



ACCOMPLISHMENT **REPORT** **2021**

Jollibee Group Foundation

Jollibee Group Foundation is the social responsibility arm of the Jollibee Group, one of the fastest growing Asian restaurant companies in the world. Jollibee Group Foundation promotes improved access to food by implementing programs on agro-entrepreneurship, education and disaster response, together with partner organizations in the Philippines and from other countries.

About the Logo

The Jollibee Group Foundation logo is composed of visual elements that represents the group's values, aspirations and purpose.

The Hill

represents the challenging but surmountable uphill journey of community development.

The Rising Sun

represents the vision for a brighter and happier future. Like the hope that springs from a new day, the sunrise also expresses Jollibee Group Foundation's mission 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 the Jollibee Group: Customer Focus, Speed with Excellence, Humility to Listen and Learn, Spirit of Family and Fun, and Integrity.



Vision, Mission & Values

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 Jollibee Group Foundation is inspired by the same values that have successfully guided the Jollibee Group since its inception. Speed with excellence and integrity are the foundations of our endeavors. Customer focus, humility to listen and learn, and embracing the spirit of family and fun remain at the core of our relationship with stakeholders, partners, communities, and our nation.

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 around the situation. For instance, hunger is not only about the availability of food supply but also about family income and access to social welfare programs and services.

Our development approach is focused on pursuing innovative solutions that will make a lasting impact on the communities we serve and, in the process, foster genuine and inclusive progress.

Harness Core Strengths

Right at the core of our programs and advocacies are the values, systems, tools, and expertise of the Jollibee Group that have assisted communities over the years. The company's quality standards have guided our Busog, Lusog, Talino School Feeding Kitchens and FoodAID program.

Meanwhile, our Farmer Entrepreneurship Program promotes inclusive business by improving the capacity of smallholder farmers to become direct suppliers of the Jollibee Group.

Work Collaboratively

We believe that every person is capable of creating solutions that will help address various social concerns. The active engagement of our key stakeholders is crucial to our work. We invest in building partnerships with communities and institutions to create and implement programs that are relevant, effective, and sustainable.



Committed to Community Recovery & Empowerment



Amid the challenges brought by the COVID-19 pandemic and the onslaught of natural disasters, the Jollibee Group Foundation continued to support communities through its programs for agriculture and disaster response. The limitations posed by health and safety protocols inspired the Foundation towards providing creative solutions in pursuit of our goal to help improve lives and serve communities.

The Foundation focused mainly on the Farmer Entrepreneurship Program and Jollibee Group FoodAID during this time. Although our Busog, Lusog, Talino School Feeding Kitchens were not fully utilized due to the suspension of face-to-face classes, they have been essential in preparing and providing food for our pandemic response and disaster relief efforts.

Meanwhile, Anihan Technical School resumed the training of the Foundation's scholars who started their course in 2020 but had to end abruptly due to the quarantine restrictions. Nevertheless, 17 of them were able to graduate in 2021.



The Foundation recognizes the important role of smallholder farmers in ensuring the production and continuous supply of food in the country. As such, supporting them to improve their livelihood remains at the core of the Foundation's work.

The Farmer Entrepreneurship Program engages partners to help organize small-scale farming communities all over the Philippines. The program sharpens their technical skills and business acumen, and links them with institutional markets for increased and steady income. In 2021, we focused on training them on how to become more resilient amidst the pandemic.



Since 2009,

17 FARMER GROUPS

have been accredited to become Jollibee Group suppliers



9M KILOS
of vegetables delivered
to Jollibee Group since
2009



More than
P360 MILLION
worth of sales
to Jollibee Group since
2009

2021 Highlights

Sustained Deliveries to the Jollibee Group

Since the program's launch in 2008, 17 farmer groups have delivered close to 9 million kilos of vegetables to the Jollibee Group, equivalent to more than PHP 360 million worth of sales. In 2021, Farmer Entrepreneurship Program farmer groups were able to deliver 486,000 kilos of vegetables.



A screenshot of a video conference interface. At the top, there is a banner with the text "Agro entrepreneurship for inclusive Value Chains" and "CONCLUDING GRADUATION". Below the banner is a grid of 25 small video feeds, each showing a different person. A large red play button is centered over the grid. At the bottom left of the grid, there is a blue button with white text that says "Click to watch the video".

