



SPREADING SOCIAL GOOD

THE 2022 SOCIAL GOOD REPORT

SM FOUNDATION

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OUR VISION

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

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

OUR MISSION



Message from the EXECUTIVE DIRECTOR

Henry “Tatang” Sy Sr.’s principles and teachings have guided us over the years to become agents of change for social good. We have embraced our proactive role in nation-building through our social investments and businesses that fuel the growth of our nation.

Four decades since the inception of SM Foundation, Inc. (SMFI), we have seen transformed lives and progress in our communities, especially in the programs that are closest to our hearts – education, health and wellness, sustainable agriculture, disaster relief, and volunteerism. We are delighted and inspired by the continuing support of our partners in creating opportunities for the communities we serve.

Over the years, more than 8,000 SM scholars from our College and Tech-Voc Scholarship Program have developed their interpersonal and academic skills and are determined to further harness the power of education to change their lives and their respective communities.

Our farmer-beneficiaries from our Sustainable Agriculture Program have made great strides in growing quality produce as they have gained new farming skills and are now empowered to become agri-entrepreneurs. In over 40 SM Supermalls nationwide, they proudly showcased not only their produce, but also their new-found skills in various facets of farming and entrepreneurship.

Our continued collaboration with like-minded organizations, such as Fast Retailing Foundation empowered us to create an indelible mark in the communities we serve. Through the Grow Trees Community initiative, we went beyond treescaping and reforestation. We worked closely with conservation groups and partnered with government institutions, which helped us further our care for the environment, promote eco-tourism, and nurture communities. Our partnership with UNIQLO Philippines also paved the way for the upgrade of health facilities in Rizal, Camarines Norte, and Camarines Sur, enhancing the basic delivery of health and enabling access to medical services in vulnerable communities.

Alongside the transformation of health and wellness centers, our programs brought quality care even closer to underserved individuals through our medical missions across the country. We have also partnered with the Department of Health-Philippine Blood Center and the Philippine Red Cross to join the country’s collective mission of providing our countrymen with adequate and safe blood supply through our bloodletting initiatives.

With our shop and share initiative in partnership with Mastercard, we were able to empower our customers to contribute to a meaningful cause. As a result, we were able to provide over 1,200

“We will remain committed in our aspiration to be a force of good that addresses societal challenges – ushering hope and paving the way for a more prosperous society.”

SM scholars with electronic tablets to support their hybrid learning needs. This initiative ensures that these scholars have access to online learning tools to achieve academic success, regardless of their financial circumstances.

Our collaboration with Maxeon Solar Technologies has enabled us to use solar energy to power an SM school building in Lemery, Batangas, furthering our commitment for the use of renewable energy. The project made it possible for the school to lower its operating cost and greenhouse gas emissions. Beyond this, the partnership allowed us to promote sustainability among students, teachers, and the community.

Through the years, we have intensified our efforts in assisting typhoon victims. Through our Operation Tulong Express, your SMFI team, together with our volunteers, have responded to the needs of our kababayans by providing Kalinga Packs to over 800,000 families in calamity-hit communities in the country.

With the unwavering commitment of our trustees, management and staff, and the support of our donors and partners, we will continue to nurture and empower our communities with meaningful and impactful social good programs.

We will remain committed in our aspiration to be a force of good that addresses societal challenges – ushering hope and paving the way for a more prosperous society.

Here’s to our collective efforts! Mabuhay tayong lahat!

Deborah Pe-Sy
Executive Director
SM Foundation

OUR IMPACT

SCHOOL BUILDING PROGRAMS



17,300

Public school students served on single-shift classes



103

School buildings constructed



45

Average classroom-student ratio after program implementation



87

School buildings repaired

COLLEGE SCHOLARSHIP



3,791

College Scholar graduates



5,054

Total number of College Scholars supported

TECHNICAL VOCATIONAL SCHOLARSHIP



4,669

TechVoc Scholar graduates

MEDICAL MISSION AND WELLNESS CENTERS



1,565

Medical missions conducted



1,205,901

Patients served in medical missions



184

Health and wellness centers rehabilitated



5,046,749

Patients served in health centers

SM BLOOD BANK



13,992

Number of blood bags collected



512

Number of Blood Letting Activities

KABALIKAT SA KABUHAYAN ON SUSTAINABLE AGRICULTURE PROGRAM



28,550

Farmer graduates



916

Number of cities and municipalities



266

Number of trainings conducted



45

KSK Farmer's Market established



264

Farmers selling at the KSK Farmer's Market



20

Total number of graduates (NC II Customer Service)
KSK: SM Apprenticeship Program

OPERATION TULONG EXPRESS



***663**

OPTE conducted



***819,024**

Kalinga Packs distributed

ENVIRONMENT



218,400

Number of trees planted



85%

Survival rate of trees

*Updated figures as of end of 2022



ABOUT THE FOUNDATION

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

A COMMITTED PARTNER OF OUR COMMUNITIES

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



OUR #SOCIALGOOD PROCESS

To effectively spread social good, SM Foundation focuses on development approaches in our operational areas. We collaborate with employees, communities, and partners to bring impactful programs and value to all stakeholders as we expand.

