



SM FOUNDATION

EDUCATION



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2022 2ND HALF



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Creating
opportunities
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Education



From SM scholar to a beacon of hope

Aspiring young Filipinos from low-income households hold dreams of their own. While they lack resources, many of them have treasures no one can take: a steadfast grit to provide a comfortable life for their family. They dedicate their skills and abilities to pursue every possibility.

One young SM scholar from graduating batch 2022, Jessel Pineda, represents just this—a new generation of Filipinos who aim to cease the perpetuating intergenerational cycle of poverty.

A fight to build a new life

For 20 years, Jessel's family made a living out of a small barbeque business. Her parents would load their goods onto a bicycle and peddle on the streets where most customers are. But their bicycle would sometimes be impounded by enforcers, forcing them to use the majority of their profit to reclaim the vehicle.

Having experienced the pain of losing homes after two demolitions, SM scholar and summa cum laude graduate Jessel Pineda aims to become a lawyer to defend the rights of informal settlers.

The pursuit of a stable source of income is just one of the many challenges of the Pinedas. The most painful for Jessel, however, was when their home was demolished – not once but twice.

“Magka-college po ako noong na-demolish ang bahay namin. Noong panahon na ‘yon, pumasok sa isip ko na baka hindi na ako makapag-aral dahil sobrang hirap at magastos magpatuloy sa kolehiyo.”

Knowing the power of education, the persistent student took a shot at the SM college scholarship examination to give her family a better life.

Using her SM scholarship and life experiences as sources of strength, she capped her academic journey as a summa cum laude and finished a Bachelor of Secondary Education as the Batch Valedictorian of the National University - Manila.

But Jessel's journey to greatness doesn't end here. Beyond putting a roof above their heads, she aims to pursue a law degree to help give justice to those who will walk in her shoes. “Kapag naging ganap po akong abogado, magi-give back po ako sa mga kagaya kong nangangailangan. Ipagtatanggol ko po ang mga tulad namin na basta-basta na lang pinaalis sa tirahan—dahil mayroon din po kaming mga karapatan kahit na informal settlers po kami,” she said.

Jessel is one of the over 300 SM scholar graduates of 2022. This batch includes 146 with honors—24 with academic distinction, six summa cum laude, 40 magna cum laude, and 76 cum laude graduates.

SMFI's Scholarship program has provided deserving and qualified students with access to college education and technical-vocational studies since 1993. To date, SMFI has produced more than 8,000 scholar-graduates.

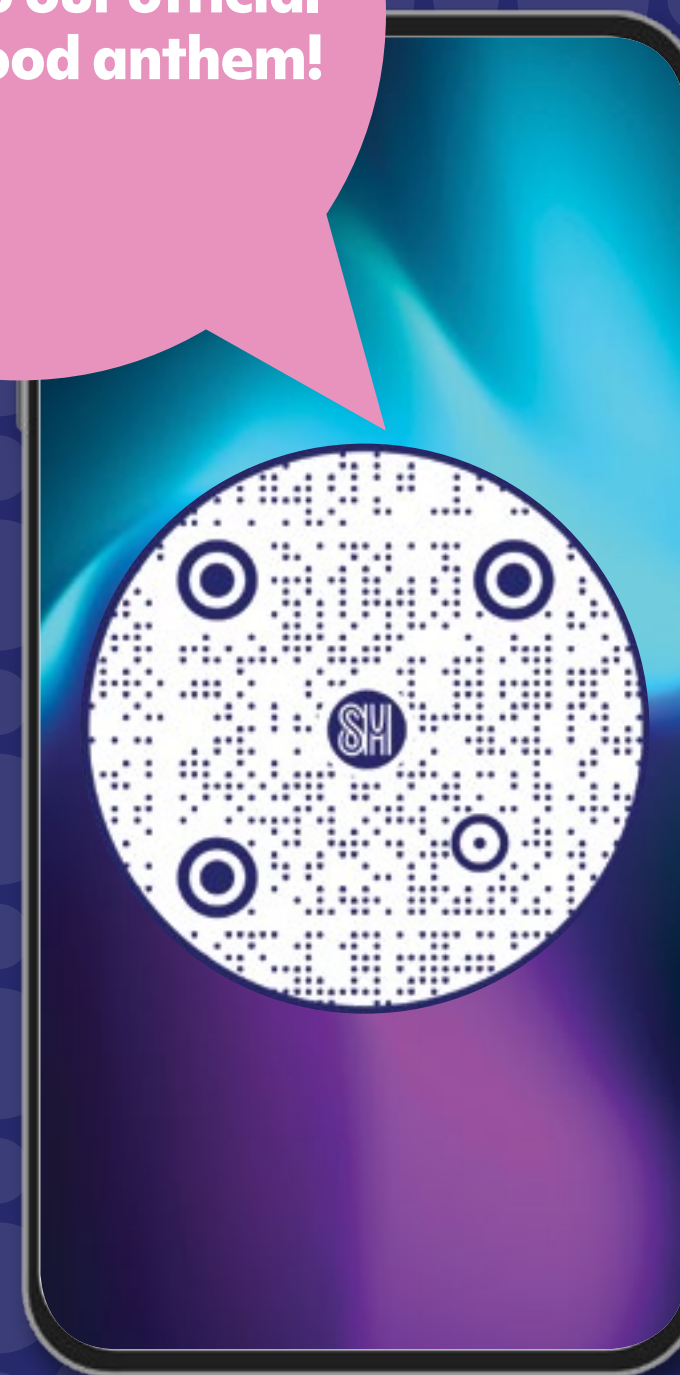
The scholarship was anchored on the belief of SM Foundation founder Henry Sy Sr. that education is the greatest equalizer and that if he could help send one child to school, that child could then help his or her siblings finish schooling—and together, they can help uplift their family out of poverty.

