



FOUNDATION



**171st SM Health
and Wellness
Center**

**We
Care.**



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1ST QUARTER 2021

Health and Wellness



Newly improved pharmacy at the Tondo Foreshore Super Health Center



Manila City Mayor Isko Moreno and Vice Mayor Honey Lacuna-Pangan graced the ceremonial turnover of the newly-renovated Tondo Foreshore Super Health Center.



SM Foundation turns over Super Health Center for Manileños

SM Foundation Inc. (SMFI) recently turned over its gift for Manila residents—the newly-renovated Tondo Foreshore Super Health Center and Lying-in Clinic in Manila.

This serves as the 171st Wellness Center of SM Foundation and the first “super health center” in Manila with a one-stop shop polyclinic that provides: medical consultations, dental services, elderly and PWD care, diabetes and hypertension clinic, immunization, prenatal and post-partum care, adolescent care, IDOTS Clinic (attending to drug susceptible TB), RTDL (or Rapid TB diagnostic laboratories) and a 24/7 lying-in clinic.



To make the health center a gender responsive facility, SMFI established a Breastfeeding area for lactating mothers



SMFI installed acrylic barriers to further protect health workers and patients from the viruses

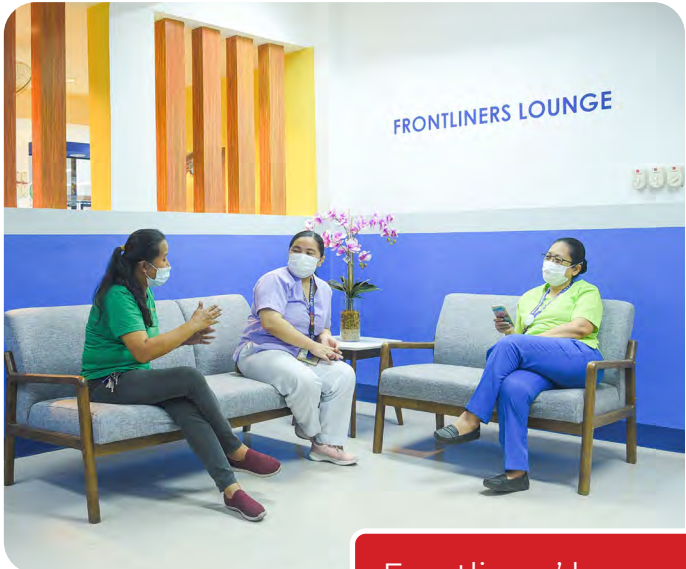
Felicidad Sy Wellness Center for the Elderly



Mobile Play Cabinet for children

The additional services available in the center are the specialty clinics, an upgraded diagnostics and laboratory services, improved pharmacy, women’s wellness center and treatment hub for HIV patients.

Moreover, the SMFI included the following new features: adolescent counselling area; elderly lounge, mobile play cabinet for children, breastfeeding station, mother-baby friendly ward, specialty clinic, triage area, records room, reception area and comfort stations.



Frontliners' lounge



Health workers and personnel of Tondo Foreshore Super Health Center

To sustain the project, SM Foundation teamed up with the Philippine Business for Social Progress (PBSP) to conduct health related training programs to capacitate and empower the community health workers of Manila in their delivery of health services. In addition, SMFI was also able to engage



Color-coded zoning markers



Boysen (through PBSP), by donating paints that contributed in the beautification of the façade of the Super Health Center.

SM Foundation, through its Health and Wellness Program, intends to provide grassroots communities with free and quality healthcare by upgrading public health centers located in SM host communities - complemented by its medical caravans across the country.

SM Blood Bank helps save lives

Following the necessary safety protocols, SM Foundation conducts its regular blood donation drive in SM malls nationwide to help address the depleting supply of blood needed by those with medical emergencies.

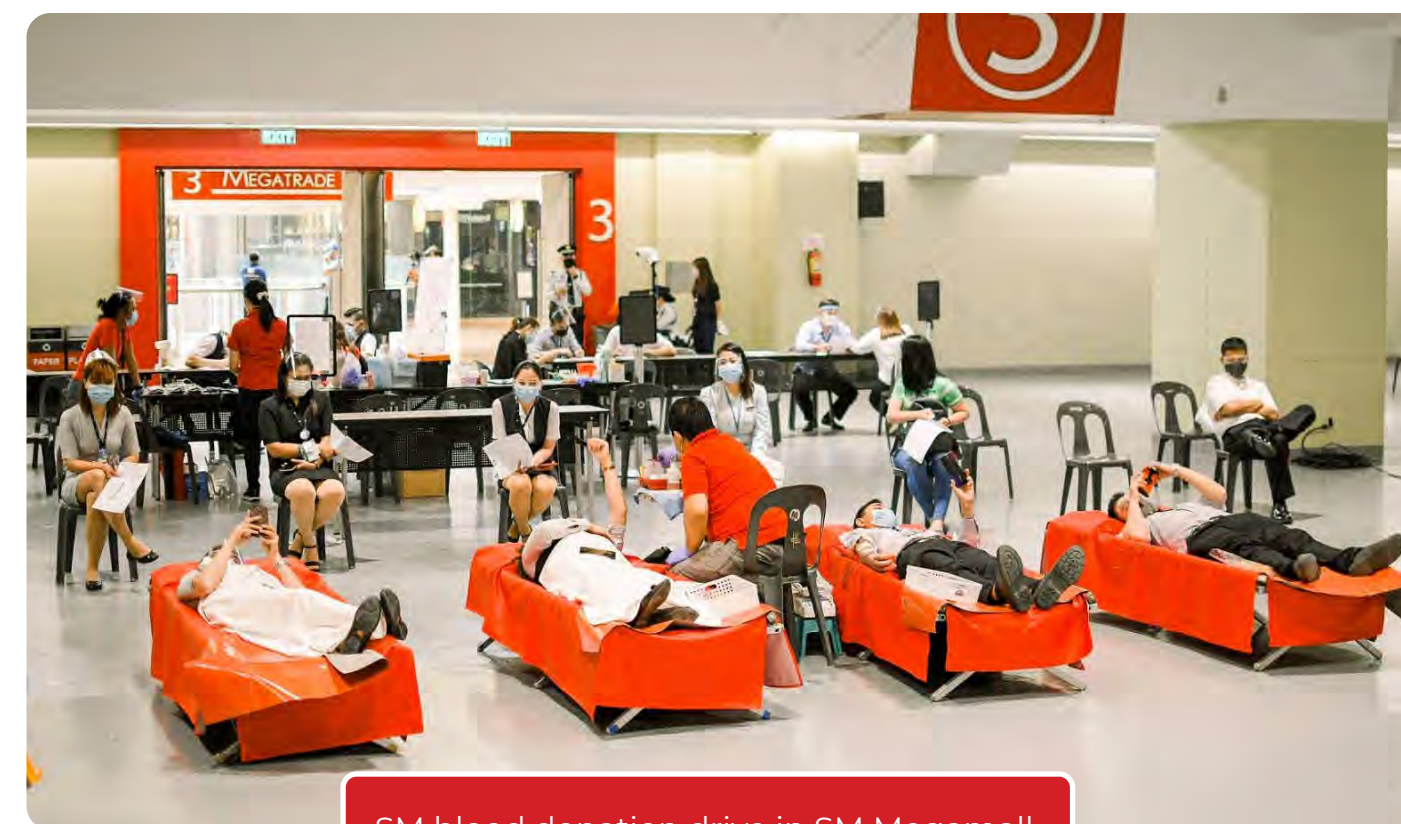
This social good effort is in partnership with the Department of Health (DOH), Philippine Red Cross (PRC), and Philippine Blood Center (PBC). This is in support of the Republic Act No. 7719, the National Blood Services Act of 1994 which encourages and promotes voluntary blood donation to provide sufficient supply of safe blood.

