



## ACCOMPLISHMENT REPORT 2018



## **Jollibee Group Foundation (JGF)**

is the social responsibility arm of Jollibee Foods Corporation (JFC), the largest and fastest growing Asian restaurant company in the world. JFC has eight wholly-owned brands (Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Yonghe King, Hong Zhuang Yuan, and Smashburger), two

franchised brands (Burger King in the Philippines and Dunkin' Donuts in certain territories in China), and a 60% ownership in the SuperFoods Group that owns Highlands Coffee and PHO24 brands. JGF implements programs on agriculture, education, and disaster response with partner communities nationwide.



The JGF logo is composed of visual elements that represent the group's values, aspirations, and purpose.

The rising sun represents the vision for a brighter and happier tomorrow. Like the hope that springs from a new day, the sunrise also expresses JGF's goal in its programs to empower and uplift communities. The hill in the horizon represents

the challenging but surmountable uphill journey of community development.

The stones found on the hill serve as a guide that leads to the path of positive change. The stones represent the values of JFC: Customer Focus, Speed with Excellence, Humility to Listen and Learn, Spirit of Family and Fun, and Integrity.

## Our Vision

Jollibee Group Foundation envisions that every Filipino is able to access basic community services and live a life defined by dignity, purpose, and active participation in nation-building.

## Our Mission

Together with our partners, we help communities through:

- Improved access to **Education** for the youth
- **Livelihood** programs for smallholder farmers
- **Leadership** development for local organizations
- **Environment**-friendly initiatives
- **Disaster Relief and Rehabilitation** for calamity-stricken regions

## Our Values

Our work is guided by the very same values that have successfully guided JFC since its inception. Speed with Excellence and Integrity are the basis of our endeavors. These guide our behavior as a group of companies, as individuals, as Filipinos, and as an inseparable part of a greater community.

Customer Focus, Humility to Listen and Learn, and embracing the Spirit of Family and Fun form the foundation of our relationship with stakeholders, partners, our communities, and our nation. We find partnerships with communities and synergies with other institutions to ensure that our programs are strategic and sustainable.

## Our Approach

Three principles guide our work and are reflected in the programs we undertake.

### Think in Systems

To understand the social issues, we look beyond the presenting problem and consider the patterns and structures underlying the issue. For instance, hunger encompasses not only food supply availability but household incomes and effective coordination of programs and services. Our approach fuels the creation of innovative solutions that deliver lasting impact for communities. In the process, it influences potential systemic change.

### Harness Core Strengths

Intrinsic in the programs we implement are the values, systems, tools, and expertise of JFC that are of benefit to communities. JFC's quality standards have been applied in the Busog, Lusog, Talino School Feeding Kitchens. The Farmer Entrepreneurship Program promotes inclusive business with the access it provides smallholder farmers to become direct suppliers of JFC.

### Work Collaboratively

We believe there is an opportunity for everyone to contribute in creating solutions to address pressing social concerns. Engagement of key stakeholders is crucial to our work. We invest in building partnerships with communities and institutions, leading to programs that are relevant and effective.



**Farmer  
Entrepreneurship  
PROGRAM**



## Farmer Entrepreneurship Program (FEP)

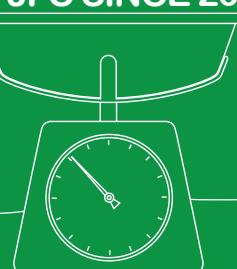
Jollibee Group Foundation, together with partners, established FEP in 2008 to help smallholder farmers improve their income by linking them to corporate buyers such as Jollibee Foods Corporation (JFC). On its 10th year, the program continued to scale up its efforts by adding 11 potential new sites to the current roster of 700 smallholder farmers from 15 cooperatives and associations that are JFC suppliers.

The Agro-enterprise Training (AgenT) for Change began training the second batch of agro-enterprise (AE) facilitators who will provide technical support to FEP farmer groups. The AE facilitators are staff of partners from local government units, microfinance institutions, and non-governmental organizations.

**15 FARMER  
GROUPS  
DELIVERING  
VEGETABLES  
TO JFC IN 2018**



**OVER 5,800  
METRIC TONS  
OF VEGETABLES  
DELIVERED  
TO JFC SINCE 2009**



**MORE THAN  
PHP205M  
TOTAL SALES  
OF FEP FARMERS  
TO JFC  
SINCE 2009**





## Engaging the Youth in Agriculture

The **FEP Youth Challenge** is an initiative that enabled college and university students to help smallholder farmers make their farming activities more profitable through innovations in agro-entrepreneurship. Twenty student teams participated in the program's first edition, with the top three coming from the University of Santo Tomas and University of San Carlos (USC). Team Catalyst from USC (pictured) designed a low-cost greenhouse with an LED lighting system to shorten harvest time for lettuce and improve its overall quality.