After seemingly endless trials, SM scholar Jessel (middle) graduates as the batch valedictorian and moves a step closer to taking her family out of poverty.





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#SocialGood anthem!



A step closer to a new tomorrow

SM Foundation foundation (SMFI) further strengthens its decades-long objective of helping poor but deserving students to fulfil their dreams by having access to quality education.

For the school year 2022-2023, SMFI proudly welcomed over 300 freshmen in its new batch of SM college scholars, completing the 1,300 current SM college scholars. Of the 300 new scholars enrolled in 140 partner schools nationwide, 60% are from the provinces, and 40% are in the NCR

The new scholars were aptly recognized at SMFI Rise to Greatness online event on Facebook and YouTube.

Ticket out of poverty

One of the SM scholars who generously shared her journey was Erin Mhae Evangelio, an island girl from Obando, Bulacan.

Her father is a fisherman, while her mother is the one selling the catch near their area. With her scholarship, Erin is eager to face a brand new tomorrow as her family has experienced the worst in life due to financial constraints.

“Nakikita ko po si Mama minsan na umiiyak at sasabihin niyang wala na kaming panggastos. Dumating po sa point na nag-away po ang parents ko dahil sa panggastos. Tumaon rin po dati na nagkasakit ang kapatid ko. So muntik na po silang maghiwalay. Bilang anak at panganay, masakit po sa akin na dahil sa financial problem masisira po ang pamilya namin.”

“Pinangako ko sa sarili ko na iaahon ko po sila sa kahirapan. Gusto ko po mamuhay ang pamilya ko nang komportable at ‘di na namin poproblemahin ang pera,” she further added.

SMFI executive director Debbie Sy joined the program to share her message for the scholars and their families: “This is a momentous event for us at SMFI since we will be able to give more than 300 students a fighting chance to uplift the economic status of their families - and eventually inspire them to give back to their respective communities, which is also the core mandate of SMFI—to spread social good.”

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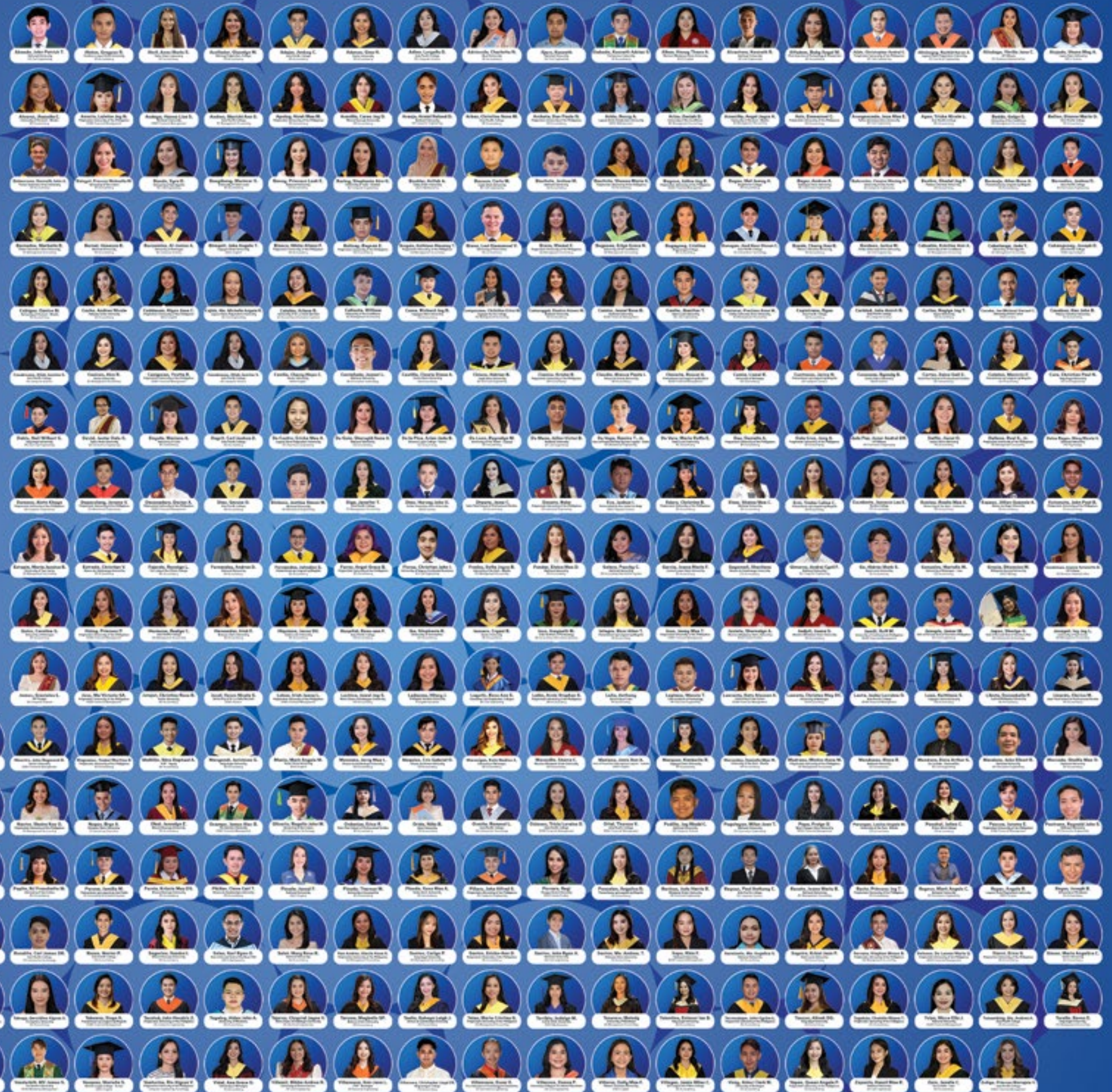


