



FOUNDATION

JAN - MAR 2020

Thank you,  
our courageous  
frontliners!

We  
Care.



**#SocialGoodStories**

Stories of **love**,  
**kindness**, **courage**  
and **service**

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# Disaster Response



## SM mobilizes medical missions in Taal evacuation center

As part of the SM Group's continued effort to bring aid to the victims of the Taal volcano's unrest, SM Foundation, SM Retail, and Watsons partnered to launch a series of medical missions in Lipa, Batangas.

The mission started at the Canossa Academy in Lipa on January 17 where the affected families, composed of kids, adults, and senior citizens were able to avail of free medical check-ups. The mobile clinic also offered free X-Ray and electrocardiogram (ECG) exams. The patients also received free medicine.



SM Retail and Watsons' employees volunteered to distribute bottled water, masks, relief goods, and hygiene kits including shampoo, soap, toothpaste, toothbrush, alcohol and sanitary pads.

Through the donations of shoppers, The SM Store distributed to kids the toys collected from the "Share the Magic of Giving Donate A Toy" program.

Residents of Batangas were the hardest hit of the Taal volcano's unrest, which caused ash fall and earthquakes.

## Relief Operations in Batangas

**January 2020** - The SM group together with the Philippine Stock Exchange distributed around 600 relief packs through SM Foundation's Operation Tulong Express for the families affected by the Taal Volcano's unrest in Sto. Tomas and Malvar, Batangas.



# Health and Wellness



## SM Foundation turns over 160th Wellness Center in Butuan

Committed to upgrade health facilities in its host communities, SM Foundation turned over its 160th Wellness Center to the Butuan Medical Center (BMC) in Butuan City.

Part of the renovation are the upgraded Pediatric and Geriatric Ward, reception area, nurses' station, lounge, and new play area for children and comfort stations for the elderly. SM Foundation also provided the BMC with the necessary appliances, furniture, and medical equipment.



For convenience and easy identification of rooms and hospital services, color and number coded signages and directory were put in place. And to make the patients and visitors comfortable, SMFI installed air-conditioning units for each rooms in the health facility.



Through this effort, the BMC will now be able to practice the patient focused-centered care, a holistic health care approach that is respectful of, and responsive to the patient's preferences, needs and values, and ensuring that patient values guide all clinical decisions.

The Butuan Medical Center is a 100 bed capacity – Level 2 LGU-owned hospital serving residents of the provinces of Surigao del Norte & Sur, Agusan del Norte & Sur, and Dinagat Island.



## Making a difference through blood drives

For 2019, more than 800 SM employees and external stakeholders were able to donate blood to the Philippine Blood Center (PBC) through the efforts of SM Foundation.

“Because of these volunteers, we were able to save almost 2,500 lives,” according to Jerick Laxamana, Blood Donor Recruitment Officer of the Department of Health (DOH) – PBC.

Because of SMFI's efforts in spreading social good with PBC, SMFI received the Emilio Aguinaldo Award for its blood drive initiative of almost 1,000 blood units from October 2018 to September 2019. The awarding ceremony intends to recognize the commitment and support of blood donor partners in providing safe, adequate and accessible blood for patients who need them and whose lives were saved.

This year, SM Foundation has already held numerous blood-letting drives in SM malls around the National Capital Region in partnership with PBC from January to February. Both organizations are planning to execute the second round of its blood drives by September this year.



# Education: Scholarship



## SM Tech-Voc Program: Providing Equal Opportunities for All

To complement the efforts of Philippine government and to provide opportunities for the youth in grassroot communities, SM Foundation (SMFI) launched a Technical-Vocational (tech-voc) Scholarship in 2007 - a program that offers full tech-voc scholarships to competent students who are from financially-challenged families.

It is a two-year program that constitutes a curriculum focusing on enhancing the skills of the youth in order for them to gain tech-voc skills and employment in various professions related to services and manufacturing industries.

A recent SM Tech-Voc program graduate, the eighteen-year-old Antonette Henolos enrolled on a usually male-dominated craft - as she is sole female graduate of her class in Machining NC II which consisted of 25 students.