Employees from SM participate in scheduled mass blood donations spearheaded by SM Foundation in collaboration with the SM medical services. SMFI program officer Dalfhen Samson explained, "This blood donation drive social good partnership by SM employees. In this partnership, SM provides the Philippine Blood Bank and Philippine Red Cross with employee blood donors and venue for the bloodletting activities, while both partners handle the storage of the blood bags collected."

One blood bag donation can help save three lives as a whole blood donation can be separated into three components: red blood cells, plasma, and platelets. In 2020, a total of 1,213 bags of blood were collected by SMFI which were utilized to save more than 3,600 lives.



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



SM blood donation drive in SM Megamall.

A blood donor during the SM Blood Donation Drive.



"I always participate in every bloodletting campaign," SM City San Lazaro employee Jimmy Vaflor Jr., 34, of Sta. Cruz, Manila said. He had no idea where to source the blood needed by his father and turned to the mall nurse for assistance. "During the time I needed help the most, SM was there to assist me. I needed blood for my father and was given 2 bags for free," he stated.

Under this partnership, the PRC and PBC allot a certain number of free blood for SM employees and their dependents. PRC provides SM with 200 units of blood regardless of component, while the PBC gives 30% of the number of blood collected for free annually. All the rest go to the other patients who request for blood bags through PRC and PBC.

For Felicidad Sy Foundation's Mel Elido, her late husband Lester P. Elido, was the recipient of 1 bag of packed red blood cells from the SM Blood Bank. Her late husband was undergoing Immunotherapy for cancer.

"The Makati Medical Center required us to bring in donors to replace what we get from the hospital's blood bank. And since it was difficult to match the quantity of blood taken from them with enough number of donors, we thought of asking help from SMFI," Elido shared. Her husband was then having regular transfusions every 21 days. With the blood from SM's blood bank, they were able to fulfill their commitment to replace the blood they got from the hospital.



Donors undergo screening to ensure that they are eligible and safe to donate blood.



SM blood donation drive in SM Manila.

SM Foundation receives plaque of recognition from Philippine Marine Corps



SMFI Senior Project Manager Albert Uy and PMC Maj. Gen. Ariel Caculitan

SM Foundation (SMFI) recently received a plaque of recognition from the Philippine Marine Corps (PMC) for its invaluable support to the PMC during the pandemic. Through its Operation Tulong Express:

COVID-19 response, SMFI provided the PMC officers and personnel with personal protective equipment and other safety gear which protected them from the virus while doing their regular operations.

Education: Scholarship



SM Foundation opens scholarship online application for SY 2021-2022

SM Foundation (SMFI) invited incoming college freshmen to apply for the SM College Scholarship program for School Year 2021-2022 via its online application portal from January 1 to March 20, 2021.

The SM scholarship program is open to the following:

- Grade 12 graduates from public and private schools in the areas covered. For private school graduates, applicants should have the Department of Education (DepEd) voucher and was able to finish Junior High from a public school;
- General Weighted Average grade of at least 88% or its equivalent for Grade 12 – 1st semester; and

- Total household income of at most P150,000 per year.

The program covers 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.