Nurturing Agro-entrepreneurship

The Foundation launched its first online course on Agro-Entrepreneurship for Inclusive Value Chains in partnership with Xavier University - Ateneo de Cagayan in 2021. The course produced 97 new field facilitators from 47 organizations, including national and local government offices, non-government organizations, financing groups, farmer cooperatives, social enterprises, and academic

institutions. Through this course, Jollibee Group Foundation and its partners were able to share their Farmer Entrepreneurship Program experience so that more farmers can learn agro-entrepreneurship. Field facilitators play an important role in the education and training of farmer groups, coaching them on agro-entrepreneurship.

Jollibee Group Foundation formalized its partnership with the Department of Agriculture to promote the Agro-enterprise Clustering Approach in the Philippines. Through this initiative, the Department mandated its 15 regional field offices to take the online course. They are expected to organize one farmer group in each region using the Agro-enterprise Clustering Approach as a complementary tool to the government's interventions.

Another boost in our efforts to encourage the youth to pursue agriculture was the accreditation given by the Technical Education and Skills Development Authority for our Agro-enterprise National Certificate II Course, which we developed together with the Don Bosco Training Center. Jollibee Group Foundation provided scholarships to 50 underprivileged youth to participate in the course, half of which were schooled at the Don Bosco Training Center in Mati City, Davao del Sur and the rest at the Sacred Heart Savings Cooperative in Galimuyod, Ilocos Sur.



Making Headway in Agri-tech

Weather forecasting to monitor rainfall and flooding is important to farmers so that they can mitigate weather-related risks and costs. However, not all of them have access to technology. Thus, Jollibee Group Foundation partnered with IBM's The Weather Company for a more accurate community-level, seven-day weather forecast with 500m x 500m resolution. The Foundation also worked with the Central Luzon State University to analyze and interpret the data so that it can be translated into the prescribed farm practice for the day before they are shared with farmers.

This project has enabled farmers' decision-making in crop management, covering 12 barangays in San Jose, Nueva Ecija and in Alcala, Pangasinan, and will be expanded to more sites in 2022.

 Farmer Entrepreneurship Program: Grown with Joy 



 **Farmer
Entrepreneurship
Program**

[Watch on YouTube](#) [Click to watch the video](#)

MASIFAGCA: The Rewards of Chasing New Opportunities



A group of calamansi farmers from Jaen, Nueva Ecija went from barely making enough profit to cover monthly expenses, to becoming an award-winning supplier for the Jollibee Group in a span of four years.

For these farmers, selling their produce to local traders used to be their only means to access the market and had no control on pricing. This resulted in minimal earnings and a struggle to deal with cost of production. With the help of Tulay sa Pag-unlad, Inc. and Jollibee Group Foundation, their situation gradually improved.

Through the Foundation's Farmer Entrepreneurship Program, they were organized to establish MASIFAGCA Pangkabuhayan, Inc. in 2018, and received training, grants, and mentoring. The group was also equipped with the right knowledge and tools to maximize their potential. And since the program aims to help them become farmer entrepreneurs, they were given the opportunity to transact directly with new buyers.

"I joined out of curiosity," said Imee Patingo, one of the members of MASIFAGCA. "I wondered how the group would be run. I've never been part of an organization before."

Some of the lessons they have learned from their Farmer Entrepreneurship Program training and farm visits included supply management and financial planning. They also learned price and quantity bidding, giving them control on how to value and sell their products.

Since their first delivery to Jollibee Group back in August 2018, their business has consistently grown, even during the pandemic. This has helped Imee to feel more secure in her livelihood. With her growing income, she was able to pay off her debts, send her child to school, and repair their house.

In 2020, MASIFAGCA received their accreditation for Philippine Good Agricultural Practices (PhilGAP) from the Department of Agriculture - Bureau of Plant Industry. The following year, they became the first Farmer Entrepreneurship Program group to be recognized at the Jollibee Group Supplier Summit with a bronze award. Their commitment to compliance, strong performance, and proactive measures has given them a good advantage as suppliers. They have become more confident in themselves as they continue to meet quality standards despite having limited resources and manpower compared to more established suppliers.

Imee's message to other farmers gives hope that they too can achieve the benefits that her organization has enjoyed through FEP. "Let's dream about becoming better. It's not bad to dream. We need to open our minds and hearts to many possibilities in our lives."

Weather Insights Project: Helping Onion Farmers with Weather Forecasts



Among the constant concerns of Filipino farmers is the weather. Unforeseen dry or wet conditions may affect their product quality and yield.

