

2025



SOCIAL
GOOD
REPORT

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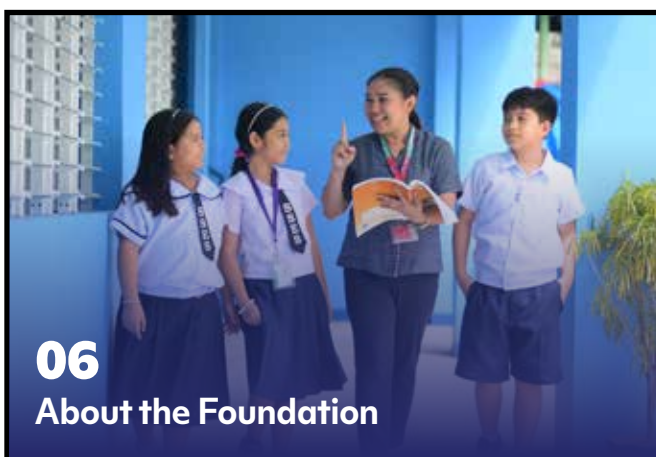
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Vision

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



This year has been a journey of growth, resilience, and impact, guided by our mission and inspired by the communities we serve. Each initiative became more than a program - it was a story of empowerment, transformation, and shared purpose, showing what we can achieve together. We expanded educational opportunities through our scholarship program, celebrating 199 new graduates in 2025, including eight Summa Cum Laude awardees who reflect the transformative power of education and the promise of a brighter future. This cohort is the most decorated in the program's history, with a record number of honors: eight Summa Cum Laude, 33 Magna Cum Laude, 47 Cum Laude, and 14 Academic Distinction recipients.

Their journeys, from hardship to achievement, show how education can break cycles of poverty. As we marked these milestones, we also welcomed more than 900 new scholars, many inspired by stories like that of Jennilyn Mendoza, whose path from scholar to SM executive reflects just how life-changing education can be. We made significant strides in strengthening education infrastructure, with 116 school buildings built so far, including modern learning spaces in Tagbilaran City, Tagum City, and Iligan City.

These facilities strengthen access to quality education and ensure that students are equipped with the tools and environments they need to succeed in an ever-changing world.

Early this year, we launched the SM's Job Opportunities Building Skills (J.O.B.S.) initiative to help advance a job-ready workforce through expanded skills training, specialized job fairs, and industry-relevant education that connect Filipino talent to global opportunities.



Complementing this, we introduced Future-READY, Now! in October, an upskilling program developed with IBM, Asia Pacific College, and SM Group business units that bridges digital training with workforce development. Our scholars gain access to more than 1,000 courses and globally recognized credentials through IBM SkillsBuild, equipping them with the skills needed to thrive in a technology-driven future.

In healthcare, we partnered with the Philippine Red Cross to open a modern blood laboratory, streamlining testing and improving the donor experience to help ensure a stable blood supply for communities. We also strengthened access to care by rehabilitating key health facilities, including the Laoag Health Center, now a primary care and birthing facility, and the Putik Health Center in Zamboanga City, which now serves more than 23,000 residents with improved services and renewed hope for healthier communities.

At the same time, we expanded DigiKonsulta across Health Centers nationwide, increasing access to remote medical consultations and advancing the digitalization of patient records. In collaboration with our social good partners,



Watsons Personal Care Store, Unilab, and the local government of Lapu-Lapu City, we provided medical and diagnostic services to over 800 residents in disaster-affected communities in Cebu. This commitment emphasizes the power of collaboration in delivering quality healthcare closer to the communities. Since 2001, our Medical Mission program has successfully completed over 1,700 missions, benefiting more than 1.3 million patients nationwide.

Across our initiatives, we see stories of transformation, scholars who overcame challenges to pursue their professions, families who found strength in upgraded health facilities, and communities that discovered new ways to thrive through sustainable practices. These stories ground our work in what truly matters, the people whose lives are changed, beyond the programs we deliver.

