



ACCOMPLISHMENT
REPORT

2019

Jollibee Group Foundation

Jollibee Group Foundation (JGF) is the social responsibility arm of Jollibee Foods Corporation (JFC), one of the fastest growing Asian restaurant companies in the world. JGF implements programs on agriculture, education, and disaster response with partner communities nationwide.

ABOUT THE JGF LOGO

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 **stones** found on the hill serve as guides that lead 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.

The **hill** in the horizon represents the challenging but surmountable uphill journey of community development.





Our **Vision**

We envision every Filipino family to have food on the table.

Our **Mission**

We build partnerships and capacity for community resilience and self-reliance.

Our **Values**

Our work in JGF is guided by the same values that have successfully guided JFC since its inception. Speed with excellence and integrity are the bases of our endeavors. Customer focus, humility to listen and learn, and embracing the spirit of family and fun inform the foundation of our relationship with stakeholders, partners, our communities, and our nation.

We build capacities in communities and forge partnerships with other organizations 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 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 also the level of household incomes and effective coordination of social programs and services.

Our approach fuels the creation of innovative solutions that deliver lasting impact for communities and influence 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. The company'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, effective, and sustainable.



One of the FEP farmers from Kapangan, Benguet, who supply bell peppers to JFC



**Farmer
Entrepreneurship
P R O G R A M**

Farmer Entrepreneurship Program (FEP)

The 2015 Philippine Statistics Agency cited poverty incidence among farmers at 34.3%, higher than the national average of 21.6%. While there are innate risks associated with farming, the farmers' lack of business experience increases their vulnerabilities and prevents them from accessing wider opportunities.

Recognizing the potential of JFC's business growth to fuel the success of small-scale farming communities, JGF launched the Farmer Entrepreneurship Program (FEP) in 2008 to bridge the gap between smallholder farmers and large-scale businesses, opportunities that were previously beyond their reach.

FEP creates partnerships with local government units, financing institutions, and non-government organizations to bring together a comprehensive suite of interventions that responds to farmers' felt and strategic needs. This includes helping farming communities set up cooperatives to better mobilize resources, and teaching them marketing skills. At the core of FEP is a training component designed to hone farmers' business acumen, technical expertise, leadership and organizational skills.

As a result, farmers build the self-confidence and sense of community to dream bigger. JGF hopes that through the farmers' newfound pride and passion, they will inspire more people, especially the younger generations, to get into agro-entrepreneurship.



17
FARMER
GROUPS
delivered
vegetables
to JFC in 2019



7K
METRIC
TONS

of vegetables
delivered to JFC
since 2009



MORE THAN
₱300M
TOTAL SALES
of FEP farmers
to JFC since
2009

FEP Highlights



- 1 JGF partnered with Singapore Polytechnic (SP) for the Learning Express-Farmer Entrepreneurship Program (LeX-FEP), which will provide a platform for Singaporean and Filipino college students to directly help farmers. The Memorandum of Agreement was signed by SP Deputy Principal Hee Joh Liang and JGF President Grace Tan Caktieng.



- 3 JFC won the first-ever Franchise Excellence Award for Inclusive Business from the Philippine Franchise Association and the Department of Trade and Industry. The award recognized FEP as a model for bridging smallholder farmers to the value chain of corporate markets.



- 4 Christian Salazar of JFC Quality Management discussed the value of food safety during the Department of Agriculture (DA) Region III Philippine Good Agricultural Practice (PhilGAP) forum. In the same event, the Manual on PhilGAP was launched by JGF in partnership with the Bureau of Plant Industry and DA Region III.



A pupil at the BLT Kitchen in Lupang Pangako Elementary School, Payatas, Quezon City



BLT School Feeding Program

In support of the Department of Education's (DepEd) School-Based Feeding Program, the Busog, Lusog, Talino (BLT) School Feeding Program takes JFC's mission to spread the joy of eating to where it matters most: public schools which, on a daily basis, are struggling to keep hungry pupils from dropping out.

For JGF, any approach to sustainability requires investing in today's children, who are invariably the future's most important resource. In 2007, it launched the BLT School Feeding Program to provide a systematic and scalable response to the challenge of malnutrition among public school children. The vision was to keep pupils from dropping out due to hunger by keeping them well-nourished.

With help from DepEd and local partners, JGF has set up BLT Kitchens from Tuguegarao all the way to South Cotabato. The Kitchens are run by parent volunteers trained on food safety and efficient operations. Every day, using a standardized menu, they churn out nutritious lunch delivered to hundreds of vulnerable children in clustered schools. The progress of students are monitored through periodic weight tracking. So far, the results have been immediate and consistently positive.



OVER
240K pupils served
since 2007



34 BLT Kitchens
built since 2016



431 parent volunteers
trained since 2016

BLT Highlights



1 Ten new BLT Kitchen sites underwent dry run training to learn the day-to-day operations of the facility. The training emphasizes food safety and quality across all procedures.

2 BLT Kitchens centralize food preparation for a cluster of schools. Playing a crucial role in this approach are parent volunteers who cater to hundreds of pupils every day. Learn more in this video featuring a BLT Kitchen in Sipalay City, Negros Occidental.



