



SM FOUNDATION

SOCIAL GOOD REPORT



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OUR VISION

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

OUR MISSION

We will make targeted social investments in education, healthcare, 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.

MESSAGE FROM THE EXECUTIVE DIRECTOR

Cognizant of our role in ushering transformed lives and contributing to the country's development through our social good programs, we continue to create a cycle of positive change in the communities we serve. In over four decades, we have sustained our commitment to spreading social good through our strategic programs and meaningful collaborations that created valuable social impact.

Our legacy of empowering communities through our impactful program pillars in education, healthcare, disaster relief, and agriculture, has resulted in improved lives of millions of Filipinos whom we have touched and met along the way. Our #CollabForSocialGood is the direct result of synergizing our efforts with a diverse network of partners and like-minded institutions from public and private organizations to health workers, educators, farmers, and volunteers.

By co-creating and implementing impactful programs and initiatives, we have nurtured the youth and tomorrow's leaders, bridged livelihood opportunities to farmers and promoted healthcare equity. Our strong partnerships have undoubtedly paved for the improved well-being of beneficiaries and more progressive communities.

Through this report, we aim to provide our partners and stakeholders with a breadth of our shared efforts, tangible contributions to social development, and chronicles of empowered and resilient beneficiaries.

In health and wellness, we have upgraded over 200 public health centers complemented by medical

“Together with our partners and our dedicated colleagues, we are honored and humbled by our achievements and the collective impact of our social good initiatives. Our commitment to investing in our youth, uplifting low-income Filipinos, and fostering progress in our society continually propels us forward.”



With SM Foundation's social good partners, the Foundation strengthens its programs on education, health, sustainable agriculture, and disaster relief.

caravans that have served close to seven million patients across the country. We continue to work with our host communities, medical professionals, healthcare providers, local government units, and partners to make community-based healthcare facilities more accessible.

Through our steadfast commitment to advancing youth education, we have achieved remarkable progress. Our scholarship program serves as a catalyst for change, not only supporting scholar-beneficiaries but also breaking the intergenerational cycle of poverty. Over the years, our efforts have empowered 4,214 scholars who have successfully graduated with the assistance of our college scholarship program. Additionally, we have constructed 108 school buildings and provided 366 classrooms for students nationwide.

In the realm of livelihood and agriculture, we enabled our farmer-beneficiaries with modern farming techniques and entrepreneurial know-how that enabled self-sufficiency and opened livelihood opportunities. We have conducted 338 hands-on trainings and helped 30,340 farmer graduates from 3,469 barangays nationwide. Additionally, we've facilitated market linkage for farmers through SM Supermalls, enhancing their access to broader markets and sustainable income streams.

Throughout our journey, we've amplified our endeavors to aid vulnerable communities during times of crisis. With the unwavering commitment of the SM Group and the tireless work of our volunteers, we've swiftly responded to the pressing needs of our fellow Filipinos. Together, we've delivered Kalinga Packs to more than 873,911 families in disaster-stricken areas nationwide, offering vital relief and steadfast solidarity during their most trying times.

Together with our partners and our dedicated colleagues, we are honored and humbled by our achievements and the collective impact of our social good initiatives. Our commitment to investing in our youth, uplifting low-income Filipinos, and fostering progress in our society continually propels us forward. It is this dedication that motivates us to strive for more, spreading social good for a better today and ensuring a sustainable future for all. *Mabuhay tayong lahat!*

