



SM FOUNDATION



# Social Good Report 2024





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# Vision

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

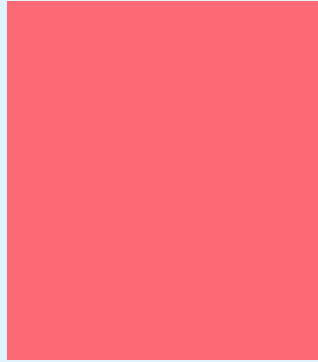
# Mission

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 provide them with the assistance they require, leveraging our corporate assets to secure resources and build awareness, and engaging with strong partners to create programs that promote a cycle of positive change.



# Message from the Executive Director



At SM Foundation, Inc. (SMFI), our mission has always been to uplift lives and create meaningful change in communities across the country. Inspired by the vision of our founders, Henry “Tatang” Sy, Sr. and Felicidad “Nanang” T. Sy, we remain committed to bringing opportunities to those who need them most.

In 2024, we continued to strengthen our efforts in education, agriculture, health, and disaster response, working hand in hand with partners to expand our reach and impact. Through this Social Good Report, we seek to give our partners and stakeholders a comprehensive view of our collective efforts, meaningful contributions to social development, and inspiring stories of resilience and empowerment.

Since 1993, SMFI has been committed to making quality education accessible to deserving Filipino youth. Through our College Scholarship Program, we have supported over 6,600 scholars, with 4,650 graduates to date—including 218 new graduates who joined the Class of 2024–2025.

” **As we continue to grow, we remain inspired by the resilience and hope of the communities we serve. Together with our partners, we will keep working toward a future where every Filipino has the opportunity to thrive.**

**-Deborah Pe-Sy** ”





2024 General Assembly of NCR SM Scholars

Among them is Darmae Tan, who turned her passion for technology into a thriving career. Now an accomplished IT professional and co-founder of two Cebu-based tech companies, Darmae is paying it forward by providing scholarships to students who, like her, are striving for a brighter future.

Our School Building Program, in collaboration with SM Prime Holdings and other partners, has constructed 110 school buildings nationwide, enhancing educational opportunities for Filipino youth. By supporting DepEd's Adopt-a-School Program, we continue to strengthen learning environments and provide students with the tools they need to succeed.

Since 2007, the Kabalikat sa Kabuhayan (KSK) Farming Program has trained over 32,000 farmers in modern techniques, sustainable practices, and business skills. Beyond training, we help farmers connect directly to consumers by linking them to SM Supermalls and SM Markets, while also providing access to trade fairs in partnership with various organizations—turning their hard work into stable livelihoods. Among them is Ricky Valdez, a KSK Batch 2013 alumnus who transitioned to farming through the program. Now an agricultural trainer, Ricky mentors new KSK farmers while managing his own integrated farm, helping others secure a better future in agriculture.



Students attend their classes in a new SM school building in La Union.



An SM Foundation representative gives free medicine and vitamins to a beneficiary during a medical mission.

In times of crisis, we extend our support through Operation Tulong Express (OPTE), going beyond immediate relief to provide hope and compassion to affected communities. With the dedication of employee volunteers and local partners, we have carried out over 800 relief efforts—distributing more than 900,000 Kalinga packs to families in need. Volunteerism remains at the heart of our response, ensuring that help is always available when communities need it most.

Our commitment to health and wellness also remains steadfast. Through medical missions, we've provided free services to over 1.3 million patients in underserved areas.

Our mobile clinics bring essential diagnostics and rehabilitation to communities lacking healthcare access. We have also modernized 216 health centers, benefiting nearly 7.3 million patients, and launched SM DigiKonsulta, a teleconsultation platform that bridges healthcare gaps and ensures broader access to medical support.

As we continue to grow, we remain inspired by the resilience and hope of the communities we serve. Together with our partners, we will keep working toward a future where every Filipino has the opportunity to thrive. Let us continue this journey—uplifting lives, spreading kindness, and making a lasting impact for generations to come.

**DEBORAH PE-SY**  
Executive Director  
SM Foundation



KSK alumni from Davao City proudly showcase their freshly harvested lettuce.