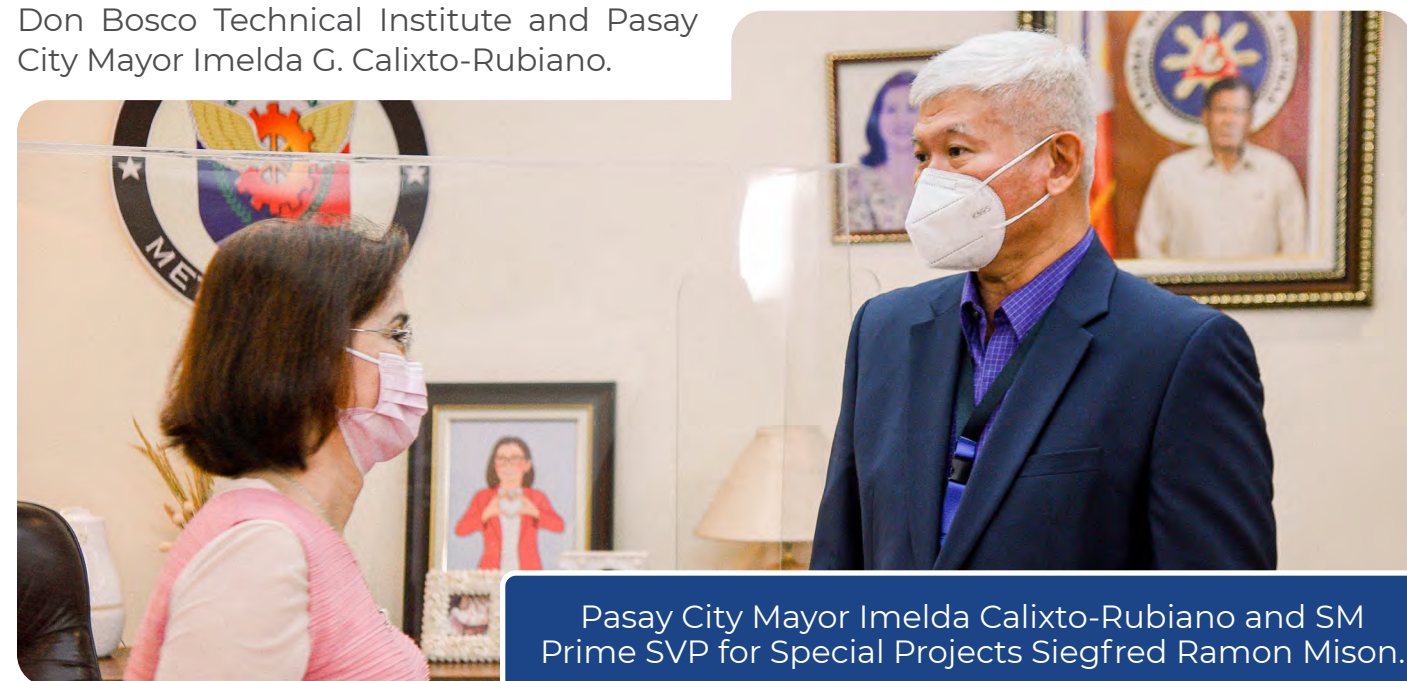
SM Foundation, through its Scholarship program, provides deserving and qualified students with access to college education and technical-vocational studies since 1993. To date, SMFI has produced almost 5,500 scholar-graduates nationwide.

SM - Pasay Tech Voc Scholarship Program launched

To complement the efforts of local governments to provide education for gainful employment, SM Prime Holdings, Inc. (SM Prime) together with SM Foundation, Don Bosco One TVET Phils. Inc and the City of Pasay launched the SM - Pasay Tech-voc Scholarship Program in line with the celebration of Pasay Day on December 2. Present during the event are Siegfred Ramon B. Mison, Senior Vice President for Special Projects of SM Prime, Eleanor Lansang, Assistant Vice President – Scholarship Program of SM Foundation, Carlo Sigua, External Relations Officer of Don Bosco Technical Institute and Pasay City Mayor Imelda G. Calixto-Rubiano.

Since 1993, SM, through SM Foundation has provided college scholarships to the residents of Pasay City and was able to produce more than 40 college scholar alumni with 29 current scholars.

The quadripartite partnership initially intends to offer a full technical vocational (tech voc) scholarship to 20 competent students from financially challenged families residing in Pasay City. Aside from free tuition, the program will also provide monthly allowance and enrichment activities to successful applicants.



Pasay City Mayor Imelda Calixto-Rubiano and SM Prime SVP for Special Projects Siegfred Ramon Mison.

The 15-month training is composed of 10 months in-campus academic learning and 5 months On-the-Job Training (OJT) and will start June of 2021 for the following tech-voc courses:

- Automotive Servicing NC I;
- Electrical Installation & Maintenance NC II;
- Machining NC II; Mechatronics Servicing NC II;
- Shielded Metal Arc Welding (SMAW) NC II; and

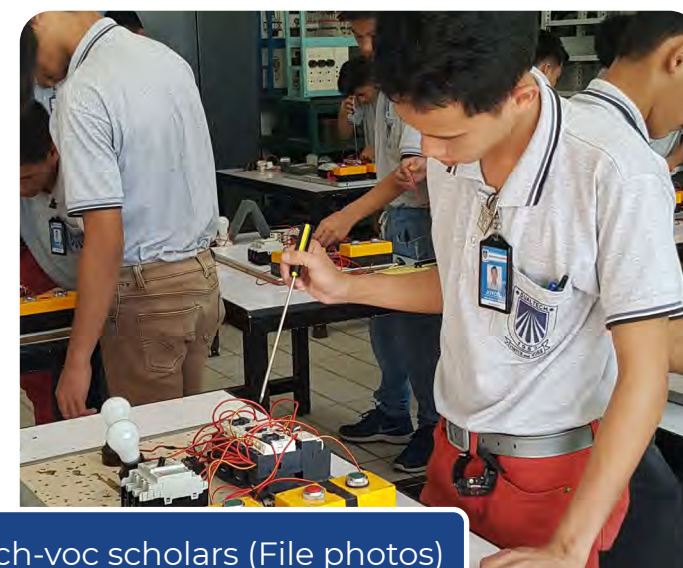
- Refrigeration and Air Conditioning NC II.

The said program is open to 17 – 30 year-old residents of Pasay city who have finished at least the 10th Grade (For graduates of the new DepEd curriculum) or HS graduate (For graduates of the old DepEd curriculum), Single, and with a total household income less than PHP150,000 per year.

The application period was from January 4, 2021 to March 26, 2021.