RISE TO GREATNESS

"I knew I had the drive and determination
to make something of myself."
- Henry Sy, Sr.

323 Scholar Graduates

6 Summa Cum Laude
41 Magna Cum Laude
75 Cum Laude
24 Academic Distinction





323 Scholar Graduates

6 Summa Cum Laude | 41 Magna Cum Laude | 75 Cum Laude
24 Academic Distinction

RISE TO GREATNESS

"I know I had the drive and determination
to make something of myself."
- Henry Tio, Sr.

Summa Cum Laude



Magna Cum Laude



Cum Laude



Academic Distinction





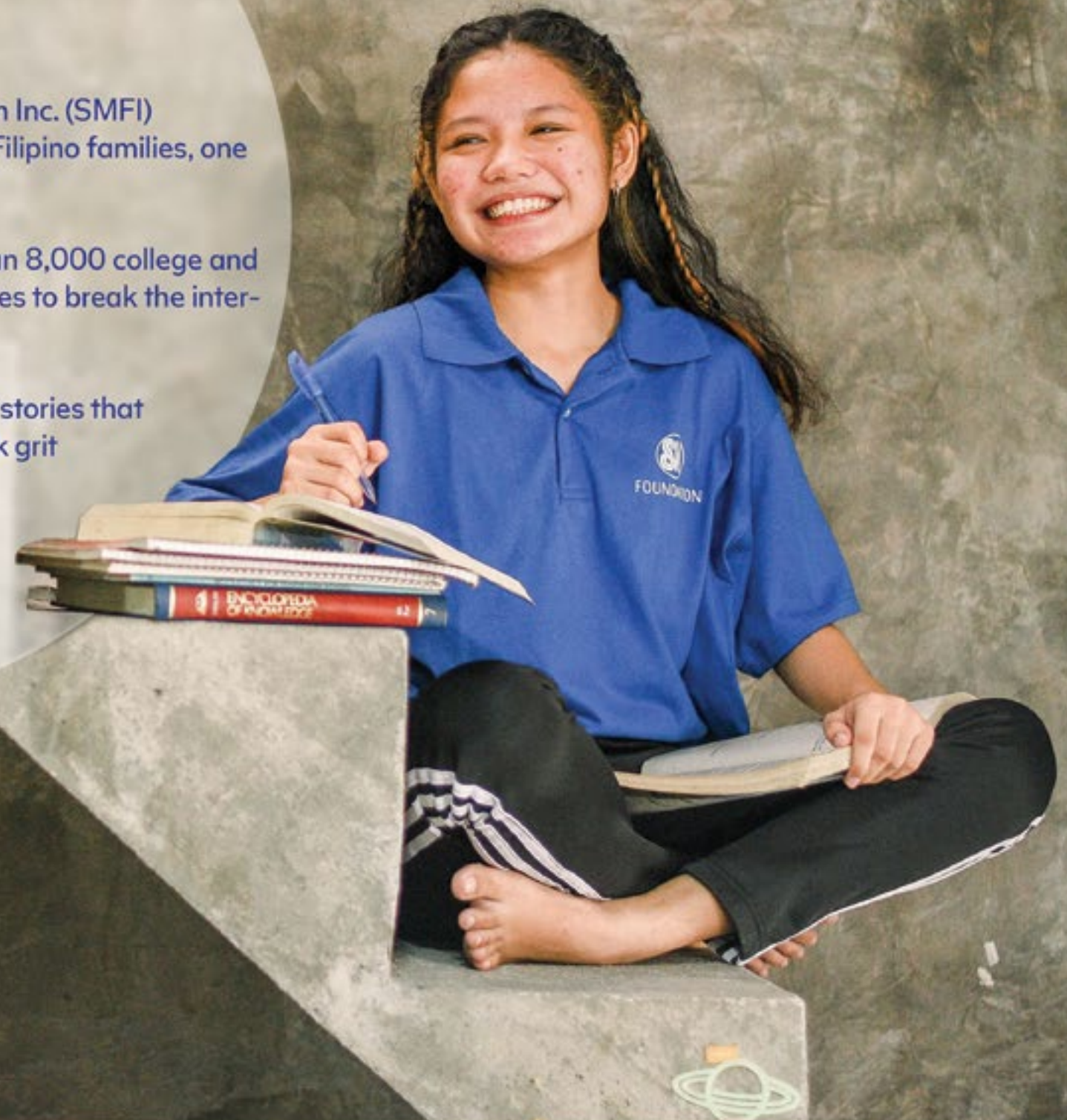
A step towards spreading #SocialGood

Through its education pillar, SM Foundation Inc. (SMFI) progresses a step closer to its mission of uplifting Filipino families, one scholar at a time.

For over two decades, SMFI has produced more than 8,000 college and tech-voc graduates—enabling them and their families to break the inter-generational poverty cycle.

Behind their socio-economic feat are their stories that serve as beacons of hope that spark grit for the Filipino youth.

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Edifice of hope

More than just an area where students gather to hold classes, a school environment plays a vital role in learners' cognitive development. Research has shown that with an environment conducive to learning, students increase their attention and focus, and they are more motivated to practice higher-level critical thinking skills.

Adamant to provide students with venues where they can fully hone their skills and knowledge, SM Foundation (SMFI)—the corporate social responsibility arm of the SM group—cemented its partnership with the Department of Education (DepEd) in 2002 through DepEd's Adopt-A-School Program.

Through this, SMFI builds SM school buildings in grassroot communities, complete with basic furniture and equipment. More so, SMFI integrates specialized features to each SM school building to address the unique needs of their school recipients—some received rooms dedicated as a guidance office, a clinic, a mini-library, and some even got a water tank and a handwashing facility.

To date, SMFI has turned over more than 100 SM school buildings nationwide with the help of its partners, which share the same aspirations for the Filipino learners and teachers. One of which is the SM Prime Holdings (SMPH) - one of the largest integrated

property developers in Southeast Asia. Since the project's inception, over 90 SM school buildings out of the more than 100 were built through the social good collaboration with SM Prime.