As we look ahead, we remain steadfast in scaling innovation, deepening partnerships, and sustaining impact. Every effort is rooted in inclusivity and collaboration, uplifting lives and strengthening communities. None of this would be possible without our colleagues, partners, donors, volunteers, and communities whose trust and support inspire us to keep creating meaningful change. Together, we are shaping a future built on opportunity, resilience, and compassion, and I invite you to join us in the next chapter of our journey.



DEBORAH PE-SY
Executive Director
SM Foundation

Our Impact



School Building

19,900
Public school students served in single-shift classes

116
School buildings donated/constructed

398
Classrooms built

1:50
Average classroom-student ratio after program implementation

102
School buildings repaired

348
Classrooms repaired

36
PWD ramps + PWD-friendly facilities

26
Handwashing stations



College Scholarship

4,640
College scholar graduates to date

7,376
Total number of college scholars supported





Medical Mission

1,797
Medical missions
conducted

1,390,634
Patients served in
medical missions



Health and Wellness Centers

228
Health and wellness
centers
rehabilitated

7,666,678
Patients served in
health centers

32
Health centers with
air-cleaning paints

11
Rainwater
catchment installed



SM Blood Bank

40,480
Number of blood
bags collected

1,093
Number of
bloodletting
activities



Kabalikat sa Kabuhayan Market Linkage Program

34,427
Number of farmer
graduates

72
Number of farmers
supplying at the SM
Weekend Market





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.

HEALTH AND WELLNESS
Medical and Diagnostics
Mission Wellness Center Program

FOOD SECURITY AND LIVELIHOOD
Inclusive agriculture and market access

DISASTER RELIEF
Operation Tulong Express

EDUCATION
Scholarship Program
School Building Program

SOCIAL INCLUSION
SM Cares





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.

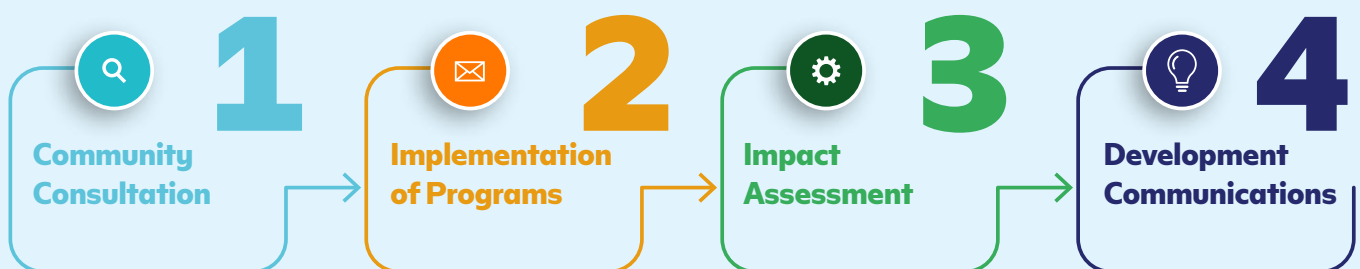
3. Impact Assessment

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, 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.



The SM College Scholarship Program



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.