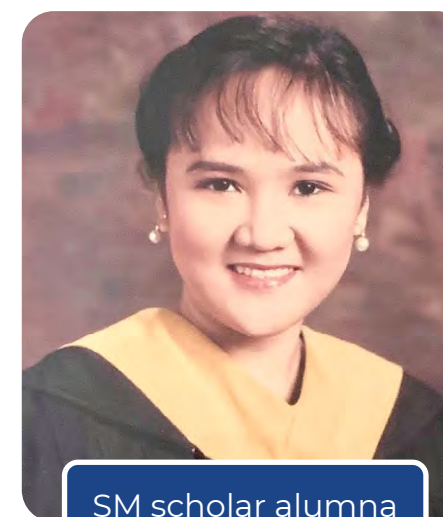
Hands-on training of SM tech-voc scholars (File photos)



SM scholar-graduate instills leadership competencies in youth

Years after college, SM scholar alumna Judee R. Quiazon found her fulfillment in honing the leadership skills of today's youth and budding business leaders.

In a *kumustahan* session with SM Foundation program officers, Quiazon looked back to her journey as SM scholar and shared how she decided to shift careers from the IT industry to leadership coaching.



SM scholar alumna Judee Quiazon.

and Referral Organization (BNI) in Taguig.

"After 16 years in the IT industry, I shifted my focus to leadership coaching and masterminding. I made sure that I equip myself with the necessary knowledge that's why I went to the United States of America for a John Maxwell Certification, using part of my savings to invest on myself," Quiazon shared.

Quiazon is a BS Computer and Information Science graduate and worked for the IT industry for 16 years before shifting to her current career. She now holds the position of Executive Director at Business Networking

of business enthusiasts, Quaizon ensures that she takes the time to impart her knowledge to the youth as part of her YouthMax leadership of John Maxwell commitment, "I have been speaking to schools and other events where young leaders are present to give them practical tools and ideas to help them navigate life."

"I intend to inspire them in having grit in achieving their dreams, develop their character, have a positive self-image and to stand up against bullying without being a thug. Bullies are victims too so we need to stop the vicious cycle of bullying and start by encouraging each other to be the best version of ourselves," she stated.



SM scholar alumna (middle) together with her colleagues.

Education: School Building



Green space at the 102nd SM School Building in Sorsogon City

102-year-old school in Sorsogon gets new SM school building



Newly turned over SM school building at Basud Elementary School.

Living up to its commitment in providing support for its host communities in grassroots areas, SM Prime Holdings (SMPH), through SM Foundation (SMFI), turned over a fully furnished two-story, four-classroom SM school building to Basud Elementary School (BES) in Sorsogon City.

Once the face-to-face classes are permitted, the 102-year-old BES is more than ready to cater to its 570 learners from Barangay Basud and neighboring communities.

Consistent with the disaster resilient design of an SM school building, the newly turned over infrastructure has 200 armchairs with specially made chairs for left-handed students, 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. A new persons with disability (PWD) ramp leading to a spacious PWD washroom complete with handrails, flush toilet, washbasin and a concrete tiled bench has been added for the comfort of PWDs.

The SM School building also has a dedicated room for each of the following: a clinic, a mini library, and a guidance office.

BES school principal Joji Buelvo expressed her gratitude for the donations from SM and its partners, "Thank you very much, SM and partners! Your donation will serve



SGV & Co, through SM Foundation, donated laptops to BES teachers.



SMFI installed a 10-faucet hand washing facility to promote proper hygiene and prevent the spread of harmful viruses.

as a haven in nurturing the young minds of our Basud Elementary School learners to be academically-ready and well-rounded members of the community.”

SM Foundation, through its School Building Program, is an active partner of DepEd’s Adopt-a-School program. This social good initiative of SM Foundation aims to promote quality public education by building classrooms nationwide. To date, it has turned over more than 100 school buildings to grassroots communities nationwide.



Through SM Retail, various books for the mini library and backpacks with school supplies for the learners were donated.

SM turns over edifice of hope for BNHS learners, teachers

Amid the challenges brought about by the COVID-19 pandemic, SM Prime Holdings, Inc. (SM Prime) and SM Foundation (SMFI) remain as catalysts for change in the education sector as they turned over the 103rd SM school building to Banisil National High School (BNHS) on February 19 in General Santos City.

In 2012, the BNHS received its first SM school building - but being the only secondary school in Barangay Tambler, BNHS recorded a significant increase in their enrollment per year. With this

challenge, the SM Foundation decided to provide another edifice of hope for the sub-urban Muslim community, addressing the growing needs of BNHS learners and teachers.

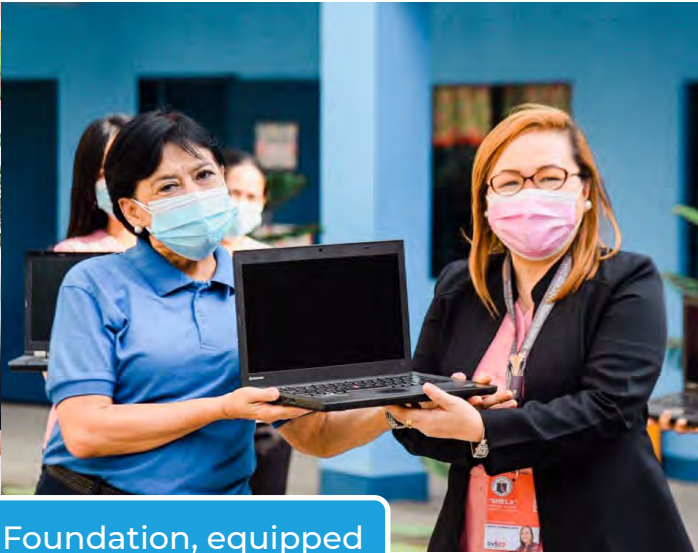
BNHS principal Shiela Balbon expressed their sincerest gratitude to SM, “Our salute to our longtime partner, SM Foundation and SM Prime, for being so generous and proactive in providing us with school buildings that are conducive to learning. We are so grateful for your extended support to our school amidst the pandemic.”