For the Onion and Vegetable Producers Cooperative (OVEPCO) chairman Eddie Soriano, who has been an onion farmer since 1990, there were only two ways to determine what the upcoming weather might be: from news on television or by frequently checking the sky.

This was until 2021, when Jollibee Group Foundation, in cooperation with IBM's Client Innovation Center PH, launched the Weather Insights Project. Through weather information from The Weather Company, initial data processed by the Jollibee Group Business Technology team, and analysis and translation of this data by the Central Luzon State University (CLSU), the project has enabled farmers to gain access to daily localized weather forecasts.

Eddie, along with 30 other OVEPCO farmers from Barangay Tabulac in San Jose City, Nueva Ecija, were among the first to benefit from this technology. For Eddie, their onions are at risk when they are unable to prepare ahead of weather conditions. "That's usually the case with us onion farmers. We're surprised when it suddenly rains in the morning, afternoon, or evening."

Onion farmers plant in November or December and harvest in March. In between, they have to make sure not to overwater their crops. They may water and fertilize their plants today but if it unexpectedly rains tomorrow, the crops could be heavily inundated.

Since the Weather Insights project began, Eddie has had access to regular 24-hour weather forecasts specifically affecting their barangay. He receives the forecasts through a Facebook group and shares the information to his fellow farmers who do not have online access.

It has been helpful, he said, "So we can prepare for what will happen tomorrow." For instance, if they were planning on watering their crops today, they will postpone doing so if they know there's a chance of rain the next day. "It has become a guide for our daily farming," he said.

The regular weather forecasts have since helped Eddie to achieve greater yield and make his produce last longer after harvest. Through the help of Jollibee Group Foundation, IBM and CLSU, onion farmers like Eddie are now capable of making more informed decisions on their farming techniques and how to improve their productivity and profit.

Nelben Moreno: Agro-Entrepreneurship is a Personal Commitment



Part of the solution to the problems smallholder farmers face is learning new ways of doing things. This is why Nelben Moreno, founder and CEO of Green Habits Agri Trading, participated as a resource person for our online course, "Agro-Entrepreneurship for Inclusive Value Chains: An Introduction."

Through this program, participants learned about the Agro-enterprise Clustering Approach, including leadership and technical skills based on Jollibee Group Foundation's implementation of the Farmer Entrepreneurship Program. The latter seeks to encourage farmer groups to practice collective marketing in order to improve their income and quality of life.

Nelben is among the Farmer Entrepreneurship Program partners tapped to become a resource person for the online course. She completed the eight-month Agro-enterprise Training for Change Program of the Foundation in 2019, finishing at the top of her class. She has since led the creation of farmer cluster groups that have delivered to institutional markets in Davao del Norte.

"It has been my personal commitment [to help] our fellow farmers," Moreno said, "so when I was invited to teach, I didn't have second thoughts. I am happy to share our experiences, our ups and downs in implementing Agro-enterprise Clustering Approach in our organizations and, hopefully, we can persuade the participants to adopt this approach, and for them to become agents of their own development."

Teaching through an online course was a new experience for Moreno. "Since I am used to face-to-face training, it took me some time to adjust. By looking at [the participants] physically, you will know how they react and feel about the training, but now I have to be content [with] their reaction emojis," she said.

Nelben believes that members of developmental institutions, as well as supply and value chain organizations for smallholder farmers, would benefit immensely from joining the agro-entrepreneurship course. The virtual program can impart knowledge and skills necessary for working harmoniously with farmer groups, supporting organizations, and the market.

"It is not easy and it requires consistent efforts," Nelben noted. "But having learned different approaches in helping farmers, the Agro-enterprise Clustering Approach is a good fit for the inclusion of smallholder farmers in the value chains where stability of supply and market is feasible."

Three batches of the agro-entrepreneurship online course were held in 2021, producing 97 graduates from 47 organizations. These groups consist of national and local government offices, non-government organizations, financing firms, farmer cooperatives, social enterprises, and the academe.

Jollibee Group **FoodAID**

FoodAID is Jollibee Group's disaster response program. As quarantine restrictions eased up in 2021, thereby allowing people to return to their work setting, the spread of COVID-19 variants required continuous relief operations and support for our medical and essential frontliners.



2.8 MILLION MEALS

were distributed to those affected by the pandemic and natural calamities



156 PARTNERS
helped bring meals to various local communities



**145 CITIES/
MUNICIPALITIES**

reached in 2021



2021 Highlights

COVID-19 Response

Together with our partners, Jollibee Group Foundation distributed 2.67 million meals to families affected by the pandemic, and 7,000 meals to frontliners. Since March 2020, the Foundation has distributed more than 8.1 million meals.