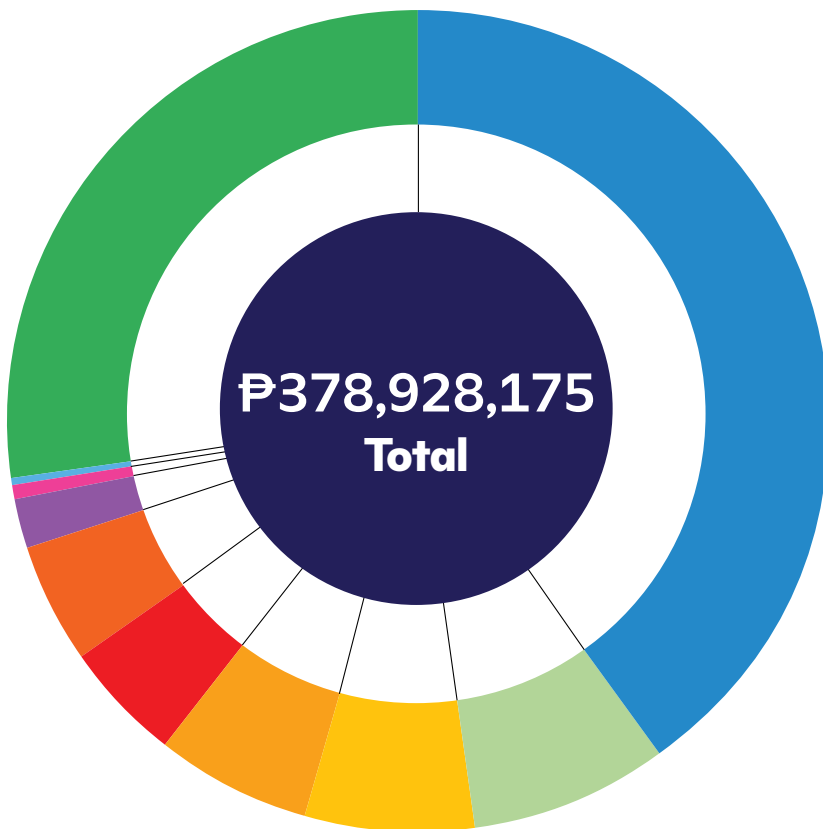
7. Scholar Engagement Activities

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 Reflection, Summer and Holiday Job Programs, internship opportunities within the SM Group, and the Presentation of Graduates. Scholars are also supported through job matching within the SM Group to help facilitate employment pathways after graduation. Designed to enhance intellectual, emotional, and social development, these initiatives respond to the individual needs of each scholar and help them thrive in both academic and professional 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



- 40.2% SCHOLARSHIPS
- 7.8% HEALTH AND WELLNESS CENTERS
- 6.5% COLLAB FOR SOCIAL GOOD
- 6.2% MEDICAL MISSIONS
- 4.7% OPERATION TULONG EXPRESS
- 4.6% KABALIKAT SA KABUHAYAN MARKET LINKAGE PROGRAM
- 2.1% SCHOOL BUILDING
- 0.6% CORPORATE DONATION
- 0.3% COMMUNITY DEVELOPMENT
- 27% OPERATING EXPENSES

Together with our partners, we advance social good in communities.



#CollabForSocialGood

Partnerships That Power Progress

To foster inclusive growth, SM Foundation leverages strategic alliances that bridge critical gaps in education, healthcare, and agriculture. In collaboration with government and private-sector partners, we modernize schools, grant industry-led scholarships, and upgrade community health facilities. Our multi-sectoral approach also secures market access for farmers and ensures rapid disaster relief, delivering essential services and sustainable pathways to the nation's most vulnerable populations.





SM Group and Mastercard Honor Ten Outstanding STEM Students

SM Group and Mastercard, through The SM Store's Shop and Share program in support of SM Foundation's College Scholarship Program, have selected 10 STEM students as scholars for the 2025 to 2026 academic year after a multi-stage screening process.

The awardees will receive full college scholarships, including mentorship, enrichment activities, career development opportunities, and laptops to support their academic work, reflecting a shared effort to expand access to higher education for students pursuing science, technology, engineering, and mathematics.





PRC and SM Foundation Streamline Blood Testing to Improve Donor Experience

The Philippine Red Cross Quezon City Chapter and SM Foundation have partnered to open a blood laboratory designed to improve the efficiency of blood testing and screening. With modern equipment and facilities, the laboratory aims to streamline blood collection and testing processes to address ongoing blood supply challenges, helping maintain a more stable supply of safe blood while making the donation process more manageable for volunteers who give their time and trust.





German-Philippine Business Group Inks Pact with SM for Workforce Development

The German-Philippine Chamber of Commerce and Industry (GPCCI) signed a memorandum of understanding with SM Foundation and SM's Job Opportunities Building Skills (J.O.B.S.) advocacy to support workforce development. The partnership will create special job fairs in SM Malls for GPCCI member companies and develop short-course training programs tailored to member organizations. These initiatives aim to connect job seekers with potential employers and provide targeted skills training. The MOU establishes a collaborative framework for organizing employment-related activities across the Philippines, focusing on skills development and job placement for participating companies and workers. SM's J.O.B.S. initiative will be central in facilitating these employment and training efforts by leveraging the SM Group's existing networks and resources.





