



10 YEARS



**Jollibee Group
FOUNDATION**

10 YEARS

CONTENTS



About Our Commemorative Book

This commemorative book chronicles the work of Jollibee Group Foundation's (JGF) first ten years (2005 to 2014) as it has worked to build and implement programs with long-term impact in communities across the Philippines.

This book also features ten remarkable stories of JGF's partners and stakeholders: men and women who are positive change makers and catalysts in their communities and beyond.

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About Our 10th Year Logo

The 10th year logo of Jollibee Group Foundation (JGF) features the hands of all stakeholders that make this journey of development worth it: the community partners who nurture the seeds of positive change, the donors and volunteers who provide the means to help fuel the programs, and the partners who prove that with hardwork and determination, one can build a better future for himself and his family.

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 development work.

The eight stepping stones found on the hill serve as a guide that leads to the path of positive change. The stones represent the values of Jollibee Foods Corporation: customer focus, excellence, respect for the individual, teamwork, spirit of family and fun, humility to listen and learn, honesty and integrity and frugality.

About Jollibee Group Foundation

Jollibee Group Foundation (JGF) is the social responsibility arm of Jollibee Foods Corporation (JFC), the largest restaurant company in the Philippines, which includes Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal and Burger King Philippines.

The Foundation's programs are mainly in the categories of Education, Agriculture, and Disaster Relief and Rehabilitation.

JGF is accredited by the Philippine Council for NGO Certification and is certified as a donee institution by the Bureau of Internal Revenue.

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 our communities through:

- Improved access to Education for the youth
- Livelihood programs for small 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. Excellence, honesty, integrity, frugality, and teamwork 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.

Humility to listen and learn, respect for the individual, embracing the spirit of family and fun, and customer focus 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.

MESSAGE FROM OUR CHAIRMAN

“We linked our Foundation programs to our business strengths, namely producing great tasting food at affordable prices, excellence in daily execution, and business growth through franchising. Our Foundation has applied these strengths to each of its programs.”

Our Jollibee Group Foundation has come a long way since it opened its doors just ten years ago. We've accomplished a lot, but then again, there's a lot more to accomplish!

What has the Foundation achieved? From the very beginning we decided to focus our efforts on community needs in the area of our corporate strength, namely food and nourishment. In that regard, we established our school feeding program called Busog, Lusog, Talino (BLT) to enable undernourished school children to reach normal weight and continue their education, rather than drop out of school at an early age. The BLT has helped more than 142,000 undernourished school children reach their normal weight since 2007.

Our Farmer Entrepreneurship Program has reached 1,000 farmers and helped them increase their income by linking their crops of onions, tomatoes, peppers and calamansi directly to institutional markets like Jollibee Foods Corporation. And, our Jollibee Group FoodAID disaster relief and rehabilitation programs have benefited more than 200,000 survivors over the past few years.

I can trace the success of our Foundation to three primary factors: First, we linked our Foundation programs to our business strengths, namely producing great tasting food at affordable prices, excellence in daily execution, and business growth through franchising. Our Foundation has applied these strengths to each of its programs.

Second, our partners in our Foundation programs—NGOs, school administrators, farmer leaders, local government units, parents, scholars and others—have contributed enormous benefit, and multiplied the impact of our projects. Finally, our Foundation staff has proven to be unsurpassed in their talent and personal commitment to our projects and causes.

Throughout my business career, I've always believed that we should give our customers and our fellowmen more than they expect. I remember in the early days of our business, our customers would tell us our hamburgers were so big we must be losing money on them. We simply wanted to be sure to provide great value to our patrons. I think this idea comes from a view that we don't

have to be greedy in our daily lives or business. If we strike the right balance, we share the benefits with whomever we're dealing. I've always believed there's more than enough to go around for everyone.

The same holds true when it comes to our Foundation. We have chosen to give 1.5 percent of the profits of Jollibee Foods Corporation to fund our Foundation every year. I can say that this humble contribution to nation building has actually added value to our business. I believe all of us can experience the same 'giving-receiving' benefits of helping our fellow citizens and communities in need.

Indeed, while a lot remains to be done, I remain optimistic. I hope you will all join us to help children stay in school, improve small farmers' income and provide ample and effective relief assistance in times of calamities or in helping whatever cause you believe in the most. Together, we can co-create a brighter future for our communities.


Tony Tan Caktiong
Chairman





MESSAGE FROM OUR PRESIDENT

Ten years ago, we created the Jollibee Group Foundation (JGF) because we wanted Jollibee Foods Corporation (JFC) to give back to our communities in a structured manner with impact and results. We considered building a foundation that works for and with our communities, with empowerment and sustainability as program goals. Ten years on, we continue to believe that JGF is the most effective way to ensure that our success in business creates inclusive success in our communities.

The first decade of our Foundation was truly an enriching experience. We have achieved tangible and documented success in programs that empower communities to meet challenges in the areas of education, agriculture, and disaster relief and rehabilitation. These programs have grown beyond our expectations. We are always inspired by stories of parents of the Busog, Lusog, Talino (BLT) School Feeding Program on how their kids are now eating vegetables even at home and eager to go to school everyday. When the farmers of the Farmer Entrepreneurship Program (FEP) successfully made their first delivery to the Jollibee Commissary, we shared their joy in celebration. Our partner beneficiaries in the Farmer Livelihood Recovery Program after disasters taught us determination and resilience.

Our 10-year journey is also not short on discoveries. For instance, I have always subscribed to the popular belief that to help someone, it is best to "teach a man to fish" rather than "give him fish." However, in conceptualizing the BLT School Feeding Program, we learned that the drop-out rate among public school pupils is highest in the

"All of us have the capability to take part in solving the challenges our communities face. I know that more inspiring stories of empowerment and joy can be made possible with our constant awareness of our common humanity and mindful collaboration. In overcoming the challenges, we too would be empowered in the process."

early grades, with hunger being the most common cause. So with these young kids, you literally have to give them fish first before they can learn how to fish. We also discovered that the "creating shared value" principle is an enlightened way to propel our programs to attain their goals.