# Our Impact

## SCHOOL BUILDING



**110**

School buildings  
donated/constructed

**1:50**

Average  
classroom-student  
ratio after program  
implementation

**18,700**

Public school  
students served in  
single-shift classes

**374**

Classrooms built

## COLLEGE SCHOLARSHIP

**4,650**

College Scholar  
graduates to date

**6,619**

Total number of  
College Scholars  
supported



## MEDICAL MISSIONS

**1,712**

Medical missions  
conducted

**1,314,118**

Patients served in  
medical missions





# WELLNESS CENTER PROGRAM

**216**

Health and wellness centers rehabilitated

**7,292,199**

Patients served in health centers



# SM BLOOD BANK

**29,831**

Number of blood bags collected

**832**

Number of bloodletting activities

# KABALIKAT SA KABUHAYAN FARMING PROGRAM



**32,359**

Number of farmer graduates

**418**

Number of trainings conducted

**1,009**

Number of cities and municipalities

**66**

Number of farmers selling at the SM Weekend Market

# DISASTER RELIEF

**824**

OPTE conducted

**982,415**

Kalinga Packs distributed







# About the Foundation

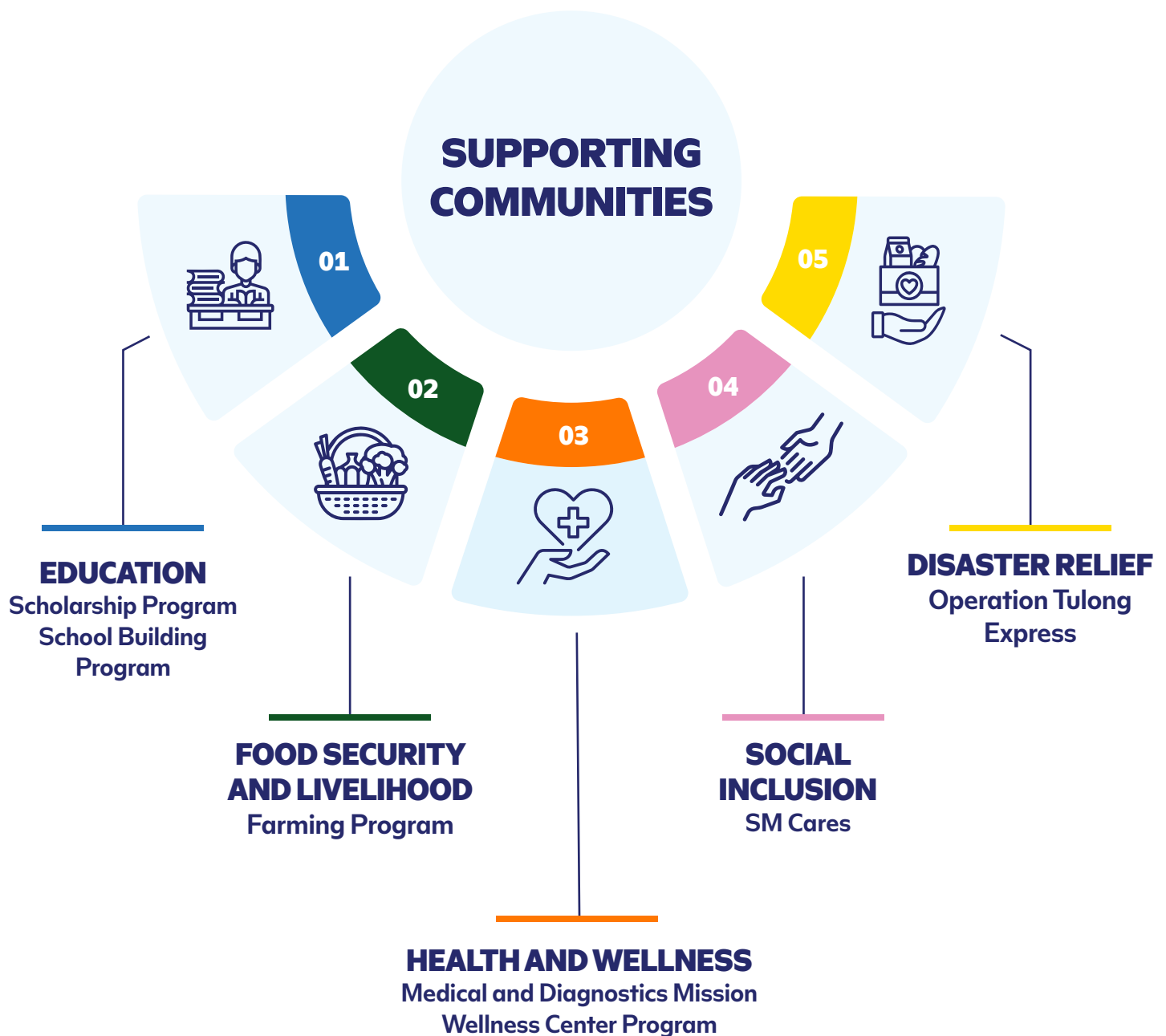
SM Foundation, Inc. is the social good arm of the SM Group, dedicated to uplifting the lives of Filipinos through meaningful programs in education, health and wellness, sustainable agriculture, and disaster response.





# A Committed Partner of our Communities

SM Foundation works hand in hand with communities to help them achieve their aspirations for a better life. Guided by the SM Foundation Social Development Framework, we focus on expanding access to essential social development programs that create lasting, positive change.





# Our Social Good Process

SM Foundation focuses on development approaches in our operational areas to effectively spread social good. 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 SM Foundation, 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

Impact assessments play a vital role in implementing our social development projects, as they help us evaluate the effectiveness of our interventions and identify areas for improvement.

## 4. Development communications

To keep our stakeholders informed and engaged, we employ a range of development communication tools—including social media, our website, newsletters, internal channels, stakeholder and community briefings, and partnerships with media outlets. These communication strategies are embedded in all our campaigns, helping us amplify our impact, inspire collaboration, and reach more vulnerable communities in need.

For the SM College Scholarship program, we adopt a similar strategy tailored to thousands of aspiring scholars from vulnerable communities.



Community consultation



Implementation of programs



Impact assessment



Development communications



# The SM College Scholarship Program Process





**The SM College Scholarship Program is dedicated to empowering deserving youth from underserved communities by providing access to quality education.**

**Through comprehensive financial and developmental support, the program enables scholars to pursue their aspirations and create a better future. This commitment is brought to life through a structured seven-step process designed to ensure a smooth, inclusive, and impactful implementation.**

## **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 through the SM Scholarship Portal within a set timeframe. The SM Foundation scholarship team will assess applications, notify those who meet the minimum requirements, and endorse to proceed to the next steps: the examination and interview

## **3. Examination and Interview**

Scholar-applicants undergo an online examination and virtual interviews to further assess their intellectual and emotional intelligence.

## **4. Home Visits**

Once scholar-applicants pass the interview and examination, the SM Foundation Scholarship Team conducts online home visits to better assess their economic status.

## **5. Awarding of Scholarship**

All scholar-applicants are ranked based on their overall performance. Successful candidates are then notified via email and/or phone call. The announcement of the new batch of scholars is then shared across our digital platforms. To formally welcome and celebrate the scholars, a thematic Awarding of Scholarship event is held, providing an opportunity for orientation, inspiration, and a sense of community among the scholars.

## **6. Scholar Monitoring**

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

## **7. Scholar Engagement Activities**

To foster holistic growth and sustained engagement, SM Foundation conducts a variety of enrichment and training activities for its scholars. These include the General Assembly, Christmas Party, SM Scholar Recollection, Summer and Holiday Job Programs, Internship opportunities within the SM Group, and the Presentation of Graduates. Designed to enhance intellectual, emotional, and social development, these initiatives also respond to the individual needs of each scholar, helping them thrive both academically and in life.

SM Foundation also organizes an exclusive job fair for graduating scholars, providing them with direct access to HR departments across the SM Group. This initiative opens meaningful employment opportunities and enhances their career readiness and prospects.