Equipping Scholars for the Demands of a Changing Workforce

SM Foundation launched Future-READY, Now!, an upskilling program that prepares scholars for shifts in the labor market by offering digital and professional training aligned with industry standards. Developed in collaboration with IBM, Asia Pacific College, and the SM Group, the program provides access to more than 1,000 courses and credentials through IBM SkillsBuild, covering areas such as artificial intelligence literacy and digital competencies, with the aim of helping scholars navigate a work environment increasingly shaped by technology and continuous learning.



Creating pathways to break the cycle



College Scholarship

4,640

College scholar
graduates to date

7,376

Total number
of college scholars
supported



Real, lasting progress happens when people are given pathways that empower them. At SM Foundation, we've seen how education becomes truly transformative when support goes beyond access and continues through graduation and into future opportunities.

For decades, SM Foundation has championed this mission through the Scholarship and School Building Programs that uplift and empower deserving yet underprivileged Filipino youth to pursue brighter, more secure futures.

For SM Scholar Rica Marbebe, who ranked fifth in the May 2025 CPA Licensure Examination, success was anything but immediate. It was carved out of years of perseverance, shaped by both hardship and hope.

Rica grew up in a loving but financially challenged household. Her father worked at a motorcycle parts shop, whereas her mother stayed at home to care for a sibling with special needs. While a small sari-sari store helped, it was rarely enough to cover daily essentials.

In 2019, a medical emergency revealed just how fragile their situation was. When her younger sibling suddenly collapsed, the family struggled to find money and transport to get to a hospital. Watching helplessly but holding on to hope,



Rica turned fear into resolve. She realized that changing their future would need determination and a clear path forward.

Education became that path. Determined to help break her family's cycle of poverty, Rica applied for and got accepted into the SM Foundation College Scholarship Program. For the first time, learning felt certain, and a brighter future seemed within reach. The program covered Rica's tuition, books, and allowances, and provided essential learning tools, such as a tablet, that improved her study conditions during remote learning during the pandemic.

The scholarship was more than just financial aid - it was a community that uplifted Rica. It connected her with mentors, fellow scholars, and alumni who inspired her, supported her growth, and opened doors to new career opportunities. With the weight of financial stress lifted, Rica could fully commit to her studies, embracing excellence with a newfound confidence.

She graduated Summa Cum Laude in Accountancy from the University of Mindanao. Her years of hard work paid off once again when

she placed fifth in the May 2025 CPA Licensure Examination. As she begins her career as a newly licensed CPA, Rica hopes to pay it forward by guiding and inspiring others to rise through education, just as she did.

Her journey shows how perseverance, supported by the right opportunities, can turn potential into momentum. Today, she joins a growing community of licensed scholars across professions, from certified public accountants and licensed teachers to civil and electrical engineers.

This legacy of success has been shaping futures since 1993 through the SM Foundation Scholarship Program's commitment to accessible, quality education. To date, the program has supported 4,640 college graduates, including the 199 scholars from Batch 2025. This cohort stands as the most decorated in the program's history, with 102 academic honors, eight Summa Cum Laude, 33 Magna Cum Laude, 47 Cum Laude, and 14 Academic Distinction recipients.