Each year, we faced new challenges. Each year, we gained experience, inspiration and knowledge, enabling us to refine our programs with depth and reach. As we celebrate the Foundation's 10th year, I am pleased to present this Commemorative Book. This publication chronicles our journey and presents how JGF harnessed the strengths of JFC to benefit the communities we serve. This book is also a testament to the generosity of our collaborators who are the JFC business units, partner institutions, partners in the field, customers, franchisees, shareholders, and supporters. We could not have reached this many individuals and families without their commitment and hard work. We are deeply grateful to all our collaborators, including our partner beneficiaries, who aspired and worked with us for a better tomorrow.

We are also very excited to share the stories of ten outstanding individuals who are among our partners in our various initiatives. Their stories are special to us. They represent our aspiration to help communities engage in life with dignity, purpose and active participation in nation-building. Their stories remind us that our work is about lives that we can help to empower.

All of us have the capability to take part in solving the challenges our communities face. I know that more inspiring stories of empowerment and joy can be made possible with our constant awareness of our common humanity and mindful collaboration. In overcoming the challenges, we too would be empowered in the process.

Together with our Board of Trustees, JGF Vice President Belen Rillo, Executive Director Gisela Tiongson, and our entire staff, we look forward to the next ten years of the Foundation, our partners and the communities we serve. Enjoy this book, and may you be as inspired as we are.

Grace Tan Cakting
President

10 - YEAR TIMELINE

2005 - 2014



Jollibee Foundation began operations
2005

First batch of Technical Skills Training scholars graduated
2006



BLT piloted as a community-owned school feeding program
2007

2008



Farmer Entrepreneurship P R O G R A M
FEP launched for smallholder farmers to supply JFC

2009



Coinbanks deployed in all JFC stores for BLT fundraising

2010



FEP farmers exceeded delivery commitments to JFC
2010



The Foundation received 5-year donee institution status from BIR
2011



BLT expanded to 1,000 schools nationwide
2012



Jollibee Foundation renamed to Jollibee Group Foundation
2013



Disaster Relief and Rehabilitation Program formalized as Jollibee Group FoodAID
2014



AT A GLANCE 2005 - 2007

JGF began operations

[1 to 2] JFC employees volunteered in building the Jollibee-Gawad Kalinga Villages in Las Piñas City, Southern Leyte and Butuan City

[3 to 5] First batch of Technical Skills Training Scholars graduated and employed

[6] Local leaders in Nueva Vizcaya trained in multi-stakeholder and participatory governance

[7 to 8] BLT was piloted as a community-owned school feeding program in 8 schools

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AT A GLANCE 2008 - 2010

JGF developed program models

- [1] FEP smallholder farmers started regular delivery of vegetables to JFC
- [2] Launched Project ACE (Access, Curriculum, Employability) to incorporate the Foundation's college & technical skills scholarships
- [3] JFC employee volunteers conducted English tutorial classes for Technical Skills Training Scholars
- [4] BLT expanded coverage through more partners
- [5] Parents volunteered in preparing and serving delicious and nutritious BLT meals
- [6] JGF partnered with Jollibee Franchisees Association to assist NGOs that serve children
- [7] JGF partnered with Temasek Foundation to assist schools affected by Typhoon Ondoy

8



2



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9

AT A GLANCE 2011 - 2013

JGF scaled up its programs

[1] FEP engaged other companies to buy directly from smallholder farmers
[2 to 3] First batch of JGF Project ACE College Scholars graduated and employed [4] BLT formalized its network of partners into a Community of Practice [5 to 6] BLT won the Philippine Marketing Association Agora Awards for Outstanding Achievement in Advocacy Marketing [7 to 8] Jollibee Group FoodAID consolidated disaster relief and rehabilitation to calamity stricken areas



AT A GLANCE 2014

JGF gained national and international recognition

[1 to 2] Jollibee Group FoodAID benefited public school pupils and farmers in the Visayas area [3] JFC employee volunteers have helped rehabilitate 47 hectares of watersheds and mangrove areas [4] Through FEP, Lamac Multi-Purpose Cooperative continuously delivered throughout the year to Cebu establishments [5] JGF has continued to be a partner of the Department of Education [6] JGF shared experiences at the Harvard Asia Business Conference [7 to 8] JGF received two Asian CSR Awards for BLT and FEP



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Our Programs

Creating Shared Value

As the social responsibility arm of the country's largest food company, Jollibee Group Foundation focuses on food-related programs for communities. Inspired by the business principle of Creating Shared Value espoused by Michael Porter and Mark Kramer, the Foundation capitalizes on the business objectives and core competencies of Jollibee Foods Corporation and implements programs that create valuable and meaningful impact in the community.

From agriculture and education, to disaster relief and rehabilitation, Jollibee Group Foundation implements programs with impact and sustainability that help people live dignified lives, achieve dreams and actively participate in nation-building.



Our Programs

Education

Across the world, millions of children come to school every day, eager to learn but hampered from doing so due to hunger. In the Philippines alone, half a million students are severely undernourished and are at risk of dropping out. Providing meals in school is one way to facilitate educational achievement.

Students who are able to surpass this early childhood barrier and complete high school may face another challenge: the high cost of attaining a university degree. For families that are unable to bear the financial burden of college tuition, there are limited support systems available. As a result, college students are forced to drop out of school and seek employment. Without a college degree, they are left with limited opportunities for career growth and personal achievement.

Jollibee Group Foundation responded to these challenges by developing two distinct programs: the Busog, Lusog, Talino (BLT) School Feeding and Project ACE (Access, Curriculum, Employability) Scholarships.

EDUCATION



BUSOG, LUSOG, TALINO (BLT) SCHOOL FEEDING PROGRAM

In-depth studies on the role of nutrition in a child's development have informed us that a proper diet promotes optimal growth and a better ability to understand and retain new information. A missed meal or an empty stomach can affect the learning process. As a result, children may miss valuable lessons that are building blocks for future success.