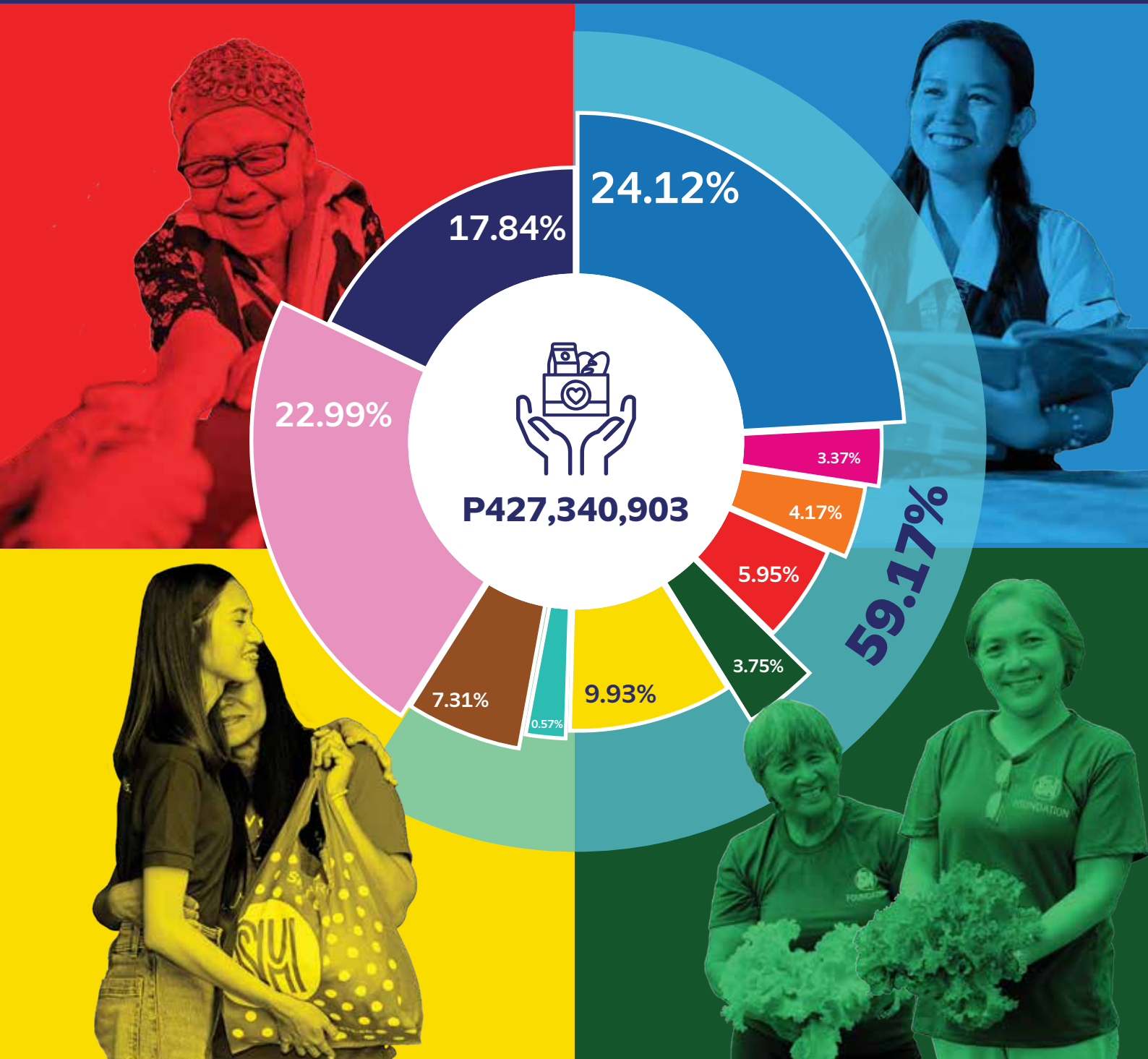
# Fund Stewardship and Allocation

In 2024, SM Foundation received a total of P427,340,903 in donations.

Of this amount, 59.17% (P252,852,485) was directly allocated to program implementation across key areas such as education, health, disaster response, livelihood, collaborations for social good, and community development. Operating expenses accounted for 22.99% (P98,229,904), supporting the administrative and logistical functions essential for efficient and sustainable program delivery.

The remaining 17.84% (P76,258,514) was earmarked for ongoing and future projects to ensure the continuity and expansion of the Foundation's initiatives.

SM Foundation remains committed to the responsible and transparent use of donations, ensuring that every peso contributes to meaningful change.



FUTURE AND ONGOING PROJECTS	COLLAB FOR SOCIAL GOOD	OPERATION TULONG EXPRESS	WELLNESS CENTER PROGRAM	SCHOOL BUILDING PROGRAM
OPERATING EXPENSES	COMMUNITY DEVELOPMENT	KABALIKAT SA KABUHAYAN	MEDICAL MISSION	SCHOLARSHIP PROGRAM



# #CollabForSocialGood: Partnerships that Empower Communities



The SM Foundation and Phoenix Publishing House join forces in the 'Pages for Progress' book donation program. In photo: (from left) Phoenix Senior Vice President Juan Carlos Sibal, SM Foundation Executive Director for Education Carmen Linda Atayde, Phoenix President Pilar Fatima Sibal-Balbin, Phoenix Board of Directors Chair Alegria Sibal-Limjoco, SM Foundation Executive Director Debbie Sy, and SM Foundation Senior Assistant Vice President for Education Program-Scholarship Eleanor Lansang.

Strategic partnerships with like-minded organizations help SM Foundation create lasting impact in communities.

Through the Pages for Progress initiative with Phoenix Publishing House, SM Foundation is improving educational access—one book at a time.

Phoenix Publishing House donated PHP 15 million worth of books—270,000 volumes—distributed to 92 Girl Scouts libraries and public schools nationwide, including the Senate President Neptali A. Gonzales Integrated School in Mandaluyong, with distribution support from the Philippine Institute of Certified Public Accountants (PICPA).



Educators from Batasan Hills National High School receive books from the SM Foundation's Pages for Progress, which donates to public schools nationwide in partnership with Phoenix Publishing House and PICPA.