Our projects follow a multi-step process that optimizes resource utilization and delivers effective social development impact to beneficiaries. Our key strategy involves engagement of various stakeholders, ensuring their participation from the project's inception until its completion.

1. Community consultation

At SMFI, we value community dialogues to ensure that our programs meet the specific needs of our host communities. It also enables us to fully understand the priority areas of concern of the sector, which results in programs that are localized, relevant, and sustainable.

2. Implementation of programs

We believe that each stakeholder is crucial for the success of our social development programs. As a strategy, we formalize engagement with strategic agreements detailing the required work from each stakeholder to sustain the project after the event launch. Our social good projects are developed, planned, and implemented with the participation of stakeholders. This encourages community ownership, which is essential for the sustainability of the program.

3. Impact assessment

We believe that impact assessments are crucial in the implementation of our social development projects as it helps us in evaluating the effectiveness of our social good interventions and identify areas for improvement. It also ensures that our projects are sustainable, equitable, and inclusive. As a strategy, we conduct regular site visits to monitor project progress in host communities, and offer continuing assistance to sustain our projects. Additionally, we convene quarterly together with our leaders to monitor and assess the effectiveness of our programs.

4. Development communications

To keep stakeholders informed about our projects, we use a number of development communication tools, including social media, newsletters, internal communications, stakeholder meetings, and town briefings. These strategies are used in all of our campaigns, which help us persuade other organizations to support our cause and enable us to reach more grassroots communities.

For the SM College Scholarship program, we adopt a similar strategy tailored to thousands of aspiring scholars from economically-challenged families.



The SM College Scholarship Program Process

To ensure a smooth program implementation, we follow this seven-step process:

1. Opening of Applications Announcement

An effective and accurate information dissemination effort is crucial for a successful program implementation. We employ diverse communication efforts, including traditional and digital media, to increase the number of scholarship applicants.

2. Online Applications and Evaluation

Scholar applicants must submit all necessary documents on the SM Scholarship Portal within a set timeframe. The SMFI scholarship team will assess applications and notify those who meet the minimum requirements and endorse to proceed to the next steps: examination and interview.

3. Examination and Interview

SM Foundation's scholarship program rigorously selects scholars through an online exam and interview. These assess academic readiness, emotional intelligence, and character to identify and support deserving individuals capable of making a positive impact on their communities and society.

4. Home Visits

Once scholar-applicants pass the interview and examination, the SMFI

Scholarship Team conducts online home visits for better assessment of their economic status.

5. Awarding of Scholarship

All scholar-applicants are ranked based on overall performance. Scholars who passed are notified via email and/or call. The new batch of scholars is announced via our digital assets. For scholars' orientation, a thematic Awarding of Scholarship event is held to convene the new scholars to celebrate their scholarship.