The Jollibee Group Foundation's (JGF) Busog, Lusog, Talino (BLT) School Feeding Program ensures that children in participating schools are given the proper diet and the nutritional value that they require in order to become the best students they can be.

The program is composed of four key components:

Daily Lunch: The 40 most undernourished pupils from Kinder to Grade 6 are provided with daily lunch for 120 days.

Parent Involvement: Parents of participating pupils receive training in food preparation, safe food handling and budgeting, so they may also teach other parents to continue the program at home.

Stakeholder Engagement: The implementation of the program is through the support of local implementing partners. They collaborate with teachers, PTA members,

school principals, local government health workers and nutrition specialists. Each partner provides both technical and administrative support to the initiative.

Employee Volunteerism: Employees of JFC conduct food safety seminars for BLT parents. At the same time, the employees assist in monitoring the BLT implementation.

Results

Since 2007, about 142,000 pupils from 1,500 schools in 200 sites (cities and municipalities) have benefited from the program through the collaborative efforts of 196 partners. As a result, 85% of pupils attain normal weight by the end of the annual feeding cycle.

A Community of Practice

The program's ability to maximize its reach across the country lies in its network of implementing partners. To strengthen the network, the BLT Community of Practice (CoP) was formed. Along with the successful expansion of JFC stores nationwide through the franchising model, the BLT Program has also expanded its presence through the Social Franchise System¹. In the BLT Program, JGF as franchisor works with a Local Implementing Partner (LIP), and the

franchisee, to implement the BLT Program in a site (city or municipality).

The BLT CoP provides the space for program partners to exchange learning and technologies in school feeding and promotes the formation of local education alliances consisting of representatives from local government units (LGUs), Department of Education (DepEd) and the private sector. This collaboration paves the way for pursuing other education reform initiatives in their sites.

Mainstreaming School Feeding

With significant financial resources now being invested by the national government in school-based feeding across the country, JGF has been working with DepEd to help promote the effective implementation of school-based feeding programs. JGF shares with DepEd the BLT program tools and processes including its experiences in public-private partnerships.

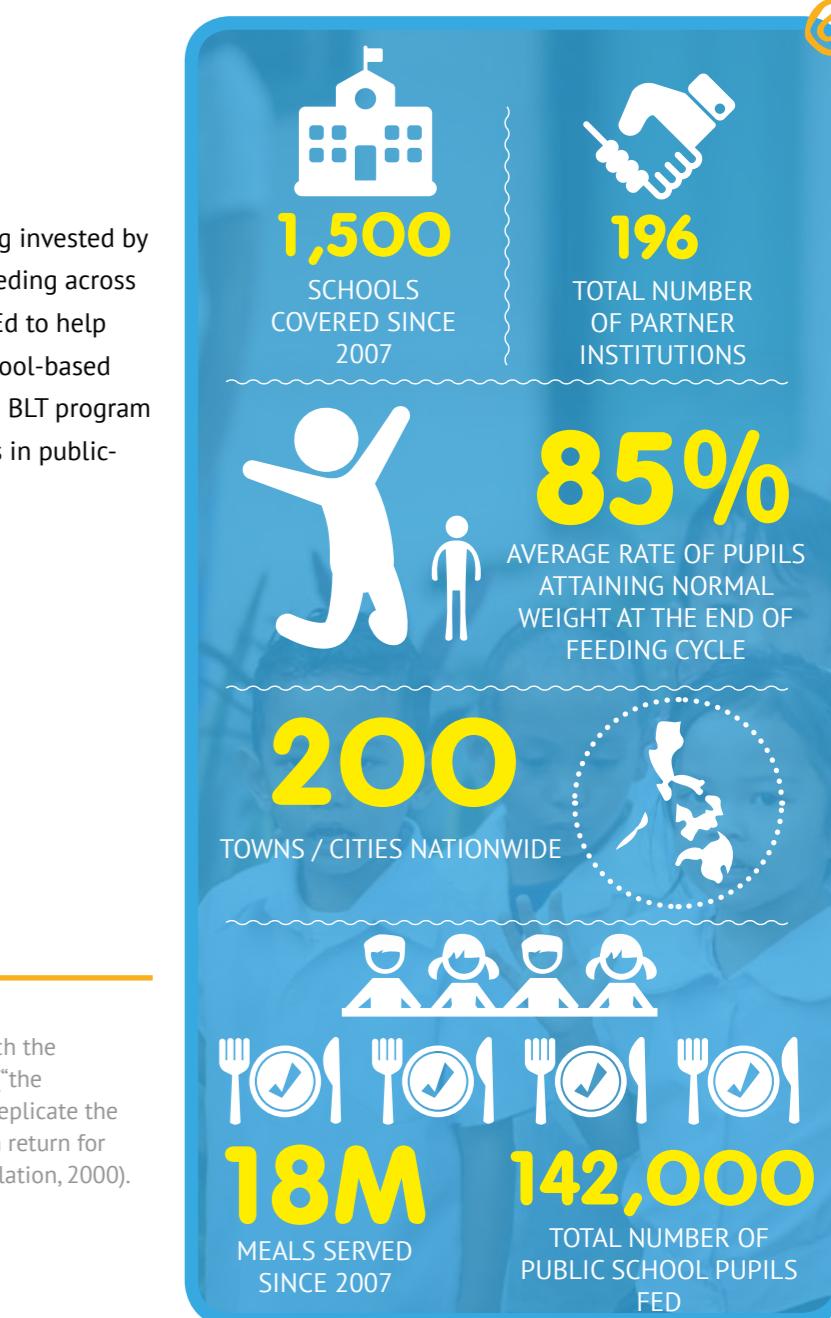
Community Ownership

Community members are also encouraged to contribute in whatever way they can to create ownership of BLT as a response to hunger among public elementary school pupils. This helps ensure that the importance of the

program is understood. Coupled with continued technical support from JGF, communities are able to sustain the program even beyond the three-year funding assistance.