“Dahil po sa book donation ng SM Foundation, Phoenix, sa tulong ng PICPA, we will be able to augment whatever’s lacking as of the moment. Ang mga bata po, kapag nabigyan ng libro, readily po meron na po silang reference sa loob ng classroom. Lalong lalo na po pag uwi ng bahay, patuloy silang matututo at magiging mas mabisa ang kanilang pag aaral,” SPNAGIS Principal Remilio Pascual said.



SPNAGIS students use the books from the SM Foundation, Phoenix Publishing House, and PICPA's Pages for Progress collaborative initiative.



Turnover of Digital Learning Hubs. Gracing the event are (seated, from left): SM Retail Executive Vice President Jonathan Ng; Mastercard Philippines Country Manager Simon Calasanz; SM Foundation executive director Debbie Sy; SM Retail Vice President for Sustainability Ma. Lourdes Nicole Liv; and SM Foundation Executive Director for Education Programs Carmen Linda Atayde. They are joined by representatives from Mastercard, SM Foundation, SM Store, and SM Retail.

Beyond physical books, SM Foundation has partnered with Mastercard Philippines to establish Digital Learning Hubs, each equipped with 20 desktop computers and LCD TVs. These hubs will give students hands-on experience with digital tools and prepare them for technology-driven futures.

The foundation’s scholarship program has expanded through a collaboration with SM Advantage Card (SMAC), which donated PHP 14 million to fund 35 new scholars for 2025-2026. This follows SMAC’s previous PHP 5.5 million contribution that supported 13 scholars.



SM Foundation partners with Mastercard to establish Digital Learning Hubs in public schools in the country.



Each Digital Learning Hub is equipped with 20 desktop computers and an LCD TV.





SM Advantage Card (SMAC) donates PHP 14 million to fund 35 new scholars for AY 2025–2026.

In photo (from left): SM Retail Vice President for Retail Affiliates Digital Marketing Strategy Yarcicel Macalindog, SM Foundation Trustee Engr. Ramon Gil Macapagal; SM Foundation Executive Director for Education Programs Carmen Linda Atayde; and SMAC COO Kevin Hartigan-Go.

For specialized technology education, BingoPlus Foundation and SM Foundation also launched a partnership focused on a scholarship for technology-related courses, including Game Development, Software Engineering, and Data Science. This program ensures talented students receive the financial support needed to develop critical skills for the digital economy.

Through these interconnected initiatives, SM Foundation inspires strategic partnerships that can create a holistic educational ecosystem, providing everything from basic literacy resources to advanced technological training to empower the next generation of Filipinos.



SM and BingoPlus' foundations have collaborated for specialized tech education. They formalized the partnership in a MOA signing attended by (from left) BingoPlus, represented by its foundation's executive director Angela Wieneke, BingoPlus COO Celeste Jovenir, Digiplus Interactive chairperson Eusebio Tanco, SM Foundation, represented by trustee Harley Sy, executive director Debbie Sy, executive director for education programs Carmen Linda Atayde, trustee Dr. Lydia Echaz, trustee Engr. Ramon Gil Macapagal, and Senior Asst. Vice President for Scholarship Programs Eleanor Lansang.



For specialized technology education, BingoPlus Foundation and SM Foundation collaborated on scholarship programs focused on technology-related courses.

# A passion that transforms and inspires

SM Foundation continues to shape a brighter future for thousands of deserving Filipino youths.

At the heart of SM Foundation's education pillar is the advocacy of Henry "Tatang" Sy Sr., the visionary founder of the SM Group, who viewed education as a great equalizer. Building on this commitment, SM Foundation continues to honor this commitment through Scholarship and School Building programs, initiatives designed to uplift and empower underprivileged yet deserving generations of Filipino youth with the resources and support they need to succeed.

In a world where circumstances often limit opportunities, there are individuals whose determination and resilience transcend barriers to carve new paths for success. For Darmae Maningo-Tan, education was the key to fulfilling her hope of bringing her family out of poverty.

Growing up in a vulnerable community in Cebu, Darmae relied on scholarships and second-hand textbooks to pursue her education. For years, she poured herself into her studies, consistently striving for academic excellence. But as she approached college, it wasn't the lack of resources or financial uncertainty that nearly derailed her—it was the weight of societal expectations. The belief that, as a woman, pursuing higher education and a career was unnecessary because she would eventually depend on a spouse.



## EDUCATION PROGRAMS



Darmae Tan, SM Scholar alumna and co-founder of Cebu-based tech ventures MYTSoftDev Solutions and ErrandBoy.Ph





Darmae co-founded ErrandBoy.Ph during the pandemic to employ displaced workers.

Breaking the cycle, Darmae found herself more determined to continue dreaming big. Her perseverance landed her an opportunity for a college education at the University of the Philippines (UP), the country's leading education institution, and she also passed the SM Foundation's College Scholarship Program, which became her primary support to pursue her dreams without the burden of financial challenges.

This newfound stability gave her the freedom and opportunity to reach her full potential. It allowed her to explore her interests and widen her network through co-curricular activities, experiences that helped nurture her personal and professional growth, ultimately making her the woman she is today.

**4,650**  
College Scholar graduates to date

**6,619**  
Total number of College Scholars supported

”

**This scholarship transformed my college experience. Without having to be a working student, I was able to join the theater arts organization, volunteer programs, leadership and business summits, and even the student council. All of these helped me develop my full potential.**

- Darmae Tan

”



Darmae Tan at the 2024 SM Scholar Alumni Homecoming (center) with other scholarship alumni (first row) P&A Grant Thornton's partner Nikkolai Canceran, ADB consultant Erickson Quijano, (second row)

Singapore-based software engineer Jeffry Manhulad, P&G IT director Albert Maquiñana, (third row) Engr. Angelo Tabuac, Dasmariñas City Public Schools District Supervisor Angelo Uy, and Pilipinas Shell CFO Rey Abilo

“This scholarship transformed my college experience. Without having to be a working student, I was able to join the theater arts organization, volunteer programs, leadership and business summits, and even the student council. All of these helped me develop my full potential,” Darmae shared.

The College Scholarship Program also instilled values and a deep sense of purpose that left a lasting impact on her. It taught her the importance of giving back. She is now guided by a life mission to continue the cycle of paying it forward by creating opportunities for others.