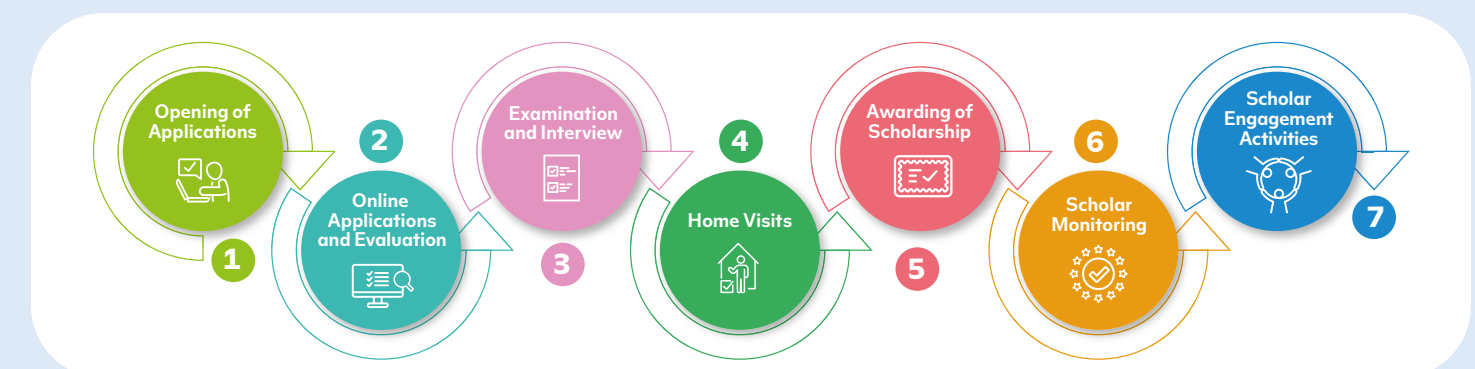
6. Scholar Monitoring

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

7. Scholar Engagement Activities

To keep our scholars engaged, SMFI project officers conduct enrichment and training activities like General Assembly, Christmas Party, SM Scholar Recollection, Summer/Holiday Job Program, and Presentation of Graduates. These activities boost the intellectual, emotional, and social skills of our scholars while addressing their individual needs.

An exclusive job fair is also organized by SM Foundation, together with the various HR departments of the SM group for the scholar graduates. This, in turn, opens numerous employment opportunities for them and enhances their career prospects.



QUALITY EDUCATION

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



The Inspiring Journey of an SMFI Scholar

Aspiring young Filipinos from low-income households hold a wealth of dreams and aspirations driven by a deep-rooted desire to provide a comfortable life for their families.



“

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.

”

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

For two decades, Jessel’s family made a living out of a small barbeque business. Her parents would sell their goods on a bicycle through the busiest streets to find customers. Unfortunately, there were times when their earnings, which were meant for their meals, had to be used to reclaim their impounded bicycle seized by enforcers.

One challenge after another, the difficult situation for the Pineda Family has not come to an end. Their home was unexpectedly demolished not just once, but twice, forcing them to seek alternative living arrangements.

“

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.

”

“Doon pa rin po kami natulog at naligo kahit wala na pong bubong dahil wala pa po kaming lilipatan,” Jessel recalled. “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.”

Despite facing numerous challenges, Jessel was determined to earn a degree to help her family. She applied to the SMFI College Scholarship Program and successfully passed the examination. Using her scholarship and a burning aspiration to succeed, she finished her academic journey summa cum laude with a bachelor’s degree in Secondary Education as the Batch Valedictorian of the National University-Manila.

Jessel is set to continue her journey towards excellence and plan on pursuing a law degree. This ambition is fueled by Jessel’s deep-seated passion to help those who have been cast aside by society.

“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.”

In 2022, more than 300 SM College Scholars from Batch 2022 graduated. There were 146 graduates who achieved honors, including six summa cum laude, 41 magna cum laude, and 75 cum laude graduates.

Since 1993, SMFI has been committed to transforming lives through education with its Scholarship program. To date, it has produced more than 8,000 scholar-alumni who have better lives, armed with the knowledge and skills to make a positive impact on society.

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



COLLEGE SCHOLARSHIP



3,791 College Scholar graduates to date

5,054 Total number of College Scholars supported

TECHNICAL VOCATIONAL SCHOLARSHIP



4,669

TechVoc scholar graduates to date

Building dreams from the ground up

A school environment plays a vital role in creating a conducive atmosphere that promotes students' learning and teachers' morale.

Through its continuous mission of providing youth with quality public education, SMFI strengthened its partnership with the Department of Education (DepEd) through the Adopt-A-School Program. With this, the collaborative efforts of SMFI and like-minded partners have turned over 100 school buildings across the Philippines.