DEBORAH PE-SY
Executive Director
SM Foundation

OUR IMPACT

COLLEGE SCHOLARSHIP

4,214
College Scholar graduates to date

5,516
Total number of College Scholars supported



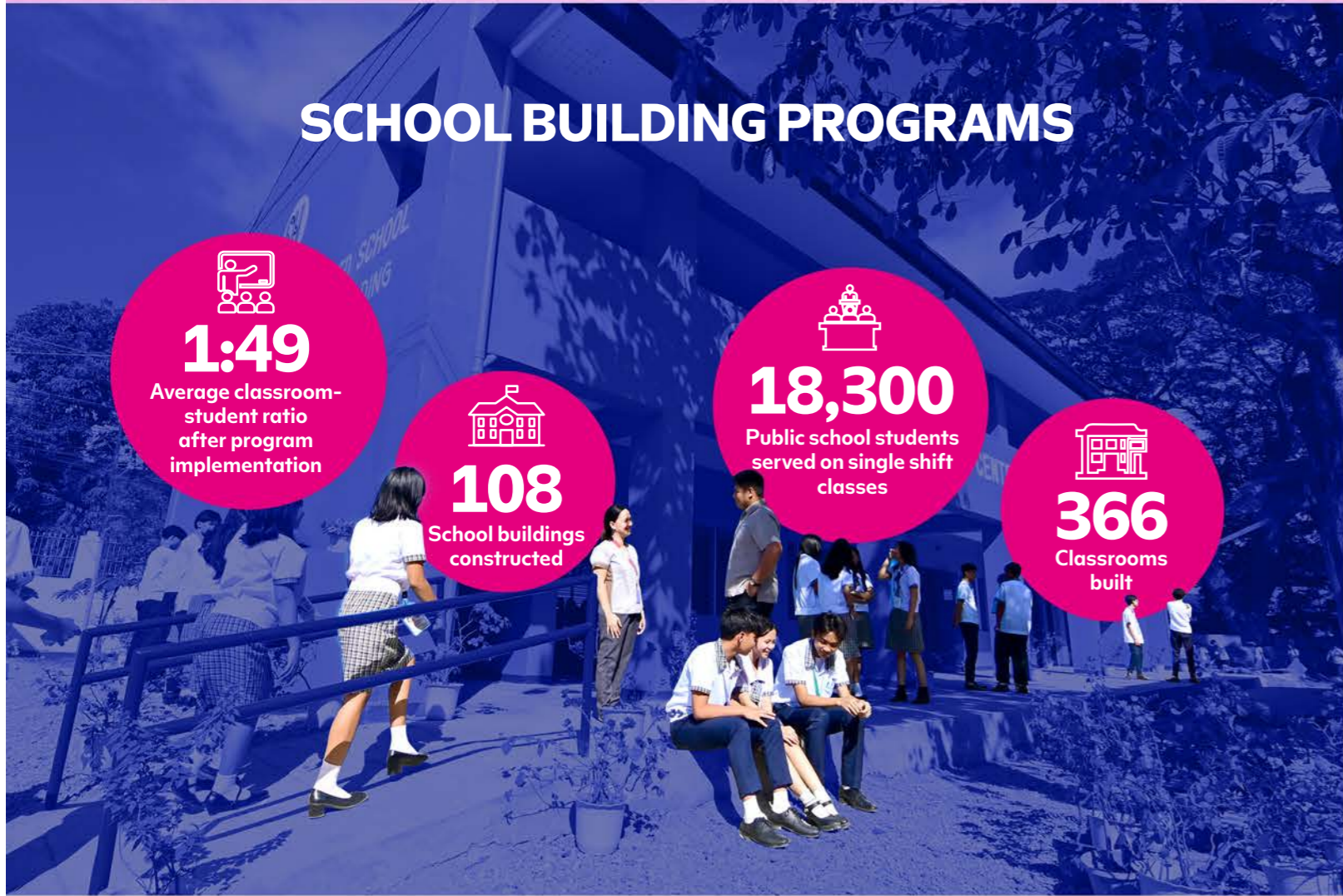
SCHOOL BUILDING PROGRAMS

1:49
Average classroom-student ratio after program implementation

108
School buildings constructed

18,300
Public school students served on single shift classes

366
Classrooms built



OUR IMPACT

MEDICAL MISSION

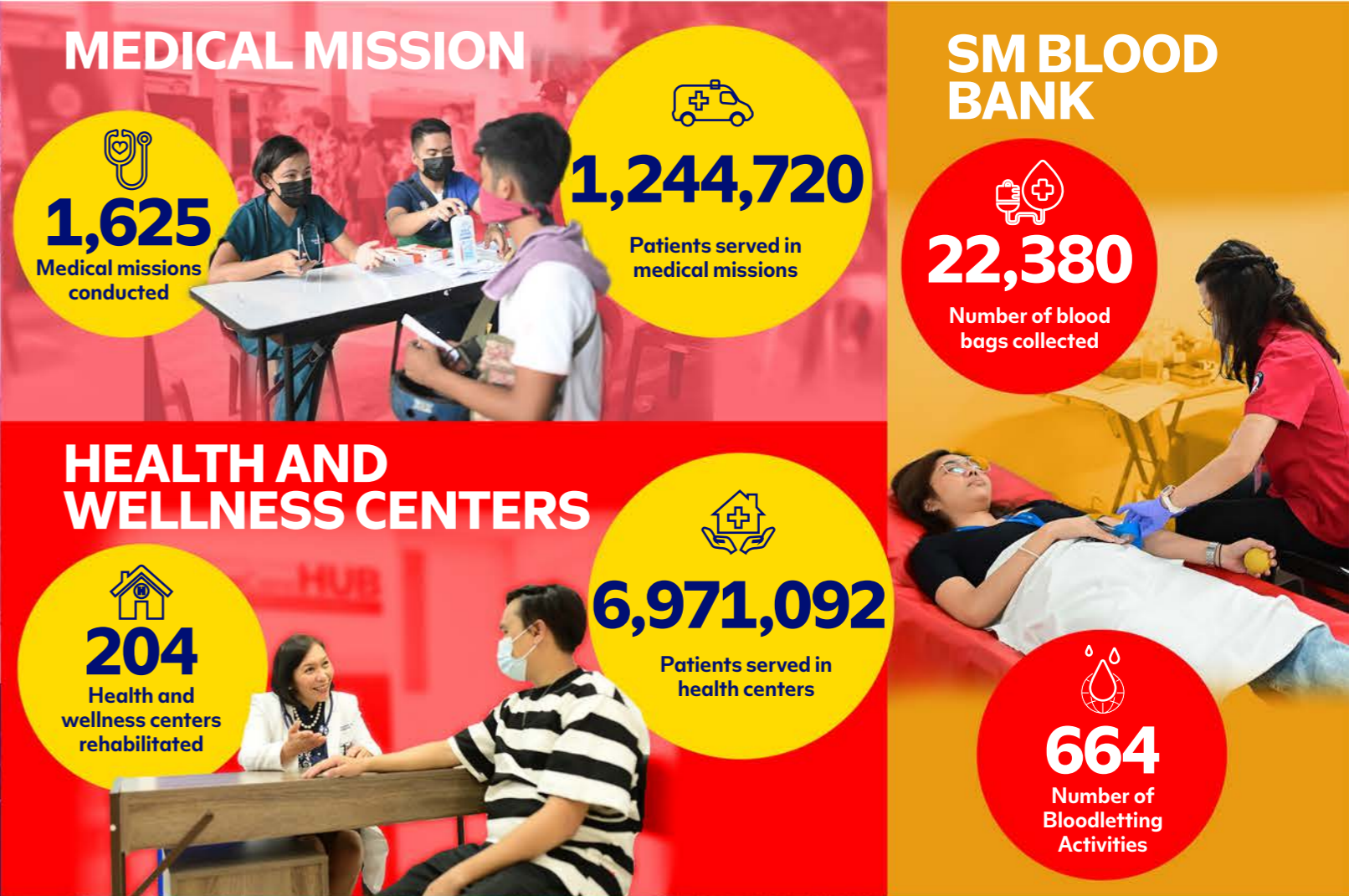
1,625
Medical missions conducted

1,244,720
Patients served in medical missions

HEALTH AND WELLNESS CENTERS

204
Health and wellness centers rehabilitated

6,971,092
Patients served in health centers



SM BLOOD BANK

22,380
Number of blood bags collected

664
Number of Bloodletting Activities

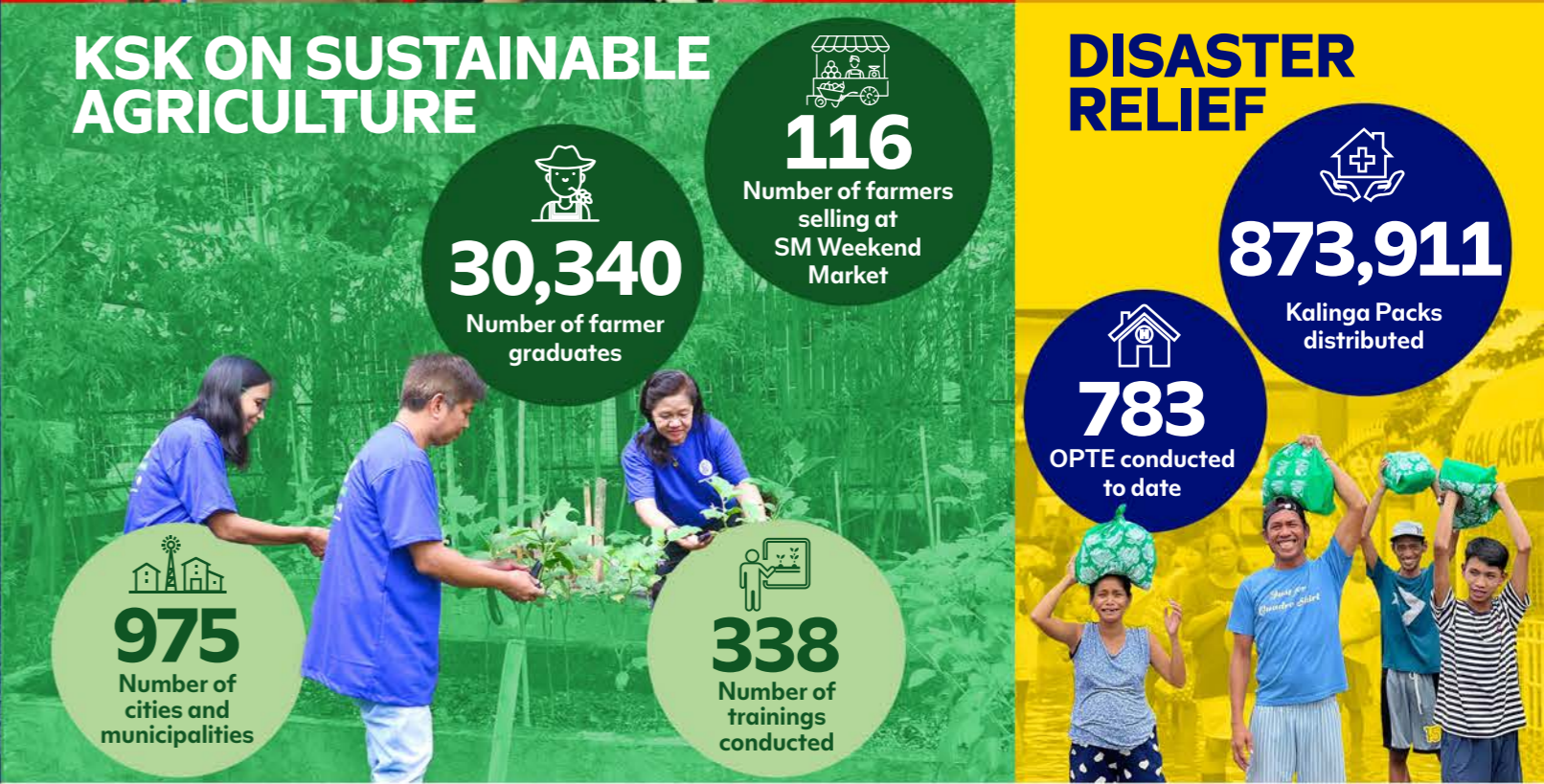
KSK ON SUSTAINABLE AGRICULTURE

30,340
Number of farmer graduates

116
Number of farmers selling at SM Weekend Market

975
Number of cities and municipalities

338
Number of trainings conducted



DISASTER RELIEF

873,911
Kalinga Packs distributed

783
OPTE conducted to date

*Updated figures as of end of 2023

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.



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A COMMITTED PARTNER OF OUR COMMUNITIES

SM Foundation works 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.



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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 are designed to meet the social development challenges of our host communities. This approach enables us to gain a comprehensive understanding of the sector's priority areas of concern, resulting in localized, relevant, and sustainable programs.

