



FOUNDATION

2ND HALF 2020 - A

Jane Rose Sison,
one of the 200 new
SM scholars for SY 2020-2021

**We
Care.**



#SocialGoodStories

Stories of love, kindness, courage and service



FEATURED CONTENTS

A-4 **Feature Story:** Chasing her dreams: meet our new SM scholar Jane Rose

EDUCATION: SCHOLARSHIP

- A-6** SM Foundation welcomes 200 new SM college scholars
- A-9** New SM scholars see beyond challenges, aspire for success
- A-10** SM scholar alumni continue to live by SMFI's principle
- A-11** SM Foundation uplifts scholars' economic status through scholarship program
- A-13** SM Foundation extends support to students of The Sisters of Mary Schools

EDUCATION: SCHOOL BUILDING

- A-15** Tanza receives school building from SM
- A-17** SM Foundation holds virtual groundbreaking ceremony for Basud Elementary School in Sorsogon

- A-18** SM Foundation equips Kalalake ES teachers for virtual learning modality

- A-19** SM Foundation highlights importance of handwashing facilities in its programs

KABALIKAT SA KABUHAYAN

- A-21** SM Foundation instills agri-based skillsets in farmers amid the pandemic
- A-22** SM Foundation provides venues for local farmers' social enterprises
- A-24** SM Foundation KSK farmer exhibits resilience amid adversities
- A-24** KSK trainee now gets double yield, income from farm produce

FELICIDAD T. SY FOUNDATION

- A-26** Felicidad T. Sy Foundation: Spreading Social Good through spiritual development programs

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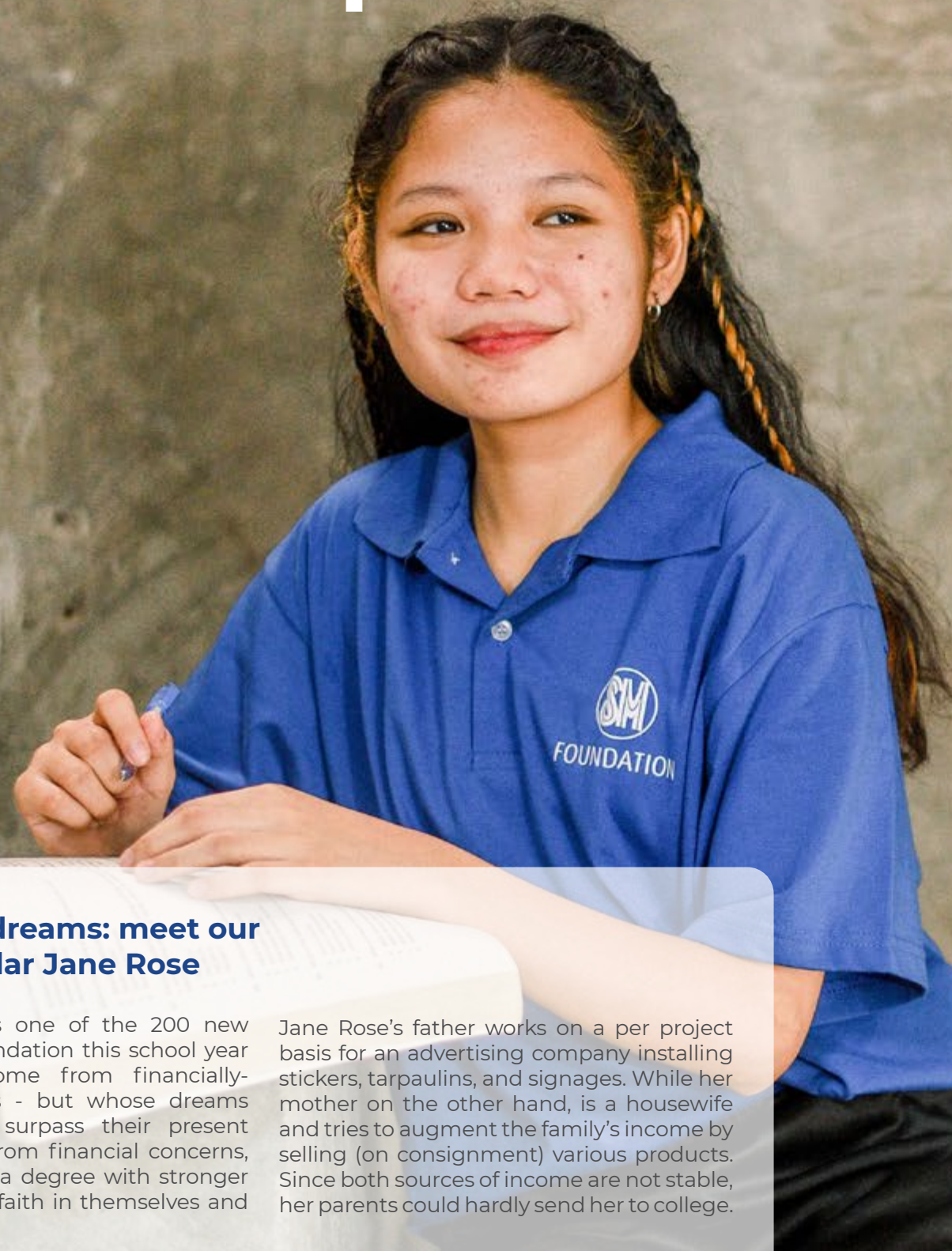
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Education: Scholarship



Chasing her dreams: meet our new SM scholar Jane Rose

Jane Rose Sison is one of the 200 new scholars of SM Foundation this school year 2020-2021 who come from financially-challenged families - but whose dreams and goals in life surpass their present challenges. Freed from financial concerns, they now strive for a degree with stronger determination and faith in themselves and their capabilities.

Jane Rose's father works on a per project basis for an advertising company installing stickers, tarpaulins, and signages. While her mother on the other hand, is a housewife and tries to augment the family's income by selling (on consignment) various products. Since both sources of income are not stable, her parents could hardly send her to college.

During the lockdown, her family had to sell charcoal-broiled food (anything they could afford to cook and sell) in the streets in order fund their day's meal. But since the income from selling street food is not sufficient, they would borrow items from a sari-sari store, their relatives and even loan sharks, which aggravated their already-tight finances.

"We were worried for Jane because we know just how expensive college education is. Before she passed the SM Scholarship Program, we really don't know how we will be able to provide for her studies - or if she will still be able to enter college" said Jane's mother during an interview.

Jane tearfully recalled: "Bata pa lang ako my father would always say 'I will do everything just to provide you with education because that is my only legacy.' So, I told myself I wanted to help by not being a burden to them in getting that college education." Her father said he is proud of Jane Rose because he could see just how focused and how hard she studies her lessons. That Jane is really determined to make something out of herself through education.

"Napaka sipag na bata yan si Jane Rose at kita mo sa kanyang mga mata na gusto nyang makatapos ng pag aaral. Kahit dumilim na, may hawak pa din siyang libro. Lagi syang nakatutok sa pag-aaral nya" Jane's father said.

"When senior high school came, I finished with high honors because of hardwork and with God's grace. I learned about the SMFI scholarship through my classmates and friends who asked me to join them in applying online. We only used my cell phone. Wala po kaming internet so we used the Wi-Fi in our library sa school".