Today, Darmae is an entrepreneur and mentor who balances family life while creating jobs and mentoring youth. She founded MYT SoftDev Solutions in 2012 to showcase Filipino-built software, and co-founded ErrandBoy.Ph during the pandemic to employ displaced workers. Her internship program, Module Zero, mentors IT career aspirants, and she teaches at UP Cebu. Inspired by SM Foundation, Darmae runs her own scholarship program supporting deserving young Filipinos, providing financial assistance to academic scholars and student-athletes as of October 2024.

“I hope to do for others what SM Foundation did for me—give them the jump-start they need to pursue a better future. Looking back, I see how every challenge shaped the fulfilling life I have today. I still face struggles, and I’m not yet where I want to be, but I’ve already gone further than I ever dreamed. None of this would’ve been possible without the SM College Scholarship Program, which gave me a chance. Now, it’s my mission to pay it forward and help create meaningful change in the lives of others in my community,” she said.

Since 1993, the SM Foundation Scholarship Program has transformed lives by offering access to quality tertiary and technical-vocational education. To date, it has produced 4,650 College Scholar graduates, with a total of 6,619 individuals supported, each empowered to create better futures for themselves and their families and equipped with the knowledge and skills to contribute to the cycle of social good.





SM Scholars unite. Darmae Tan at the 2024 SM Scholar alumni Homecoming (center) with her fellow SM College Scholarship Program alumni P&A Grant Thornton's partner Nikkolai Canceran, ADB consultant Erickson Quijano, Engr. Angelo Tabuac, Pilipinas Shell CFO Rey Abil, Singapore-based software engineer Jeffry Manhulad, P&G IT director Albert Maquiñana, and Dasmariñas City Public Schools District Supervisor Angelo Uy

In 2024 alone, more than 200 SM College Scholars from Batch 2024 graduated, with 63 earning honors, including three summa cum laude, 29 magna cum laude, 27 cum laude, and four with academic distinction. As these scholars embark on their professional journeys and join the ranks of thousands of SM Foundation scholar alumni in carving their success, SM Foundation is excited to witness more inspired stories like Darmae's – stories of hope, perseverance, and transformed lives and communities through education and opportunities.

**"I've already gone further than I ever dreamed. None of this would've been possible without the SM College Scholarship Program, which gave me a chance. Now, it's my mission to pay it forward and help create meaningful change in the lives of others in my community."**

**-Darmae Tan**



From uncertainty to inspiration, SM Scholar alumna Darmae Tan joined fellow alumni on stage at the 2024 SM Scholars' Alumni Homecoming, sharing her remarkable journey from scholar to tech company founder in Cebu and encouraging fellow scholars to embrace challenges as stepping stones to success.



## EDUCATION PROGRAMS

# Laying the foundation for better education with new school buildings

In 2024, SM Foundation, in partnership with SM Prime, continued its mission to provide safe and functional learning spaces across the country, completing key projects in Zamboanga City and Benguet.

In Zamboanga City, SM Foundation and SM Prime turned over a two-story school building to Sta. Barbara Central School (SBCS), which was severely damaged during the 2013 Zamboanga siege.



Inside Tuba Central School's Digital Learning Hub

# 110

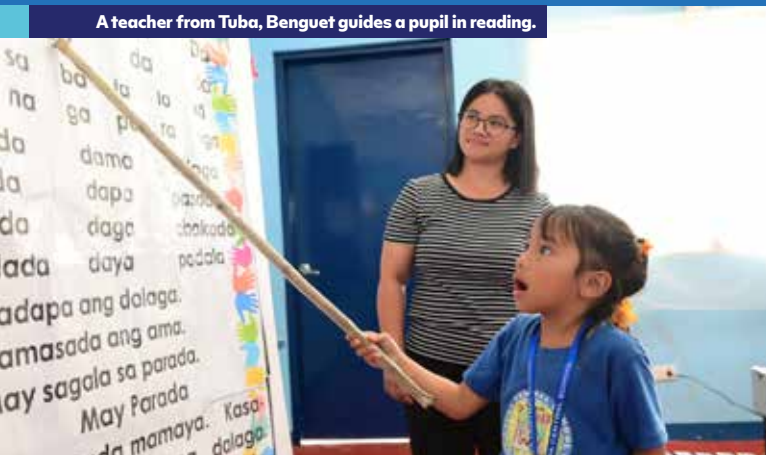
School buildings  
donated/constructed

# 18,700

Public school students served  
in single-shift classes



A teacher from Tuba, Benguet guides a pupil in reading.



# 1:50

Average classroom-student ratio after  
program implementation



# 374

Classrooms built



Newly maintained TCS



A teacher conducts class in the newly constructed SM Foundation school building at Sta. Barbara Central School.

”

**We can now research and use computers more effectively.**

**-Maria Margareth Mae Dacpano**

”

School principal Anna Liza Martin recalled the challenges of rebuilding. “It took more than five years for us to rebuild SBCS,” she said. The destruction of classrooms disrupted education and had a lasting effect on the mental well-being of the students.

The newly built four-classroom facility now provides improved learning spaces, featuring classrooms with proper ventilation, restrooms, and facilities for persons with disabilities (PWDs). The building also includes a clinic, a mini library, and an arts and music room. Serving Grade 2 and Kindergarten students, it offers a stable learning environment for nearly 3,000 enrollees, many from nearby Muslim communities.

In Benguet, Tuba Central School (TCS) also benefited from an SM Foundation school building project completed in 2019. Previously, classrooms were overcrowded, with as many as 53 students per room. Teachers struggled to integrate technology due to limited resources. With the construction of a new two-story, four-classroom building, built in collaboration with the Philippine Stock Exchange Foundation, TCS has seen significant improvements in its capacity to serve students.

A dedicated computer room with 20 WiFi-connected units, developed with Mastercard Philippines, has greatly enhanced the school’s digital learning capabilities. “We can now research and use computers more effectively,” said former student Maria Margareth Mae Dacpano. Additionally, the facility features a sports room for Arnis training, as the sport gains popularity in the province.