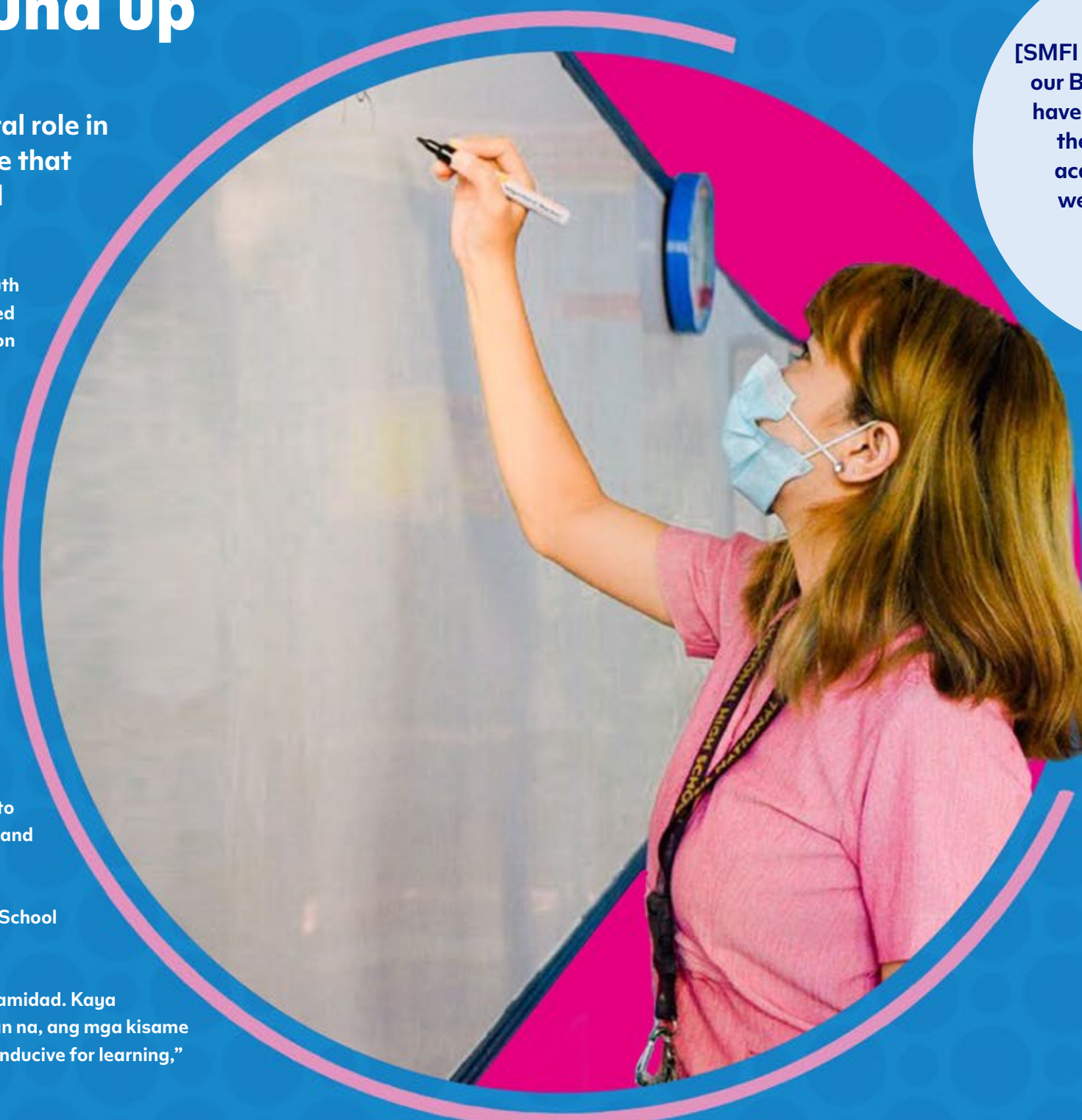
Among SMFI's partners is SM Prime Holdings (SM Prime), one of the largest integrated property developers in Southeast Asia. Through the social good collaboration, SMFI was able to construct more than 90 SM school buildings out of the 103 educational facilities.

SMFI and SM Prime ensure that the SM school buildings are designed to withstand disasters such as earthquakes and typhoons. Moreover, emergency lights at staircases as well as fire and earthquake alarm bells were also installed to guarantee the safety of the students, teachers, and other school personnel.

At the heart of the project is Basud Elementary School (BES) in Sorsogon City.

"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," shared BES School Principal Joji Buelvo.

BES was transformed from the ground up, underwent repairs and renovations to create a healthy learning and work environment for students, teachers, and school personnel.



“

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.

Joji Buelvo
BES School Principal



"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.

Aside from disaster resilient features, SMFI integrates specialized features to each SM school building to address the unique needs of the 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.

SMFI believes in the potential of its beneficiaries to excel academically with the right support and resources. Through this partnership and advocacy, SMFI and its social good partners continue to build a high-quality school infrastructure that intends to improve the lives of students and teachers by implementing programs that elevate the country's educational system.

SCHOOL BUILDING PROGRAMS

103
School buildings constructed

17,300
Public school students served on single shift classes

45
Average classroom-student ratio after program implementation

87
School Buildings Repaired

HEALTH AND WELLNESS

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





Collaborations for healthier communities

As the world heeds the call to establish a more resilient healthcare system, we witnessed the strength of social good partnerships and how it creates sustainable growth that benefits the nation, especially in low-income communities.

SMFI, for one, paved the way for social good collaborations. Through its health and wellness programs, the foundation and its partners carried out blood donation drives, conducted medical missions, and upgraded health and wellness centers throughout the country to promote quality healthcare and help improve quality of life.



Building healthier communities with UNIQLO

Acknowledging community-based healthcare facilities' role in improving the accessibility of healthcare, SMFI and UNIQLO Philippines have joined hands to build and improve community-based healthcare facilities.