"Sobrang kinabahan ako kasi ang tagal bago ko nakita ang pangalan ko but when I saw it, I just wanted to cry and cry for joy. This is a big help. Finally, I can help my family with this scholarship. When I broke the news to my parents, we were all jumping with joy. Finally makakatulong na rin ako sa family ko" Jane Rose shared.

"Dahil sa scholarship ng SM Foundation, Nawala ung doubt sa puso ko na hindi ako makakapag aral dahil financially challenged ang family ko. Sa Sy family po, sobrang hugog po kayo ng langit. Sana po marami pa kayong matululungang mga kabataan na gustong makatapos ng pag-aaral. Wag po kayong magsawang tumulong kasi sobrang marami po ang nangangailangan sa tulong ninyo.

Jane Rose is currently taking up Bachelor of Science in Accountancy and dreams to be a Certified Public Accountant and a lawyer when she graduates.



SM Foundation welcomes 200 new SM college scholars



Some new SM scholars with their creative “Proud SM Scholar” banners.

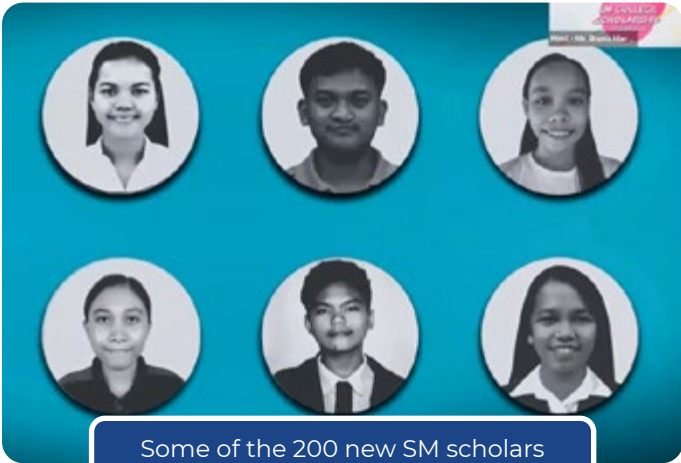
SM Foundation, through its Scholarship Program, officially awarded scholarship grants to 200 incoming college students nationwide for School Year 2020-2021 last August 15 via Zoom platform.

This virtual gathering aimed to officially welcome and orient the new scholars about the benefits of the program, how to maintain their scholarship grants and inspire them to finish their studies through the use of social good stories in order to uplift the economic status of their families.

In addition, SMFI also intended to engage the parents of their scholars in order to promote shared responsibility between SMFI, the scholars and their parents during the academic journey.



REY BUYCO shared his inspiring journey as an SM scholar during the virtual awarding of SM Scholarship



Some of the 200 new SM scholars welcomed this SY 2020-2021

The new SM college scholarship recipients had undergone a tedious screening and selection process bringing the total number of current SM scholars for this school year to 1,300.

During the digital event, Carmen Linda Atayde, the Executive Director for SMFI Education programs stressed the importance of having enrichment activities for their scholars. “Preparing our scholars for a better tomorrow takes more than just sending them to school and handing them cheques. We believe that in order to sustain the engagement of our scholars, we need to regularly conduct regular enrichment and training activities such as the General Assembly, Christmas Party, SM Scholar Recollection, Online Scholarship Platform



SMFI Executive Director Debbie Sy shared a message to the new SM Scholars, “This scholarship is indeed SM’s gift to you. I hope that you will take care of it, study well and work hard so that you will be able to graduate and reach your goals.”

SMFI, through its Scholarship program, provides deserving and qualified students with access to college education and technicalvocational studies since 1993. To date, SMFI has supported almost 5,500 scholars nationwide.

DEBBIE SY
SMFI Executive Director

walkthroughs and Presentation of the Graduates. Through these activities, SMFI is able to further boost the intellectual, emotional and social skills of the SM Scholars. It also enables the SMFI Scholarship team to address the individual needs of each SM Scholar”.

On the other hand, Atty. Eпитacio Borcelis Jr., one of the first scholars of SM, urged the new scholars to strive in their studies, “To all SM scholars, dapat laging magsipag at magtyaga sa buhay, hindi lang sa pag-aaral. When I was young, talagang napakahirap namin. But my mother encouraged us to go to school and finish our studies.”

Dr. Lydia Echauz, SMFI independent trustee, further added that the scholars must also be punctual in their attendance and submitting their schoolwork.

“In order to succeed in life, you need to be determined to finish your study program. It will not be easy, it will not be smooth. But be determined to finish the program. College is very fulfilling and enjoyable if you do your part,” she stated.

As the flagship program of SM Foundation, scholars enjoy full tuition and miscellaneous fees subsidy. They also receive monthly stipend and are exposed to various enrichment activities

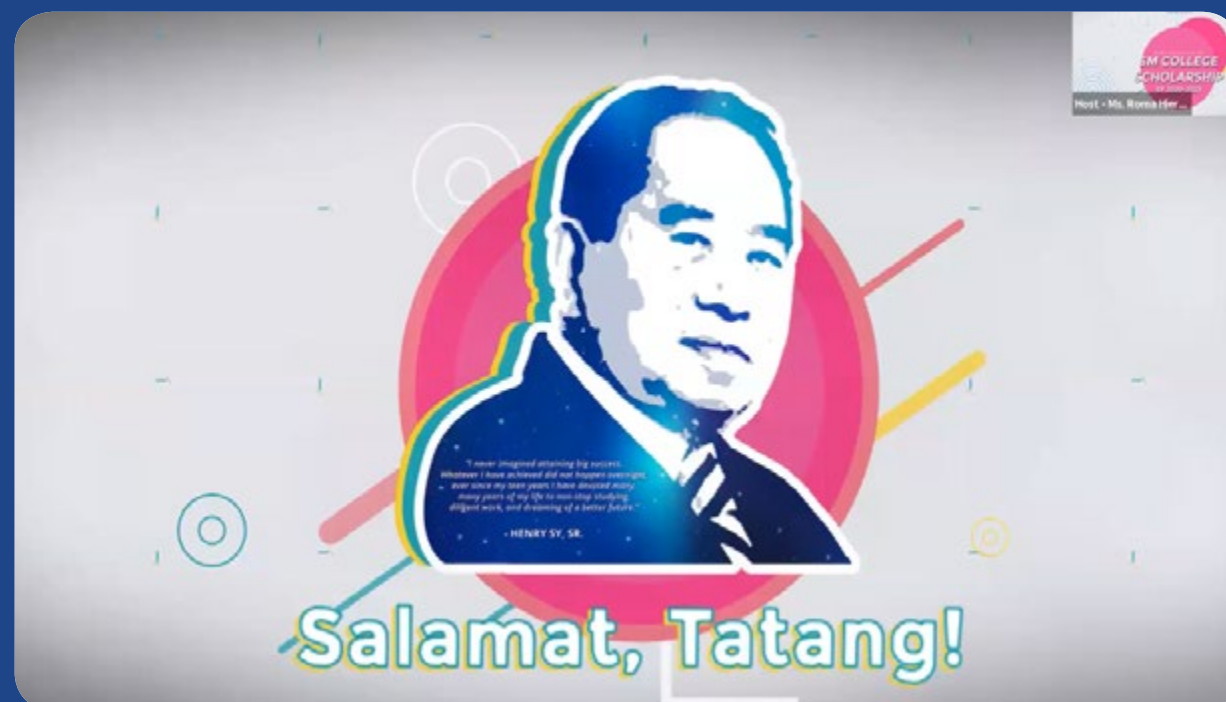
and job opportunities at SM malls during their semestral or Christmas breaks. After graduating, they also have a chance to land their dream jobs in companies within the SM Group.