3 Since 2015, 34 BLT Kitchens have been inaugurated nationwide, including this Kitchen in Sagay City, Negros Occidental, the second of its kind in the province. (Photo credit: Sagay LGU)



4 During its Partners' Appreciation Event, DepEd recognized JGF for its continuing implementation of the BLT School Feeding Program. (Photo credit: DepEd)



ACE Scholarship Program

JGF brings its think-in-systems approach to helping the underprivileged youth. Through its Access, Curriculum, and Employability (ACE) Scholarship Program, JGF has partnered with technical-vocational skills training institutions to provide indigent youth with the opportunity to stay in school and eventually help their families break out of extreme poverty.

More than just a scholarship program, ACE is a collaboration with JGF's partner institutions for curriculum enhancement to ensure that program graduates are not only technically trained but are also empowered with life skills. Once they graduate, the scholars are provided with practical on-the-job training in industry partners or JFC's strategic business units, further increasing their employability.

The ACE Scholarship Program has been mostly focused on technical-mechanical and agri-related courses offered through eight Don Bosco training centers across Luzon, Visayas, and Mindanao. In 2018, JGF broke new ground with its partnership with Anihan Technical School in Calamba, Laguna, to offer Quick Service Restaurant Operations (QSRO). The new curriculum fills the gap for professionalized personnel training for the fast-growing food service industry. All of the 27 graduates from QSRO's inaugural batch have found employment.



One of the first QSRO scholars under the ACE Scholarship Program



OVER
2.2K scholars
since 2005



OVER
900 agri tech-voc
scholars since
2016



95 QSRO scholars
since 2018

ACE Highlights



- 1** The first batch of Quick Service Restaurant Operations (QSRO) scholars graduated from Anihan Technical School in Laguna. All 27 of them are employed in food service institutions, including Greenwich. *(Photo credit: Anihan)*



- 3** ACE scholar Janel Mateo was awarded the Most Outstanding TVET (Technical and Vocational Education and Training) Bosconian among the 2019 graduates of Don Bosco San Jose City, Nueva Ecija. She aspires to teach Organic Agriculture Production in the same school and help uplift the image of farming in the country



- 4** Don Bosco faculty members obtained Technical Education and Skills Development Authority (TESDA) certification for Agro-Entrepreneurship (AE), a milestone that brings closer a formal AE curriculum technical-vocational track. *(Photo credit: Fr. Paul Michael Suarez)*



JGF partnered with Jollibee to bring "Maaga ang Pasko" to Kidapawan City, Cotabato, one of the cities most affected by the Mindanao earthquakes

Jollibee Group FoodAID®

The World Economic Forum Report (2018) ranked the Philippines as the third country with the highest disaster risk. Since 2013, JFC has responded to calls for disaster relief through Jollibee Group FoodAID, a program that recognizes the importance of preparedness, quick response, and sustained efforts towards recovery in times of crisis. Under the program, specially formulated congee mixes are prepositioned in disaster-prone areas. With a shelf life of six months, one congee pack mixed with rice and water can provide immediate nourishment to 100 people.

As part of its continuing response, JGF mobilizes partners and resources to organize feeding programs in public schools to help children get back to their school routine. As soon as feasible, FoodAID reaches out to farmer partners to help them get back on their feet through its Farmer Livelihood Recovery Program (FLRP).

In 2019, JFC employees, franchisees, and partners came together to help close to 50,000 earthquake-affected residents in Cotabato and Davao del Sur, Mindanao. A FoodAID operation was set up to provide hot congee, relief packs, tarpaulins for temporary shelter, and toys and school bags for kids.



MORE THAN

64K

individuals
provided with
food assistance



MORE THAN

207K

congee
meals
served



52

partner sites
prepositioned
with congee
mix packs

FoodAID Highlights



1 Close to 50,000 individuals in earthquake-affected areas in Mindanao were provided with food assistance through a collaboration with JFC, partner LGUs, NGOs, franchisees, and employees. *(Photo credit: Genry Gabayan)*



2 Rice packs and hot congee were provided to 287 families in Pilar, Sorsogon, which was heavily affected by Typhoon Tisoy in December 2019. *(Photo credit: Pilar LGU)*