**She realized that
changing their
future would need
determination and a
clear path forward.**



Building better spaces for brighter futures



School Building Program

116

School buildings
donated/
constructed

19,900

Public school
students served in
single-shift classes

1:50

Average
classroom-student
ratio after program
implementation

398

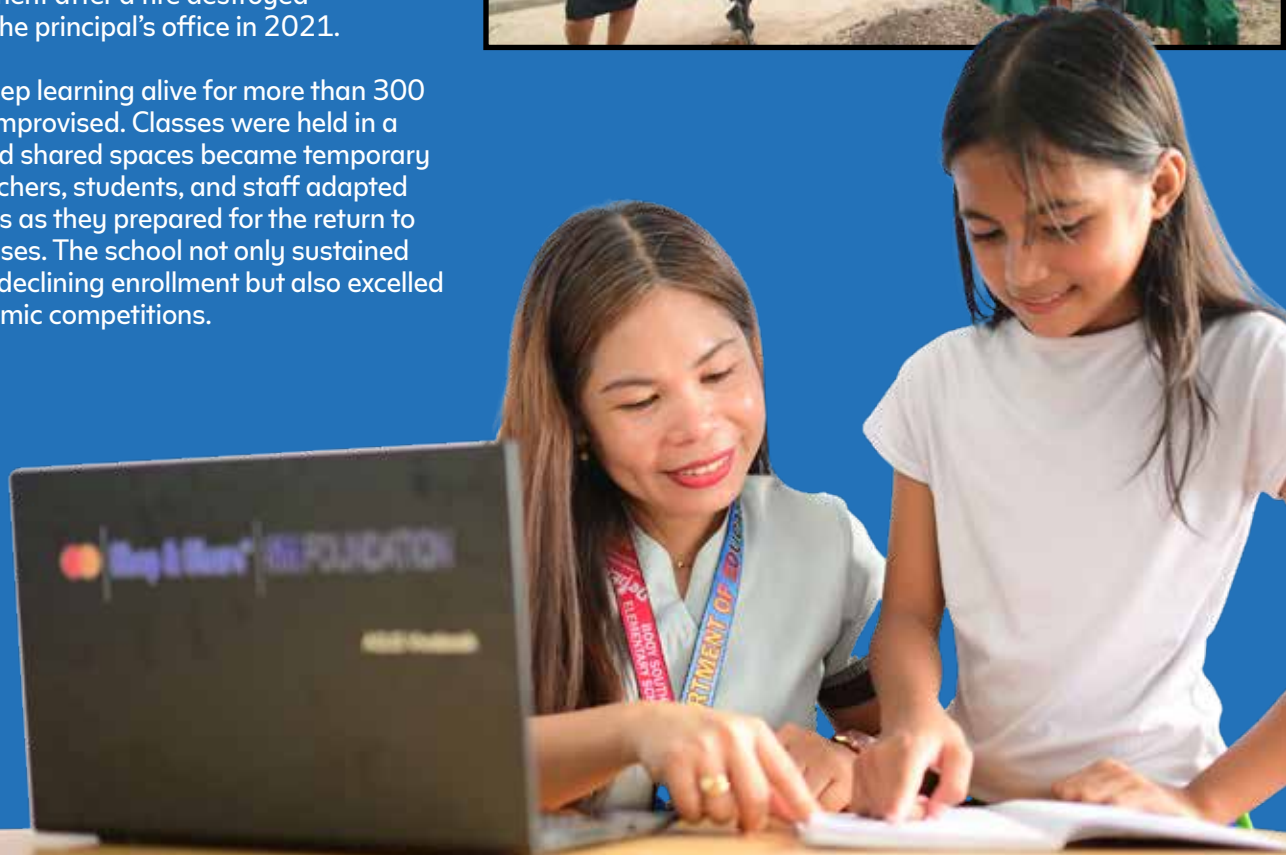
Classrooms built

Educational support at SM Foundation goes beyond scholarships and networking opportunities. Our School Building Program creates safe, functional, and innovative learning spaces where students can thrive and prepare for the future.

Where recovery meets resilience

SM Foundation, in partnership with SM Prime, turned over a two-storey, four-classroom building to Booy South Elementary School (BSES) in Tagbilaran City, Bohol. SM Foundation restored a safe, comfortable learning environment after a fire destroyed classrooms and the principal's office in 2021.

Determined to keep learning alive for more than 300 students, BSES improvised. Classes were held in a covered court, and shared spaces became temporary offices, while teachers, students, and staff adapted to limited facilities as they prepared for the return to face-to-face classes. The school not only sustained operations amid declining enrollment but also excelled in regional academic competitions.