They are given the option to enroll in around 100 partner schools nationwide under the following field of studies: Computer Science, Information Technology, Engineering (Civil, Electrical, Mechanical, Computer, and Electronics), Education (Elementary and Secondary); Accountancy, and Financial Management, among others.



ATTY. JUN BORCELIS (Upper Left), **DR. LYDIA ECHAUZ** (Upper Right), **MS. CARMEN LINDA ATAYDE** (Lower Left), **MS. LINGLING LANSANG** (Lower Right)

NANANG FELICIDAD SY also graced the Awarding of SM Scholarships virtual event



“Education is key to improving not only your life, but also your family and that of your community”

- **RAMON GIL MACAPAGAL**

*Snippets of the online awarding of SM scholarship

New SM scholars see beyond challenges, aspire for success

At the recently concluded SM College Scholarship awarding virtual event, Atty. Eпитacio Borcelis—one of the very first SM scholars and who is now the senior counsel of SM Investments Corporation—reminded the scholars to strive and persevere not just in their studies but also in life in general.

New SM scholars Jhon Christian Garcia and Jolyn Lachica, both coming from economically challenged families, know the essence of that value to their very core. Even though both will be supported by SM Foundation (SMFI) in their studies, they still thought of ways on how to help their families make ends meet.



New SM scholar **JHON CHRISTIAN GARCIA** (lower right) with his brother and parents

Garcia, a son of a retired security guard and a canteen helper from Bulacan, is an incoming BS computer engineering freshman at National University-Baliuag. In a kumustahan session with the new SM scholars, Garcia narrated how the COVID-19 pandemic affected his family.

“My mother, who currently provides for our family, was not able to work during this pandemic. So I thought of ways on how to earn money to help our family survive this crisis,” Garcia said.

To help his family, he ventured into selling electronic gadgets and accessories online which he gets from a gadget shop for an agreed commission. Garcia shared that the profit may not be that big but still a huge help to address their everyday needs.

“The pandemic made me realize how financially incapable we are. Though it has affected our way of living, my dreams and vision are still intact. This encouraged me more to pursue my goals so my family’s economic status will improve in the future.” he further shared.



SM scholar **JOLYN LACHICA** (2nd from left) with her parents and siblings.

Similar with Garcia, Lachica went into selling during this pandemic, with the help from her mother and sister, “We decided to cook snacks and meals that we can sell in our area. That helped us with our everyday expenses during this difficult time.”

Lachica, a daughter of a security guard and a housewife from Bacolod, is an incoming BS Accountancy freshman at the University of St. La Salle in Negros Occidental.

She said that this crisis did not deter her from going toward her goals, “It actually served as an inspiration to drive myself even harder because I saw how people struggled to survive during this pandemic. I want to be successful and capable of helping my family, and even other people, in difficult times like this.”

Garcia and Lachica are part of the 200 new SM scholars for School Year 2020-2021 whose lives will change as they received the gift of education from SM Foundation.



DARMAE TAN
SM SCHOLAR ALUMNA

Another 2010 SM scholar graduate 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. and her latest venture, ErrandBoy.PH.

ErrandBoy.PH provides on-demand help such as courier service, purchase service and bills payment service for people who are either too busy or have limited mobility because of the government-imposed restrictions to contain the spread of Covid-19. The first employees Tan hired for her new company were displaced workers, mostly from the hospitality industries, affected by the pandemic. Tan envisions ErrandBoy.PH as a tool in helping people have time for more important things in life like time for 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” Tan said.

SM scholar alumni continue to live by SMFI’s principle

SM scholar alumni Sylvester Charlon and Darmae Tan still carry with them this principle instilled in them by SM Foundation—People Helping People. With this culture, both Sylvester and Darmae went the extra mile in order to help others, in their own ways, during this pandemic.

Through the SM scholarship program, Charlon finished his bachelor’s degree in secondary education 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.

Understanding the plight of students in this new normal, Sylvester taught of a way on how to help them. 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 his students with their lessons through this setup.

“My goal is to help students understand their lessons better through my Youtube videos,” he said.



SM scholar alumnus **SYLVESTER CHARLON** with some of his students.

SM Foundation uplifts scholars’ economic status through scholarship program

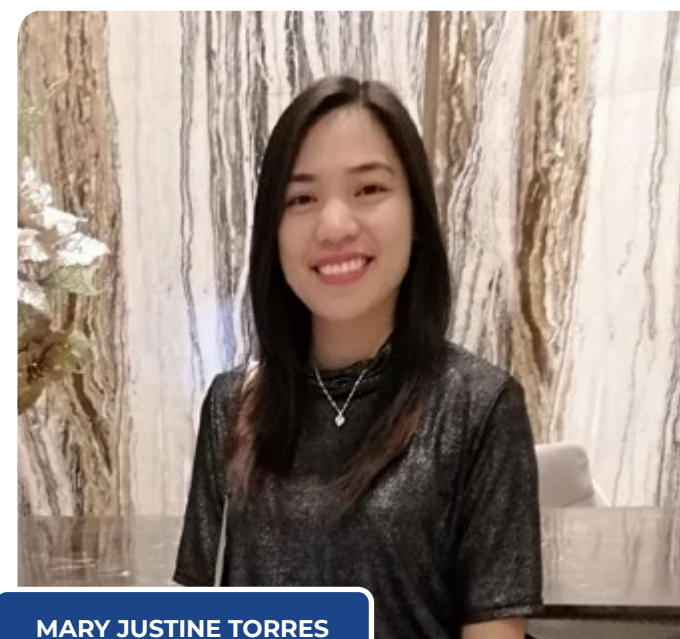
During a recent ‘kumustahan’ with its scholar-graduates, scholar alumni shared their experiences post-graduation and as a member of the country’s workforce.

Mary Justine Torres, an SM scholar alumna and a graduate of BS Commerce Major in Banking and Finance from the National University Batch 2013 recalled how the scholarship from SM helped her in achieving her dreams.

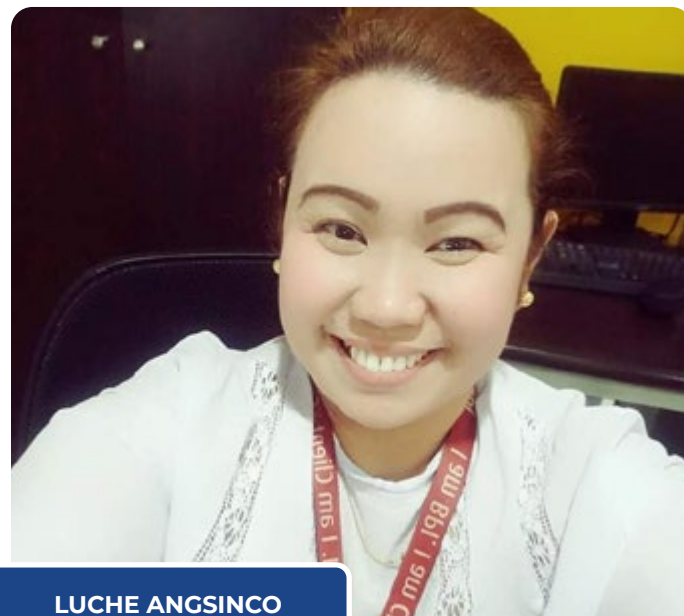
As the daughter of a tricycle driver and a housewife, Mary Justine knew that a good education would be the key to a brighter future for her whole family.