To ensure the sustainability of these initiatives, SM Foundation conducted a school building maintenance program in 2024, inspecting and refurbishing the TCS facility. Security gates and CCTV units were added to protect the computer room. “Iyaman! It means thank you in our dialect,” expressed TCS Principal Jennifer Cados.

Since 2002, SM Foundation has supported DepEd’s Adopt-a-School Program, having turned over more than 110 school buildings. In 2024 alone, it conducted maintenance programs in eight schools across regions such as Bataan, Olongapo, Eastern Samar, Batangas, Zamboanga, Camarines Sur, and Butuan.

Through these projects, SM Foundation continues to create inclusive, safe, and nurturing learning environments, helping students thrive and empowering schools to deliver quality education, especially in underserved communities.



## HEALTH AND MEDICAL PROGRAMS

# Healthcare care within everyone's reach

For many Filipinos, especially those in remote and vulnerable communities, access to healthcare remains a daily struggle. Clinics are often miles away, medical costs add up quickly, and even basic check-ups can feel out of reach.

SM Foundation aims to bridge this gap by bringing healthcare where it's needed. Through health center renovations and medical missions, the SM Foundation provides solutions to improve the well-being of Filipinos, reaching even Geographically Isolated and Disadvantaged Areas (GIDAs).



Medical mission in Polomolok, South Cotabato

### MEDICAL MISSION

**1,712**

Medical missions conducted

**1,314,118**

Patients served in medical missions

### WELLNESS CENTER PROGRAM

**216**

Health and wellness centers rehabilitated

**7,292,199**

Patients served in health centers



Wellness Center in Polomolok East Community Clinic, South Cotabato



Bloodletting at SM Aura Premier

### SM BLOOD BANK

**29,831**

Number of blood bags collected

**832**

Number of bloodletting activities



**For families like ours,  
programs like this are invaluable.  
It's accessible, convenient, and  
provides so many  
services in one place.**

**-Regina Abalain**



A mother comfortably breastfeeding in Baluan RHU's dedicated lactation room.

## **Strengthening community healthcare in remote areas**

In South Cotabato, the Polomolok East Community Clinic (PECC) has long been a vital resource for nearly 50,000 individuals, many from indigenous and Geographically Isolated and Disadvantaged Areas (GIDAs). But for years, its aging facilities and limited services made it difficult to meet the growing demand for care.

Through its 207th health center rehabilitation project, SM Foundation transformed PECC into a modern, patient-friendly facility equipped to handle diverse healthcare needs. Structural improvements optimized space for efficiency while dedicated areas for specialized services—such as Animal Bite and Treatment, TB-Dots, Nebulization, Counseling, and Family Planning—were added to better serve the community.

The clinic also received upgrades, including a dental clinic, an operation room, a conference room, a physician's consultation room, and a PWD-friendly restroom. To enhance patient experience, the facility now features a reception and admission area, a secure breastfeeding room, and Felicidad T. Sy spaces for children and the elderly.

Beyond structural improvements, the renovation focuses on sustainability and innovation. SM DigiKonsulta, a teleconsultation platform, was introduced to help patients access medical advice remotely, while eco-conscious features like air-cleaning paints and a rainwater catchment system were added to promote sustainability.

For Indigenous Peoples leaders like Jerome Ante, the transformation is life-changing. "This revitalized health center is a game-changer for our indigenous communities. With its strategic location and expanded services, it will significantly improve the health and well-being of our people," he said.

## **Bringing medical services closer to families**

Complementing the health centers built, SM Foundation's medical missions ensure that healthcare reaches those who might not have the means to visit healthcare facilities. These missions directly bring free check-ups, consultations, and medicines to communities, offering relief to families who often put their health on hold due to financial constraints.

For Loida Macaling, a mother of three, the medical mission at SM City Marilao was a much-needed blessing. A former factory worker, Loida developed a persistent pain in her heel from years of long hours of standing and walking long distances. But with a tight budget, seeing a doctor was never an option.

"When I heard about the free medical mission, I knew this was my chance," she shared. "I don't have the luxury to stop working just because of the pain. My family depends on me. This was a huge help," she added.

Regina Abalain, pregnant with her second child, also found support through the mission. Despite her own delicate condition, her priority was her eldest son, who had been battling a persistent cough. With medical expenses piling up, she was relieved to find a place where her son could receive a free consultation, dental check-up, and medicines, allowing her to focus on her pregnancy without added stress.

"For families like ours, programs like this are invaluable. It's accessible, convenient, and provides so many services in one place," she said.

Through over 1,625 medical missions, SM Foundation has touched the lives of more than 1.2 million individuals, proving that healthcare is more than just treatment—it's about empowering people to live healthier, fuller lives.

As SM Foundation continues to expand its healthcare initiatives, its beliefs remain the same: no one should be left behind when it comes to health and well-being.



# Empowering the next generation of Filipino farmers

Since 2007, the Kabalikat sa Kabuhayan Farming Program has been sustaining SM Foundation's vision for agriculture: a sector where Filipino farmers are empowered, communities thrive and become self-sufficient, and food security is ensured.

Together with its partners, the program provides valuable opportunities by equipping farmers with modern, sustainable farming techniques and entrepreneurial skills, ultimately contributing to the country's socioeconomic growth.



## 32,359

Number of farmer graduates

## 1,009

Number of cities and municipalities

## 418

Number of trainings conducted

## 66

Number of farmers selling at Farmer's Market

In addition to the 66 farmers selling at the SM Weekend Market, many KSK graduates have established local social enterprises or supply produce within their own communities—contributing to rural development and promoting food sustainability at the grassroots level.



”

**Nagbago ang pananaw at confidence ko sa pagtatanim. Kaya na namin magtanim kahit hindi kalakihan ang kapital mo sa simula, basta't alam mo ang proper farming techniques, diskarte, at potensyal ng organic farming.**

- Dan Sotelo

”



## KSK success story: Dan Sotelo's journey

Farming in the Philippines is a rich tradition, a heritage handed down through generations, yet is challenged by outdated techniques and the continued rise of aging farmers.