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.

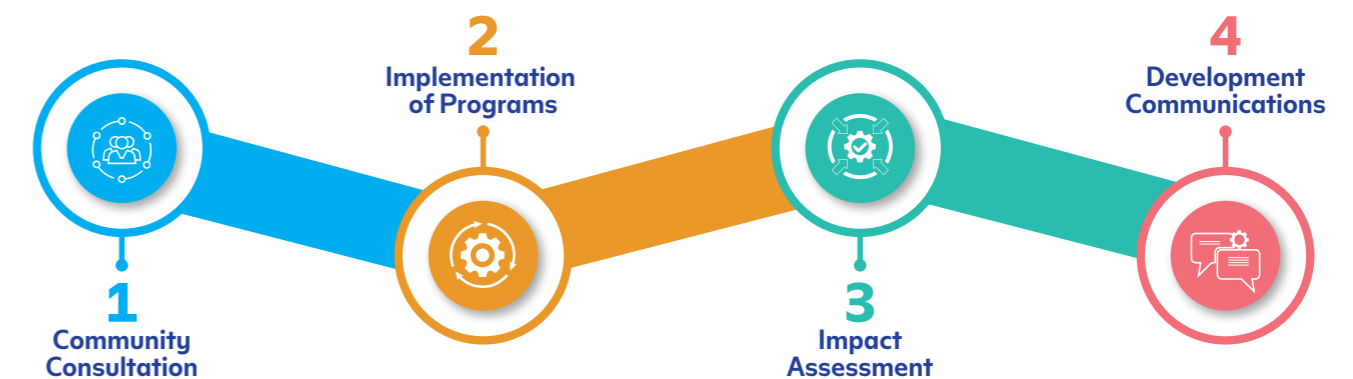
3. Impact assessment

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 utilize a variety of development communication tools, including social media, our website, newsletters, internal communications, stakeholder and town briefings, as well as collaborating closely with media partners. These strategies are integral to all our campaigns, enabling us to encourage other organizations to support our cause and extend our reach to more vulnerable 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

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

Scholar-applicants undergo an online examination and virtual interviews to further

test their intellectual and emotional intelligence. This is conducted in an SM Mall or a facility near the location of the scholar.

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. Successful candidates are then notified via email and/or phone call. Subsequently, the announcement of the new batch of scholars is disseminated through our digital platforms. For scholars' orientation, a thematic Awarding of Scholarship event is held to convene the new scholars to celebrate their scholarship.

6. Scholar Monitoring

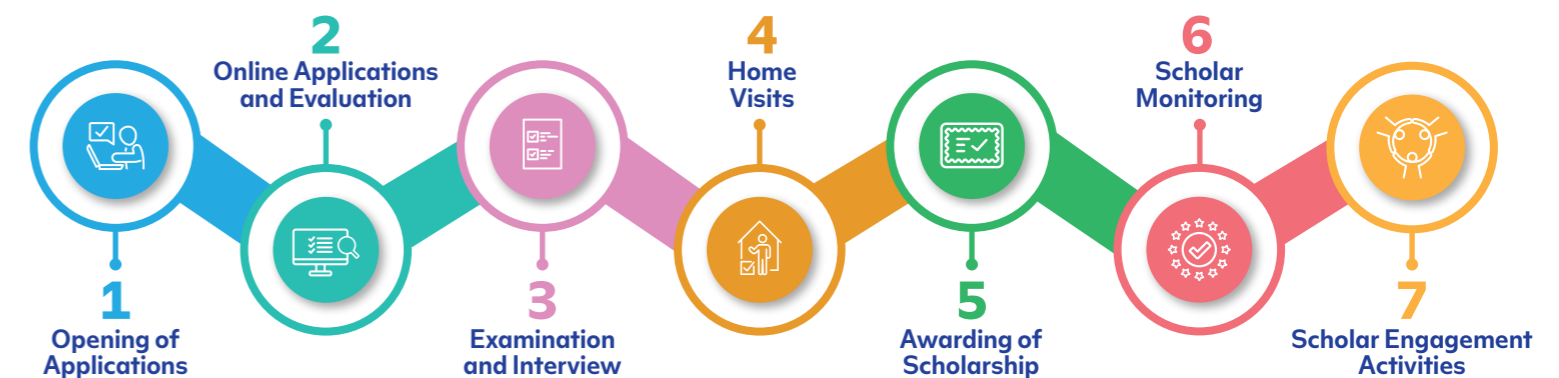
Through a special digital platform, scholars upload their grades, enrollment forms and other necessary documents needed to process their tuition fees and allowances. This system provides a seamless experience for the scholars in submitting the required documents.