Mary Justine shared with the SMFI Officers one of the most important lessons she learned during her time as a scholar. “Tinuruan ako ng SM Foundation na lalong magsikap at siguraduhing ibigay ang lahat ng makakaya sa anumang bagay na aking gagawin. Ito ay nadala ko hanggang ako ay magtrabaho na,” she further shared.

Mary Justine now works at a multi-national company as a Credit Support Specialist II. Through her hard work and perseverance, she has already acquired a townhouse unit for her family and is able to support her parents and fund her sister’s education.



MARY JUSTINE TORRES
SM SCHOLAR ALUMNA



LUCHE ANGSINCO
SM SCHOLAR ALUMNA

and her family. Through hard work and dedication, she rose from the ranks and is now a Bank Manager.

As a big sister to the scholar-graduates, Luche reminded them not to be picky with their first jobs. Each job is a source of work experience.

“Starting your first venture into the working world early also allows you to use your youth to your advantage. Chances are, your first job is going to be mainly about learning to work as much as working itself. With this, you need patience and perseverance to learn - and soon you will genuinely smile as success will always be your twin,” Luche said.

Now Luche not only supports her parents, but also actively gives back to her community via supporting an orphanage run by sisters in Davao, and organizing and participating in feeding programs for the poor, including the garbage collectors in their area.

“I am forever grateful to SMFI. Without my scholarship during my college days, I might not be where I am right now. Now, I am able to provide a comfortable life to my family. Thank you, Tatang. Kahit saan man ako magpunta sa buong Pilipinas, SM Mall pa rin ang hahanap-hanapin ko. I am a forever supporter,” she ended.

Another scholar alumna who shared her story was Luche Angsinco of Davao City. An only child of a company driver and a housewife, Luche recalled her humble beginnings. She applied for the SM scholarship in 2001 at SM City Davao, which was still under construction at that time.

Luche obtained a degree in BS Accountancy from the Ateneo de Davao University. After graduating, she immediately looked for a job to support herself



SMFI Scholars taking selfies during their annual general assembly in 2019

SM Foundation extends support to students of The Sisters of Mary Schools

In line with its commitment to help deserving students get access to quality education, SM Foundation provides scholarship opportunities for the students of The Sisters of Mary Schools in Cebu and Cavite.

Composed of four campuses, the Sisters of Mary Schools (Girlstown and Boystown) offer basic secondary and technical-vocational curriculum to students who came from economically challenged families. The schools receive scholarship funding from its benefactors, including SM Foundation, through its Fr. Al's Children Foundation.

Even though the school is run by a Catholic congregation, the Sisters of Mary Banneux also accepts non-Catholic applicants if they qualify based on their admission requirements.

In 2016, 20 students were supported by SM at the Girlstown in Biga campus. From that time on, the number of SM scholars in the four campuses continued to increase. To date, SM has supported 1,150 scholars in Boystown; and 2,746 in Girlstown.



AXL ROSE VILLANUEVA



ALEXIS KYLE TAGLE



JOANNE SALAZAR



During the graduation ceremonies of Sisters of Mary Schools

Meet some of the scholar graduates:

Axl Rose A. Villanueva passed Automotive Servicing NC I, Technical Drafting NC II, Electrical Installation and Maintenance NC II and Mechatronics Servicing. Axl Rose and his four siblings are currently living with their aunt after their father died and her mother remarried.

Joanne D. Salazar has Technical Drafting NCII, Call Center Services and Computer Programming certificates. Joanne's father died in 2016. Since then, her mother provides for her and her four siblings by being a vendor in their hometown.

Alexis Kyle P. Tagle has Bread and Pastry Production NC II, Bookkeeping NC III, Mechatronics Servicing NC II, Computer System Servicing NC II, and a certificate in Contact Center Services level II. Alexis' mother is a vendor while her father is a safety officer, who sidelines as deliveryman and driver.

Axl Rose, Joanne and Alexis plan to pursue further studies while working as student teachers in their alma mater thus saving for their college education.

All three encourage future students to dream and work for their dreams to become a reality. “You may pause along the way for a while but never stop working for your dreams,” Alexis said. “Always be grateful. Keep your feet on the ground and never forget the people who paved the way for your success.”

Education: School Building



Groundbreaking ceremony for the SM School Building at Punta Elementary School in Tanza, Cavite

Tanza receives school building from SM

SM Prime, through SM Foundation, formally turned over a two-story, four-classroom school building to Punta Elementary School (PES) in Tanza, Cavite on November 20.

These new classrooms are set to be utilized by Grade 2 pupils once the threat of COVID-19 subsides. According to the school principal, Dr. Gloria Casiano, before the COVID pandemic, some of their classes are held in their covered court. This SM school building will help address their room shortages and will improve their current classroom to student ratio of 1:50.



SM school building at Punta Elementary School in Tanza, Cavite

"We are overwhelmed and thankful to SM Foundation and SM Prime for continuing with the project despite the COVID-19 pandemic. This school building will serve as a haven in nurturing the young minds of our Puntaceño learners," Dr. Casiano said.

Following the default design of SM school buildings, this infrastructure is fully-furnished, PWD-friendly and emergency-ready. Moreover, SM Foundation tapped the members of the Foundation of These-Abled Persons to make the teacher's desk sets and student armchairs. Through this strategy, SMFI is enabling the PWDs to be economically self-sufficient and at the same time, highlights their valuable contribution in nation-building.

To care for the wellness of the school population, additional features were also installed such as a library hub, guidance and counselling room, and a clinic with an isolation room where pupils can be given first aid treatment or isolated at the onset of early symptoms of illness.

The SM School building also boasts a 10-faucet handwashing area that intends to promote handwashing in the community. With such feature, SMFI aims to spread the culture of good hygiene—which prevents the spread of harmful viruses and diseases.



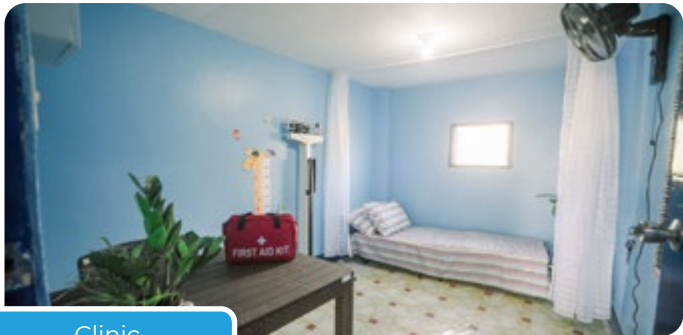
PES teachers utilize the 10-faucet handwashing facility installed in front of their newly turned over SM school building

Established in June 1937, the PES is one of the oldest schools in the municipality with a 50-year-old tree that stands in the campus. In order to promote the culture of environmental conservation, SM Foundation developed the area into a study garden or “green space” by putting four tables and eight benches around the tree. With the green space, SM intends to reduce the stress of the children, enhance their mental health, concentration and environmental awareness – aside from providing the students and teachers with additional learning area.