Infrastructure for calamity prone areas

SMFI and SMPH ensure that the SM school buildings incorporate a disaster resilient design to guarantee the safety of the students, teachers, and other school personnel. Emergency lights at both staircases, and fire and earthquake alarm bells are also installed.

Principal Joji Buelvo, school principal of Basud Elementary School (BES) in Sorsogon City, shared the state of their school community before they accepted the fully furnished SM school building from SMFI and SM Prime in 2021: "Ang aming paaralan ay saksi sa maraming kalamidad. Kaya karamihan ng mga classrooms ay may kalumaan na, ang mga kisame ay malapit na bumagsak—talagang hindi na conducive for learning."

"But through your [SMFI and SM Prime] donation, our BES learners now have a haven where we can nurture their young minds to be academically-ready and well-rounded members of the community," Buelvo further expressed.

Addressing classroom shortage

The continuous rapid growth of the country's population is taking a toll on schools—leaving the students, even the teachers, with overcrowded classrooms which affect learners' academic performance.

In 2012, the Banisil National High School (BNHS) in General Santos City received its first SM school building. But being the only secondary school in Barangay Tambler, BNHS records a significant increase in their enrollment per year. With this challenge, SM Foundation decided to provide another edifice of hope for the suburban Muslim community in 2021, addressing the growing needs of BNHS learners and teachers.

BNHS then principal Shiela Balbon said, "Yung patuloy na paglobo ng population every year ay talagang naging suliranin namin."

"Pagpasok ng 2020, nagkaroon ng COVID. So naisip ko baka hindi na matuloy. Pero itong SM Foundation, walang pande-pandemya sa kanila. Talagang desidido silang matugunan yung pangangailangan sa classroom ng mga estudyante," she added.

"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," Balbon concluded.

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





Spreading #SocialGood from the ground up

Heralding that education is a key backbone of all progress and growth, SM Foundation, Inc. (SMFI)—through its education pillar—has turned over more than a hundred school buildings throughout the years, building from the ground up the hopes and dreams of countless Filipino students, our future leaders.