This was made possible in part through the expansion of our partnership with the German Investment Corporation, which allowed us to provide ready-to-cook food packs to a total of 114,405 families, as well as to train and subsidize 90 *karinderyas* (eateries) that would serve a total of 98,000 meals to 1,800 urban poor families. The Foundation developed and conducted a training program on food

preparation, food safety and customer service so that more *karinderya* owners can learn and share this new knowledge even beyond the project and the pandemic.

Support for Calamity-stricken Communities

Jollibee Group Foundation provided 217,000 meals to families displaced by natural calamities. A total of 86,750 hot meals were served in evacuation centers in Batangas in the aftermath of Taal Volcano's eruption in July, and also to affected families in La Union during Typhoon Maring in October. The Typhoon Odette FoodAID Response also served meals to 131,029 people from 39 cities and municipalities in nine provinces.

Sharing Hope Beyond the Pandemic



It has been two years since the COVID-19 pandemic changed the world. Jollibee Group Foundation, along with various partners, responded through initiatives that provided immediate food assistance for those who are most in need while also strengthening community-based delivery mechanisms that will benefit communities beyond the pandemic. One such initiative is Project Karinderya that was implemented with KASAGANA-KA Development Center, Inc. and KASAGANA-KA Savings and Credit Cooperative.

Among the beneficiaries was 29-year-old Arlene de Guzman from San Pedro, Laguna. Arlene and her husband found themselves in dire straits during this time. Through the project, they received meals for 30 days, which allowed them to reallocate their budget for other essentials such as food and milk for their child. Today, Arlene has more reasons to be hopeful. She has been vaccinated and is able to work again.

She has also become a regular customer of the karinderya owned by 31-year-old Angelyn Mimay, who provided her meals during this project. Angelyn has been running her small business for six years. When the pandemic hit, she was among those who received subsidies and training on food preparation, food safety and cleanliness, nutrition, and customer service. Since then, she has changed her menu to serve more balanced meals by adding more vegetables. She also improved her food presentation and her way of caring for customers.

Angelyn continues to use her learnings, fully aware on how it has improved her business. "Project Karinderya was helpful to me. I am grateful that now I have more customers and I am also capable of helping those who could not buy their own food," she said.

Serving Comfort in Times of Disaster



Photo credit: Princess Tarroza for ARMK

Community kitchens are crucial during calamities and Precious Leaño knows this very well, being one of the founders of Art Relief Mobile Kitchen.

Precious, a cultural worker and theater actor, together with her photographer husband Alex, established their first field kitchen at the Villamor Airbase where they served hot meals to the survivors of Typhoon Yolanda who were being flown in from ground zero in Tacloban, Leyte. Over the years, their initiative has grown and inspired more volunteers to set up similar kitchens in Davao, Iligan, Zamboanga, Albay, and Surigao.

She noted that while donated relief goods usually include canned goods and instant noodles, nothing beats a fresh, hot meal. It isn't just about bringing nourishment; it is also about bringing comfort. "We believe that you can give people comfort by serving them food that is delicious, hot, and smells good."

As part of our FoodAID response for families affected by the pandemic and other calamities, the Foundation has been regularly supporting the Art Relief Mobile Kitchen by providing ingredients that can be used to prepare hot meals. After Typhoon Odette hit in December 2021, the group received more than 700 kilos of beef from Jollibee Group Foundation, which Precious and their volunteers immediately brought to disaster-hit areas. They were able to serve 16,500 meals in Butuan and Surigao, surprising the locals that they had fresh beef. "Some of them were jumping for joy," Precious recalled.

We can never underestimate the impact of a good, delicious meal, especially when it is time to rebuild and recover. "Our partnership with Jollibee Group Foundation is a big part of being able to feed people who are affected by disasters. When a disaster strikes, people need comforting food. The moment they take it and they feel the warmth of a good food, their senses awaken. They can begin to think about their next steps," said Precious.

Service as a Way of Life



When Typhoon Odette struck just before Christmas in 2021, it left a trail of devastation in various communities. At a time when the pandemic was still raging, survivors had little to hope for, even when it should have been the merriest for the year.

Through its vast network of partners, the Jollibee Group was able to provide much-needed assistance even in hard-to-reach areas through allies that were already on the ground. Jollibee Group Foundation called on Jollibee Group franchisees who have been our strategic partners in disaster response.