SM Foundation, through its School Building Program, is an active partner of DepEd’s Adopt-a-School program. This social good initiative aims to promote quality public education by building classrooms nationwide.



Green space



Clinic



Fully furnished SM school building classroom



Literacy and numeracy corner to further help in the cognitive development of learners



Teachers prepare for their lessons using the laptops from SM Foundation



SM School Building for the Puntaceos

SM Foundation holds virtual groundbreaking ceremony for Basud Elementary School in Sorsogon

Last June 30, 2020, SM Foundation (SMFI), together with the Department of Education (DepEd) Sorsogon, held a virtual groundbreaking ceremony for its first school building project at Basud Elementary School (BES) in Sorsogon City. While it is the project's first building in Sorsogon City, it is also SM's 102nd school building nationwide.

Joji Buelvo, BES school principal said that the soon-to-be built SM school building serves as a gift and an inspiration for them. Meanwhile, DepEd-Sorsogon External Partnerships Head Shirley Estrelles

expressed her gratitude to SM for this initiative stating, “This project of SM Foundation will highly benefit not just DepEd but the whole community of Barangay Basud, especially our learners.

In proper protective gear and while observing mandated health and safety protocols, the on-site capsule-laying activity was conducted by a few representatives from DepEd, SM Prime, and the local government unit, while the rest of the attendees viewed the ceremony via an online video conferencing platform.



SM school building program head **JURIS SOLIMAN** and project supervisor **MARR BRINGAS** led the virtual groundbreaking ceremony for the SM School Building at Basud Elementary School

SM Foundation equips Kalalake ES teachers for virtual learning modality

With classes set to begin this coming October, SGV & Co., through SM Foundation, provided the teachers of Kalalake Elementary School (KES) in Olongapo City with laptops which they can use in holding their virtual classes.

In 2019, KES received a newly- constructed two-story, four-classroom school building from SM Prime,through SM Foundation.The school was fully-furnished and equipped with basic equipment, including 20 desktop units from SM Olongapo for the teachers.

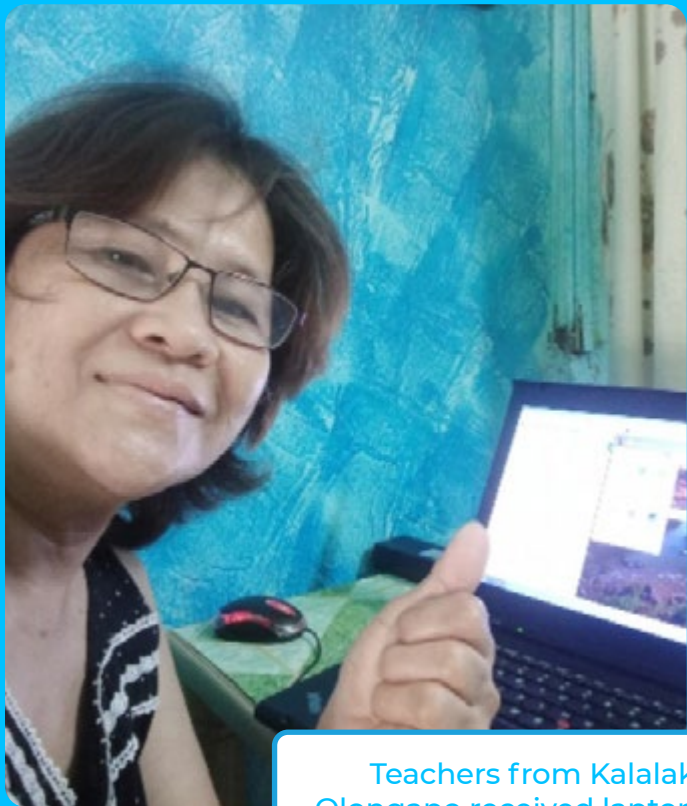
The recent donation of 18 laptops, which is a product of collaboration between SM Foundation and SGV & Co., further complements SM’s social good initiative for KES.

KES Principal Marcial Mortera said, “Through these laptops, we won’t have to worry about our paperless reports and online communication. Efficiency in the service can be more achievable during this pandemic through distance learning through these laptops.”

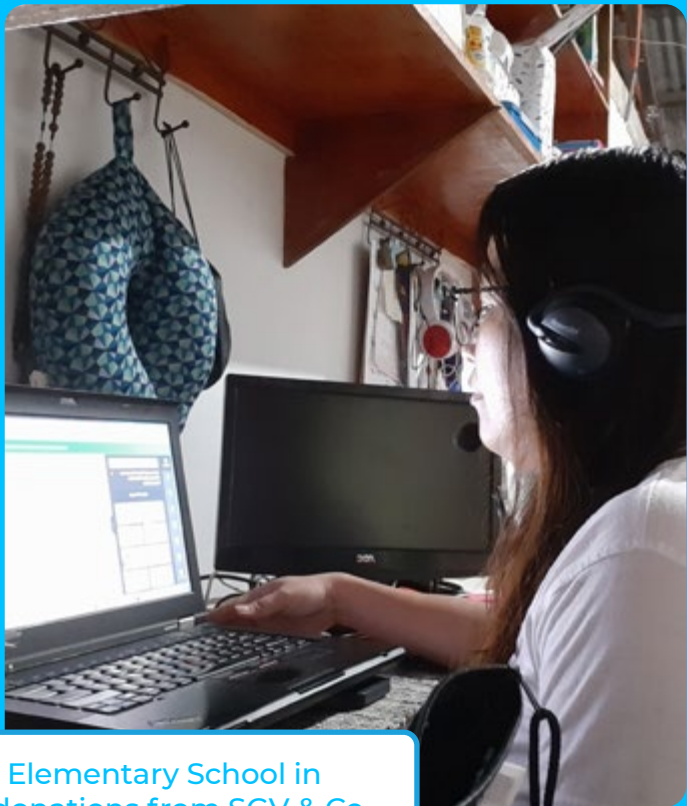
“I can now do my work from home and stay connected to everyone anytime. Monitoring the teachers’ accomplishments and planned activities for the week can be easily and safely achieved despite our current situation,” he added.

On the other hand, teacher Elizabeth Sto. Domingo shared,“The laptop that we received is a big help for us, since PCs have become a necessity for remote learning during the coronavirus pandemic. With this support from SGV and SM Foundation, we can now effectively weave various online pedagogical methods into lessons to enhance the digital learning experience of our students.”

Master Teacher 1 Cecilia dela Fuente highlighted that through this initiative, they can now better communicate with their students and their parents, to keep everyone in the loop for this new mode of learning delivery. “It also provides us easy access to relay messages/communicate and impart knowledge and learning to our learners and their parents,” she said.



Teachers from Kalalake Elementary School in Olongapo received laptop donations from SGV & Co., through SM Foundation.