SMFI and UNIQLO's partnership resulted to the upgrade of several health and wellness centers in 2022, including three health facilities in Rizal – the Abnai Barangay Health Station in Taytay, the San Roque Barangay Health Station in Angono, the Angono Rural Health Unit II - Mahabang Parang building. The social good collaboration also upgraded community health centers in Bicol – the Angas Barangay Health Center in Basud, Camarines Norte, Cararayan Barangay Health Center in Naga City, Camarines Sur, and San Isidro Barangay Health Center in Baa, Camarines Sur.

The health facility improvements include patients' waiting lounges, reception areas, outpatient departments, wards, pharmacies, treatment areas, birthing facilities, and specialized laboratories.

Going beyond, the health centers were also equipped with mobile play cabinets to promote children's holistic healing, as well as an Emergency GoKit+ to help heighten the communities' emergency response.

With the continuous collaborations with groups that share the same mission like UNIQLO, SMFI aims to further promote accessible, quality, and patient centered care to ensure healthy communities.



Blood for Life

On the surface, blood donation is seen as a way of increasing the country's blood supply. But for SM Foundation and SM Supermalls, one poke showcases volunteerism and hope.

To pursue its principle of people helping people, SM Foundation continues its bloodletting donation drive campaign, in partnership with SM Supermalls, to help awaken the spirit of volunteerism while taking its part in increasing the country's blood supply and extending help to those in need.

With the help of volunteers from more than 150 locations across the country, including SM Malls, SM Corporate Offices, and partner venues, a total of 6,872 bags of blood were generated during its bloodletting efforts in 2022, with the power of saving and extending 20,616 lives.

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

The SM blood bank has helped many Filipinos, including Marissa Araiz—a patient at the Quirino Memorial Medical Center who underwent a hysterectomy. With the operation scheduled at 7 a.m. the following day, her daughter, Reece Ann Araiz spent the night looking for blood donors. She recounted with gratitude that SMFI responded even if the call for help came in the middle of the night. By 2 a.m., she was able to secure the needed blood for her mother.

For SMFI, donating blood is an earnest way of giving back and making a positive impact on others' lives. It demonstrates how simple acts of kindness can make a significant difference in the lives of others.



MEDICAL MISSION

Community empowerment through equitable healthcare

Medical missions have demonstrated over time that they are an effective instrument for enhancing the fundamental healthcare services in rural communities. Beyond giving recipients with financial constraints access to specialized medical treatment, it fosters ties within the community, and brings out hope and optimism, especially for vulnerable stakeholders.

With this, SMFI and its partners are dedicated to their advocacy in improving the health and wellness of Filipinos by providing access to basic healthcare services through community-based medical missions.

To celebrate the 2022 Elderly Filipino Week, SMFI and SM Cares provided free medical services to over 200 senior citizens at the SM Mall of Asia, which included free medical check-ups, medicines, and supplements.

It also conducted medical missions for partner communities in Sta. Mesa, Manila and Brgy. Holy Spirit, Quezon City. Beyond the metro, SMFI's medical mission team traveled to various locations in Laguna, Batangas, and Bicol to provide free dental and medical checkups as well as free medicines and supplements to underserved communities. Over the years, SMFI has already conducted 1,565 medical missions nationwide and provided essential services to over one million patients – a testament to its commitment to ensuring the health and well-being of communities where quality basic healthcare is often inaccessible.



MEDICAL MISSION & WELLNESS CENTERS

 **1,565**
Medical missions conducted

1,205,901
 Patients served in medical missions

184
 Health and wellness centers rehabilitated

5,046,749
 Patients served in health centers

SM BLOOD BANK

 **13,992**
Number of blood bags collected

 **512**
Number of Blood Letting Activities

KSK ON SUSTAINABLE AGRICULTURE

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



From Seeds to Plates: Empowering Farmers through Sustainable Agriculture

Transforming them from farmers to empowered agri-entrepreneurs, SMFI has linked KSK-farmer alumni with several market opportunities, including SM Supermarkets and SMDC.

To further sustain the social good program, the SM Farmer's Market Day was launched in several SM Malls and allowed KSK graduates to showcase their produce, hone their skills, and find linkages even after they have completed their training.

They were given a free booth at a strategic location in SM Malls and were able to proudly sell their very own locally grown and quality agricultural produce, such as vegetables, fruits, and herbs. They were also further mentored on proper packaging, labeling, and pricing.



Holding on to this hope, SMFI's Kabalikat sa Kabuhayan (KSK) on Sustainable Agriculture Program continued to provide free training to marginalized farmers in grassroots communities. The program intends to support and empower farmers by enhancing their farming techniques, improve the quality and quantity of their crops, and reignite their passion for agriculture.