7. Scholar Engagement Activities

To keep our scholars engaged, SMFI conducts enrichment and training activities like General Assembly, Christmas Party, SM Scholar

Recollection, Summer/Holiday Job Program, Internship Programs within the SM Group, 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.



#CollabForSocialGood

Social good partnerships that empower communities

SM Foundation, Inc. (SMFI) and its social good partners Mastercard, the SM Store, and UNIQLO Philippines, came together for community development and intensified efforts on education, healthcare, livelihood and agriculture in 2023.



2023 SOCIAL GOOD REPORT



2023 SOCIAL GOOD REPORT



SM Group, Mastercard fuel female scholars to lead the future of STEM

The **SM Group and Mastercard** joined hands to promote a more inclusive STEM landscape. This initiative has empowered over 20 female students by providing them with full scholarships to pursue STEM educations.

The partnership with Mastercard was not a standalone effort but part of a legacy of shared values. Since 2021, the SM Group and Mastercard have been partners in youth education, nurturing the youth and empowering the next generation of women leaders in STEM.

Collaboration through rehabilitation

After Typhoon Paeng, one of the most powerful typhoons to strike the country in 2022, the SM Group and UNIQLO Philippines joined hands to rebuild the schools damaged by the typhoon.

This collaborative initiative focused on restoring typhoon-damaged schools in Batangas, as well as rehabilitating Sto. Cristo Elementary School in Pulilan, Bulacan, and Gen. Luciano San Miguel Elementary School in Noveleta, Cavite, and other schools in the country. Apart from refurbishing school buildings, the social good collaboration enabled the installation of handwashing facilities and distributed essential kits with Kabisig ng Kalahi (KNK) to promote proper hygiene in schools across the country.



2023 SOCIAL GOOD REPORT

Arm-in-arm: Collaborating for stronger community health

In 2023, SM Foundation and its valued partners remained steadfast in its commitment to ensuring healthcare accessibility for all. By dedicating resources to proactive care initiatives and the enhancement of health facilities, individuals across diverse communities experienced enhanced health outcomes.

Among its collaborative efforts in healthcare during the year were partnerships with the DMIRIE Foundation, the Philippine Red Cross, and the Philippine Movie Press Club (PMPC). Together, they facilitated the provision of free preventive care and essential healthcare services through impactful medical and dental missions, furthering the Foundation's mission of promoting health and wellness for underserved populations.



Advancing agriculture, converging for abundant livelihood

The Kabalikat sa Kabuhayan (KSK) on Sustainable Agriculture Program, a joint initiative by SM Foundation, SM Supermalls, SM Markets, TESDA, Department of Agriculture (DA), and local government units, empowers vulnerable farmers nationwide by equipping them with modern agricultural practices and market linkage. This collaborative effort fosters economic growth, strengthens resilience, and contributes to achieving food security.



The power of many during adversity

The Operation Tulong Express (OPTE) Program, a pillar of SM Foundation's humanitarian efforts, serves as a critical response mechanism during crises. In collaboration with SM Supermalls, SM Markets, the Department of Social Welfare and Development (DSWD), local government units, and the invaluable contribution of SM employee volunteers, OPTE utilizes its expansive network to expedite the delivery of essential relief supplies. This program not only offers immediate aid but also instills hope and provides vital support to the most vulnerable segments of society amidst adversity.



2023 SOCIAL GOOD REPORT

EDUCATION PROGRAM

Passion for education lives on

Henry “Tatang” Sy Sr., the visionary behind the SM Group, whose passion for education lives in the hearts of the youth he inspired, continues to shape a better future for thousands of deserving Filipino youth.

Through the inception of the SMFI’s scholarship program, Tatang opened doors of opportunities for numerous aspiring students across the nation.

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College Scholar graduates to date
4,214

Total number of College Scholars supported
5,516



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For four decades, the SMFI Scholarship Program has empowered thousands of scholars to break the cycle of poverty and pursue their dreams through education. Among them are Charlene Joy Quintos and Rosalie Macaspac, who are now actively contributing to the cycle of social good themselves.

As the eldest daughter in her family, Charlene recognized education as a pathway to a better future. With the support of the SM scholarship program, she actively took roles as a student-leader and even became the president of the Federation of School Governments and Councils. She finished Accountancy at the University of Perpetual Help System JONELTA – Isabela Campus.

Wasting no time, she took the 2017 Certified Public Accountant Licensure Exam (CPALE) and worked in a private company as soon as she passed to support her family. Inspired by the program’s commitment to service while serving in Isabela’s youth council, she took up a Bachelor of Laws and successfully passed the Philippine Bar Examination in 2023.

Today, Atty. Charlene aims to further inspire and contribute to positive change.

“I aspire to follow in the footsteps of Henry Sy Sr., whose philanthropic endeavors exemplify the profound impact of extending a helping hand to the vulnerable. I believe that when individuals support each other, those who receive assistance can, in turn, extend opportunities to others once they achieve success. This virtuous cycle has the power to uplift entire communities and perpetuate a legacy of social good.”

ATTY. CHARLENE JOY QUINTOS
SM Scholar Alumna



Philippine School for the Deaf in Pasay. Rosalie’s story epitomizes resilience and determination, demonstrating that with dedication and grit, dreams can be realized.

“I proudly share with my colleagues that I come from humble beginnings, and I am grateful to SM Foundation for shaping the path that has led me to where I am today. I owe these blessings to the SM family, who have been instrumental in my journey, as well as to my mother, whose unwavering support has been invaluable. They have inspired me to give back to a special community and commit myself to being an effective SPED teacher.”

Through SMFI’s scholarship program, aspiring individuals like Atty. Charlene and Teacher Rosalie are empowered to create better futures for themselves and their families. With 4,214 college scholar graduates and a total of 5,516 individuals supported by SMFI, the program’s impact echoes nationwide, giving hope, breaking the cycle of poverty, and transforming communities through education and opportunities, one scholar at a time.

“I aspire to follow in the footsteps of Henry Sy Sr., whose philanthropic endeavors exemplify the profound impact of extending a helping hand to the vulnerable. I believe that when individuals support each other, those who receive assistance can, in turn, extend opportunities to others once they achieve success. This virtuous cycle has the power to uplift entire communities and perpetuate a legacy of social good,” she said.

Rosalie, another SM Scholarship program alumna and a teacher, finds fulfillment in helping specially abled communities through Special Education (SPED). For 21 years, she has dedicated herself to teaching SPED students, and advocating for the welfare of deaf learners.

Raised by a single mother who became bedridden, Rosalie faced financial struggles as a student. With determination and perseverance, she pursued her education through her family’s effort selling steamed rice cakes as their main source of income.

With a scholarship from SMFI, she finished college and worked at the SM Head Office as a stepping stone to fulfill her dream of teaching at the

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ROSALIE MACASPAC
SM Scholar Alumna



Closing the gaps in education, one school building at a time

Over 20 million students nationwide have enrolled for the school year 2023-2024, with Region 4A logging the most enrollments at over three million. The school year was also met with challenges as the country reported a classroom deficit, reaching about 150,000 classrooms.