Antonette believes that she can also succeed in a male-dominated workforce. "It's my dream to be successful and be skillful on my craft and maybe have an opportunity to also work and get trained abroad. Machining NC II is a stepping stone for me towards fulfilling my dreams," she said.

Antonette is one of the forty SM technical-vocational scholars who graduated from Don Bosco TVET in Pasil, Cebu last month. The graduates completed their 10-month training and 5-month on-the-job training in Machining NC II and Automotive Servicing NC II.

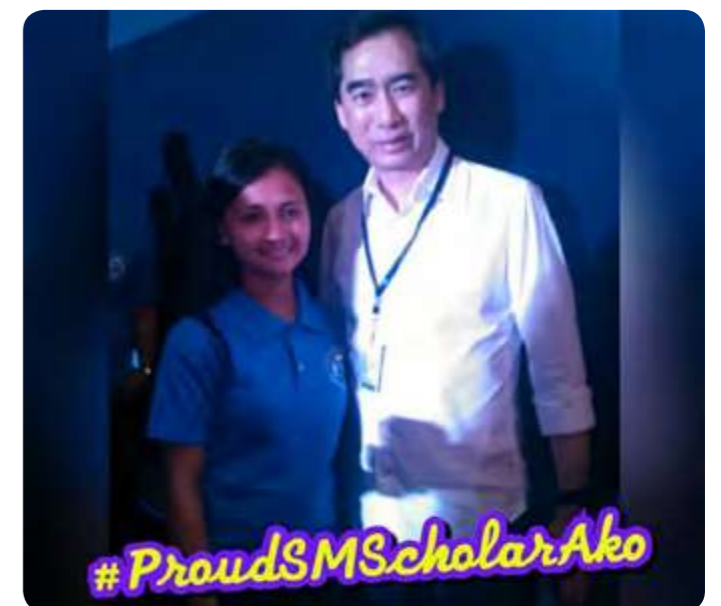


## Grateful SM college scholar shares tales of success

Since it started in 1993, SM College Scholarship Program has already produced almost 3,250 scholar graduates. The program strongly believes that when one family member graduates from college, the scholar can help another sibling go to school and serve as the key to lift their family out of poverty. It aims to help the youth reach their full potential and achieve their dreams.

Dayanne Mercado was an SM Foundation Inc. (SMFI) scholar in 2016. Because of the scholarship, she was able to complete her accountancy course, passed the board exams and is now gainfully employed as Finance Associate of Procter and Gamble Philippines. As a breadwinner, the scholarship enabled her to support the schooling of her six siblings and feed a family of 10 (herself included), since her father died in 2018.

"I am very grateful to the late Tatang Henry Sy Sr. for supporting me every step of the way and for teaching me the proper values in life, which I now hold on to. In my 5 years in college, I paid nothing and I even earned from the summer job program of the SM group for their scholars, which was a big help for my family. Have I not gone to college, I wouldn't get a decent-paying job like the one I have now," Dayanne said.



# Education: School Building



## Mantagbac ES in Daet receives first SM school building in 2020

The students and teachers of Mantagbac Elementary School (MES) in Daet, Camarines Norte were all smiles as they received the two-story, four-classroom school building from SM Prime, through SM Foundation (SMFI), last January 31.

As a strategy, the spaces in this building were further maximized by integrating a clinic and guidance office as well as an area for literacy and numeracy corner. These are on top of the regular features and equipment of an SM school building.



SMFI also installed a handwashing facility to promote proper handwashing among the students, as well as the school personnel. This strategy intends to educate learners regarding the importance of proper hygiene in combating viruses and other sickness. More so, SMFI also installed an overhead water tank to ensure that the school will have an adequate source of water.



## Engaged Learning through SMFI's Literacy/Reading Corners

When launching a new school building for its recipients, SM Foundation Inc. (SMFI) also provides an end-to-end conducive learning experience for the students. The strategy is that each school also comes with a Literacy or Reading Corner where students are engaged with books through interactive storytelling and games. This program innovation intends to develop key skills among students of SMFI Supported schools - such as reading and comprehension, creativity and confidence.