It goes beyond traditional farming assistance by providing beneficiaries with essential interpersonal skills, basic business and marketing knowledge, and the necessary tools to sell their produce in the market. With these new skills and knowledge, farmers can improve their livelihoods, increase their income, and build a sustainable future for themselves and their communities.

To sustain the social good program, the Farmer's Market Day was launched in several SM Malls to help KSK graduates showcase their produce, hone their skills, and find linkages even after they have

completed their training. Locally grown and quality agricultural produce, such as vegetables, fruits, and herbs were showcased and sold in SM Malls nationwide. They were given a free booth at a strategic location in SM Malls and were mentored on proper packaging, labeling, and pricing.

Transforming them from farmers to empowered agri-entrepreneurs, SMFI has linked KSK-farmer alumni with several market opportunities, including SM Supermarkets and SMDC, even before the launch of the Farmer's Market Day.

In 2022, SM Foundation, through the KSK on Sustainable Agriculture Program, was able to engage more than 260 local farmers through its Farmer's Market Day in over 40 SM Supermalls nationwide. The Farmer's Market Day is in partnership with the Department of Social Welfare and Development (DSWD), Department of Trade and Industry (DTI), local agricultural offices, and SM Supermalls.

KABALIKAT SA KABUHAYAN & ENTERPRISE BASED TRAINING



28,550
Number of farmer
graduates



916
Number of cities
and municipalities



266
Number of trainings
conducted



45
Number of KSK Farmer's
Market established



264
Number of farmers selling
at Farmer's Market



20
Total number of graduates
(NC II Customer Service)



DISASTER RESPONSE

Through the Operation Tulong Express (OPTE), SMFI intends to provide timely relief to disaster-stricken communities, especially in areas where SM operates.

Traversing crossroads together through volunteerism

We have witnessed time and again how coming together can create a powerful sense of solidarity and action, especially when we reach a crossroad. As a country susceptible to calamities and extreme weather conditions, a sense of community and volunteerism stand as our beacons of hope.

Serving as the heart of the SM group, SM Foundation, together with its partners and volunteers from SM Supermalls and SM Markets, has embraced its mission in providing immediate relief to disaster affected families through its Operation Tulong Express (OPTE).

When the strongest typhoons hit the country in 2022, SMFI, together with its volunteers went on the ground to aid calamity-stricken communities. For typhoon Agaton and Karding-hit communities, SMFI distributed more than 10,000 Kalinga Packs to typhoon-affected families. Meanwhile, when Tropical storm Paeng struck 40 communities in different provinces, over 8,000 families received Kalinga Packs.

In 2022, a total of 51,554 Kalinga packs were distributed throughout the country. These packs were distributed to aid victims of natural and man-made disasters, as well as to bring hope and joy to vulnerable communities during the holiday season.



“

The past two years have been very hard and difficult for everyone—a small glimpse of hope is already enough to keep the ones still fighting, continue to fight. This activity connects us to our communities.

Karla De Leon
Assistant Mall Manager

One of the many who heeded the call of volunteerism was Karla De Leon, SM City Manila's Assistant Mall Manager and a proud SM volunteer who is passionate about service to others. Karla saw volunteering as a means of capturing the true spirit of the holiday season.

“The past two years have been very hard and difficult for everyone—a small glimpse of hope is already enough to keep the ones still fighting, continue to fight. This activity connects us to our communities,” she said.

The deployment of SMFI's OPTE goes beyond offering assistance to vulnerable families during calamities. It also gives others the chance to spread social good, strengthening the Filipino culture of Bayanihan by aiding those in need.

**OPERATION
TULONG
EXPRESS
(OPTE)**



663

Conducted to date



819,024

Kalinga Packs Distributed

#CollabForSocialGood



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. the social good arm of the SM group, and the Fast Retailing Foundation (FR Foundation), a general incorporated foundation in Japan, partnered with communities to raise various species of trees in the firm 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 the social and economic needs of communities 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,” said Cristie S. Angeles, SM Foundation Assistant Vice President for Livelihood and Outreach Programs.

In a coastal village in the municipality of Macabebe where the project has the biggest exposure, both foundations planted 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,” Yoshio Ishida, Secretary-General of FR Foundation said.

Grow Trees Community is in support of the SM Green Movement that 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 a well-loved casual wear brand, UNIQLO.

“

The core of our program is to go beyond planting trees. It addresses the social and economic needs of communities by providing them with the means to engage in agroforestry.