The lack of educational facilities such as classrooms affects learning outcomes among school children. In response to these challenges, SM Foundation, in partnership with SM Prime,

initiated a social good program aimed at addressing the educational facility gaps in the Philippines.

By partnering with the Department of Education's Adopt-A-School Program, SMFI has built 108 school buildings to date, addressing crucial infrastructure needs and classroom deficits. Each school building constructed is PWD friendly, which includes PWD ramps, facilities, and handwashing stations to promote good hygiene among school children.

With 366 classrooms constructed, the program has served 18,300 students to date.

In November 2023, SMFI constructed a two-floor, four-classroom building for San Antonio Elementary School (SAES) in Batangas. The building is complete with inclusive facilities such as PWD-friendly amenities and a dedicated reading nook. Additionally, the foundation installed a handwashing facility to promote proper hygiene practices among students, staff, and the wider community.

With the new school building, improved learning environment and additional facilities, SAES can eliminate class shifting, reduce class sizes, and cultivate a more conducive learning atmosphere.

"Instead of their class hours being from six in the morning to 12 noon, it will now be from 7 AM to 3 PM. Our students will now have enough time for intervention activities such as reading, numeracy, and more."

"These intervention activities are crucial for us as they target students facing challenges in regular classes. With the extended program from 7 am to 3 pm, instead of the previous 6 am to 12 noon schedules, students can catch up and grasp lectures more effectively," SAES Principal Joy Obreo happily shared.



HEALTH AND MEDICAL PROGRAMS

Lifeline to longevity: SM Foundation strives for healthier communities

Health equity is a major concern in the Philippines, especially in communities with limited access to quality healthcare. To the most vulnerable members of society, the presence of dedicated healthcare providers and facilities are lifelines, enabling them to have access to the best possible care.

2023 SOCIAL GOOD REPORT

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Medical missions conducted
1,625

Patients served in medical missions
1,244,720



2023 SOCIAL GOOD REPORT

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“We have numerous programs that we struggled to accommodate due to limited space, prompting us to search for suitable placement options. At times, due to space constraints, we contemplated conducting certain programs outdoors. Despite having tents, they proved insufficient, leaving patients uncomfortable and without shelter.”

**DR. ELMINA MONTESA
SCRHU**

With its consistent investment in Health and Wellness facilities, SMFI is transforming rural health centers to improve lives and strengthen communities. The Foundation recently unveiled the upgraded Santa Cruz Rural Health Unit (SCRHU), its 200th health center nationwide. SCRHU serves nearly 140,000 residents, many from low-income households. The rural health unit offers essential healthcare services despite facing typical rural health facility challenges such as limited infrastructure and resources.

For nearly a decade, Dr. Elmina Montesa has led the old SCRHU with dedication and strong leadership. Despite challenges such as limited space, inadequate facilities, and an aging structure, Dr. Montesa and her team have consistently provided crucial services to the community.

“We have numerous programs that we struggled to accommodate due to limited space, prompting us to search for suitable placement options. At times, due to space constraints, we contemplated conducting certain programs outdoors. Despite having tents, they proved insufficient, leaving patients uncomfortable and without shelter,” she shared their struggles before SM Foundation’s health center rehabilitation initiative.

Through SMFI’s assistance and collaborative efforts with local healthcare providers like

Dr. Montesa, the revitalized SCRHU now has an improved layout and clearly defined areas for patient consultation, treatment rooms, utilities, and staff rooms. Apart from well-thought-out spaces and patient care facilities, SCRHU also installed a rainwater catchment system to promote water conservation.

It also introduced breastfeeding rooms to support maternal and child health to encourage breastfeeding practices, which is crucial for infant nutrition and well-being. Upgrades like mobile play cabinets with gender-neutral toys are also among the facility’s features aimed at enhancing children’s healthcare experience and promoting emotional well-being during illness.

With over 200 health and wellness centers rehabilitated, SMFI has contributed to the improvement of healthcare standards in the country and has served over 6.9 million patients nationwide. With improved healthcare facilities that follow the Department of Health’s guidelines, initiatives like air-cleaning paints in 12 refurbished facilities, 4 rainwater catchments, 34 breastfeeding stations, and 110 mobile play cabinets highlight the foundation’s innovative approach to healthcare and its bold steps to advancing health equity and community well-being among Filipinos.



LUCBAN HEALTH CENTER



Patients served in
health centers

6,971,092



Centers with
air-cleaning paints

12

Mobile
play cabinets
installed

110

Breastfeeding
stations installed

34

Building resilience through healthcare

In the aftermath of fires, victims suffer loss of homes and belongings, grappling with significant distress and emotional challenges.

Responding to a fire incident in Barangay Krus na Ligas, Quezon City, SMFI swiftly initiated a medical outreach program aimed at providing healthcare services for affected residents. Over 50 fire victims benefited from this initiative, receiving medical check-ups and medications. The assistance extended beyond general medical examinations, with the Foundation's mobile clinic equipped to administer ECGs and X-rays, along with providing prescription medications at no cost.

Among the beneficiaries were Celna Inte and her aunt, Susanita Embang, both of whom had been directly impacted by the fire. During the medical mission, Celna and Susanita received comprehensive care and underwent thorough general check-ups. Additionally, they were able to get health and nutrition advice as well as proper medicines for their concerns.

"We were relieved because we had a check-up, which lessened my worries. Some of my

medications require doctor's guidance and cannot be taken continuously," Celna explained.

"It will be challenging and costly to undergo check-ups and purchase replacements for the prescriptions and medicines we lost during the fire. The fact that we received all of these for free is a tremendous help. What matters most is that we are safe and strong—we can rise again," Celna added.

The medical mission of SMFI was not solely confined to fire victims but were extended to the community, delivering a total of 177 medical services.

SMFI's medical missions go beyond helping individual patients. They've provided care to over 1.2 million Filipinos through thousands of missions and hundreds of blood donation drives, reflecting their commitment to community health.