SM Foundation highlights importance of handwashing facilities in its programs



Handwashing facility installed at Zamboanga Central School

Now more than ever, people see the importance of handwashing with soap and water as an easy, effective way to prevent diseases and save lives. According to the World Health Organization (WHO), promoting good hand hygiene is one of the most basic and powerful tools that member states can implement to reduce the spread of COVID-19. According to WHO, All Member States should urgently provide universal access to public hand hygiene stations as they embark on the next phase of the pandemic response.

Here in the Philippines, SM Foundation (SMFI) has always been a staunch supporter of this advocacy even before the pandemic that it integrated the installation of handwashing facilities in its various social good initiatives.

Given ample space in the school grounds, SMFI includes the installation of hand washing facilities whenever it turns over school buildings to grassroots communities. Also included in its default building plan is a restroom in each classroom that has a wash basin. More so, SMFI also installs overhead water tanks in schools with erratic or low water supply in order for these schools to have access to safe and clean water.



Handwashing facility installed at Looc Elementary School in Batangas

Meanwhile in its Health and Wellness Centers, SMFI ensures to include the improvement of restrooms and wash areas for use by all—visitors, patients, nursing, medical and cleaning staff of such facilities. This is to ensure that the spread of health care-associated infections between patients and health workers are prevented. As of 2019, SMFI was able to establish almost 170 health centers with sufficient restrooms and wash areas – of which 85 are qualified for PhilHealth Accreditation.

“One of the goals of our social good programs is to create a culture of good hygiene in grassroots communities. We believe that it can play a critical role in fighting not only the spread of COVID-19 but also the spread of other diseases by adopting frequent hand hygiene as part of their day-to-day practices,” said SMFI in a statement.

Kabalikat sa Kabuhayan



JOJO TAGBO, President of Savemore, together with some IP stakeholders of SM during the KSK Harvest Festival in **Sta. Ana, Pampanga**

SM Foundation instills agri-based skillsets in farmers amid the pandemic



Kabalikat sa Kabuhayan program launch in **San Fernando, Pampanga**

SM Foundation's Kabalik Sa Kabuhayan (KSK) on Sustainable Agriculture expanded its reach by welcoming new batches of farmer trainees in Tarlac and Pampanga.

Even before the COVID-19 pandemic, the KSK program aimed to provide the marginalized farmers with agri-based skillset and livelihood opportunities through market linkages, enabling them to secure healthy food for their family and even for their communities.

The recent KSK launches were held at the following partner farm schools: Castro Tomas Farm School in Camiling, Tarlac; St. Isidore "the farmer" Learning Center in Sta. Ana, Pampanga; and Talete Ping Panyolong Kapampangan, Inc. (TPKI) in San Fernando, Pampanga.

SM Foundation noted that social distancing, wearing of masks, and other health and safety protocols were observed during the onsite launch. Others attended virtually via an online video conferencing platform.

In her speech, SMFI AVP for outreach programs Cristie Angeles shared that in the past months, KSK farmer-graduates from Sta. Ana, Pampanga were able to sell their produce to SMDC condo owners under the Good Guys Market — which is a collaboration between the developer giant and SMFI. This initiative meant to not only help ensure food security for condo residents but also provide livelihood to local farmers during this pandemic.

This was seconded by SM Markets SAVP Reynaldo del Valle in his video message for the farmers, "Kami po ay maaring bumili ng inyong mga produkto base po sa aming pangangailangan. Ito po ay mangyayari sa pamamagitan ng pakikipag-ugnayan sa SMFI at sa inyong host farm."

Through the collective efforts of SM Foundation and different government and non-government organizations, the program was recently further enhanced and now provides greater learning opportunities, including the inclusion of TESDA scholarship, and market exposure for the participants.



Kabalikat sa Kabuhayan program launch in **Sta. Ana, Pampanga**

SMFI's partners in this social good initiative include the Department of Agriculture, Department of Social Welfare and Development, Technical Education and Skills Development Authority, Department of Science and Technology, Department of Trade and Industry, Department of Tourism, SM Markets, SM Supermalls, and St. Isidore "The Farmer" Learning Center, among others.

Kabalikat Sa Kabuhayan (KSK) program aims to bring modern and sustainable farming skills in both rural and urban communities to help farmers have food on their table and have potential economic opportunities. To date, the program has trained more than 26,700 farmers from almost 3,360 barangays in 880 cities/municipalities.

SM Foundation provides venues for local farmers' social enterprises



SM Foundation collaborated with SM Development Corp. (SMDC) and SM Supermalls in ensuring that local farmers under the Kabalikat Sa Kabuhayan (KSK) program have venues where they can sell their crops and ornamental plants amid the COVID-19 pandemic.

From training KSK participants in practicing sustainable farming technologies via technology transfer and product development, SMFI was able to innovate and create farm-market linkage through the different business groups of SM.



SMDC Weekend Market



The Linkages

The Good Guys Market is a weekend market set-up in SMDC properties to connect small-scale farmers directly with consumers—condo residents. This initiative links around 26,000 small-scale farmers directly with consumers.

On the other hand, the Green Lane initiative, which was piloted at SM City Pampanga offers a wide variety of quality yet affordable indoor plants, landscape plants, and flowers which cater to every plant parents' preference in their home improvement

project. Led by the wives of the KSK farmers, this social enterprise concept is set to be replicated in other SM malls to cater to more "plantitos" and "plantitas" nationwide.

While navigating this time of crisis, SMFI continuously revisits the role of local farmers, especially those in grassroot communities and how their organization and the government can partner more effectively to meet this challenge and help farming communities thrive now and in the future.

SM Foundation KSK farmer exhibits resilience amid adversities

Les Buena Lee is a farmer-graduate of SM Foundation's Kabalikat sa Kabuhayan (KSK) program Batch 147 in Tacloban. Not only has he used his knowledge to improve his life, he is also a great example of resilience.

Through the knowledge he acquired from the program, Les was able to expand his agri-production, enabling him to supply fresh produce, high-value crops such as Chinese cabbage, kangkong, bell pepper, and sweet pepper, to a number of restaurants and big grocery stores in Samar.

Misfortune struck when typhoon Ursula hit the country back in December 2019. Les' standing crop and all his farm inputs (seedlings, his formulation of organic pesticides and fertilizers and farm materials) were wiped out.

With his savings from previous harvests, Les traveled all the way to Manila to buy seedlings and other farm inputs to start anew. However, upon his return home to Tacloban, the enhanced community quarantine (ECQ) was imposed throughout the country. Knowing that this will affect his agri-enterprise, he thought of ways to make the lockdown less stressful and potentially profitable for him and his parents.

The entrepreneurial spirit in Les prodded him to convert the rooftop of his parent's four-story lodging house in Tacloban into a container-urban garden.

Through this, he was able to supply food for his family, friends, and other relatives during the ECQ.

"Lubos po akong nagpapasalamat sa SM Foundation dahil sa aking mga natutunan sa pagsasaka. Kapag umayos na ang sitwasyon at natapos na itong pandemic, muli akong babalik sa farm ko upang ipagpatuloy ang aking nasimulan," Les said.



LES BUENA LEE
KSK FARMER-GRADUATE

KSK trainee now gets double yield, income from farm produce



Edgar Moreno, a Kabalikat Sa Kabuhayan (KSK) farmer-graduate in Antipolo, shared ecstatically during a kumustahan session how his produce doubled after applying what he learned during the 12-week farmers' training program of SM Foundation.

