee

Engr. Ramon Gil “Chito” S. Macapagal is a consultant of Corporate Affairs and Sustainability at SM Investments Corporation. He brings with him almost 40 years of experience from Unilever in various roles. He is a member of the Board of Trustees and also an adviser to the program heads of SM Foundation.



Lydia B. Echauz
Independent Trustee

Dr. Lydia B. Echauz has over 45 years of affiliations in the field of education in the Philippines and Southeast Asia. Among her various appointments as Director and Trustee, she serves as Trustee for Henry Sy Foundation, Felicidad T. Sy Foundation and SM Foundation.



Arlene C. Keh
Adviser to the Board

Arlene C. Keh holds a Master’s degree in Business Administration from the J.L. Kellogg Graduate School of Management, Northwestern University, Chicago Illinois, USA. She serves as the Adviser to the Board of Directors of SM Foundation, Inc. She is a Co-Founder of the World Surgical Foundation Philippines, and serves as a Director in the Boards of 8990 Holdings Inc., C-5 Mansions Development Corporation., Asian Appraisal Company Inc., Foghorn Inc., My Shopping Lane Cebu Corporation., and the Foundation for Professional Training Inc. She is a Commissioner of the Philippine College of Surgeons Commission on S.U.R.E., and Adviser to the Board of the Subdivision and Housing Developers Association. She occupies the position of President of CG&E Holdings Corp, President of Bellefonte Properties Inc., President of Cypress Grove Estates Corp., President of CGE South Hills Ventures, Inc., Managing Director at Ceres Homes, Inc. She also holds various officer appointments and Board positions in several other companies.



Arthur A. Sy
Corporate Secretary

Atty. Arthur A. Sy concurrently serves as the Senior Vice President for Legal at SM Investments Corporation. He brings with him 25 years of professional legal experience, helping SM Foundation anchor its policies and procedures on good corporate governance.



Awards and Recognitions received in 2021

Your SM Foundation is a dynamic and spirited organization. To effectively implement and sustain our social good programs, we believe in continuous innovation and sustained communication to keep up with the changing times and situation.

We are humbled with the recognition given by various stakeholders. They not only celebrate the work that we do, but more importantly, they inspire us to strive harder in spreading social good and make a positive impact on the lives of Filipinos.

Philippine Quill Awards

- Excellence Award : Communication Management | Community relations | Spreading #socialgood amidst COVID-19
- Excellence Award: Communication Management | Corporate Social Responsibility | Spreading social good amidst COVID19
- Excellence Award : Communication skills | Audio/visual | SM Foundation Newsletter special edition: We care
- Excellence Award : Communication skills | Publications | SM Foundation newsletter special edition: We care
- Merit Award : Communication skills | Social media programs | SM Foundation: Spreading #socialgood stories online
- Merit Award: Communication Management | Community relations | SM Foundation: Spreading #socialgood
- Merit Award: Communication management | Corporate Social Responsibility | SM Foundation: spreading #socialgood



Anvil Awards

- Silver Award : Public Relations Tools – Social Media Programs | SM Foundation: Spreading #SocialGood Stories Online
- Silver Award: Specialized Public Relations Programs – COVID-related PR Programs with Tools | SM Foundation: Spreading #SocialGood Amidst the Pandemic
- Silver Award: Public Relations Programs Directed at Specific Stakeholders - Community | SM Foundation: Spreading Social Good
- Silver Award: Public Relations Programs on a Sustained Basis | SM Foundation: Spreading Social Good |

Your SMFI also received various plaques of recognition from our social good partners:

- Philippine Army : Pagdamay at Pagbangon Plaque | Relief operations
- Philippine Army : Command Plaque | Relief operations
- City Government of Tuguegarao : Relief operations
- Department of Social Welfare and Development - Region III & X: Salamat Po Award | Sustainable agriculture and relief operations
- Armed Forces of the Philippines: Support for AFP Civil Relations Service
- Armed Forces of the Philippines - Health Service Command: COVID-19 response

Your Team SMFI

Management Team

Eleanor Lansang,
SAVP for Education Programs

Engr. Ramon Gil Macapagal,
Trustee

Debbie Sy,
Executive Director

Juris Soliman,
Head, School Building Program

Connie Angeles,
Executive Director for Health and Medical programs

Connie Cadelina,
VP for Accounting

Carmen Linda Atayde,
Executive Director for Education Programs

Cristie Angeles,
AVP, Outreach and Livelihood Programs



Education Team

Carmen Linda Atayde

Eleanor Lansang

Juris Soliman

Renzelle De Guzman

Gregorio Baclea-an Jr.

Marr Laurie Bringas

Cyear De Lara



Your Team SMFI

Health and Medical team

Connie Angeles

Dr. Maria Blesilla Bertos

Albert Uy

Dalfhen Samson

Roma Hierro

Rolando Sagun



Outreach and Livelihood Team

Cristie Angeles

Shiela Marie Bahoy

Jennelyn Lizardo

Kathleen Agbannawag

Edgar Nava

Arlou Jee Dalisay



Your Team SMFI

Accounting and Administration team

Connie Cadelina

Julie Ann Cipriano

Katherine Virrey

Jennifer Ocampo

Mary Jane Reyes

Anthony Francisco

Febe Anne Villanezo

Lynneth Gelilio

Kate Silverderio

Glen Dela Cruz



Communications and Sustainability team

Engr. Ramon Gil Macapagal

Victor Persius Chan

Rhoyal Ancheta

Neny Regino

Santiago Vibandor





SMFoundationInc

3/F Bayshore, SM Retail Headquarters, J.W.
Diokno Blvd. corner Bayshore, MOA Complex, Pasay City, 1300, Philippines
Tel. No. (632) 8857-0100 loc. 1678

For more information,
visit www.sm-foundation.org
For inquiries, please contact
smfiadmin@sm-foundation.org