According to SMFI's School Building Program Head Juris Umali, the Literacy Corner was added as an initiative of the Foundation to complement SM Store's "Share-a-Book" program. "We hope that the Literacy Corner will help in promoting the love for reading among students not only during school days but also during vacations. Part of our strategy is to populate the book line-up with all kinds of reading materials and tools that will make reading interesting to students, which also complements the existing reading resources of the school" she shared.



Aside from providing conducive learning environment for students through the construction of school buildings, SMFI's School Building Program, through its literacy corner hopes to contribute in improving the reading and comprehension skills of Filipino students across the country. This is to address the poor performance of the country during the 2018 Programme for International Student Assessment (PISA) – wherein Among 79 participating countries and economies, the Philippines scored the lowest in reading comprehension in the according to the results released in late 2019.



## SM Foundation donates shoes to grade schoolers of Looc ES

SM Foundation (SMFI), in partnership with Bata Philippines and in coordination with Association of Certified Public Accountants in Commerce and Industry (ACPACI) Philippines, donated 400 pairs of shoes and 100 sets of school supplies for the students of Looc Elementary School (LES) in Nasugbu, Batangas last February 29.

This is in line with the Share Shoes Campaign of The SM Store.

Aside from the distribution of shoes and school supplies, ACPACI also organized a fun-filled party for the children in the said grassroots community.



# Sustainable Agriculture



## Spreading #SocialGood Through Agriculture

“Being able to undergo the Kabalikat sa Kabuhayan training is such a big advantage because it sharpened my skills in planting vegetables. Through the program, I learned how to properly prepare the land, make my own organic fertilizer and pesticide - which will result to a bountiful harvest” says Jeffrey Toleran, a teacher of Emilio Ramos National High School (ERNHS) and a graduate of SM Foundation’s (SMFI) Kabalikat sa Kabuhayan (KSK) Farmers’ Training Program in Davao City.

This social good program of SMFI aims to uplift the lives of Filipinos in grassroot communities through sustainable agriculture via technology transfer, product development and farm-market linkage.

“Today, the earnings of Emilio Ramos National High School’s vegetable farm are being used to sustain the needs of the farm and support the schooling of selected poor but deserving students. this only shows that agriculture can also be integrated in schools which may help in mobilizing resources for the school and at the same time, provide healthy and organic food for the community” Toleran said.



## SM Foundation bags two Anvil awards

SM Foundation (SMFI) bagged two honors in the prestigious 55th Anvil Awards held at The Manila Hotel last February.

SMFI received silver Anvil awards for its entries entitled “SM Foundation: Spreading #SocialGood” and SMFI’s 2018 Annual Report “Breaking Boundaries for a Better Tomorrow.”



The Anvil Awards is presented annually by the Public Relations Society of the Philippines in order to recognize outstanding PR Programs and Tools in the country.

## Recognizing our partners in spreading #SocialGoodNews

SM Foundation Inc. (SMFI), led by its program directors, officers and by SM matriarch Nanang Felicidad T. Sy, hosted its first thanksgiving party for its media partners at Vikings, SM MOA by the Bay last November. The sumptuous thanksgiving luncheon served as one of SMFI’s vehicle for sending its gratitude for the media’s unwavering support in spreading its social good news.

During the event, media personalities actively participated in games and fun numbers along with SMFI executives and staff.



## OPTE: COVID-19



## Timeline of SM Group's initiatives in response to the COVID-19 crisis:

### March 18

SM Supermalls President Steven T. Tan announced that it will waive rentals to all tenants nationwide from March 16 to April 14, 2020 to offer them some relief during this unfortunate situation, so that they can in turn lend more assistance to their employees during the period of Community Quarantine.

### March 19

SM Prime's Hans Sy said, "To ensure the safety of medical frontliners, SM is bringing in personal protective equipment (PPE) - face masks, gowns, visors, hoods, gloves, and shoe covers, as well as urgent medical supplies to help government hospitals who badly need them."