According to Moreno, he was getting only a few kilos from his vegetable farm in Boso-Boso, Antipolo before he trained formally under the SM Foundation's KSK program in 2016. Through this social good initiative, he was able to learn new farming technologies and proper agricultural processes such as the proper land preparation, effective way of using organic fertilizers and pesticides, and proper seed propagation and dispersal.

Through hard work and adhering to the modern farming technologies he learned from the KSK training, he was able to increase his agricultural produce to tons. Moreno sold his yield through "biyaheros" to nearby Rizal towns and to the local talipapa. Currently, he earns about P50,000 from 45 days of growing vegetables – a big leap from his previous income.

"Malaki po ang naging tulong ng KSK sa akin dahil naidetalye nito ang talagang pangangailangan sa pagsasaka. Noon kung ano lang ang nakagawian sa pagtatanim, yun lang ang ginagawa namin," he shared.

He grows leafy vegetables like pechay, mustasa, kangkong from November to May and he plants upo, ampalaya and hot pepper from June to October. According to him, this crop rotation is ideal for his location since local weather conditions affect all components of crop production.

The 2-hectare farm he tills belongs to two kind landowners who allowed him to farm on the land without charging him for rent, in exchange for the proper maintenance of the property. In return, Edgar makes sure that whenever the landowners visit, they leave with bags full of vegetables from the farm. Of course, he still dreams of having his own land in the future.



"Ako po ay nagpapasalamat din sa mga taong nagpagamit ng kanilang lupa para sa aking pagsasaka. Sana mapalawig ko pa ang aking ani para kinalaunan, makabili din ako ng sarili kong lupa at mas marami pa ang aking matulungan sa pagbabahagi ko ng aking mga natutunan mula sa training ng SM," said Edgar.



EDGAR MORENO
A KABALIKAT SA KABUHAYAN (KSK)
FARMER-GRADUATE IN ANTIPOLO

Felicidad T. Sy Foundation



“Faith is like a solid rock where a community can be built on.”

Words famously uttered by Mrs. Felicidad Sy.

Mrs. Felicidad Sy or “Nanang” as the SM family fondly calls her, is better half of the late mall magnate Henry Sy.

Nanang’s unwavering dedication to the Catholic faith brought about the creation of the Felicidad T. Sy Foundation Inc. (FTSFI). FTSFI supports the restoration and building of Catholic churches, provides SM employees with spiritual development programs, and carries out special projects enabling church leaders and ministers to spread social good through spiritual wellness and promotion of culture.

Felicidad T. Sy Foundation: Spreading Social Good through spiritual development programs

FTSFI continuously supports the televised Sunday mass held in its very first chapel, the Chapel of the Eucharistic Lord at the fifth-floor atrium of SM Megamall. This initiative aims to spiritually nourish and strengthen the faith of Filipinos despite the challenges brought about by the COVID-19 pandemic. The televised Sunday mass is organized by FTSFI in partnership with Agapetos Foundation, Inc. and aired live by CNN Philippines. According to FTSFI Executive Director Mel Elido, the Sunday mass broadcast reaches Filipinos worldwide in about 35 countries. Since many are unable to physically attend church services due to the pandemic, the reach of the televised mass is expected to increase.

Building cradles of faith

Since 2013, FTSFI has erected and maintains eight churches and chapels namely the Chapel of the Eucharistic Lord in SM Megamall; San Pedro Calungsod in SM Aura; Shrine of Jesus, the Way, the Truth and the Life beside the SMX Convention Center; San Pedro Calungsod Church in Cebu City; Mary the Queen Chapel in Jaro, Iloilo; Our Lady of the Miraculous Medal in General Uno, Cavite City. The newer ones are: Our Lady of the Most Holy Rosary in SM North EDSA, Holy Family of Nazareth School in National University, and the Cross Tower in Cebu.

By building churches inside or beside SM Supermalls, FTSFI make sure that it takes care of the spiritual needs of the mall employees and mall goers as well as providing a venue for worship for families who gather at the malls on weekends.



FTSFI also works with the nearby SM Mall to provide for the upkeep and utilities of the churches. This allows the host parish to use the collections for catechism and other community-based outreach activities.

Social Good for the Soul

Once circumstances allow, FTSFI will continue its social good efforts for SM employees, including the kasalang bayan or mass wedding. Since 2013, over 100 couples have been joined in matrimony via these mass weddings. The foundation has also held Confirmations for 130 persons.



The foundation has also held spiritual recollections, lector’s formations, lector’s renewal, and various learning sessions on sacristy upkeep and flower arrangement among others for over 2,850 participants.

Felicidad T. Sy Foundation is an affiliate of SM Foundation.

FTSFI Head **MEL ELIDO** and **NANANG FELICIDAD SY** (frontrow, middle) posed with the 20 newly-weds at the Shrine of Jesus the Way, the Truth and the Life in **Pasay City**.



FOUNDATION

2ND HALF 2020 - B

Operation Tulong Express

We
Care.



#SocialGoodStories

Stories of love, kindness, courage and service



FEATURED CONTENTS

B-11

SM provides thousands of relief goods to transport groups, communities

HEALTH AND WELLNESS

B-5

SMFI brings health services to SMDC residents

B-6

SM Foundation upgrades AFP Patient Watchers Lodge

OPERATION TULONG EXPRESS

B-8

SM Foundation distributes Kalinga packs to fire victims in Palawan

B-9

SM Foundation donates more ventilators to hospitals nationwide





B-14

SM Foundation distributes thousands of Kalinga packs to typhoon victims

B-16

UNIQLO provides aid to the Philippines for the families affected by typhoon Rolly and typhoon Ulysses

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Health and Wellness

SMFI brings health services to SMDC residents

SM Foundation, in close collaboration with SM Development Corp (SMDC), brought basic health services for the elderly and other vulnerable residents of SMDC properties during the COVID-19 pandemic.

Aside from providing basic health services, this social good initiative aims to lessen the risk of exposure of the target beneficiaries by providing the basic health intervention they need close to their residence. SMFI setup the medical caravan in a spacious area within the SMDC properties where social distancing will be closely monitored, as well as other necessary safety protocols such as wearing of masks and personal protective equipment.

In addition to the provision of free medical consultation and medicines, SM Foundation also conducted bloodletting activities simultaneous

with the medical caravan at the SMDC properties in cooperation with the Philippine Blood Center (PBC).

For 2019, more than 800 SM employees and external stakeholders were able to donate blood to the PBC through the efforts of SM Foundation. Through the said initiative, almost 2,500 lives were saved as noted by Jerick Laxamana, Blood Donor Recruitment Officer of the Department of Health (DOH) – PBC.

SMFI, through its Health and Wellness Program, upgrades public health centers in its host communities, complemented by its medical caravans across the country. To date, it has renovated more than 160 health and wellness centers and served more than 1 million patients in medical missions.



SMFI holds medical caravan in SMDC properties



SM Foundation upgrades AFP Patient Watchers Lodge

Staying true to its commitment of upgrading health and wellness centers in its host communities, SM Foundation (SMFI) recently improved the Armed Forces of the Philippines (AFP) Patient Watchers Lodge in Quezon City.

This transient amenity was originally designed to cater to the family members of soldiers who are confined at the AFP Health Service Command facility. But in response to the COVID-19 pandemic, this will serve as a temporary lodging facility for military doctors, nurses, and other AFP frontliners.