Mini-library



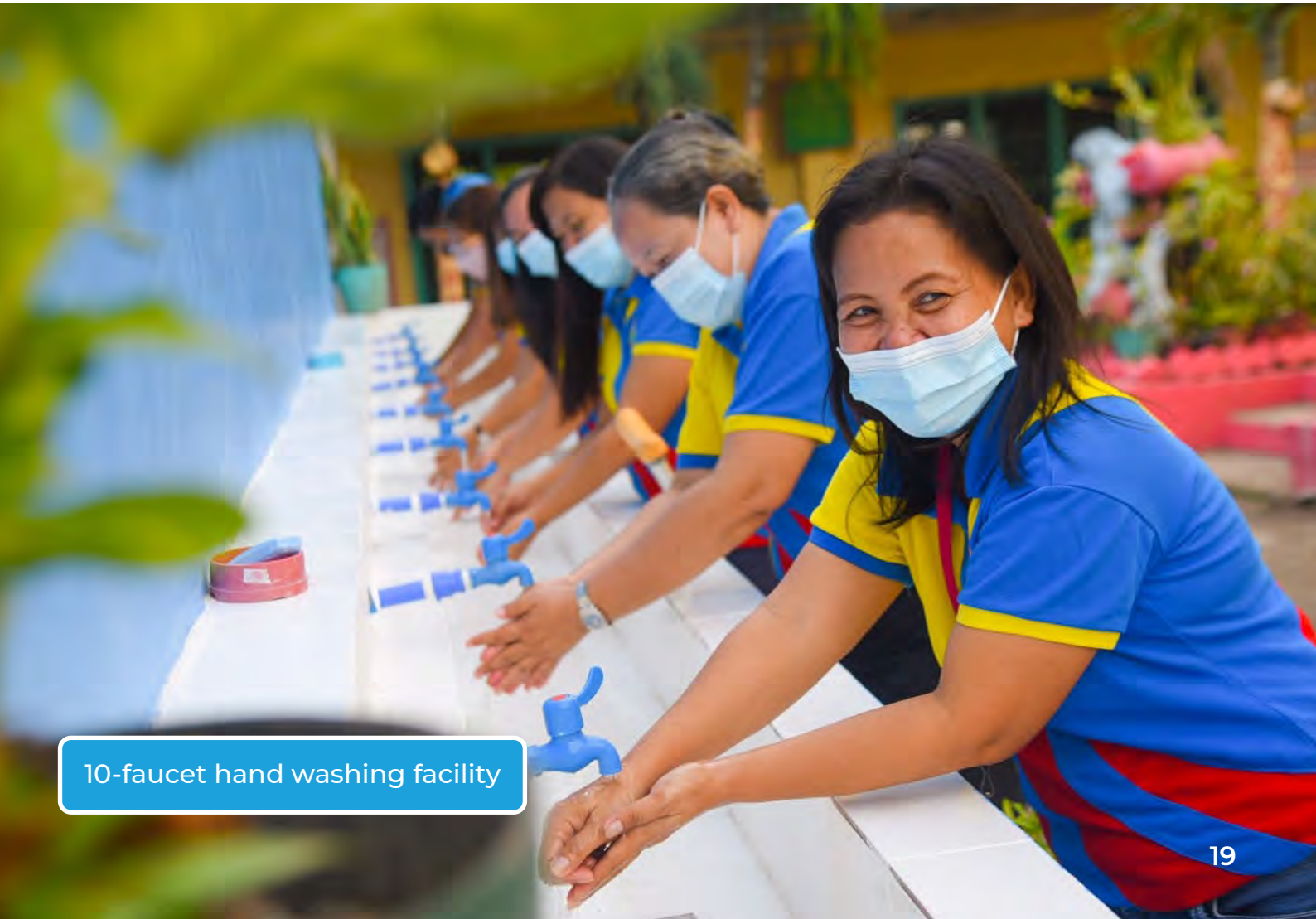
SGV & Co, through SM Foundation, equipped the teachers of BNHS with laptop units.



“With your generosity, our learners shall embrace a brighter future because of this fully furnished school building,” she further added.

Meanwhile, SM Foundation School Building Program head Juris Soliman reaffirmed the organization’s commitment in bringing social good projects, especially in terms

of education, to SM’s host communities, “Just like all of us, SM recently braved the obstacles of six strong typhoons, Taal Volcano eruption and the most turbulent, the COVID-19 pandemic. Despite these hardships, we will continue to bring our school building program and other social good activities to our host communities.”



10-faucet hand washing facility

Kabalikat sa Kabuhayan

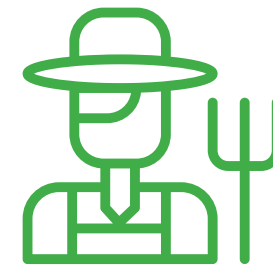


KSK farmer graduate Regine Joyce Esquivel cultivates the available land at their home using her learnings from the program.

SM, TESDA train farmers in Davao

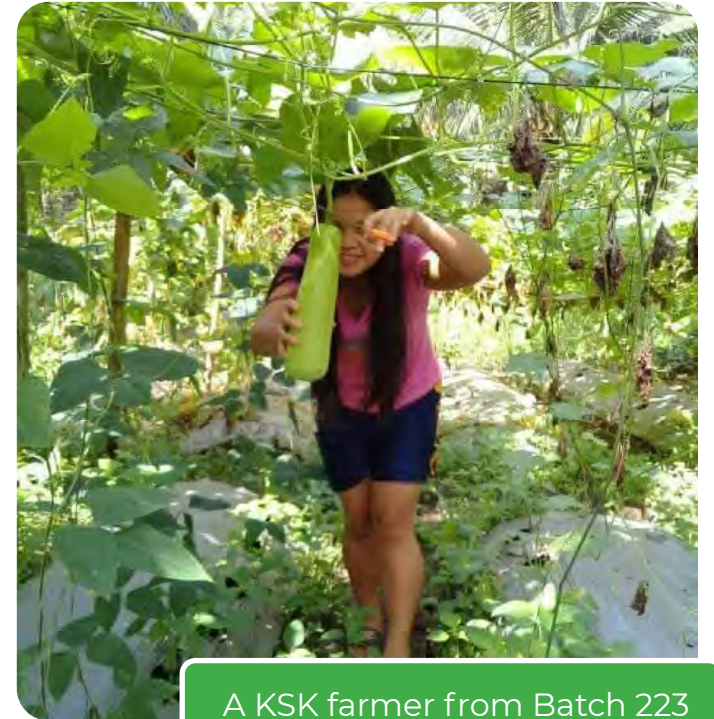
Ensuring that its social good efforts also reach those from the South, SM Foundation (SMFI), in partnership with the Technical Education and Skills Development Authority (TESDA), recently concluded its farmers' training - Batch 223 A-D under the Kabalikat Sa Kabuhayan (KSK) on Sustainable Agriculture in Davao City.