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9th Asia-Pacific Stevie Awards

Silver Stevie Award in the Innovation in Community Relations or Public Service Communications

19th Philippine Quill Awards

Communication Management | Corporate Social Responsibility (Merit)

19th Philippine Quill Awards

Communication Skills | Social Media (Merit)

19th Philippine Quill Awards

Communication Skills | Writing (Merit)

Health and Wellness





Uniqlo, SMFI bring new life to health centers

The pandemic reminded us of the unpredictable nature of health and showed us the strength of collaboration in the community—one that has remained constant throughout the course of COVID-19. Especially in local healthcare systems, the combined efforts of local health workers and community members allowed us to slowly pivot toward health, safety, and recovery.

To further empower community health, SM Foundation Inc. (SMFI) and Uniqlo collaborated to upgrade new health facilities in Bicol and Rizal.

Rizal

Abnai Barangay Health Station

Taytay San Roque Barangay Health Station, Angono

Angono Rural Health Unit II- Mahabang Parang building

Bicol

Angas Barangay Health Center, Basud, Camarines Norte

Cararayan Barangay Health Center, Naga City, Camarines Sur

San Isidro Barangay Health Center, Baao, Camarines Sur



While improving the health environment, the collaboration provided mobile play cabinets, medicine storage cabinets, essential medical equipment, furniture, and appliances necessary to deliver strong preventive and primary care services to their respective communities, emergency Go Kits+ for improved emergency and disaster response.

The SMFI's Health and Wellness Program upgrades public health centers of grassroots communities, complemented by its medical caravans across the country. To date, it has renovated more than 170 health and wellness centers and served over one million patients in its medical missions.



Healthcare where no one gets left behind

The sprouting acts of kindness have been one of the positive outcomes of the pandemic. As the world began to realize the value of health, stakeholders and volunteers stepped up and came together to respond to the needs of communities, especially its vulnerable members.

SM Foundation Inc. (SMFI) and its partners, for one, have continued their medical missions to provide equitable healthcare to various locations in the Philippines.

In the second quarter of the year, SMFI provided free medical consultation and medicines to more than 800 patients during its separate initiatives at SM City Novaliches and SM City Sta. Mesa.

Traveling south, SMFI and its partners provided primary checkups to 400 residents in Batangas and over 350 patients at SM City Rosario. A journey worth every mile, 800 other patients got free wellness checkups at two separate locations in the Bicol region—SM City Daet and SM City Naga.



Moving closer to home, SMFI and SM Cares provided free medical services to over 200 elderly patients at the SM Mall of Asia. Extending its reach, SMFI serviced over 500 low-income community members in Brgy. Holy Spirit.

Through its Health and Medical Programs, SMFI upgrades public health centers in its host communities, complemented by its medical caravans across the country. To date, it has renovated more than 170 health and wellness centers and served more than one million patients in its medical missions.





Joining hands for social good, SM Foundation Inc. (SMFI), the Philippine Red Cross, and the Philippine Blood Center collaborated for several bloodletting activities in SM malls nationwide.

The second blood donation campaign led by SMFI logged over 3,000 successful donors, with volunteers coming from more than 70 malls and SM Corporate Offices.

Each bag of donated blood can help save up to three individuals as transfusable components, namely white blood cells, red blood cells, and platelets, can be derived from donated blood.

The donated blood bags are stored at the DOH Philippine Blood Center and can be accessed by indigent patients should the need arise.

SM Foundation, partners' blood donation campaign generates 3,000 bags

All it takes is just one poke to save lives.

While blood donation drives are often conducted, blood shortages remain pressing in low- to middle-income countries. In the Philippines, blood donation activities were reduced during the height of COVID-19, making it even more challenging for the country to provide blood in times of need.

Amidst the obstacles, organizations and volunteers continue to unite to help increase the country's safe blood supply.





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Spreading #SocialGood through quality healthcare

SM Foundation (SMFI) spreads a message of social good across the country as it champions its mission of delivering quality health services to elevate the lives of the marginalized.

For SMFI, social good moves beyond charity - but rather a commitment in supporting their communities to achieve sustainable growth and development. By cultivating a culture of quality healthcare, SMFI empowers communities to have a safe, healthy, and productive lives.

Mobile Clinic

Supporting Communities



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Communication Skills | Social Media (Merit)

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Communication Skills | Writing (Merit)

Volunteering for Social Good





Creating opportunities through volunteerism

SM employees volunteer to help KSK farmers

People helping people.

This philosophy of the SM group continues to live on and is evident at the Kabalik sa Kabuhayan (KSK) Farmer's Market Day in SM Malls throughout the country.

In partnership with SM Supermalls, Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Social Welfare

and Development (DSWD), Technical Education and Skills Development Authority (TESDA), SM Foundation Inc. (SMFI) aims to ensure the sustainability of the social and entrepreneurial development of KSK graduates through the KSK Farmers' Market Day.

To strengthen this, they were given institutional selling experience by offering homegrown vegetables and fruits to their customers in designated pop-up booths at SM

malls. Meanwhile, employees of the respective malls went the extra mile to assist the farmers.