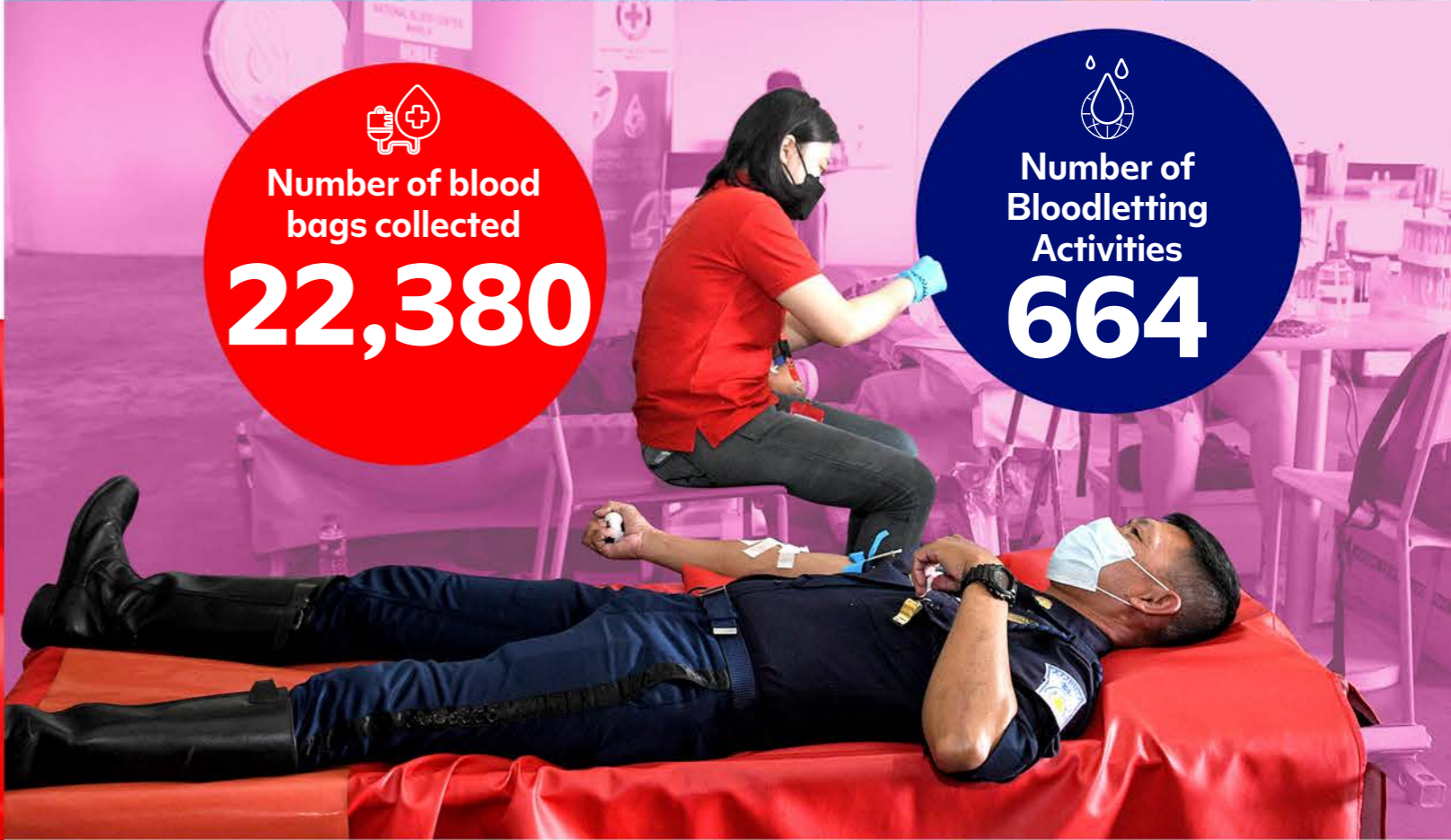


2023 SOCIAL GOOD REPORT



Rainwater catchments installed
4

Health and wellness centers rehabilitated
204



Number of blood bags collected
22,380

Number of Bloodletting Activities
664

2023 SOCIAL GOOD REPORT

KSK ON SUSTAINABLE AGRICULTURE

Sowing the seeds of modern agriculture today for a greener tomorrow

SM Foundation's Kabalikat sa Kabuhayan (KSK) on Sustainable Agriculture Program, with its partners, is empowering Filipino farmers with practical training and modern agricultural techniques, providing a clear pathway to self-sufficiency and a sense of community and fulfillment.

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One of KSK's beneficiaries, Cristina Lumor-Pabor, found new entrepreneurial growth opportunities through the program. Transitioning from a backyard gardener to an agri-entrepreneur, Cristina gained valuable farming and marketing skills, enabling her to utilize her small plot of land more effectively. As a KSK-SAP farmer, and scholar, Cristina was able to join farmers' associations that provided her with a supportive community for knowledge sharing. She also registered with the Department of Trade & Industry as a Barangay Micro Business Enterprise (BMBE) to further support her endeavors.

Alongside personal fulfillment, KSK-SAP offered Cristina a reliable source of additional income. Engaging in local trade fairs and initiatives, such as the SM Sunday Market and Weekend Market, she can now sustain her family and has more means to do farm improvements. Today, KSK-SAP continues to inspire her.

"The SM Sunday Market is a big help to us. We can showcase the quality of our produce. Our freshly

harvested produce can be sold to customers at fair prices. With KSK, we earn a decent income – this helps us in growing our farm and in improving the lives of my fellow farmers," she said.

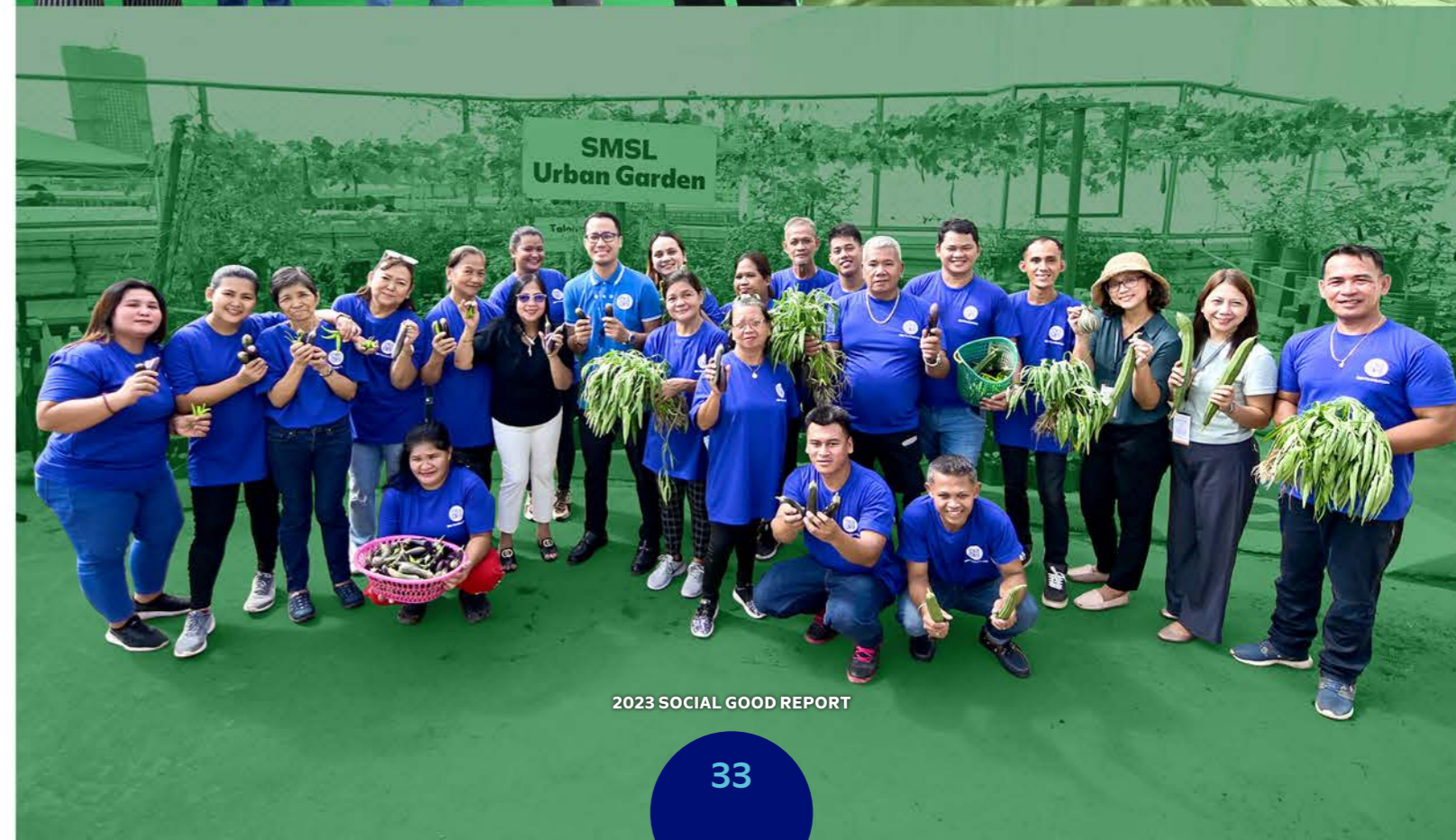
KSK-SAP facilitates market access through trade fairs and partnerships with support from SM Supermalls. Graduates of the program can become suppliers for SM Group and local markets, boosting the agricultural sector. The program is conducted in partnership with SM Supermalls, TESDA, DA, DSWD, DOST, DTI, and partner farmer schools.