A total of 225 farmers from barangays Malagos, Talandang, Carmen, Baguio Proper completed the Organic Agriculture Production NCII, through SMFI's partner school—Casuga Integrated Farm School. Training is on-going in Baragays Cadalian and Los Amigos, through Wangan National Agricultural School (WNAS).



225
Farmers Completed
the Organic Agriculture
Production NCII

With the TESDA-SMFI scholarship training, farmers and communities in grassroot areas were trained on Organic Agriculture NCII that would enable them to produce chemical free and bountiful harvests which they may sell and consume. Aside from the farming technology, participants were also given KSK Agri Starter Kits, which include vegetable seeds and other farm implements - enough to cultivate a 100 sqm. land space for their agri-plot assignments. Proceeds from these agri plots will then be used by farmers as startup capital to start their own agri-enterprises.



A KSK farmer from Batch 223 harvests her quality produce.



Some of the quality produce of KSK farmers.



The recent KSK graduates from Davao participated at the Plant Fest activity in SM Lanang Premier.

SM Foundation opens opportunities for KSK farmers

SM Foundation (SMFI) is committed to providing a holistic approach in enabling farmers under the Kabalikat Sa Kabuhayan on Sustainable Agriculture. This program stems in the organization's belief that food security can be achieved by helping the grassroots communities achieve a competitive and viable agricultural enterprise, which in turn greatly contributes to the maintenance of a thriving rural economy.

Just recently, they participated at the SM KSK Trade Fair, a two-day monthly sales exhibit initiated by the SMFI and SM Supermalls.

Through this initiative, the KSK participants are given a chance to experience institutional selling by providing them with an avenue to sell their produce - which were planted and harvested using their agri starter kits, to the mall goers. These produce, composed of vegetables and fruits are cultivated in their backyards or small farm lots. Proceeds from the sale are used by the participants for their next cropping and to sustain their household expenses.

The recent KSK Trade Fairs were held at SM City Baguio, SM City Cabanatuan, SM Center Dagupan, SM City Pampanga, SM Nueva Ecija, SM Olongapo Central and SM City Iloilo.

"As a farmer, I am grateful for this opportunity! I consider this experience as an additional knowledge for improving my agri-enterprise. This opportunity gave me a chance to assess and plan the marketing of my small agribusiness," KSK Batch 217 graduate Emily Santos of Sta. Ana, Pampanga said.

"We are overwhelmed by the support of the shoppers and particularly SM Employees and Mall Affiliates. Our farmer-trainees are happy and proud with the opportunity since it's their first time to sell at SM City Iloilo. We are now on the road to making

some difference in their lives," said Elna Romero, owner of Center for Agri-skills and livelihood, Inc.

The said trade fair is in partnership with the Department of Agriculture (DA), Technical Education and Skills Development Authority (TESDA), Department of Social Welfare and Development (DSWD) and Department of Trade and Industry (DTI). In addition to the KSK participants, small and medium-sized enterprises (SMEs) affected by the pandemic were also invited to the trade fair to help them bounce back. Furthermore, the event series also served as a venue for partner government agencies to inform the public about their program thrust and services.



Some of the fresh produce sold by local farmers during the KSK Trade Fair in SM City Iloilo



KSK Trade Fair in SM City Olongapo Central

How an Education graduate found new love in Agriculture

One can't argue that the COVID-19 pandemic changed a lot of our plans especially for the year 2020. While it has caused havoc to our lives, it also opened new opportunities and possibilities that we never thought we'd have.

Regine Joyce Esquivel, 23, a graduate of BS Secondary Education major in Industrial Arts from Nueva Ecija was working as sales representative for a cellphone accessories store at SM Megamall—to save some money while waiting for her licensure examination—when the COVID-19 pandemic hit the country. She was able to go back in her province before the lockdown was implemented in March 2020.

Months have passed and the uncertainty of going back to Manila still remains for Regine. It was when she joined the Batch 224-A of SM Foundation's Kabalikat Sa Kabuhayan (KSK) on Sustainable Agriculture that she found some sort of normalcy in her life.

Following strict health protocols, SMFI, through its KSK program, taught the farmer participants about modern farming technologies that may help them sustain a bountiful harvest.

Far from a classroom setting that Regine envisioned herself she would be working at, she used the available farm land from her parent's house to practice and apply her learnings from the project.

With her perseverance and dedication, this newfound passion of Regine for agriculture helped them get through the pandemic. Part of her harvest went to the family's table while the rest were sold to neighbors, relatives, and biyaheros who sell goods in the market.

Since her October KSK training, she has already harvested 17 times, once earning as much as P2,250 from her okra and sitao. Regine prefers to plant short term crops that can be harvested weekly.

"I still want to become a teacher one day but my passion for farming would still remain. I will continue to use and share with others my newly acquired knowledge in farming. The agri-knowledge that we learned is very vital in sustaining our families, by providing us food security, especially in times like this," she concluded.



SM KSK farmer graduate Regine Joyce Esquivel

COVID-19 Response



SM distributed medical equipment to several hospitals in the country.