Willard Chan, a franchisee from Tacloban City, was quick to act. "The first few days were very crucial for the victims. We had to move fast," he said. "I got a call from Jollibee Group Foundation and they said they have prepared congee packs. To my surprise, it came the next day."

The disaster also became an opportunity to come together. Gold Ponce, a franchisee from Bacolod City, recalled how everyone wanted to pitch in. "We gathered all our resources. It wasn't just from one store but all the stores in Negros. I had my whole team—Jollibee, Greenwich, Red Ribbon and Chowking. It was a collective effort, a gesture of working together among the Jollibee Group community."

As Willard and Gold provided on-ground support, another franchisee, Tess Lao, who was in Manila when the typhoon hit, looked for ways to help remotely. She rallied fellow franchisees and raised P1.4 million in cash and other in-kind donations like mosquito nets, blankets, and masks for those residing in temporary shelters. These efforts, along with donations from the Jollibee Group, formed part of the company's concerted disaster response.

Reflecting on her experience, Tess related, "Maybe, it was a way of life for Jollibee Group franchisees and team members. They really want to help. We share the joy through the products we serve, through the little help we can give and by being there. The Jollibee Group can reach even the farthest community."

Help provide meals for more families!

[CLICK TO DONATE](#)

Vax AID

Jollibee Group Foundation assisted many of our partners and their communities to get vaccinated against COVID-19 and helped secure the health and well-being of our fellow Filipinos. This was done alongside the Jollibee Group's vaccination program for our employees.

Over 4,486 doses were administered through the Foundation's partner organizations in La Union, Nueva Ecija, Rizal, Laguna, Quezon and Cagayan de Oro City.



FEP Farmers for #JabForJoy (COVID-19 Vaccination)

COVID-19 vaccine • Get the latest information from the DOH.

Share

Watch on YouTube

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About Jollibee Group

Jollibee Group Foundation, Inc. is the social responsibility arm of Jollibee Foods Corporation (JFC, also known as Jollibee Group), one of the fastest-growing restaurant companies in the world. Jollibee Group operates in 33 countries, with over 5,900 stores globally and with branches in the Philippines, United States, Canada, the People's Republic of China, United Kingdom, Italy, Spain, Vietnam, Brunei, Singapore, Saudi Arabia, United Arab Emirates, Qatar, Oman, Kuwait, Bahrain, Indonesia, Costa Rica, Egypt, Panama, Malaysia, South Korea, and India.

Jollibee Group has eight wholly owned brands (Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Yonghe King, Hong Zhuang Yuan, Smashburger); six franchised brands (Burger King, Panda Express, PHO24, and Yoshinoya in the Philippines; Dunkin' and Tim Ho Wan in certain territories in China); 80% ownership of The Coffee Bean and Tea Leaf; and 60% ownership in the SuperFoods Group that owns Highlands Coffee and PHO24.

Jollibee Group, through its subsidiary Jollibee Worldwide Pte. Ltd. (JWPL) owns 90% participating interest in Titan Dining LP, a private equity fund that ultimately owns the Tim Ho Wan (THW) brand. It also has a joint venture with the THW Group to open and operate THW restaurants in Mainland China. Jollibee Group also has a business venture with award-winning Chef Rick Bayless for Tortazo, a Mexican fast-casual restaurant business in the United States. It has also acquired 51% ownership of Milksha, a popular Taiwanese bubble tea brand.

Jollibee Group was named the Philippines' most admired company by the Asian Wall Street Journal for 10 years. It was also honored as one of Asia's Fab 50 Companies and among the World's Best Employers and World's Top Female-Friendly Companies by Forbes. In 2020, Gallup awarded the Jollibee Group with the Exceptional Workplace Award, making it the first Philippine-based company to receive the distinction.

Jollibee Group has grown brands that bring delightful dining experience to its customers worldwide, thus spreading the joy of eating to everyone.

To learn more about the Jollibee Group, visit www.jollibegroup.com

Jollibee Foods CORPORATION





Jollibee Group Foundation Inc. is the social responsibility arm of Jollibee Group, one of the fastest-growing Asian restaurant companies in the world.

PRIVACY POLICY

CONTACT US

10/F Jollibee Plaza Building, 10 F. Ortigas Jr. Avenue,
Ortigas Center, Pasig City, Philippines
(02) 8688-7133

foundation@jollibee.com.ph
www.jollibefoundation.org

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