By blending innovation, sustainability, and entrepreneurship, the KSK Farming Program encourages young farmers to embrace agriculture and see its potential to revitalize the sector. Among them is the hopeful and determined 22-year-old Dan Sotelo from Brgy. San Miguel, Talakag, Bukidnon. Dan, who has been helping his parents on their farm since the age of 14, has rekindled his passion for agriculture after joining SM Foundation's farming program.

Before, the Sotelo family approached farming as a gamble due to its seasonality. "Minsan, maganda ang iyong tanim, minsan hindi. Ang dating practice dito ay 'Magtatanim ako ngayon. Bahala na kung may maani ako o wala,'" Dan shared.

Today, they are equipped with essential knowledge and skills in modern agricultural practices, financial literacy, and livelihood development, leading to a renewed sense of purpose and a fresh perspective on farming.

Previously, driven by a gambling mindset and reliant on the short-term gains of synthetic fertilizers, he and his fellow farmers are now embracing the long-term benefits of sustainable agriculture. He has transitioned to organic farming, creating his own organic fertilizers and botanical pesticides using natural ingredients like neem, sunflower concoctions, baking soda, and vinegar-based fungicides. This approach not only helps them optimize their resources but also safeguards the long-term health of their land.

"Nagbago ang pananaw at confidence ko sa pagtatanim. Kaya na namin magtanim kahit hindi kalakihan ang kapital mo sa simula, basta't alam mo ang proper farming techniques, diskarte, at potensyal ng organic farming," he added.



KSK graduate Dan Sotelo from Bukidnon

In early October 2024, Dan and his fellow KSK farmers from Brgy. San Miguel and nearby Brgy. Miarayan's newfound mindset and dedication paid off. They supplied SM Markets' In-Season Specials section in SM City CDO Uptown and SM CDO Downtown. Eventually, they sold 60 kilos of bell peppers, 200 kilos of potatoes, and 100 kilos of carrots, successfully reaching a broader market and bringing in over PHP 18,000.

Farmers are the new breed of innovators, and individuals like Dan support SM Group's broader mission to ensure food security, improve livelihoods, and promote environmental stewardship in the agricultural sector. For nearly two decades, the KSK Farming Program has benefited 32,359 farmer graduates across 1,009 cities and municipalities through 418 training sessions, with some graduates becoming seasonal suppliers for the SM group and local markets.



## OPERATION TULONG EXPRESS

# Hope in action

During calamities, SM Foundation and SM Cares, together with their social good partners, remain committed to providing relief, restoring hope, and helping communities rebuild stronger than ever.

Through Operation Tulong Express (OPTE), the Foundation, along with its dedicated employee volunteers, swiftly responded to disasters, ensuring families receive the support they need to rebuild and recover.



# 824

OPTE conducted to date



SM Foundation, in collaboration with SM Cares, SM Markets, and other social good partners, conducts the Operation Tulong Express—a disaster response program dedicated to providing timely aid and relief to communities affected by calamities—in Malabon City.





Employee-volunteers from SM Supermalls lead the distribution of Kalinga Packs in a fire-hit community in Manila City.



Employee-volunteers from SM Supermalls prepare the Kalinga Packs for Typhoon Carina-hit communities in Metro Manila.

When disasters strike, time becomes a precious resource—and for the SM Foundation, every moment counts. Through Operation Tulong Express (OPTE), the Foundation—together with SM Cares, employee volunteers, and social good partners—works around the clock to ensure that families receive the help they need when they need it most.

In the wake of Typhoon Carina, floodwaters rose swiftly across communities in Metro Manila, Bulacan, Pampanga, Bataan, Olongapo City, Rizal, and Cavite. For thousands of families forced to flee or salvage what little they had left, help arrived in the form of 23,258 Kalinga Packs—each one filled with essentials and the promise that they had not been forgotten. An additional 4,000 packs made their way to nearby hard-hit provinces, reaching even more households in need.

In Laguna and Quezon, it was Typhoon Aghon that left trails of damage. Once again, SM Foundation was there—this time with 1,265 Kalinga Packs, a small but meaningful start toward recovery.

As the year unfolded, Typhoons Enteng, Julian, and Kristine battered the country one after another. OPTE kept pace, reaching over 2,500 affected families in Marikina, Rizal, and Naga, and delivering help to 750 more in Ilocos Norte. And when heavy floods engulfed communities in Zamboanga, another 329 families received much-needed support.

But not all emergencies come from storms. In Parola, Manila, and Baguio City, massive fires consumed homes and displaced hundreds. SM Foundation quickly responded, delivering 800 and 814 Kalinga Packs, respectively. In Cavite City, over 700 families who lost everything to fire found comfort and relief in OPTE's timely presence. Even in Tondo, where 90 families were affected by a local blaze, SM's relief teams arrived to offer both supplies and reassurance.

When an oil spill crisis hit coastal communities in Bataan, SM Foundation again extended its hand—this time with 300 Kalinga Packs for families grappling with environmental and economic fallout.

From typhoons and floods to fires and unforeseen crises, SM Foundation's mission remains clear: to be a steady presence in times of instability. These are not just relief efforts—they are acts of solidarity. They are proof that in every Kalinga Pack, there is more than just food and supplies; there is compassion, community, and the unwavering belief that recovery is possible.



A volunteer from SM Supermalls distributes a Kalinga pack to a resident of Marikina City hit by Typhoon Carina.



## VOLUNTEERING

# Inspiring change through kindness

Volunteering goes beyond giving time—it's about touching lives, creating opportunities, and spreading hope. At the core of every volunteer is a story of compassion and dedication.

Mark Ramos and Archie Austria, two remarkable individuals from the SM Group, exemplify how selfless service can transform communities and uplift lives.



”

I am grateful to SM Foundation, SM Retail, Mastercard, and my IT Service Operations Team leaders for opening this opportunity to me and my colleagues. This experience allowed us not only to lend a helping hand but also to harness our IT skills in meaningful ways—to bridge the gap in computer and digital literacy for young students who might otherwise face barriers to accessing these essential tools. By giving them the skills and confidence to navigate a digital world, we hope to spark possibilities for their futures.

- Mark Ramos

”





Mark Ramos, an IT professional and volunteer from SM Retail.