The challenges of COVID-19: Redefining CSR

By: Debbie Sy

While the definitive aftermath of the COVID-19 health crisis is yet to be seen, its immediate and ongoing impact has affected lives and businesses immensely. The country's health system continues to grapple with the task of containing the disease and tending to the infected, while the government is seeking ways to ensure the welfare of everyday Filipinos while carefully jumpstarting the economy once more.

Amid all these, a clear challenge to the private sector has emerged—to help address the host of social issues that has come along with the pandemic. These include food security, unemployment, health services, continuity of basic education and many more. The United Nations (UN) has even made a call for efforts to build more inclusive and sustainable post-coronavirus economies that are more resilient in facing previously unforeseen global challenges such as pandemics.

Similarly, the role of corporate social responsibility (CSR) has never been more important than today, and there is an urgent need to redefine it given the emerging new needs of our society. Going about with the usual CSR is no longer sufficient. In order to suitably respond to the challenges faced by our stakeholders, there is a need to carefully reassess resources and strategies of social investment initiatives.

This pandemic has brought us to see how the welfare of each sector of society is



SMFI Executive Director Debbie P. Sy

inextricably linked to the greater good of our nation. Thus, measures should be put in place to ensure the safety and security of all.

Given the infectious nature of the coronavirus, key to mitigating its spread is accurate and efficient testing. As early as June, we funneled our resources to bolster the testing capacity of our nation's healthcare system. One of the most vital synergies that SM undertook in cooperation with the Department of Health, the Philippine Red Cross, the National Action Plan Against COVID-19, the PNP Medical Corps and other private sector partners was the creation of a COVID-19 mega swabbing facility at the Mall of Asia Complex, with 72 test booths and a capacity of up to 1,500 RT-PCR (reverse transcription polymerase chain reaction) tests per day.



5
Mobile X-Ray
Machines



65
ICU-Grade
Ventilators



8
Ultrasound
Machines



more than
48,000
Test Kits (RNA)



more than
20,000
Test Kits (PCR)

Through SM Foundation Inc (SMFI), over P36 million was allocated to distribute 20,000 PCR test kits and 48,050 RNA test kits. More so, 65 ICU-grade ventilators, five (5) digital x-ray machines, and eight (8) ultrasound machines were donated to beneficiary hospitals across the country. In addition, more than 164,000 KN95 masks, 585,400 3-ply masks, and more than 74,800 face shields were also provided to our medical front-liners. Meanwhile, a partnership with Uniqlo Philippines provided PCR kits good for 4,000 tests and worth more than P5 million to the University of the Philippines–National Institutes of Health (UP–NIH).

In terms of providing immediate relief and assistance, through SMFI’s Operation Tulong Express (OPTE) program, SM distributed more than 85,400 Kalinga packs, amounting to P33.52 million, in grassroots communities nationwide.

Through joint efforts, SM has donated over 300 million pesos worth of essential medical supplies and equipment, and relief goods thus far.

Although the implementation of our social good programs is threatened with the physical limitations of community quarantines across the country, we were still able to ensure the continuity of our social good programs on Education, Health and Wellness, Sustainable Agriculture and Relief Operations by utilizing our social media assets and adherence to health and safety protocols for on-site program implementations.

How we respond now as business leaders and CSR managers to these changes will be remembered by our employees, our clients, and the general public for years to come. The goal now is to transform current responses to the health crisis into integral corporate plans that will ensure business continuity.



Several Kalinga packs were distributed to transport groups and families in grassroots communities



Mega swabbing facility in MOA Arena



Uniqlo-Dry Fit Shirts for our courageous frontliners

SM Foundation, Uniqlo continue to help COVID-19 frontliners

Exhibiting the culture of sustained collaboration, SM Foundation and the Japanese global apparel retailer UNIQLO continue to provide assistance to the medical community by donating personal protective equipment (PPE) for COVID-19 frontliners.

To date, a total of 130,000 medical gowns, 168,000 surgical masks and 7,140 DRY t-shirts have been allocated to hospitals through this social good partnership. Included in the list of hospital recipients are the Diliman Doctors Hospital, East Avenue Medical Center, Veterans Memorial Hospital, Novaliches District Hospital, among others.

Aside from the PPE, Uniqlo has also been distributing relief goods for the victims of calamities and crises through SM Foundation’s Operation Tulong Express program.



Uniqlo Philippines and SMFI reached out to COVID-19 frontliners by distributing much needed medical supplies.



Henry Sy Foundation



Artist Rendition of the new UP Manila Medical Sciences Building. The said facility will have the following features: two theaters; 42 classrooms; three board rooms and alumni lounge; a special event hall and two multi-purpose halls; four upper floors that can accomodate new programs of the college; and a patient safety center and two clinical simulation wings.

Henry Sy Foundation turns over second tranche of donation for UP Manila's medical sciences building

True to its commitment of supporting endeavors which advance the culture of academic excellence among Filipinos, Henry Sy Foundation turned over the 2nd tranche of its donation to the University of the Philippines Medical Alumni Foundation Inc. (UPMAFI) to support the construction of the 11-story Medical Sciences Building at the UP Manila Campus.

The said Medical Sciences Building is soon to rise within the UP Manila complex in Ermita, Manila and will have a total floor area of almost 9,900 square meters.

In addition to the grant of Henry Sy Foundation, the other donations will

come from UP alumni, their families and supporters of UP Manila. The UPMAFI, through the leadership of its Chairman and President Dr. Rody Sy, has been raising funds for this project for the past years.

Dr. Lydia Echauz, HSFI Trustee and Executive Director, highlighted the vision of the HSFI, "Henry Sy Foundation has the vision of supporting the empowerment of Filipinos through education. Aside from providing financial assistance to students, we also partner with various education institutions for the construction of facilities and development of programs which improve the quality of education in the country."



Night exterior view of the construction



Key officials from Henry Sy Foundation (Trustees Debbie Sy and Harley Sy, Chairman and Treasurer Virginia Yap, and Executive Director Dr. Lydia Echaz, and Independent Trustee Engr. Chito Macapagal); UPMAFI (Chairman and President Dr. Rody Sy, Vice President Dr. Camilo Roa, and Secretary Dr. Francisco Tranquilino); and UP Manila (Dean Charlotte Chiong, Associate Dean Joven Cruz, and former Dean Agnes Mejia) graced the virtual turnover event.