Lending a helping hand

For SM City Mindpro Public Relations Officer Arnel Manahan, the experience goes beyond lending a helping hand: "No money can replace the smiles on their faces when they were given the opportunity to sell their produce for free at SM."

Manahan also coordinated with the farmers and the Mall Operations Team to hold the activity successfully. He also ensured that the public was informed about the activity through media partners and posting on the social media pages of SM City Mindoro.

What moved him was the volunteerism and camaraderie among farmers when it became difficult for others to transport their produce from their farms, which were about 20-30 minutes away from the mall.

"During the fifth and sixth months of selling, Mang Pio, a farmer, generously shared his kuliglig, with the other group selling, Tolosa Farmers, and transported their produce to the mall. Lending their vehicle for free to the other group of farmers shows a great character. Despite the distance and weather, they didn't miss a day at the Farmers' Market Day."

Like Manahan, SM City Tarlac Public Relations Officer Shiela Mae Macaraeg-Solis has many fond moments with SMFI, especially with the KSK Farmers' Training Program.

According to Solis, they always support SMFI projects by providing the logistics needed to make the project a reality. "Our mall manager, Engr. Darrel Ramos would say that we will extend assistance to KSK projects however and whenever we can," she said.

Their efforts are even more worthwhile as they meet KSK farmers like Emma Tolentino, owner of Eco Naturale Training Site: "It's her passion,

consistency, and genuineness that makes her a woman of inspiration. Aside from helping her fellow KSK graduates, she has other noble projects. She would partner with government agencies and other organizations to provide free training to her fellow mushroom and organic vegetable growers."

SMFI's KSK aims to bring modern and sustainable farming skills to rural and urban communities to help farmers have food on their tables and potential economic opportunities. To date, the program has trained more than 28,500 farmers from more than 900 cities/municipalities nationwide.



SM employees give the gift of volunteerism

Amidst the hustle and bustle of the season, SM employees went out of their way to ignite the spirit of volunteerism. Sharing the special gift of time and effort, they volunteered their skills, talents, and time to spread Christmas cheer, especially in communities that need it the most.

Spreading social good, spreading Christmas cheers

To make this truly the happiest time of the year, SM group rolled out Christmas Cheers, a simultaneous gift-giving activity through SM Foundation Inc. (SMFI). The initiative was successfully carried out with SM Supermalls employees, who eagerly lent a helping hand.

Through the collaboration of SM Supermalls employee-volunteers and SMFI, the SM group gave food packs to more than 23,700 families from various communities—from children and persons with disabilities, elderlies, typhoon victims, tricycle and kalesa drivers to street sweepers, health workers, Indigenous Peoples from remote areas, and families in low-income households.

VolunteerISM

One of the many who heeded the call of volunteerism was Karla De Leon, SM City Manila’s Assistant Mall Manager.

“The past two years have been very hard and difficult for everyone—that a small glimpse of hope is already enough to keep the ones still fighting, continue to fight. This activity connects us to our communities amidst our business and workload in the mall. I volunteered to be able to feel and experience the true spirit of Christmas while being able to represent my organization.”

With zeal, she acted as the activity coordinator, pulling together everyone willing to join and arranging everything needed to make the gift-giving a moment to remember. She became the medium—from information dissemination to embodiment of how the Christmas Cheers was envisioned to be.

Through similar activities initiated by SM group, Karla and her fellow volunteers from SM City Manila saw the importance of volunteerism and inspired them to be part of more valuable causes.

“I have always been grateful to be part of the SM group and I am proud that the organization I am in has this innate generosity, especially to the underserved communities,” she said. “With this, our Christmas Cheers has been successful because of sincere volunteers who really wanted to be part of this activity.”

Karla is just one of the many employees carrying the SM culture and philosophy of People Helping People. Through SMFI’s various initiatives, she found passion and purpose in volunteerism.

SM group, through SMFI, paves ways for their employees to help the country rise above crises. They take part in beautifying and painting schools. They lend a helping hand during typhoons, flooding, fire, and other disasters. They go beyond the realms of volunteerism by establishing in their communities a culture of spreading social good.



Bears of Joy



Collab for #SocialGood

SM Foundation Inc. (SMFI) has engaged not only its employees to carry out its social good mandate. Going above and beyond, the foundation has united private and public institutions to empower communities all over the Philippines.

Through and through, SMFI banners the message that collaboration takes any endeavor to greater heights – that each partner's unique skills, expertise, and other resources complement the other partner's needs.

This convergence helps achieve social good and represent a win-win opportunity at all levels, may it be local, regional, and global - bringing businesses, people, and organizations together to achieve social good.



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19th Philippine Quill Awards

Communication Skills | Writing (Merit)

Sinag Schools Program

Working towards its goal of providing clean and renewable energy to schools in grassroots communities, SM Foundation Inc. (SMFI) and Mexeon have installed solar panels in the SM School Building in Lemery Pilot Elementary School in Batangas.