¹The Social Franchise System is a process by which the developer of a successfully-tested social concept ("the franchisor") enables others ("the franchisees") to replicate the model using the tested system and brand name in return for social results (German Foundation for World Population, 2000).

RESULTS (2007-2014)



EDUCATION



[1 to 3] BLT promotes the use of fruits and vegetables in its recipes to improve the nutritional status of public school pupils
[4 to 5] Parents are trained in food preparation and safe handling, and budgeting so they can also practice these at home
[6 to 9] BLT implementation is a collaboration among schools, community-based organizations, national and local government offices, private institutions, parents and other stakeholders
[10] School principals, teachers and BLT focal persons share their experiences in BLT implementation through the Community of Practice (CoP)
[11] Everyone can contribute to the program by donating through the BLT coinbanks in JFC stores



1

Story

IT TAKES A VILLAGE

Elena Meralles
School Principal
Bago Elementary School
Davao City

Having been an educator for more than 20 years, Elena Meralles knows that education is a critical springboard for people to achieve their dreams and aspirations. She also understands that there are other equally important factors that can determine a child's future.

**"Kung kumpleto lahat ng stakeholders, private or public, mas strong ang force.
Ang ganda kasi nagtutulungan lahat."**



She immediately decided that her school should participate in the program.

In her first year as a teacher, Elena realized that a pupil's performance in school is not just about the lessons. In one of her classes, she noticed a sixth grader who could not follow her instructions. She later discovered that the student had to endure a two-hour walk just to reach school. She also found out that the child didn't have anything to eat for the day.

This incident left an indelible mark. Hunger and nutrition in school was a matter that needed to be addressed. Elena began to think of viable solutions to the problem.

"Mahirap sa bata makaintindi kung gutom siya. 'Pag walang laman ang tiyan, hindi makapag-isip; ang effect, low performance." (It's difficult for children to learn when they're hungry. An empty stomach leads to low performance.)

Systemic Solutions Deliver Long-Term Benefits

When she became the principal of Baliok Elementary School in Davao City, nutrition became a top priority. In 2009, she learned about the Busog, Lusog, Talino (BLT) School Feeding Program from Jollibee Group Foundation.

Elena was moved by the community's response. She recounted a particularly touching encounter with a donor:

"Mayroong tricycle driver, kumikita lang siya ng below one hundred in a day. 'Ma'am, kaya na itong twenty pesos ko?' I was so touched." (There was a tricycle driver, who earned less than one hundred pesos a day. He offered to give twenty pesos to help the children. I was so touched.)

Her belief in the program enabled her to continuously champion it even when she was transferred to Bago Elementary School in 2012, which is also implementing BLT.

Reflecting on her experiences with BLT, she believes that community involvement is at the core of the program's success. *"Kung kumpleto lahat ng stakeholders, private or public, mas strong ang force. Ang ganda kasi nagtutulungan lahat. 'Yung effect sa mga bata: they will be motivated to go on with their studies." (If stakeholders come together, the results will be greater. At the same time, once the kids see that many people are there to help, it will motivate them to go on with their studies.)*

Story

2

STEADFAST COMMITMENT TO NOURISHING THE NEXT GENERATION

John Abairo
Feeding Coordinator
Bocohan Elementary School
Lucena City



"After a month, makikita mo 'yung improvement nila. Hindi na sila antukin. Hindi na bagsakan ang mga grades. Akala ko at first madadagdagan 'yung trabaho ko, pero na-lessen pa. Hindi ko na kailangan mag-remedial kasi natututo na talaga sila."

A Long and Difficult Road to Reach His Dreams

"Tinitipid ko na lang 'yung budget na binigay sa akin. Kung minsan sina-sacrifice ko na lang 'yung breakfast or lunch; tinitiis ko na lang yung gutom," (I had to work with a small budget. Sometimes, I would skip breakfast or lunch. I had no choice but to endure the hunger) he said. But with hard work and perseverance, John graduated from college and began his teaching career.

When John started teaching at the Bocohan Elementary School in Lucena City, John was assigned as Coordinator for Jollibee Group Foundation's Busog, Lusog, Talino (BLT) School Feeding Program. At first, he felt that it was a lot of extra work, especially for a new teacher. However, his personal experiences with hunger made him realize the importance of his new role.

"Na-compare ko sila sa sarili ko. Noong around 17 ako. Kapag gutom ako, parang wala talaga akong matututunan. Compare mo sa bata na mas kailangan ng nutrition, paano nga sila makakaintindi ng simpleng lesson kung nagugutom sila?" (I compared myself to these students. As a seventeen year old, I couldn't learn anything when I was hungry.

I can only imagine how difficult it must be for young children. They need proper nutrition so that they can understand all of their lessons.)

Perseverance with Parents Paid Off

There were challenges at first. John had to deal with many parents' unwillingness to support the program who were not able to see the impact of nutrition on their children. John took on the tasks assigned to these absent parents to ensure that the kids were properly fed.

John did not give up on these parents. He knew that he would get better results with their involvement.

"Nag-present ako sa parents ng mga videos kung ano 'yung mangyari sa mga bata kung hindi masolusyunan ang malnutrition. Mini-meeting ko sila monthly para ma-assure ko na mag-aattend sila. Binuo ko sila according to their place of residence hanggang sila-sila na 'yung nagtatawagan everyday para pumunta sa school para magluto." (I showed parents videos of what would happen to their children if malnutrition was not addressed. I called for monthly meetings. I even came up with a schedule and structure that would accommodate their needs. Eventually, the parents were the ones calling each other everyday to go to school to cook.)

His perseverance paid off. The parents took ownership of the program when they saw the impact it made on their children's learning and nutrition.