Today, the new school building marks a fresh chapter for BSES. Designed with safety, accessibility, and functionality in mind, BSES features spacious classrooms, an ICT room, a clinic, a prayer room, storage areas, and PWD-friendly, future-ready facilities, including emergency lighting and fire safety systems. New laptops were provided by SM Foundation through its social good collaboration with Mastercard Philippines, strengthening students' greater access to technology for improved learning.

From shifting classes to full-day learning

For years, limited classroom space meant compromised learning conditions for Grade 6 pupils at Sta. Filomena Central School in Iligan City. With overcrowded rooms and shifting schedules, students had to split their time between morning and afternoon classes—leaving less time to fully absorb lessons and engage in school activities.

To address this, SM Foundation, through the support of SM Prime Holdings, turned over a new two-story, four-classroom school building designed to provide a more conducive and inclusive learning environment. The facility helps end shifting schedules for over 200 Grade 6 pupils, allowing them to transition to full-day classes.

Each classroom is equipped with essential learning tools, including curved whiteboards, wall fans, and armchairs designed for both right- and left-handed students. The building also integrates safety and accessibility features such as PWD-friendly ramps and restrooms, fire alarms, and emergency lighting. Additional spaces, including a mini library, faculty room, and a child protection room, further support both academic and student welfare needs.

Beyond infrastructure, the new school building restores valuable learning time and creates a more stable environment where students can focus, participate, and thrive. Teachers, in turn, are better able to deliver lessons without the constraints of limited space and compressed schedules.

From addressing classroom shortages to improving overall learning conditions, the SM Foundation School Building Program continues to respond to the evolving needs of public schools—creating spaces where students can learn better today while being prepared for tomorrow.



**New laptops
were provided by
SM Foundation
through its social
good collaboration
with Mastercard
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students' greater
access to technology
for improved learning.**



Expanding Access, Expanding Hope



Medical Mission

1,797

Medical missions
conducted

1,390,634

Patients served
in medical missions

Health and Wellness Centers

228

Health and
wellness centers
rehabilitated

7,666,678

Patients served in
health centers

SM Blood Bank

40,480

Number of blood
bags collected

1,093

Number of blood-
letting activities

In 2025, SM Foundation advanced its healthcare initiatives by strengthening facilities, expanding outreach, and integrating digital solutions to better serve underserved communities.

SM Foundation partnered with the Philippine Red Cross to establish a modern blood laboratory for its Quezon City Chapter. The upgraded facility in Quezon City consolidates blood collection, testing, and platelet apheresis in one location, improving efficiency and donor experience while helping address ongoing blood supply challenges. With the elimination of the need for off-site laboratory tests, the center now streamlines processes and increases its capacity to serve patients requiring critical blood components.

In Legazpi City, the naval dispensary named after Petty Officer 2nd Class Julhasan Arasain was renovated to better support more than 500 Navy personnel, veterans, and their families, as well as approximately 15,000 residents from nearby barangays. Infrastructure upgrades, expanded dental services, improved power systems, and enhanced sanitation measures now allow the facility to deliver safer, more reliable care, which is particularly important in a region frequently affected by typhoons.



SM Foundation’s fleet of six mobile clinics continued to deliver essential services to remote and disaster-affected communities. Following the earthquake in Cebu, medical teams served 460 patients in Bogo City and San Remigio, providing consultations, laboratory tests, and minor surgical procedures despite ongoing aftershocks.

One of the many lives touched by these efforts is John David Cabral from Batangas, raised by his aunt Lenny Cabral-Anciado, John David developed a painful lump behind his ear at the height of the pandemic, when both Lenny and her husband had lost their jobs. He received free minor surgery via the mobile clinic through an SM Foundation medical mission.

“Umiyak po ako sa sobrang galak,” Lenny shared. “Kung hindi po dahil sa medical mission, baka hindi po siya naoperahan o gagastos po kami ng napakalaking halaga.”

Today, John David is back in school, healthy and active, his recovery easing not only a medical concern, but a heavy financial burden on his family.