The experience was an eye-opener for both the students and the farmers. The farmers realized the importance of applying technology in their farms while the students came away inspired, having a deeper appreciation of farmers' contribution to the nation, and committed to do more for them.



The year also saw nationwide runs of **Agri Yo: Youth Farmers Training**, which aims to improve the knowledge of the youth in agro-entrepreneurship and inspire them to become the successor leaders of FEP farmer groups.

Together with partners such as the Jollibee Franchisees Association, Philippine Educational Theater Association, and FEP local implementing partners, the first phase of the program reached close to 1,000 youth in 12 provinces: Albay, Antique, Benguet, Cebu, Davao Oriental, Ifugao, Ilocos Sur, Laguna, Nueva Ecija, Nueva Vizcaya, Pangasinan, and Quezon.



## FEP HIGHLIGHTS

1-2

Through FEP AgenT for Change, agro-enterprise facilitators underwent a year-long training that involved classroom workshops and practical application of AE concepts. The first batch of facilitators completed their training in 2018, resulting in the formation of nine farmer groups accredited as JFC suppliers



3

3

Ernesto Tanmantiong, JFC Chief Executive Officer and President, received the first AGROW Award for Inclusive Business from ASEAN Business Advisory Council Philippines Chairman Jose Ma. Concepcion III and Department of Agriculture Secretary Emmanuel Piñol. The award recognizes the inclusion of farmers in JFC's supply chain through FEP



## Busog, Lusog, Talino (BLT) School Feeding Program

The BLT School Feeding Program started in 2007, providing daily lunch to help undernourished children remain in school. The program has since taken a different approach to further strengthen JGF's support to the Department of Education's School-Based Feeding Program (SBFP).

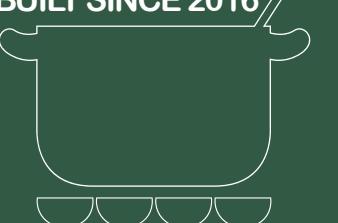
In collaboration with DepEd, local government units, and other organizations, BLT School Feeding Kitchens were built to facilitate food preparation for a cluster of schools. Aside from providing facilities and equipment, parent volunteers in the Kitchens were also trained on preparing healthy and nutritious recipes and food safety and quality standards. The centralized process eases the implementation of SBFP and enables feeding more children with a shorter preparation time.

Eleven new Kitchens were built in 2018, bringing the total number across the country to 33 and serving thousands of children daily.

**OVER  
190,000  
PUPILS  
SERVED  
SINCE 2007**



**33 BLT  
SCHOOL  
FEEDING  
KITCHENS  
BUILT SINCE 2016**



**MORE THAN  
1,800  
SCHOOLS  
COVERED  
SINCE 2007**





## Expanded Use of BLT School Feeding Kitchens

Some partners have found creative ways to maximize their BLT Kitchens. There are Kitchens that have been used as training center of new BLT partners (Antipolo City), production area to augment school canteen operations (Cebu), and venue for Senior High School students' practicum (Sorsogon).

BLT Kitchen parent volunteers in Sipalay City, Negros Occidental have become very adept at the food preparation process that they've started exploring other ways to utilize the Kitchen.



They have started selling low-cost but healthy snacks and drinks during recess and catering to events of the school, local government, and other partners as additional sources of livelihood.

The BLT Kitchen core group of Iligan, Lanao del Norte devised Project Partners in Learning to Ascend and Training to Earn (PLATE) which enabled the Kitchen to become a venue for continuous education and innovation of parent volunteers, feeding coordinators, and teachers from the lead and satellite schools.