Visible and Tangible Impacts for the Community

"After a month, makikita mo yung improvement nila. Hindi na sila antukin. Hindi na bagsakan ang mga grades. Akala ko at first madadagdagan 'yung trabaho ko, pero na-lessen pa. Hindi ko na kailangan mag-remedial kasi natututo na talaga sila." (After a month, you could see the improvement. They were no longer sleepy during class. The kids were no longer receiving failing grades. At first, I thought that this would entail extra work, but my load was actually lessened because I didn't have to conduct remedial classes anymore.)

John was awarded the Best Feeding Coordinator by the City Government of Lucena. But beyond the award, John takes pride in the fact that BLT has inspired other organizations to address malnutrition in schools. At present, the Lucena City local government, a private company and several church-based organizations have also established their feeding programs in Bocohan Elementary School.

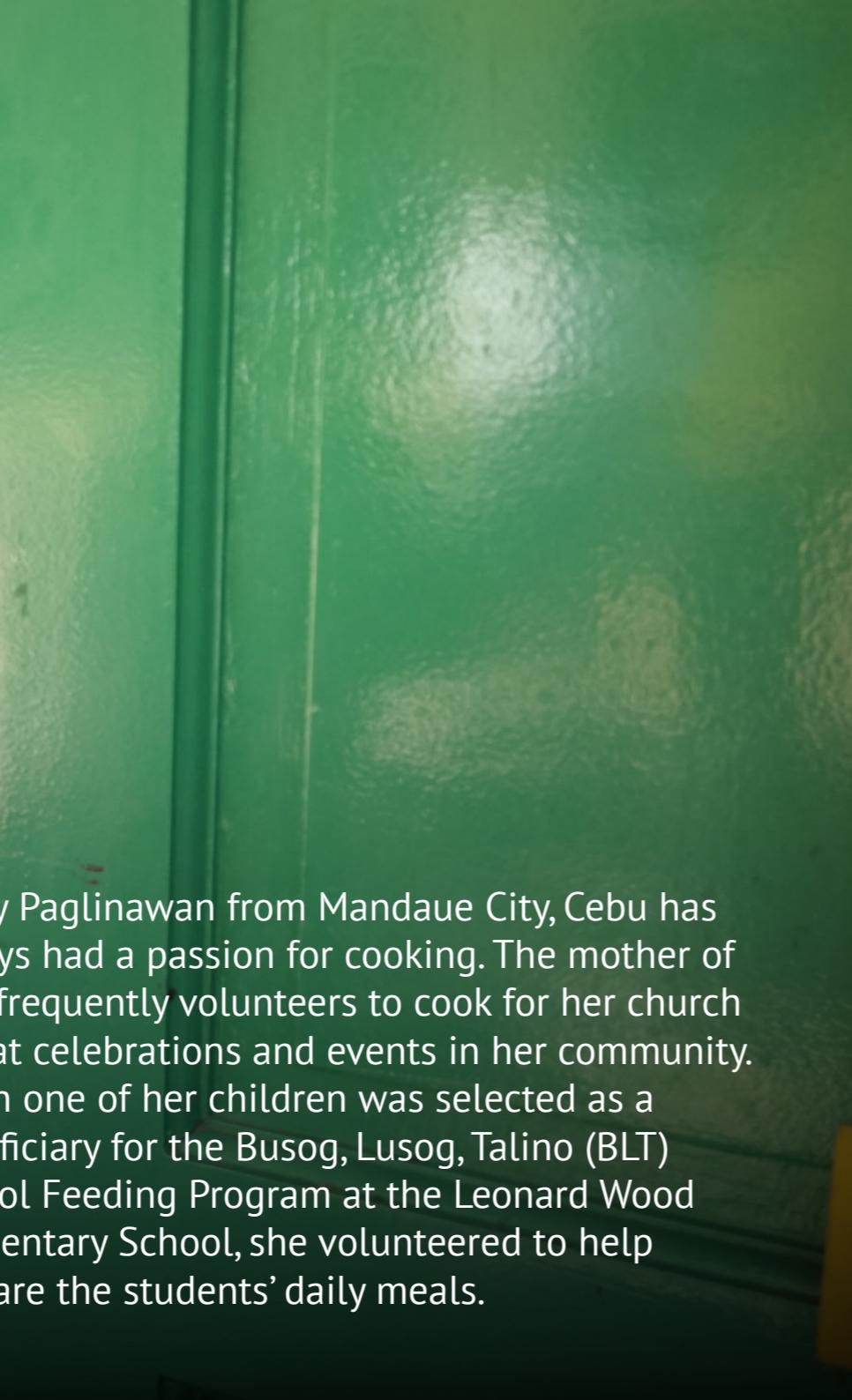
While this is a welcome development, John knows this is not enough. "I will continue working on increasing the participation of parents so that good nutrition is eventually practiced at home."

Story

3

A MOTHER COOKING FOR A BRIGHT FUTURE

Jenny Paglinawan
Volunteer Parent
Leonard Wood Elementary School
Mandaue City



“Dahil sa BLT marami kaming natutunan; mula sa pagluto, tamang paghanda ng pagkain, pamamalengke, pag-budget, pati mga bagong recipe. ‘Yung ibang mga nanay, dito nga lang talaga natuto magluto.”



Leadership Skills Honed

Jenny quickly took on a leadership role among the school's parents. While other parents were reluctant to participate, Jenny wholeheartedly embraced the responsibilities, including the weekly purchase of food supplies. She became well-known for her haggling skills and cheerful disposition, which she used to get discounts for bulk orders of the ingredients.

Jenny and other parent volunteers went through training in food handling and nutrition. They also learned to follow strict protocols to ensure that each meal is delicious and prepared safely.

Continuing the Wonderful Work

“Dahil sa BLT marami kaming natutunan; mula sa pagluto, tamang paghanda ng pagkain, pamamalengke, pag-budget, pati mga bagong recipe. ‘Yung ibang mga nanay, dito nga lang talaga natuto magluto,” (We learned so much through the BLT Program. We learned how to appropriately plan, budget and purchase for

meals; food handling and cooking techniques; and even new recipes. In fact, some mothers only learned how to properly cook here) said Jenny.