Cristie S. Angeles
Assistant Vice President
for Livelihood and
Outreach Programs

ENVIRONMENT



218,400
Number of trees planted



85%
Survival rate of trees



Shared value in action

SMFI, in partnership with Mastercard and The SM Store, provided electronic tablets to 1,210 SMFI scholars all over the Philippines. The initiative empowered the scholars with the necessary tools to enhance their learning efficiency and experience.

Through the Shop & Share campaign, every Mastercard transaction in-store or via the SM Store Personal Shopper donated Php 200 to the fundraising drive that supported online learning of student-beneficiaries.

“Shop & Share with Mastercard is a great example of a shared value in action. Through simple business-as-usual transactions in our stores using Mastercard, we were able to raise funds to buy electronic tablets for SM Foundation’s scholars,” said Chelo Monasterio of The SM Store.

Mastercard Country Manager Simon Calasanz, meanwhile, hoped that the tablet would have a positive impact on the education of the SM scholars, who he aspired would drive financial inclusion and sustainability in the country. SMFI SAVP for Education, Eleanor Lansang, expressed her gratitude, noting how the partnership will encourage students to further spread social good in their communities.

“Shop & Share with Mastercard is a great example of a shared value in action. Through simple business-as-usual transactions in our stores using Mastercard, we were able to raise funds to buy electronic tablets for SM Foundation’s scholars.”

Chelo Monasterio
The SM Store

Power up with Sinag Schools

In August 2022, SMFI partnered with Maxeon Solar Technologies in installing solar panels in Lemery Pilot Elementary School (LPES) in Batangas. The collab for social good aimed to provide clean and renewable energy for the school, which was earlier built though a joint project of SMFI and SM Prime.

With the installation of 21 solar panels, the school is expecting to produce 6,510 watt-p of power.

“Through this program, we want to power up the learning and development of young people. We want to help teach young people about solar energy, about renewable energy. We want to power up the next generation to help save our planet,” said Glenn Everett, Maxeon Fab4 General Manager.

The partnership between SMFI and Maxeon goes beyond the installation of Solar Panels. They believe that employee engagement through volunteering can foster teamwork and a culture of social responsibility within their organizations.

As part of the initiative, Maxeon trained LPES teachers and school representatives on the basics of solar energy and how

to troubleshoot the system for maintenance and sustainability. Furthermore, the partnership also developed a ‘solar resource kit’ dubbed as “Sinag Ed” to promote sustainable energy sources to students as well as the community.

Moreover, SMFI Executive Director Debbie Sy highlighted the importance of collaboration in addressing societal challenges and achieving growth.

“CSR partnerships can create solutions that improve society by fostering learning, promoting innovation, and gaining access to new technologies, such as the Sinag Schools program. With collaboration, both financial and human resources can be pooled between multiple organizations that can deliver and amplify social good impact,” Sy said.



VOLUNTEERING



Strengthening social enterprises through volunteerism

The impact of volunteerism cannot be overemphasized as it is an instrument for spreading social good among beneficiaries and the community.

SM employees have demonstrated their commitment to serving people by going the extra mile to assist farmer-beneficiaries. They have actively participated in worthwhile activities such as the SM group's Farmer's Market Day, which helped uplift the livelihood of farmers.

SM City Mindoro Public Relations Officer Arnel Manahan found the experience of helping the farmers to be truly rewarding. He spearheaded the promotion of the event through various media partners and social media platforms.

"No money can replace the smiles on their faces when they were given the opportunity to sell their produce for free at SM," Manahan said.

But what truly inspired him was the spirit of volunteerism and camaraderie among the farmers, especially during times when it became difficult to transport their produce from their farms, located 20-30 minutes away from the mall.

"During the fifth and sixth months of selling, Mang Pio, a farmer, was generous enough to share his vehicle, a kuliglig, with the other group selling, Tolosa Farmers, and transported their produce with his harvested vegetables to bring to the mall," Manahan said.

The SM Employees' inspiring efforts have not only benefited the KSK farmers and their families but also the wider community. The SM volunteers and farmer-sellers paved the way for customers to have access to fresh, locally-grown produce, and assist farmer-beneficiaries in promoting sustainable agriculture practices. Through their hard work, volunteers have demonstrated the positive impact that can be achieved when people come together for a common cause.

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Arnel Manahan
Public Relations Officer
SM City Mindoro



Our Board of Directors



JOSE T. SIO
CHAIRMAN / PRESIDENT

Jose T. Sio serves as the Chairman of the Board of SM Investments Corporation. Now on his 33rd year with the SM group, he has been instrumental in growing the business through sound fiscal management and strategic investments. Like Tatang Henry Sy, Sr., his advocacies are also in education and in social work.