Photo credit (rightmost image): Iligan BLT Kitchen Core Group

1



## BLT HIGHLIGHTS

1

All participants were in high spirits during the two-day BLT Partners' Workshop attended by 120 partners from the Department of Education, LGUs, NGOs, corporate foundations, and the academe

2-3

JGF, DepEd, and the City Government of Antipolo inaugurated the BLT Kitchen in Juan Sumulong Elementary School, Antipolo City—the biggest kitchen to date with two floors

2



3



4

As part of the inauguration program, a parent volunteer toured DepEd, LGU, and JFC representatives inside the BLT Kitchen of New Isabela Central Elementary School, Tacurong City, Sultan Kudarat



## Access, Curriculum, and Employability (ACE) Scholarship Program

The ACE Scholarship Program provides educational assistance to underprivileged Filipino youth. In 2018, JGF has put more focus on supporting scholars in agriculture-related technical-vocational courses to help increase the number of skilled agro-entrepreneurs.

JGF also partnered with Greenwich and Anihan Technical School in Calamba, Laguna to implement a tech-voc track for Quick Service Restaurant Operations. The one-year program incorporates a six-month on-the-job training for ACE scholars to be better equipped for gainful employment. The first batch, composed of 27 female scholars, is set to complete the program by June 2019.

In addition to technical training, JGF scholars receive a two-day life skills training through *Matalas na Alas*. Conducted with the Philippine Educational Theater Association, the workshop further sharpens their communication and social abilities to prepare them for the workplace.



OVER  
1,700  
SCHOLARS  
SINCE  
2005

575 AGRI  
TECH-VOC  
SCHOLARS SINCE 2016



1



## ACE HIGHLIGHTS

1

Scholar-graduates of Agro-Mechanics and Agribusiness from the Don Bosco Agro-Mechanical Technology Center in Legazpi, Albay

2

Select faculty and staff from Don Bosco partner schools and Anihan Technical School learned the creative pedagogy used in *Matalas na Alas* through a training of trainers session

2



3



4





## Jollibee Group FoodAID

FoodAID complements local initiatives in providing timely and appropriate food assistance during calamities. This program coordinates and systematizes JFC's disaster response efforts to better address the needs of affected communities in the fastest time possible.

Besides food assistance, JGF also implements the Farmer Livelihood Recovery Program, which provides grants so farmers can rebuild their farms and provide the immediate needs of their families.



1  
Jollibee delivered meals to Marikina evacuees during the surge of *habagat* (southwest monsoon) in August 2018



2  
Volunteers for Typhoon Ompong relief efforts at the Department of Social Welfare and Development headquarters received meals from Chowking

3  
Turnover of congee mixes in Itogon, Benguet. When added to rice, each pack of congee mix can make 100 hot meals

1



4



5



6



2



3



7



8



## 2018 HIGHLIGHTS

1-2

The FEP Farmers' Market drew hundreds of JFC employees who purchased fresh produce and other food items from smallholder farmers

3

JFC employees participated in a voluntour at a BLT School Feeding Kitchen to learn about the program and help serve meals to pupils

4-6

JFC employees were among the eager volunteers during the annual *Brigada Eskwela* program

7

Volunteers from Jollibee Worldwide Services - Logistics planted coffee, cacao, and guyabano seedlings at the Malabanan Watershed in Laguna

8

DoubleDragon Properties Corp. supported JGF's #ShareABookShareTheChristmasJoy campaign, which gifted public elementary schools with story books to help pupils learn better

**LEGEND:**

**Farmer  
Entrepreneurship  
Program**



Albay  
Batangas  
Benguet  
Cavite  
Cebu  
Davao del Norte  
Ifugao  
Ilocos Sur  
Iloilo  
Laguna  
Negros Occidental  
Nueva Ecija  
Nueva Vizcaya  
Occidental Mindoro  
Pangasinan  
Quezon  
Rizal  
Sorsogon

**Busog, Lusog,  
Talino School  
Feeding Program**



Agusan del Sur  
Bohol  
Bulacan  
Cagayan  
Cebu  
Davao del Norte  
Davao del Sur  
Davao Oriental  
La Union  
Lanao del Norte  
Masbate  
NCR  
Negros Occidental  
North Cotabato  
Rizal  
Sorsogon  
South Cotabato  
Sultan Kudarat  
Surigao del Norte  
Surigao del Sur  
Tarlac  
Zamboanga del Norte  
Zamboanga del Sur

**ACE  
Scholarship  
Program**



Albay  
Cebu  
Davao del Sur  
Davao Oriental  
Iloilo  
Laguna  
Misamis Oriental  
Naga  
NCR  
Nueva Ecija  
Pampanga

**Jollibee Group  
FoodAID**



Albay  
Benguet  
Cagayan  
Ilocos Sur  
La Union  
Lanao del Sur  
NCR  
Sulu

## 2018 GEOGRAPHICAL COVERAGE



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