After two years as a BLT pupil, Jenny's daughter achieved the normal weight status and graduated from the program. Her appetite has vastly improved and she now prefers healthy meals. She also performs better in school and has even received excellence awards.

Although her daughter is no longer a BLT beneficiary, Jenny continues to actively participate in the program, which is rare among volunteer parents.

‘Yung iba kasing bata wala talagang nakakain sa bahay. ‘Yung iba, walang mga nanay. Masakit sa damdamin ko na makita na nagugutom sila. Masaya na ako makita na kumakain sila.’ (I continue to help because other children don't have anything to eat at home. Some are even motherless. It pains me to see children hungry. I feel happy just seeing them able to eat here in school.)

Most Outstanding Parent

As more parents have become involved in the program, Jenny has now taken a supervisory and coaching role. Jenny also serves as the PTA Treasurer and has been recognized as Most Outstanding Parent for six consecutive years, a testament to her leadership and valuable contribution as a volunteer parent.

Jenny now dreams of starting a catering business together with the other volunteer parents. They hope that part of the income could be used to help sustain school feeding activities.

Jenny is satisfied knowing that her children now stand a better chance at achieving their dreams. To top it all off, she finds happiness in the fact that she and other volunteer mothers were able to acquire valuable skills that help them give their families a better and brighter future.

Story

4

GREAT PASSION FOR NUTRITION

Dr. Juliet Jeruta
OIC-Regional Director
Department of Education Region VII



As the Schools Division Superintendent (SDS) for the Department of Education (DepEd) in Negros Occidental, Juliet was well aware of the pervasive problem of malnutrition among young children. She saw the damage it did on the attendance and academic performance of students who went to school hungry. In the course of her work, she tried to find ways to help address the problem.

"The purpose of BLT is not only to rehabilitate children, but also to educate parents. BLT parents learned about the relationship between nutrition and school performance. They now know how to prepare nutritious meals, and they can then do this at home and make sure that their kids stay healthy."

A Personal Advocacy

It was a tragic event in her own family that made her truly realize the value of good health. Her only daughter passed away suddenly as a result of complications from hyperthyroidism, a condition commonly caused by an autoimmune disorder. Juliet felt deep remorse that her daughter's condition was not detected and treated at an earlier age. However, instead of allowing grief to overwhelm her, Juliet channeled her feelings of loss into helping others stay healthy.

Juliet prioritized the implementation of projects related to nutrition at the schools she supervised. She also supported the development and production of instructional materials that informed parents about the importance of good nutrition. She also worked with Parent-Teacher Associations to lead discussions on the dietary needs of students.

In 2009, Juliet learned about the Busog, Lusog, Talino (BLT) School Feeding Program. At that time, Negros Occidental was rated as the province that had the highest rate of malnutrition. She understood the potential impact

of BLT, and immediately worked towards implementing the program in her school division.

Campaigning for BLT Sustainability

"It's really such a waste to have children who are intelligent and who can do so much for nation-building be hindered by a nutritionally deficient diet," she said.

Jollibee Group Foundation provided three years of financial support for the program while helping schools and communities build their own capabilities to sustain BLT. Juliet expanded its network of supporters, championing BLT with the local government and local implementing partners. She capitalized on her position as SDS and influenced key stakeholders to provide continuous support for the program.

By highlighting the important issues linking malnutrition and performance in school children, Juliet was also able to convince the local chief executive of La Carlota City to provide regular funding for the BLT. As a result, school feeding is now a regular program of the city.

Ensuring the Future for the Children

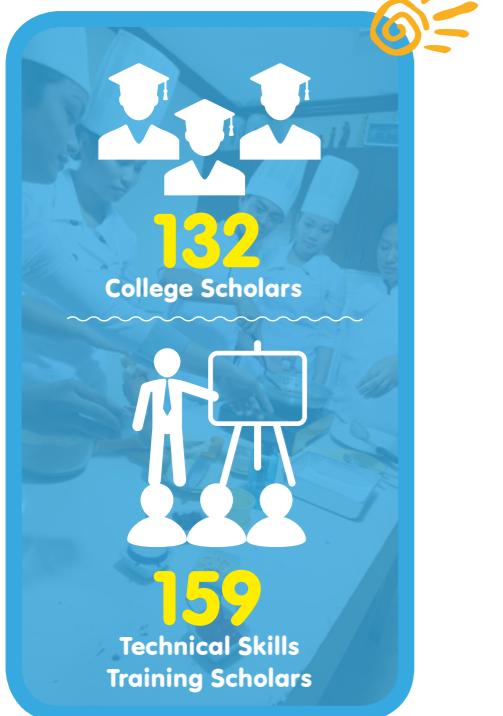
Aside from ensuring support for the feeding program, Juliet also devotes her time to educating parents about the importance of proper nutrition.

"The purpose of BLT is not only to rehabilitate children, but also to educate parents. BLT parents learned about the relationship between nutrition and school performance. They now know how to prepare nutritious meals, and they can then do this at home and make sure that their kids stay healthy."

The widespread adoption of BLT across Negros Occidental enabled important, systemic improvements in child nutrition. The province went from 1st to 6th in the national ranking on malnutrition. But for Juliet, the work is only beginning. She is now in Cebu as the Officer-in-Charge of DepEd Region 7. In her new position, she intends to continue her campaign to promote nutrition in schools and make sure that kids are healthy enough to learn and complete their education.



PROJECT ACE GRADUATES (2006-2014)



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PROJECT ACE (ACCESS, CURRICULUM, EMPLOYABILITY) SCHOLARSHIPS

The cost of higher education is becoming a barrier for many Filipinos to access tertiary education and achieve their aspirations in life. The Jollibee Group Foundation's Project ACE Scholarship Program offers assistance to underprivileged Filipinos who are committed to forging a brighter future for themselves and their communities. This program provides two types of educational support:

College Scholarships

Scholars study at various universities in order to receive degrees in Hotel and Restaurant Management or Business Management. During their internship, they undergo an intensive practicum with a Jollibee Foods Corporation (JFC) restaurant, providing them with real-time training.