PAULINO Y. TAN
TRUSTEE

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

FELICIDAD T. SY
TRUSTEE



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

RAMON GIL S. MACAPAGAL
TRUSTEE



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



TERESITA T. SY
VICE CHAIRPERSON / TRUSTEE

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



LYDIA B. ECHAUZ
INDEPENDENT TRUSTEE

Dr. Lydia B. Echaiz has over 55 years of affiliations in the field of education in the Philippines and Southeast Asia. Among her various appointments as Director and Trustee, she serves as Trustee for Henry Sy Foundation, Felicidad T. Sy Foundation and SM Foundation.

HARLEY T. SY
TRUSTEE / TREASURER



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

ARLENE C. KEH
ADVISER TO THE BOARD



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



DEBORAH P. SY
EXECUTIVE DIRECTOR / TRUSTEE

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



ARTHUR A. SY
CORPORATE SECRETARY

Atty. Arthur A. Sy concurrently serves as the Senior Vice President for Legal at SM Investments Corporation. He brings with him 29 years of professional legal experience, helping SM Foundation anchor its policies and procedures on good corporate governance.

2022 AWARDS AND RECOGNITIONS

As we continue to pursue our mission of spreading social good, SM Foundation earned recognitions from various organizations.

These accolades inspire us to innovate constantly so that our interventions remain relevant and beneficial to the communities that we serve.

Asia Pacific Stevie Awards

SILVER STEVIE:

Innovation in Community Relations or Public Service Communications

19th Philippine Quill Awards

MERIT:

Communication Management: Social Media
Communication Skills: Corporate Social Responsibility
Communication Skills: Writing (We Care Newsletter)

RECOGNITIONS FROM OUR SOCIAL GOOD PARTNERS

PANDEMIC HEROES AWARDS

Board of Investments, Department of Trade & Industry

ARMED FORCES OF THE PHILIPPINES - HEALTH SERVICE COMMAND:

COVID-19 response

DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT - REGION III & X:

Salamat Po Award
Sustainable agriculture and relief operations

PHILIPPINE ARMY:

Pagdamay at Pagbangon Plaque
Relief operations Command Plaque
Relief operations

ARMED FORCES OF THE PHILIPPINES:

Support for AFP Civil Relations Service

CITY GOVERNMENT OF TUGUEGARAO:

Relief operations

Your Team SMFI

Management Team

DEBBIE SY
Executive Director

ENGR. RAMON GIL MACAPAGAL
Trustee

CONNIE ANGELES
Executive Director for Health and Medical Programs

CRISTIE ANGELES
AVP for Outreach and Livelihood Programs

CARMEN LINDA ATAYDE
Executive Director for Education Programs

CONNIE CADELINA
VP for Accounting

VICTOR PERSIUS CHAN
AVP for Communications and Sustainability

ELEANOR LANSANG
SAVP for Education Programs

NENY REGINO
PR Consultant

JURIS SOLIMAN
Head, School Building Program



Education Team

CARMEN LINDA ATAYDE
ELEANOR LANSANG
JURIS SOLIMAN
GREGORIO BACLEA-AN JR.

VAUGHN KAREL LAPID
CYEAR DE LARA
LAWRENCE PALGAN



Health and Medical Team

CONNIE ANGELES
DR. MARIA BLESILLA BERTOS
ALBERT UY

DALFHEN SAMSON
ROMA HIERRO
ROLANDO SAGUN



Livelihood and Outreach Team

CRISTIE ANGELES
SHIELA MARIE BAHAY

JENNELYN LIZARDO
ARLOU JEE DALISAY



Administration Team

DEBBIE SY
KATHERINE VIRREY

MARY JANE REYES
ANTHONY FRANCISCO
JOEL BESAGAS



Accounting Team

CONNIE CADELINA
JULIE ANN CIPRIANO
LYNNETH GELILIO

KATE SILVEDERIO
MARY JOY PEJE
ALLEN ROSE BERMEJO



Communications and Sustainability Team

ENGR. RAMON GIL MACAPAGAL
VICTOR PERSIUS CHAN
RHEZA MIZPAH CANDELARIA

MICHAELA ANDREA TANGAN
NENY REGINO
SONNY VIBANDOR



SM Foundation, Inc. (SMFI) is the corporate foundation of the SM group. It is an institution accredited by the Philippine Council for NGO Certification (PCNC) and Association of Foundations, (ABSNET), registered welfare and social development organizations under the Department of Social Welfare and Development (DSWD), and a member of the League of Corporate Foundations and ARISE Philippines. SMFI is also an accredited participant of Board of Investments' (BOI) Socialized Housing Community Development Program.



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**For more information,
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For inquiries, please contact
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