The partnership installed 21 solar panels, estimated to produce 6,510 watt-p. With the savings on electricity, the school may realign their budget to more efforts and other innovations to give the students an environment more conducive to learning.

Aside from powering positive change in the way energy is consumed in public schools, the program also intends to enhance students' understanding of energy management and the need to transition to cleaner energy alternatives with lower environmental impacts.

SMFI, 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. To date, it has turned over more than 100 school buildings to grassroots communities.



SM Foundation, Uniqlo Philippines aid the vulnerable in Bicol

Due to its location and geographic features, the Bicol region is vulnerable to typhoons. Just this year, about eight typhoons have hit the area, causing significant damage to properties and forcing residents to leave their homes.

Responding to the needs of Filipino communities, UNIQLO Philippines, in collaboration with SM Foundation Inc. (SMFI), distributed construction supplies to victims of recent typhoons in the Bicol region. Through the partnership, residents of Brgy. Bolo, Tiwi, Albay received nails, sealant, plywood, lumber, and other roofing materials.



Since 2021, this collab for social good effort has been able to help over 1,000 families affected by various disasters get back on their feet by aiding them in rebuilding their homes, including Bicolanos.

To learn more about SMFI, its collaboration with UNIQLO Philippines, and more social good stories, visit <https://www.sm-foundation.org/> or their social media pages: [@SMFoundationInc.](#)

Meanwhile, SMFI and UNIQLO have been working together to spread social good in communities since 2012.



Collab for Social Good





It takes a community to raise trees

There is wisdom that takes root in the old proverb, 'it takes a village to raise a child.'

In the same vein, SM Foundation Inc. (SMFI), the social good arm of the SM group, and the Fast Retailing Foundation (FR Foundation), are partnering with communities to raise various species of trees in the hope that together, they can plant the seeds for a better tomorrow.

As 'Grow Trees Community,' the 'treescaping' and reforestation initiative aims to plant and grow at least 200,000 trees in Batangas, Pampanga, and Benguet provinces and help create livelihood opportunities by working closely with conservation-focused people's organizations and various government agencies.



"The core of our program is to go beyond planting trees. It addresses communities' social and economic needs by providing them with the means to engage in agroforestry. We want to build a strong foundation to keep growing communities by fostering collaboration and leadership in caring for the environment."
- SMFI Assistant Vice President for Livelihood and Outreach Programs Cristie Angeles.

In a coastal village in the municipality of Macabebe, where the project has the biggest exposure, both foundations intend to plant the Bakawan species of mangroves to serve as a natural defense against storm surges while enhancing ecological biodiversity.

"We are particularly drawn to this project, which is a first in terms of our partnerships here in the country. After we can confirm the success of this project, we are looking forward to pursuing more of these types of projects in the near future in collaboration with our partner, SM Foundation," FR Foundation Secretary-General Yoshio Ishida said.

Grow Trees Community is in support of the SM Green Movement. It aims to improve the quality of life of communities through sustainable solutions to promote a green planet, green living, and a green culture.

FR Foundation focuses on promoting research designed to spur technological development, nurture human resources, and support socially vulnerable groups. It is part of Fast Retailing Co. Ltd., the leading Japanese retail company that owns the well-loved casual wear brand Uniqlo.



Environment





SM Foundation receives awards, recognitions

Since its establishment in 1983, the SM Foundation Inc. (SMFI) has aimed to provide opportunities to underserved communities to help them, and their families lead improved lives.

Almost four decades in, it continues to strive by accompanying its goals with effective communication strategies to spread social good and encourage various like-minded organizations across the Philippines to collaborate towards fulfilling its mission.

While spreading the message of social good, the International Association of Business Communicators (IABC) Philippines and the Stevie® Awards—two renowned award-giving bodies in the industry—recognized the communication efforts of SMFI.



At the 19th Philippine Quill Awards of IABC Philippines, SMFI received three Merit awards for its exemplary communication strategies and efforts under the Social Media, Writing, and Corporate Social Responsibility categories.

SMFI was also accorded a Silver Stevie® Award in the Innovation in Community Relations or Public Service Communications category at the ninth annual Asia-Pacific Stevie Awards.

SMFI also received the Pandemic Heroes Award from the Board of Investments (BOI). The Pandemic Heroes Award is part of the 55th founding anniversary celebration of the BOI, an attached agency of the Department of Trade and Industry responsible for developing investments in the country. The said recognition is given to BOI's partner stakeholders, who responded to the country's pressing needs during the height of the pandemic and provided genuine support and assistance in ensuring the health and safety of Filipinos and bringing opportunities through investments.

Boosting health education

Pursuing its objective of driving Philippine social development by fostering the youth and the culture of excellence through education, the Henry Sy Foundation Inc. (HSFI) partnered with two leading universities in the Philippines—the University of the Philippines (UP)—Manila and the University of Sto. Tomas (UST).