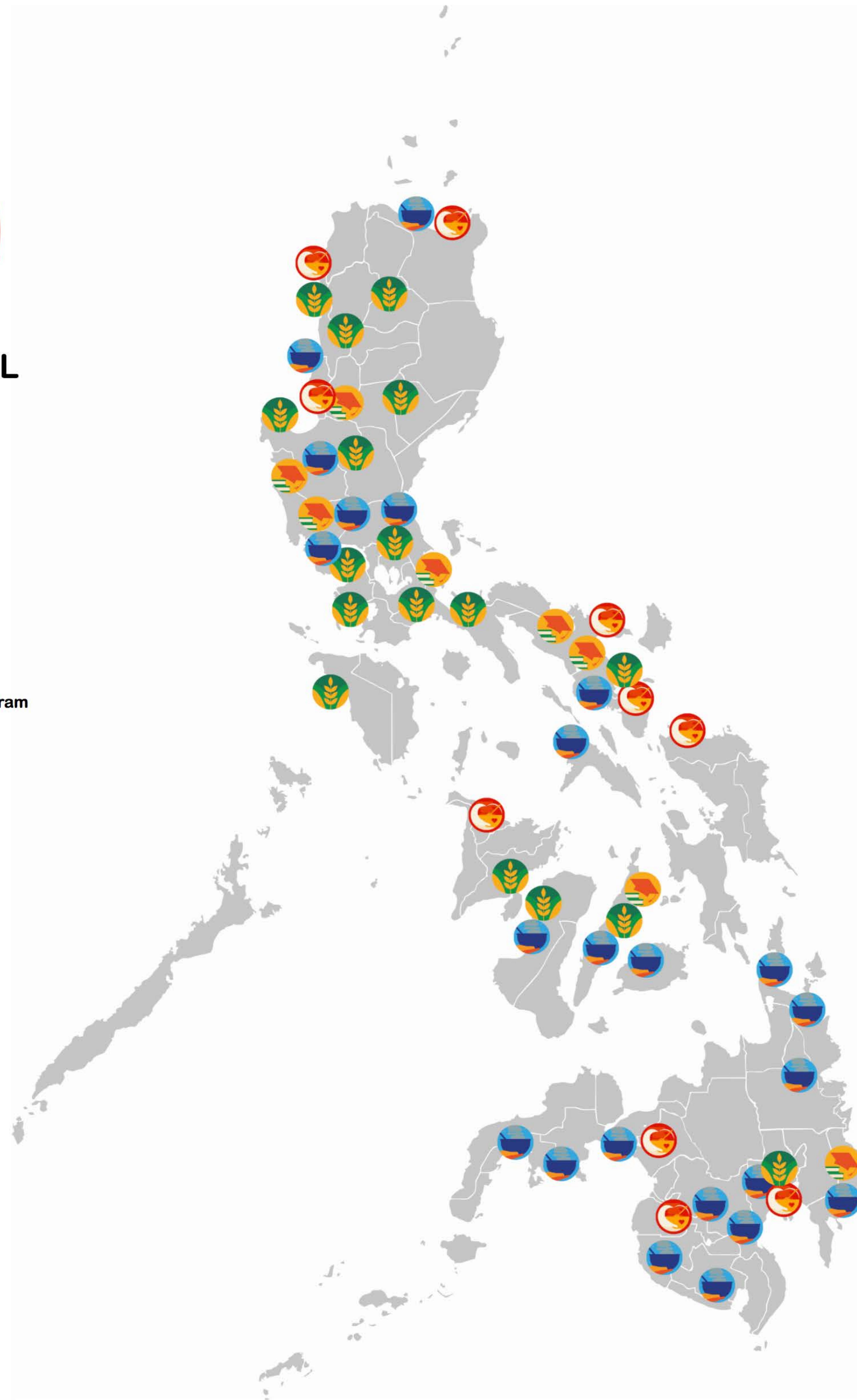
3 JGF received a "Salamat Po Award" from the Department of Social Welfare and Development during the 2019 PaNata Ko sa Bayan Awards. The recognition was shared with JFC stores who are always willing to extend help in times of need. Accepting the award was William Gonzales, Jollibee Manager. *(Photo credit: DWSD)*

2019

GEOGRAPHICAL COVERAGE

LEGEND

-  Farmer Entrepreneurship Program
-  BLT School Feeding Program
-  ACE Scholarship Program
-  Jollibee Group FoodAID



AREAS COVERED IN 2019



Farmer Entrepreneurship Program

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



BLT School Feeding Program

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



ACE Scholarship Program

Albay	National Capital Region
Camarines Sur	Nueva Ecija
Cebu	Pampanga
Davao Oriental	
Laguna	



Jollibee Group FoodAID

Albay	Davao Del Sur
Benguet	Ilocos Sur
Cagayan	Lanao Del Sur
Capiz	Northern Samar
Cotabato	Sorsogon



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Jollibee Group Foundation Inc. is the social responsibility arm of Jollibee Foods Corporation (JFC), one of the fastest growing Asian restaurant companies in the world.

JFC has eight wholly-owned brands (Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Yonghe King, Hong Zhuang Yuan, Smashburger), three franchised brands (Burger King and Panda Express in the Philippines, Dunkin' Donuts in certain territories in China), 80% ownership of Super Magnificent Coffee Company Pte. Ltd. that owns The Coffee Bean and Tea Leaf, and 60% ownership in the SuperFoods Group that owns Highlands Coffee and PHO24 brands.

JFC also has investments in Titan Dining LP, the ultimate holding entity of Tim Ho Wan Pte. Ltd. (the Master Franchisee of Tim Ho Wan in the Asia Pacific region excluding Hong Kong); and a business venture with award-winning Chef Rick Bayless for Tortazo, a Mexican fast-casual restaurant business in the United States.

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Jollibee Foods CORPORATION



**SMASH
BURGER**