With 30,340 farmer graduates across 975 cities and municipalities through 338 training sessions, the program promotes empowerment and self-sufficiency. Additionally, the SM Group, through SM Supermalls, has established 23 SM Weekend Markets, where 116 KSK farmers sell their produce. These markets serve to promote market linkage and create economic opportunities, bridging gaps and fostering growth within communities.



“
The SM Sunday Market is a big help to us. We can showcase the quality of our produce. Our freshly harvested produce can be sold to customers at fair prices. With KSK, we earn a decent income – this helps us in growing our farm and in improving the lives of my fellow farmers.
”

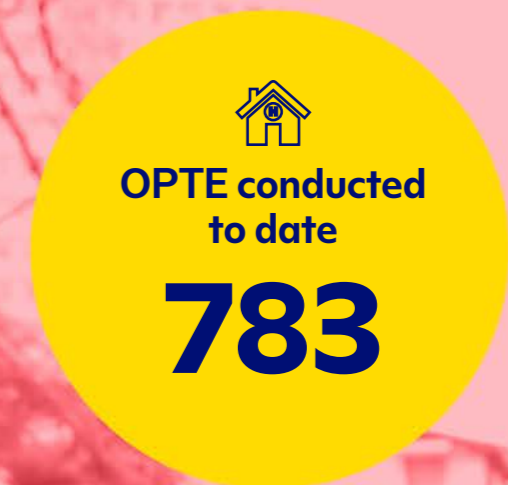
CRISTINA LUMOR-PABOR
KSK beneficiary



RELIEF OPERATIONS

From relief to preparedness

During calamities, SM Foundation and its Social Good partners remain committed to being among the first responders, offering aid and assistance to affected communities.



Partnering with SM Foundation to bolster community resilience and readiness, UNIQLO Philippines collaborated to provide further assistance to areas hard hit by Typhoon Paeng in different barangays throughout the Philippines. Through this collaboration, SMFI and UNIQLO Philippines furnished high-risk barangays with Emergency GoKit+ to improve their preparedness during emergencies and calamities.

In 2023, Zamboanga City experienced flooding due to inclement weather, prompting the swift mobilization of Operation Tulong Express (OPTE). Around 700 Kalinga Packs were distributed to affected individuals, with SM City Mindpro employees reaching out to 600 families in impacted barangays.

Similar efforts were extended to Leyte where 100 families in Salcedo Ville received assistance following a landslide.

Moreover, SMFI's OPTE has been instrumental in assisting fire gutted communities in various locations, such as Davao City, Pampanga, and Ormoc City, providing aid to affected families.

Amidst typhoons Egay and Falcon, thousands of Kalinga Packs were also distributed to affected residents. Expanding their reach, SMFI extended assistance to more areas, including Bulacan, Pampanga, Zambales, and Laoag, benefiting hundreds, including indigenous communities.

In 2023 alone, SMFI conducted 120 relief operations, distributing 54,887 Kalinga Packs. This adds to a total of 783 relief missions and 873,911 Kalinga Packs distributed to date. These efforts underscore SMFI's commitment to aiding communities during calamities, supported by dedicated employee-volunteers.



2023 SOCIAL GOOD REPORT



2023 SOCIAL GOOD REPORT

VOLUNTEERING

Volunteering, unfolding the true essence of giving

Amidst the festive air of the 2023 Christmas season, SM Group employees illuminated the spirit of volunteerism through the Christmas Cheers initiative. Led by SMFI and SM Supermalls, this program celebrated the dedication of volunteers who selflessly contributed to their communities.

For individuals like Carl Maglangit, Public Relations Manager at SM CDO Downtown, the decision to participate in Christmas Cheers was driven by a deep belief in the Filipino spirit of generosity. Organizing and coordinating the program for his community felt like a natural extension of his commitment to spreading happiness and nurturing society.

“I have always been inspired to someday share my blessings with the community. Now, it has happened, and the experience felt magical for me. It taught me the value of generosity and that giving is a manifestation of love and kindness. I am now more empowered in community giving, and with this passion, I can influence other people to do the same,” Carl shared.

Similarly, Ron Ryan Malitig, an Operation Assistant at SM City Calamba, found himself drawn to the opportunity to keep the spirit of bayanihan alive



“
**Nothing beats the feeling
of knowing that everyone in the
community gets to celebrate Christmas
with a smile on their faces and hearts.
I know that volunteering would allow
me to do just that—share my skills
and bring genuine happiness to the
community we happily serve.**
”

RON RYAN MALITIG
Operations Assistant
SM City Calamba

through his involvement in Christmas Cheers. Despite being relatively new to the mall, Ron embraced the chance to lend a helping hand, driven by a desire to make an impact.

“Nothing beats the feeling of knowing that everyone in the community gets to celebrate Christmas with a smile on their faces and hearts. I know that volunteering would allow me to do just that—share my skills and bring genuine happiness to the community we happily serve,” he said.

The dedication of SM Group’s employee volunteers is evident in their efforts to serve as volunteers, imbued with a sense of pride and their desire to give back to others, especially during the season of giving.