Technical Skills Training Scholarships

Scholars attain technical skills education in Don Bosco Technical College in Mandaluyong or Don Bosco Canlubang in Laguna. They are trained for work in the food service industry, learning important skills such as repair and maintenance of restaurant equipment and commissary machinery.

On-the-Job Training

The unique feature of this scholarship program is that the scholars improve their employability. College scholars acquire work experience at Jollibee, Chowking, Greenwich, and Red Ribbon restaurants. Those hired upon graduation are already on a fast track to management training. Technical Skills Training scholars undergo practicum in JFC commissary or contractors that service JFC's restaurants.

Results

Since its inception, JGF has provided scholarships to 132 students for college education and 159 students for Technical Skills Training.



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- [1] Technical Skills Training (TST) Scholars learn important skills that increase their employability
- [2] JFC employee volunteers contribute to the learning of TST Scholars [3 to 4] College Scholars gain valuable hands-on experience in JFC stores
- [5 to 6] Project ACE Scholars display their certificates and medals as proof of their hard work and accomplishments

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Story

5

LEARNING BEYOND THE CLASSROOM

Mark Anthony Margallo
Project ACE Scholar
Metro Manila

Poverty should not be considered an obstacle for one to reach his dreams. This was the mantra of Mark Anthony Margallo, one of the Project ACE scholars of Jollibee Group Foundation (JGF).



"I learned how to balance everything properly. I learned to value resources and time, how to work with managers and handle crew. I learned to strive for excellence and not be satisfied with mediocre work."



Valuable Lessons while Pursuing Education

The son of a policeman and a housewife, Mark Anthony is the second youngest of four siblings. He was the only one in his family to leave his home province of Masbate to study Hotel and Restaurant Management at the Polytechnic University of the Philippines. While pursuing his degree, Mark Anthony was also battling the challenges of poverty.

During his sophomore year in college, Mark Anthony's parents were unable to fully support his studies, forcing him to look for other ways to earn money. He learned of JGF's Project ACE (Access, Curriculum, and Employability) Scholarship and applied. The program assists underprivileged college students by providing support to ensure they complete their degree and find work upon graduation.

Life as a Working Student

Mark Anthony's experience as a Project ACE scholar taught him a lot of valuable lessons, paving the way for him to graduate with cum laude honors in 2012.

"I learned how to balance everything properly. I learned to value resources and time, how to work with managers

and handle crew. I learned to strive for excellence and not be satisfied with mediocre work."

Mark Anthony's Turn to Shine and Contribute

Mark Anthony now works for a leading real estate developer in the country and serves as a part-time HRM instructor in National University. He is regularly invited as a resource speaker for schools and also provides business consulting for restaurants.

The threat of poverty no longer haunts Mark Anthony's family. "Now that I'm working, I am able to provide for my family. I am the one supporting the studies of my younger brother."

Mark Anthony also dreams of giving back to the community and helping less fortunate yet deserving students in the future. "As a scholar of Jollibee Group Foundation, I aspire to be one of the franchisees of Jollibee Foods Corporation, or have my own foundation someday. If you dream and work for it, nothing is impossible."



Our Programs

Agriculture

Agriculture is a critical and essential component of the Philippine economy. This sector alone employs 32% of the country's total workforce, and accounts for 12% of the annual Gross Domestic Product (GDP). Nearly half of the total Philippine population resides in rural areas, where most agricultural activity takes place.

Despite the high demand for agricultural produce and livestock, many individuals and families in rural areas struggle daily to make ends meet.

A key driver for economic growth in rural communities is access to market-based, entrepreneurial opportunities and knowledge that can assure better rewards for the labors of farmers and rural populations.

Jollibee Group Foundation's (JGF) Farmer Entrepreneurship Program addresses this challenge by providing smallholder farmer groups with agro-enterprise training and direct market access for their produce. Through the program, JGF strengthens opportunities for farmers to access markets, accelerate inclusive growth in rural economies and achieve sustainability in agricultural production.

AGRICULTURE



Farmer
Entrepreneurship
P R O G R A M

FARMER ENTREPRENEURSHIP PROGRAM (FEP)

FEP seeks to help smallholder farmers working to improve their incomes. The program provides critical education and training, equipping farmers with skills and tools that enable them to maximize profits and minimize losses. FEP also expands economic opportunities for farmers through improved access to key institutional markets, such as Jollibee Foods Corporation (JFC).

There are three key components to this program, each carefully designed to provide valuable assistance to farmers:

Agro-Enterprise Capacity-Building: Farmers receive training from Catholic Relief Services (CRS) on the eight-step clustering approach. This enables them to develop, grow and sustain their small farming business.

Partnership Management: JGF ensures that partnerships and collaborative initiatives are maintained and expanded so that FEP's farmer groups have access to the resources and technical assistance that they need.

Advocacy and Promotion: In collaboration with academic institutions, program observations and insights are documented through case studies and audio-visual presentations. Materials are then packaged for wider dissemination to those who want to learn from the program.

Results

Since 2008, FEP has provided valuable agro-enterprise training, access to financial support and techniques on how to influence the market. One of the first ones to benefit from the program were the members of the KALASAG Farmers Producers Cooperative of Nueva Ecija.

In 2009, they began supplying white onions to JFC. In 2014, they were able to deliver 480 metric tons of their fresh harvest.