The AFP Patient Watchers Lodge, which serves as the 169th wellness center of SM Foundation, is a 327 sqm. facility with 60-bed capacity, living room, kitchen, dining area, and a mini office. SM Foundation also provided the necessary furniture and equipment such as new beds and beddings, refrigerators, television sets, water dispensers, wall fans, and microwave ovens, among others.

Newly improved
AFP Patient
Watchers
Lodge in
Quezon City



Operation Tulong Express



SM Foundation distributes Kalinga packs to fire victims in Palawan

Staying true to its commitment to be one of the first responders during disasters, SM Foundation, through its Operation Tulong Express Program, distributed Kalinga packs to the victims of a fire incident in Brgy. Bagong Sikat, Puerto Princesa City, Palawan. Each Kalinga pack had food relief and basic hygiene kits.

SM Foundation donates more ventilators to hospitals nationwide

SM Foundation (SMFI) donated 25 ICU-grade ventilators to hospitals with high COVID-19 cases across the country, as part of its continuing COVID-19 response.

This additional donation of ventilators will help augment each hospital's capacity to manage severe COVID-19 cases, particularly with patients who require intubation.

The hospital recipients were Tarlac Provincial Hospital, Calamba Doctors Hospital, General Emilio

Aguinaldo Hospital, Bicol Regional Training and Teaching Hospital, West Visayas Medical Center, Cebu South Medical Center, Zamboanga City Medical Center, Northern Mindanao Medical Center, and other government hospitals.

To date, SM has donated more than Php 300 million in essential medical supplies, equipment, rt-PCR testing, and assistance to help national efforts in the fight against COVID-19.



Butuan Medical Center



Gov. Faustino N. Dy Sr.
Memorial Hospital (GFNDSMH)



Southern Philippines
Medical Center



Southern Isabela Medical
Center (SIMC)



Cagayan Valley Medical
Center (CVMC)

SM provides thousands of relief goods to transport groups, communities

SM Foundation (SMFI) distributed 58,100 Kalinga packs worth Php 26.5 million to transport groups and communities across the country through its Operation Tulong Express (OPTE) program.

The distribution of Kalinga packs, each containing rice and other food essentials, aims to ease the plight of those whose livelihoods came to an abrupt halt due to the COVID-19 pandemic. Through Operation Tulong Express, 144 jeepney transport groups, 61 UV express transport groups, and 94 tricycle transport groups, and 46 communities/barangays received Kalinga packs.

SMFI tapped SM Malls and SMDC employees in reaching out to more transport groups and communities all over the country, to promote the spirit of volunteerism within the SM Group.

One of the recipients, Nanay Salvacion, from Imus, Cavite, said, "Napakalaking tulong nito sa amin. Hindi naman kami basta-basta makakakuha ng pambili nito lalo na ngayong pandemic. Kaya maraming salamat sa SM dahil naglalaan kayo ng panahon para sa aming nangangailangan ng tulong!"

Operation Tulong Express (OPTE) is a social good program of SM Foundation in collaboration with SM Supermalls and SM Markets that provides relief and support in communities affected by calamities and crisis. Since 2014, the program has distributed over 260,200 Kalinga Packs (relief packs) nationwide.



Several transport groups and communities
received Kalinga packs from SM Foundation



Olongapo



Clark



Bicutan



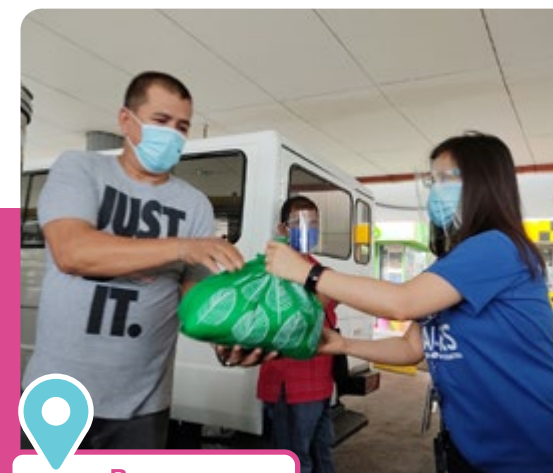
Telebastagan



Clark



Olongapo



Bacoor



58,100

Kalinga packs worth
Php 26.5 million
distributed* to
transport group and
communities

*As of September 2020

SM Foundation distributes thousands of Kalinga packs to typhoon victims

Through its Operation Tulong Express (OPTE) program, SM Foundation distributed a total of 60,470 Kalinga packs worth Php 23.5 million as of December 10, 2020 to families displaced by the recent typhoons that hit the country.

Areas that received Kalinga packs, each containing food and other essentials, include the Rizal province, Batangas, Bulacan, Pampanga, Cagayan, Isabela, Bicol Region, and the National Capital Region, among others.

Aside from the relief packs, SM Foundation, through its sustained collaboration with its partners, also distributed Uniqlo face masks and Goldilocks food items to the affected families.

Moreover, this program serves as a venue for some employees to extend help to the victims by offering their time and effort in packing and distributing the relief packs. Mateo Pamittan III of SM City Cauayan was among the mall employees who rushed to the mall in order to pack and distribute Kalinga packs to the flood victims in Cagayan and Tuguegarao.

Mateo shared why he volunteered in the recent OPTE operation, “As embodied in the company’s mantra of spreading social good – especially during disasters, volunteerism is the best way to show how we care, support and connect deeper with others specifically to those living in our host communities.”

He has volunteered around 15 times in his 7 years with the Shopping Center Management Corp. He said that he finds the value of life in sharing and helping others. As much as he can, he volunteers in most, if not all, during SM’s efforts on relief and medical missions especially in flooded and typhoon-devastated areas.



Kalinga packs distribution



Uniqlo face masks distribution



Goldilocks meals distribution



UNIQLO provides aid to the Philippines for the families affected by typhoon Rolly and typhoon Ulysses

Japanese global apparel retailer UNIQLO offers its deepest condolences to the families affected by Typhoon Rolly and Typhoon Ulysses in the Philippines. To support relief and recovery efforts, UNIQLO, via its parent company Fast Retailing, will donate 1 million USD (approx. 48 million in PHP) in aid.

The donation will be made through the SM Foundation, an entity that manages the CSR activities of the SM Group - the management partner of UNIQLO in the Philippines. The donation will be used to provide emergency food supplies and rebuild flooded housing, as well as build preventative infrastructure in areas susceptible to flooding.

Furthermore, UNIQLO in the Philippines will donate 300,000 AIRism masks to affected areas through the SM Foundation. The masks will be donated to evacuees in the affected areas of the Bicol Region, Bulacan, Cagayan, Isabela, Pampanga, and Rizal provinces, as well as Marikina City.

UNIQLO opened its first store in the Philippines in Manila, in June 2012, and currently operates 60 stores throughout the country. The typhoons have not caused any direct damage to UNIQLO stores.

UNIQLO hopes for the speedy recovery of these regions and that the families affected by these disasters can return to their normal lives as soon as possible.



Uniqlo and SM Foundation officials during the ceremonial turnover of donations



Through SM Foundation's sustained collaboration with Uniqlo, several face masks, personal protective equipment and Uniqlo DRY T-shirts were distributed to our brave frontliners