Propelling research-based education

In September, HSFI and the University of the Philippines Medical Alumni Foundation Inc. (UPMAFI) opened the doors of the UP College of Medicine (UPCM) Henry Sy Sr Hall.

The 11-story building is equipped with facilities that encourage future physicians to engage in collaborative research and pursue dual and higher research-based degrees. It includes a patient safety center, two clinical simulation wings, two theaters, 42 classrooms designated for the new programs of UPCM, three board rooms, an alumni lounge, a special event hall, and two multi-purpose halls.



Enabling digital medical education

HSFI also inked a partnership with the University of Sto. Tomas (UST) Research and Endowment Foundation to construct the Henry Sy Sr. Hall, a building that aims to elevate health education in the country.

The hall will feature technologically advanced facilities and equipment that complement UST's teaching, learning, and research practices. Focused on interdisciplinary collaboration in medical studies, it will also house the simulation and research facility of the UST Faculty of Medicine and Surgery (UST-FMS).



Henry Sy Foundation



Spreading #SocialGood in times of need

When disaster strikes, SM Foundation Inc. (SMFI) through its Operation Tulong Express (OPTE), is committed to providing immediate relief to those affected by calamities.

This program initiated by SMFI goes beyond providing immediate aid. With each Kalinga Pack distributed, SMFI also spreads a message of hope for the vulnerable - which is something no amount of force can take away.

At the end of it all, SMFI aims to spread #SocialGood in times of need by shedding light over shared responsibility, awakening the spirit of many to lend a helping hand and assist their fellow Filipinos in getting back on their feet.



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Communication Skills | Writing (Merit)



SM Foundation extends helping hand to disaster-hit communities

Due to its location and geographic features, the Philippines is vulnerable to typhoons. In 2022 alone, about 10 typhoons have hit the country, causing significant damage to properties and forcing residents to leave their homes.

Responding to the needs of Filipino communities, the SM group, through SM Foundation (SMFI), activated the Operation Tulong Express (OPTE) program to assist families hit by typhoons and other disasters.

In September, SMFI assisted roughly 1,400 families in San Mateo, Pampanga, and Cabanatuan, who were affected by Typhoon Karding.

SMFI also aided about 8,800 affected individuals in over 40 Paeng-hit communities and barangays in Zamboanga City, Cagayan Valley, Isabela, Nueva Ecija, Pampanga, Cavite, Rizal, Laguna, Batangas, Camarines Sur, and Camarines Norte. It also distributed Kalinga packs to 500 families affected by the flashfloods in Cagayan de Oro caused by the severe tropical storm.

Through this social good program, SM group has been able to provide immediate assistance to fire-hit communities across the country. In September, volunteers from SM City Davao volunteered to distribute Kalinga pack to almost 170 families affected

by the recent fire incident in Brgy. Bucana, Davao City. Months after, in November, SMFI gave Kalinga packs to about 150 families affected by the fire incident in Sitio Tugas, Barangay Mambaling, Cebu City.

SMFI also distributed Kalinga packs to more than 320 individuals affected by the fire incident in Brgy. 144 in Pasay City last August 2022.

OPTE is a social good program of SM Foundation in collaboration with SM Supermalls and SM Markets which aims to address the needs of communities during calamities and crises.



Operation Tulong Express





Sowing seeds of #SocialGood

The continuous work of SM Foundation Inc. (SMFI) in farming has provided their Kabalikatan sa Kabuhayan on Sustainable Agriculture (KSK) farmers with the resources & tools needed to gain an advantageous position in the agriculture industry and contribute to the resolution of food security issues.

Through the sustained efforts and seeds of social good planted by SMFI, these KSK farmers are now closer to leading a greener and more sustainable tomorrow - establishing their own agri-enterprises that delivers quality produce to Filipino tables.

SM FOUNDATION

SM Foundation bolsters agri-enterprises with KSK Farmers' Market

SM group's corporate social responsibility arm, SM Foundation Inc. (SMFI) has innovated its social good programs to better serve its stakeholders, especially those in grassroots communities.

One of the efforts launched by SMFI is the Kabalikat Sa Kabuhayan (KSK) Farmer's Market Day, where KSK program alumni were given the opportunity to strengthen their learnings, market their harvests in SM Supermalls nationwide for free while providing customers with fresh produce at reasonable prices.



Aside from having a free booth venue in a strategic area at the mall, the farmers were also mentored on how to properly showcase their products in terms of packaging, labelling, and pricing.

The Farmers' Market Day is in partnership with the Department of Social Welfare and Development (DSWD), Department of Trade and Industry (DTI), City Agriculture Office, and SM Supermalls.

Over 40 SM Supermalls joined and launched the initiative in 2022.

It can be recalled that even before the launch of the KSK Farmer's Market Day, SMFI had already started linking its farmers to various available markets. Several KSK farmers became seasonal SM Markets suppliers, while the majority are now earning by selling in nearby local markets.





Sustainable Agriculture



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KABALIKAT SA KABUHAYAN ON SUSTAINABLE AGRICULTURE



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2022 2ND HALF