Complementing these on-the-ground efforts, DigiKonsulta was rolled out nationwide across Wellness Centers, enabling electronic medical records and teleconsultations. By improving efficiency and access, SM Foundation continues to make healthcare more responsive and inclusive for the communities it serves.



“
Kung hindi po dahil sa
medical mission, baka
hindi po siya naoperahan
o gagastos po kami ng
napakalaking halaga.
- Lenny Cabral-Anciado
”



Harvesting Hope



Kabalikat sa Kabuhayan Market Linkage Program

34,427

Number of farmer graduates

72

Number of farmers supplying at the SM Weekend Market

495

Number of trainings conducted

46

Number of farmers selling at Farmer's Market

Agriculture has long been marked by limited capital and unstable income for many smallholder farmers. The SM Foundation's Kabalikat sa Kabuhayan (KSK) Market Linkage Program responds to this by strengthening not only production, but access to markets. Guided by the principles of Henry Sy Sr., the program equips farmers to become market-ready, linking their harvests to steady demand while contributing to local food security.

Since its inception, KSK has reached over 34,000 farmers nationwide. Alongside training in high-value crop production, organic and integrated farming, and financial management, the program emphasizes market linkage. Graduates are connected to platforms such as the SM Weekend Market, where consistent buyers and fair pricing help turn harvests into reliable income.



For Mercy, this access changed everything. After losing her husband during the pandemic, she became the sole provider for her three children. With no steady income, she began planting vegetables in recycled water bottles with her children, starting with the goal of feeding her family. Determined to learn more, she joined KSK and discovered how farming could become a sustainable livelihood.

Through the program, she gained skills in growing high-value crops, producing organic inputs, and managing finances. Selling at the SM Weekend Market in SM City Bataan marked a turning point, transforming a long-held dream into a steady source of income.

Since graduating, Mercy and the Ecobloom Farmers have expanded their planting area from 500 to 1,600 square meters and now grow a variety of crops, including chilis, tomatoes, okra, and eggplant. They supply both their community and regular bulk buyers, while earning an average of P10,000 each weekend at the market. Today, Mercy continues to support her children's education, with one already finishing college, while exploring opportunities in food processing such as chili garlic products. Guided by the values of hard work and social responsibility, she and her group have turned market access into lasting progress, cultivating not only their land, but a more secure future.



**The SM Foundation's
Kabalikat sa
Kabuhayan Market
Linkage Program
responds to this by
strengthening not only
production, but access
to markets. Guided by
the principles of
Henry Sy, Sr.**

Restoring Hope After Disaster



Operation Tulong Express: Disaster Relief

941

OPTE Conducted to date

1,013,770

Kalinga Packs distributed

In times of crisis, an immediate and organized response often defines how quickly communities can begin again. Across multiple regions in the Philippines, SM Foundation has sustained its disaster relief efforts, responding to fires, floods, and typhoons with coordinated ground support and essential aid.

SM Foundation continues to mobilize its Operation Tulong Express (OPTE) program in response to fires, floods, and typhoons affecting communities across the country. From Cagayan de Oro and Cavite to Pasig and Mandaluyong, the Foundation distributed Kalinga Packs to nearly 1,000 families displaced by residential fires, providing food and basic necessities in the aftermath of sudden loss.

Helping families
rebuild, one act of
support at a time



Beyond fire-hit areas, SM Foundation, together with SM Supermalls and SM Markets, mounted large-scale relief operations for communities affected by severe flooding and storms in Metro Manila and several provinces, distributing more than 18,800 Kalinga Packs to thousands of families. In Cebu, the foundation also deployed 8,000 Kalinga Packs to support residents impacted by Typhoon Tino.

Through sustained collaboration with employee volunteers and partner communities, SM Foundation continues to provide immediate and practical assistance to families rebuilding their lives after a disaster.



Beyond Relief, A Culture of Care in Action



Volunteering takes on a deeper meaning when calamity strikes, as response efforts must be swift, coordinated, and grounded in empathy. Through Operation Tulong Express (OPTE), SM Foundation mobilizes employee volunteers from SM Markets and SM Supermalls to deliver Kalinga Packs and medical assistance to communities affected by typhoons, floods, and earthquakes. What begins in warehouses and store aisles quickly transforms into life-sustaining relief on the ground, helping restore stability and hope in the most uncertain moments.