**The dedication of SM Group's employee volunteers proves that even small acts of kindness can inspire others to give back.**

Mark Ramos, an IT professional from SM Retail, discovered his passion for technology in high school when his family got their first computer. Faced with costly repairs, he took it upon himself to learn how to fix the issues, sparking a sustained interest in computer systems and their applications. This led him to volunteer for the DigiHub program, an SM Group and Mastercard initiative to enhance digital literacy among Filipino students. Mark has visited schools across the Philippines, helping students interact with computers, many for the first time. His efforts provide young people with essential digital skills.

"I am grateful to SM Foundation, SM Retail, Mastercard, and my IT Service Operations Team leaders for opening this opportunity to me and my colleagues. This experience allowed us not only to lend a helping hand but also to harness our IT skills in meaningful ways—to bridge the gap in computer and digital literacy for young students who might otherwise face barriers to accessing these essential tools. By giving them the skills and confidence to navigate a digital world, we hope to spark possibilities for their futures," Mark shared.



Archie Austria, a propsman from SM City Bataan

Similarly, Archie Austria, a propsman from SM City Bataan | copy caption style of Mark's how service can shape a life. As the youngest of 14 siblings, he learned early the value of helping others. After losing his mother as a teenager, his siblings supported him through school, strengthening his sense of community. This inspired him to actively volunteer with SM Foundation and SM City Bataan. Committed to giving back, Archie participates in initiatives such as coastal clean-ups and volunteers in OPTE relief operations to provide relief to disaster-affected communities.

"I hope my efforts inspire others to preserve the environment and always open their hearts to help those in need. I want to see future generations grow up believing in hope and the kindness of others. I hope that through the small things I do, I can inspire them to help one another and create a better, more compassionate world," Archie shared.

The dedication of SM Group's employee volunteers proves that even small acts of kindness can inspire others to give back. By sharing their time and skills, they create a meaningful impact and show that everyone has the power to make a difference.

# Our Board of Directors



**1. JOSE T. SIO**  
CHAIRMAN / PRESIDENT

Jose T. Sio serves as the Chairman Emeritus of the Board of SM Investments Corporation. Now in his 36th 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.



**2. 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.



**3. 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.



**4. 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.



**5. 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.





**6. 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.



**7. RAMON GIL S. MACAPAGAL**  
TRUSTEE

Engr. Ramon Gil “Chito” S. Macapagal serves as an adviser to the program heads of SM Foundation. With over 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.



**8. 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.



**9. 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.



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

# The SM Foundation Management Team



**Deborah Sy**  
Executive Director



**Jose T. Sio**  
Chairman/President



**Engr. Ramon Gil Macapagal**  
Trustee



**Carmen Linda Atayde**  
Executive Director  
for Education Programs



**Connie Angeles**  
Executive Director for Health  
and Medical Programs





**Cristie Angeles**  
AVP for Livelihood  
and Outreach Programs



**Connie Cadelina**  
VP for Accounting



**Victor Persius Chan**  
SAVP for Corporate Affairs  
and Sustainability



**Eleanor Lansang**  
SAVP for Education  
Programs-Scholarship



**Neny Regino**  
PR Consultant



**Juris Soliman**  
Head, School Building  
Program

# Education Team



**Cyear De Lara**  
**Teddy Gaw**  
**Lynne Gelilio**  
**Joy Guevara**

**Gregorio Baclea-an Jr.**  
**Eleanor Lansang**  
**Carmen Linda Atayde**  
**Juris Soliman**

**Vaughn Karel Lapid**  
**Jericko Manimtim**  
**Mary Anne Racoma**



# Health and Medical Team



**Dr. Blesila Bertos**  
**Roma Hierro**  
**Rolando Sagun**

**Albert Uy**  
**Michael Andrei Lumahan**

**Connie Angeles**  
**Dalfhen Samson**

# Livelihood and Outreach Team



**Febe Villanezo**  
**Arlou Dalisay**

**Cristie Angeles**  
**Jennelyn Lizardo**

**Celestine Coste**  
**Shiela Bahoy**



# Administration Team

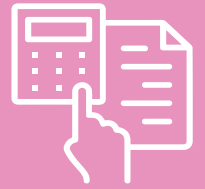


**Roland Lolong**  
**Katherine Virrey**

**Debbie Sy**  
**Mary Jane Reyes**

**Anthony Francisco**

# Accounting Team



**Kate Silvederio**  
**Chabelita Manarin**  
**Cherry Antonio**

**Connie Cadelina**  
**Julie Ann Cipriano**

**Mary Joy Peje**  
**Allen Bermejo**



# Communications Team



**Sonny Vibandor**  
**Michaela Tangan**

**Engr. Ramon Gil Macapagal**  
**Neny Regino**

**Victor Persius Chan**  
**Rheza Candelaria**

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

# 2024 Awards and Recognitions

At SM Foundation, every recognition we receive is a testament to our mission of spreading social good. These honors affirm the impact of our efforts and inspire us to continue serving communities with heart and purpose. We share these achievements with our partners and the communities who inspire us, support our journey, and remind us why we are committed to making a meaningful difference.

## **20th Philippine Quill Awards**

Company of the Year-2nd Runner Up

Excellence Award, Category 7: Marketing, Advertising, and Brand Communication

Excellence Award, Category 10: Community Relations and Category 15: Corporate Social Responsibility

Excellence Award, Category 23: Social Media

Merit Award, Category 24: Publications

Merit Award, Category 22: Audio/Visual

Merit Award, Category 24: Publications

## **59th Anvil Awards**

Silver Anvil, PR Tool-Publication

Silver Anvil, PR Tool-Multimedia

## **11th Annual Asia-Pacific Stevie Awards**

Gold Stevie Award, Innovation in Corporate Social Responsibility Videos

Bronze Stevie Award, Innovation in Community Relations/Public Service Communications.

## **15th Asia CEO Awards**

Corporate Social Responsibility (CSR) Company of the Year

DepEd School Division of Quezon City

**5th Gawad Kaagapay Outstanding Stakeholder Awardee**

Jose T. Sio, SM Foundation Chairman and President with the awards of the Foundation.







## SM FOUNDATION

SM Foundation, Inc. (SM Foundation) 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). SM Foundation 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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