OUR BOARD OF DIRECTORS

Jose T. Sio
Chairman / President

Felicidad T. Sy
Trustee

Teresita T. Sy
Vice Chairperson / Trustee

Harley T. Sy
Trustee / Treasurer

Deborah Pe Sy
Executive Director / Trustee

Paulino Y. Tan
Trustee

Ramon Gil S. Macapagal
Trustee

Lydia B. Echauz
Independent Trustee

Arlene C. Keh
Adviser to the Board

Arthur A. Sy
Corporate Secretary



Jose T. Sio
Chairman / President

Jose T. Sio serves as the Chairman Emeritus of the Board of SM Investments Corporation. Now on his 34th 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.



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.



Teresita T. Sy
Vice Chairperson / Trustee

Teresita T. Sy serves as the Vice Chairperson of SM Investments Corporation and as Adviser to the Board of SM Prime Holdings, Inc. She is also the Chairperson of SM Retail Inc. and BDO Unibank Inc. With her expertise across retail merchandising, mall and real estate development, banking, and finance, Tessie is committed to advancing SM’s mission of creating shared value for the communities it serves.



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.



Deborah Pe 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.



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 Trustee/Board Member of various organizations, schools, and foundations, he serves as chair of Asia Pacific College, and nonexecutive trustee of SM Foundation.



Ramon Gil S. Macapagal
Trustee

Engr. Ramon Gil “Chito” S. Macapagal serves as an adviser to the program heads of SM Foundation. With nearly 40 years of experience from a multinational company in various roles, he brings valuable expertise to the organization in sustainability, social development strategy, and communications. He is a member of the Board of Trustees of the Henry Sy Foundation.



Lydia B. Echauz
Independent Trustee

Dr. Lydia B. Echauz has over 55 years of affiliations in the field of education in the Philippines and Southeast Asia. She also serves as trustee/ director for other foundations, schools, and corporations.



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, C-5 Mansions Development Corp., Asian Appraisal Company Inc., Foghorn Inc., My Shopping Lane Cebu Corp., and the Foundation for Professional Training Inc. She is a Commissioner of the Philippine College of Surgeons Commission on S.U.R.E., and Board Adviser of the Subdivision and Housing Developers Association. She occupies the position of President of CG&E Holdings Corp., and Bellefonte Properties Inc. She also holds various officer appointments and Board positions in several other companies.



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 30 years of professional legal experience, helping SM Foundation anchor its policies and procedures on good corporate governance.

2023 AWARDS AND RECOGNITIONS

As we continue working to spread social good, SM Foundation has garnered recognitions and accolades from various esteemed organizations. These honors serve as a source of inspiration, propelling us to innovate and always come up with fresh initiatives aimed at enriching the lives of the communities we are privileged to serve. We proudly share this recognition to our social good partners and to the communities we serve.

20th Philippine Quill Awards International Association of Business Communicators (IABC) Philippines Company of the Year, 2nd Runner Up

Excellence Award

Revitalizing the SM Foundation Brand: Embracing the Joy of Social Good, Inclusivity, and Engagement: Marketing, Advertising, and Brand Communication

SM Foundation: Spreading Social Good to Inspire and Strengthen a Nation: Community Relations and Corporate Social Responsibility

SM Foundation: #SpreadingSocialGood Stories Online: Social Media

Merit Award

SM Foundation Primer: Sharing Stories and Rallying Partners for Social Good: Publications

SM Foundation Social Good Feature Videos: Sharing Stories of Transformation, Resilience, and Hope: Audio Visual

We Care: The SM Foundation Newsletter Made Even Better: Publications

59th Philippine Anvil Awards Public Relations Society of the Philippines

Silver Anvil Awards

SM Foundation Social Good Report: Sharing Stories and Rallying Partners for Social Good: PR Tool-Publication

SM Foundation's Narratives of Social Good: A Showcase of Feature Stories on Transformation, Resilience, and Hope: PR Tool-Multimedia

Department of Education 4th Gawad Kaagapay

Most Outstanding Stakeholder Award

Department of Social Welfare and Development

One of DSWD's Outstanding Partner of the Year 2023

Recognitions from our Social Good Partners

Department of Education

PSD Project DEAFS (Dormitory, Educational Assistance, and Financial support) for School Year 2023-2024

International Day of Women and Girls in Science 2024 Forum and Exhibit

Recognized for its contributions to the Adopt-a-School program at Balatong Elementary School

World Vision Development Foundation, Inc.

Recognized at Limitless: Corporate Partners' Appreciation Event

University of Batangas

Recognized as one of the Top Scholarship Grantors

Philippine Air Force

Recognized for its contribution to the projects of Tactical Operations Wing Northern Luzon

Philippine Red Cross

Recognized for its contributions to Blood Letting initiatives

Philippine Civil Service

Recognized at the PCS's 123rd Anniversary



Management Team

Deborah Pe Sy
Executive Director

Engr. Ramon Gil Macapagal
Trustee

Connie Angeles
Executive Director for
Health and Medical Programs

Cristie Angeles
AVP for Livelihood and
Outreach Programs

Carmen Linda Atayde
Executive Director for
Education Programs

Connie Cadelina
VP for Accounting

Victor Persius Chan
SAVP for Communications
and Sustainability

Eleanor Lansang
SAVP for Education Programs

Neny Regino
PR Consultant

Juris Soliman
Head, School Building



2023 SOCIAL GOOD REPORT

Education Team

Carmen Linda Atayde
Eleanor Lansang
Juris Soliman
Joy Guevara

Mary Anne Racoma
Gregorio Baclea-an Jr.
Vaughn Lapid

Ar. Caren Lopez
Cyear De Lara
Lynneth Galilio



Health and Medical Team

Connie Angeles
Albert Uy
Dr. Bless Bertos

Dalfhen Samson
Roma Hierro
Rolando Sagun
Michael Andrei Lumahan



Livelihood and Outreach Team

Cristie Angeles
Jennelyn Lizardo

Shiela Marie Bahoy
Arlou Jee Dalisay
Celestine Coste



2023 SOCIAL GOOD REPORT

Administration Team

Debbie Sy
Katherine Virrey

Mary Jane Reyes
Anthony Francisco



2023 SOCIAL GOOD REPORT

Accounting Team

Connie Cadelina
Julie Ann Cipriano
Mary Joy Peje

Kate Silvererio
Allen Rose Bermejo
Jefferleene Infante
Cherry Antonio



2023 SOCIAL GOOD REPORT

Communications Team

Engr. Ramon Gil Macapagal
Victor Persius Chan
Neny Regino

Sonny Vibandor
Rheza Mizpah Candelaria
Michaela Andrea Tangan



Engr. Ramon Gil Macapagal is a member of the SMFI Board of Trustees and serves as an adviser to the Program heads of SMFI

2023 SOCIAL GOOD REPORT



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), Department of Social Welfare and Development (DSWD), and Board of Investments (BOI). SMFI is also an active member of DSWD Area Based Standards Network (ABSNet), Association of Foundations, League of Corporate Foundations, and ARISE Philippines.



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