For Andrea Rodriguez, Regional Operations Head for Pampanga, the mission is deeply personal. Having witnessed the devastation of Mt. Pinatubo and the 2019 Luzon earthquake, she understands the fear that lingers long after the winds subside.

Her first OPTE experience came earlier when, as a new SM employee, flooding hit communities near the mall in San Fernando. One of her most vivid memories was when they provided support to an 80-year-old resident in a remote barangay in Angeles following widespread floods during the pandemic.

Volunteering reshaped how they see their work and their role in life, strengthening not only systems of response but also trust, dignity, and the belief that even after the storm, communities can rise again.



“Nung inabutan namin, umiyak siya nang umiyak. Sabi niya, hindi siya makapunta dun sa barangay hall kasi binaha ang bahay niya. Sabi niya, parang akala niya, makakalimutan na siya. Pero ang saya-saya niya na pinuntahan namin siya, na may pag-asa,” Andrea shared.

Ana Datu, Regional Operations Head for Bulacan and CAMANAVA, carries the same commitment into every deployment. Her team also walks into narrow side streets to reach families who cannot easily leave their homes. The goal is not only efficiency but inclusion.

“When I joined SM, I learned that community service and social responsibility are a big thing here. It has been a culture. It has been a habit. And it’s not difficult to imbibe this because you see it, and it transcends. It starts from the leaders, trickling down to the entire team. So, everybody’s moving,” Ana shared.

For both Andrea and Ana, volunteering reshaped how they see their work and their role in life, strengthening not only systems of response but also trust, dignity, and the belief that even after the storm, communities can rise again.



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 37th 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 non-executive 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

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

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

**Engr. Ramon Gil
Macapagal**
Trustee



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

Neny Regino
PR Consultant

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

**Connie
Cadelina**
VP for Accounting

**Juris
Soliman**
Head, School
Building Program



Education Team

Scholarship Team



Carmen Linda Atayde
Eleanor Lansang
Joy Guevara
Mary Anne Racoma

Teddy Gaw
Vaughn Karel Lapid
Cyear De Lara
Lynneth Gelilio

Claudeth Llegado
Jericko Manimtim
Arlou Jee Dalisay
Cherwin Dale Eguez

School Building Team



Carmen Linda Atayde
Juris Soliman

Gregorio Baclea-an Jr.
Jaycee Garcia

Health and Medical Team



Connie Angeles

Dr. Blesilla Bertos

Albert Uy

Dalfhen Samson

Roma Carbonell

Rolando Sagun

Bryan Albert Soriano

Livelihood and Outreach Team



John Darel Colarina
Shiela Bahoy

Jennelyn Lizardo
Celestine Coste

Administration Team



Debbie Sy
Katherine Virrey
Mary Jane Reyes

Anthony Francisco
Rady Roubin Repetillo

Accounting Team



Connie Cadelina
Julie Ann Cipriano
Mary Joy Peje
Kate Silverderio

Cherry Antonio
Allen Bermejo
Febe Anne Villanezo

Communications Team



Engr. Ramon Gil Macapagal
Victor Persius Chan
Neny Regino

Rheza Candelaria
Sonny Vibandor

2025 Awards and Recognitions

21st Philippine Quill Awards International Association of Business Communicators (IABC) Philippines

Merit Award, Category 15 : Corporate Responsibility
Excellence Award, Category 24 : Publication

60th Philippine Anvil Awards Public Relations Society of the Philippines

Silver Anvil, PR Tool-Publication
Silver Anvil, PR Program-Non-Profit Category

2025 Asia-Pacific Stevie® Awards

Silver Stevie Award, Innovation in Community Relations or Public Service Communications
Bronze Stevie Award, Innovation in Corporate Social Responsibility (CSR) Videos

Manila Bulletin's Newsmakers of the Year 2025

Newsmaker of the Year 2025





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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