“In 2019, the HSFI and UPMAFI signed an agreement to build a world class medical sciences building in UP Manila Campus. The HSFI donated P300 million which was given in two tranches,” Dr. Echaz stated.

“We already completed 36% of total construction work as of February 5, 2021 despite the project hurdles brought upon by the pandemic. Although constructions are now allowed by the government, it is important for us to establish procedures at construction sites to fight the spread of the virus. To ensure occupational safety for this project, we conduct regular check-ups and COVID-19 testing for our workers every month as part of our health and safety measures,” said Dr. Sy.

“We know that it is very difficult to execute construction projects nowadays because of the pandemic. We are very impressed with how the construction of the Medical Sciences building is being handled by UP Manila amidst these challenging times,” said HSFI Trustee Engr. Chito Macapagal.

The Henry Sy Foundation Inc., a personal foundation of the SM Founder Henry Sy Sr., is a non-stock, non-profit organization that aims to empower the youth and foster the culture of achievement by giving grants to educational institutions to drive Philippine social development.

SMFI strengthens social good programs through development communications



Published By: Manila Times

From the steadfastness of SM founder Henry “Tatang” Sy Sr. to help the economically challenged Filipinos earn college education through a scholarship, SM Foundation Inc. (SMFI) continued his legacy and has since provided a platform for thousands of young Filipinos to change the economic status of their families.

Since then, SM, through SMFI was able to improve the quality of life of Filipinos by

doing its share in providing access to quality education, healthcare, farmers’ training and relief during disasters – fulfilling its responsibility to the community and to nation building as the CSR arm of one of the country’s largest conglomerates. To date, SMFI was able to provide scholarships to more than 7,600 deserving and qualified youth and construct more than 100 school buildings, benefitting 17,300 elementary and high

school students. In addition, SMFI was also able to train over 27,500 farmers, establish more than 170 health and wellness centers and conduct more than 1,500 medical missions nationwide. SMFI was also able to respond to more than 370 calamities providing more than 600,000 relief packs for Filipinos affected by disasters.

RIGHT ON TRACK

Recently, SMFI won four Silver Anvil Awards from the Public Relations Society of the Philippines (PRSP) —two Silver awards for its Social Good Initiatives; one Silver award for its COVID-19 response; and one Silver award for its Spreading #SocialGood Stories Online campaign.

Meanwhile, at the 18th Philippine Quill Awards of the International Association of Business Communicators (IABC) Philippines, SMFI garnered seven awards—three Merit and four Excellence—for its exemplary communications strategies and efforts under five categories, namely Audio/Visual, Social Media Programs, Publications, Community Relations, and Corporate Social Responsibility.

“Being able to bag several awards is a bonus for us since our main goal is to promote and sustain our social good programs especially in areas where we operate. We are grateful that we are recognized by our colleagues in public relations since it means that we are right

on track especially on communicating our social good efforts,” SMIC AVP for Corporate Affairs Victor Persius Chan says. Included in the list of SMFI awarded projects is the SMFI’s We Care newsletter special edition which copped two Quill Excellence Quill Awards for Audio/Visual and Publications categories.

Published quarterly in order to communicate social good stories to stakeholders, SMFI believes that We Care is an excellent platform to spread positivity notably at this time of the pandemic.

Furthermore, SMFI also utilizes social media platforms such as Facebook, Instagram, and Twitter in reaching its stakeholders. “We believe that our social good stories help in easing negativity especially in social media,” Chan adds, explaining that social media platforms have created a wonderful field for both the company and its corporate social responsibility (CSR) arm in terms of interactive communication among all their stakeholders.

“It allowed us to have an avenue where stakeholders are heard and acknowledged. Aside from providing us a platform where we can feature our social good stories, social media enabled us to tie our social good initiatives to our mission and corporate values and underscore SM’s commitment and dedication in spreading social good in order to contribute to nation building,” the SMIC executive intones.

POST-PANDEMIC SCENARIO

SM has been helping the government in its Covid-19 efforts. For one, the conglomerate constructed seven insulated emergency quarantine facilities (EQFs) in Pasay and Quezon City.

“Since last year, we innovated our health and wellness centers to address the current pandemic situation in such a way that our health centers will be future-proof. We intend to help in improving the

health services of our country by giving our health centers the ability to transition to the new normal by strengthening its capacity to provide health services, especially during a pandemic,” says Debbie Sy, SMFI’s Executive Director.

One good example is the Tondo Foreshore Super Health Center in Manila. Besides being a one-stop shop polyclinic, the facility is equipped for the safety of both patients and frontliners by classifying its areas using color-coded zoning markers, with acrylic barriers installed to augment the safety features of areas where face-to-face assessment or consultations are conducted.

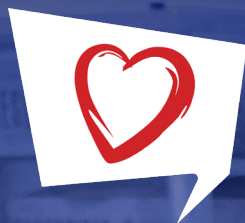
“We believe that our efforts will still be relevant even post-pandemic since as a practice, we continuously innovate our social good programs and use various communication tools – from community consultations to sharing our success stories – to provide sustainable social development for our stakeholders,” Sy added.

PROOF OF COMMITMENT

“At SMFI, we don’t limit ourselves in just executing and innovating our social good projects. We also continuously innovate our communication tools. We believe that execution of social good projects should also be paired with effective development communication tools, from start to finish – from communicating through community consultations up to sharing our social good stories in both traditional and digital channels,” Sy shares.

“We believe that end-to-end communication efforts present proof of a company’s commitment to sustainable social development. If your communication strategy is well contextualized and authentic, your social good program can unite various institutions in spreading social good, which in turn multiplies impact,” the SMFI executive director concludes.





#SocialGoodStories

Stories of love, kindness, courage and service



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