### March 20

SM Investments Corporation President and CEO Frederic DyBuncio announced that in support of the Philippine government's efforts to curb the spread of COVID-19 virus, SM employees will be receiving their regular compensation as well as the extension of an Emergency Financial Assistance to its front liners, security guards and janitorial staff during the Enhanced Community Quarantine (ECQ) period from March 16 to April 14, 2020.

The extent of this assistance includes the following:

- All employees will receive their regularly scheduled salaries during the ECQ period without deductions made against their Vacation and Sick Leaves;
- The company's front liners, who comprise the skeletal workforce, will, in addition, be provided with premium pay
- All Security Guards and Janitorial staff will receive financial assistance of PHP5,000 for the period.

## SM Foundation donates first tranche of allocated P100m to PGH

To help battle the spread of Coronavirus Disease 2019 (COVID-19) in the Philippines, SM Foundation (SMFI), the social good arm of the SM Group of companies, turned over the first tranche of its allocated Php 100M donation to the Philippine General Hospital (PGH) on March 20, 2020.

Dr. Gerardo Legazpi, director of PGH, together with his team, expressed their gratitude to the SM Group and Sy family in a video, as they received the cash donation. The donation will be used toward acquiring urgently-needed personal protective equipment (PPEs), test kits, alcohol, and other medical supplies.

Aside from the PGH, the Research Institute for Tropical Medicine (RITM) and other government hospitals nationwide are also set to receive help from the SM Group, through SM Foundation, to fight the COVID-19 crisis in the country.



## SM Foundation, Goldilocks collaborates to bring cheers to our COVID-19 frontliners

SM Foundation (SMFI), in partnership with Goldilocks, brought bread, cakes, and other pastry products to 30 hospitals and medical facilities around the National Capital Region (NCR) in hopes of bringing smiles to the brave and hardworking COVID-19 frontliners.



SMFI and Goldilocks acknowledge the vital and tedious roles of all COVID-19 frontliners and intend to provide them with short relief with its products during the COVID-19 battle. Through the social good partnership, a total of 2,900 buns, 6,200 cakes, and many other pastry products were distributed from March 18-20, 2020.



## SM Foundation turns over medical supplies to hospitals to fight COVID-19

In an effort to help fight the spread of Coronavirus Disease 2019 (COVID-19) pandemic, the SM Group, through its social good arm SM Foundation (SMFI), has committed and initiated the delivery of various medical supplies needed to battle the COVID-19 to hospitals and other medical institutions around Metro Manila and nearby areas.

The donated medical supplies include N95 masks, alcohol, face shields, and sets of N95 masks + goggles, among others.

Among the recipients for SMFI's first tranche of donations are the following: University of the Philippines-Philippine General Hospital; Lung Center of the Philippines; Dr. Jose N. Rodriguez Memorial Hospital; National Kidney and Transplant Institute (NKTI); San Lazaro Hospital; UERM Memorial Hospital; East Avenue Medical Center; Jose R. Reyes Memorial Medical Center; Philippine Heart Center; and National Children's Hospital.

Other recipients include the: Makati Medical Center; The Medical City; Manila Doctors Hospital; Ospital ng Sampaloc; Jose Fabella Memorial Hospital; San Juan Medical Center; Marikina Valley Medical Center; and QualiMed Hospital in SJDM.



This social good effort is part of the earlier announced Php100 million support of the SM Group, through SM Foundation that will be given to government hospitals and other medical institutions. Other initiatives of the SM Group in response to this crisis are the waived rentals of all tenants of SM Supermalls nationwide, continued compensation of their employees, and the extension of an Emergency Financial Assistance to its front liners, security guards and janitorial staff during the Enhanced Community Quarantine (ECQ) period. SM also partnered with Goldilocks recently to bring cakes and other pastry products to COVID-19 frontliners.



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# FOUNDATION

**Let's Spread #SocialGood**

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