Program Expansion

FEP's partners include local government units, microfinance institutions, academic institutions, CRS,

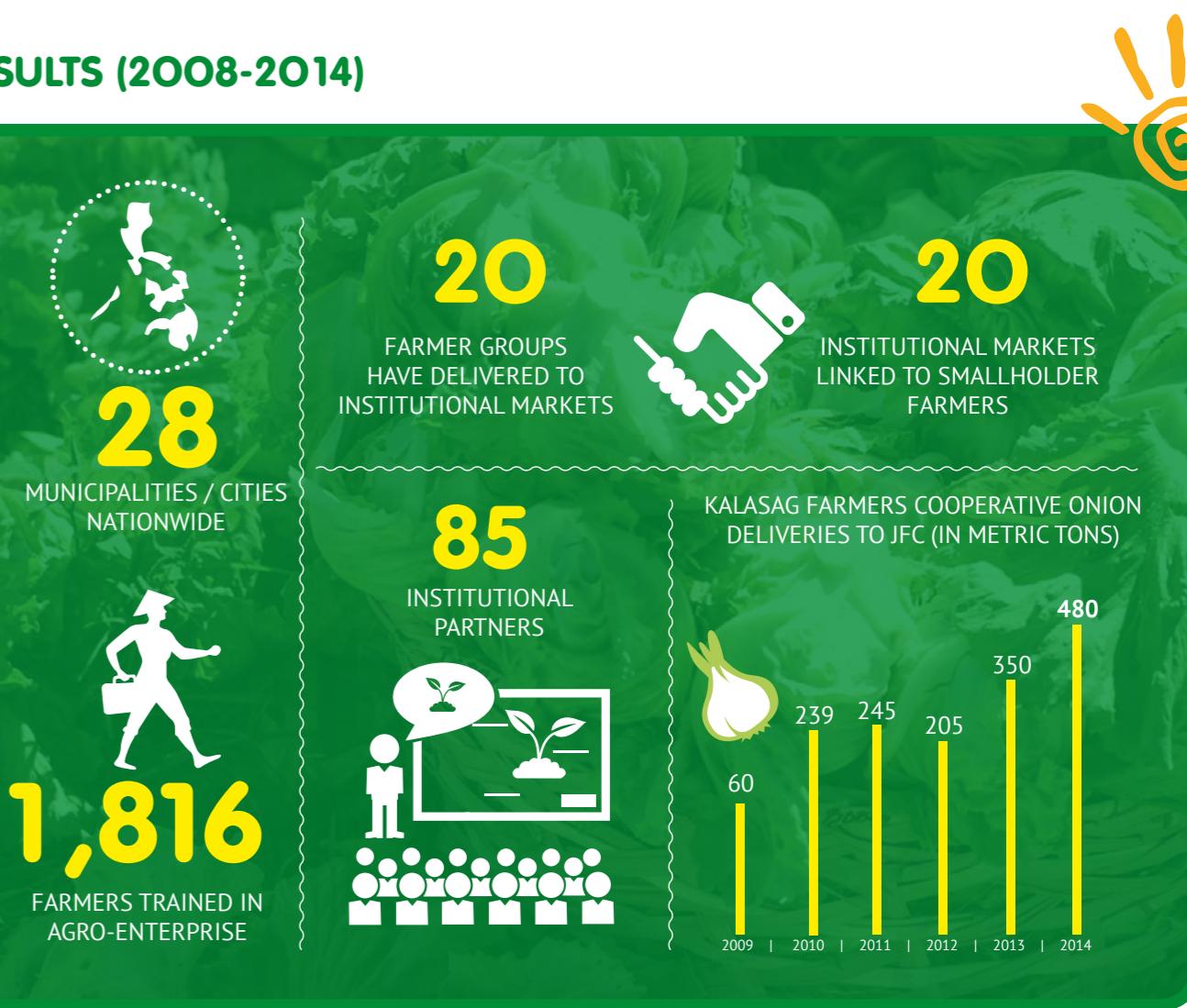
and the National Livelihood Development Corporation. Together, the partnership has assisted 1,816 farmers from 28 sites (municipalities and cities) across the Philippines. The Department of Agriculture and other agencies have also provided assistance in the form of trainings and agricultural inputs.

FEP has provided farmers with direct access to 20 institutional markets, including restaurants, supermarkets and food processors. These buyers are purchasing directly from farmers in Ilocos Sur, Pangasinan, Nueva Vizcaya, Nueva Ecija, Quezon, Oriental Mindoro, Albay, Antique, Iloilo, Negros Occidental, Cebu, Bukidnon, Compostela Valley, Davao Oriental and Agusan del Sur.

Future Direction

The program has also gained interest from other sectors and received international recognition. With the successes and the progress achieved, FEP will continue to expand, in order to help more farmers enjoy direct access to institutional markets. It is JGF's hope that through the program, a new and better relationship between local businesses and farmers across the Philippines will be formed.

RESULTS (2008-2014)



AGRICULTURE



Farmer
Entrepreneurship
P R O G R A M

**FEP FARMERS DELIVER ONIONS,
TOMATOES, BELL PEPPERS, HOT
PEPPERS, AND CALAMANSI USED AS
INGREDIENTS IN SOME OF JFC'S MOST
BELOVED PRODUCTS.**



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[1 to 2] Smallholder farmers are trained on clustering approach and linked to institutional markets to increase their income [3] The 2013 FEP Forum highlighted key success factors in implementing agro-enterprise initiatives [4] JFC leaders and employees together with inclusive business advocates visited FEP farmers in San Jose City, Nueva Ecija [5] FEP farmers attended the JFC Suppliers Summit alongside other big companies



Story 6

LEADING THE COOPERATIVE TO NEW MARKETS

Ma. Elena Limocon
General Manager
Lamac Multi-Purpose Cooperative
Pinamungajan, Cebu

Ma. Elena Limocon arrived at Barangay Lamac, Pinamungajan, Cebu in 1982 as a young Community Health Officer. There were no paved roads, no electricity, and the plumbing and irrigation systems were severely outdated. The residents of Lamac, mostly farmers, also struggled with financial challenges.



"I have been waiting for a good program for our farmers... FEP is a complete package."



Creating a Sustainable Community

In 1986, the Barangay Captain approached Elena to seek her help in finding ways to assist the community. Elena then worked with the barangay to convert the existing Samahang Nayon into the Lamac Multi-Purpose Cooperative (LMPC). Informed by trainings on cooperative management and motivated by the goal to achieve stability and sustainability for the entire community, they established a system that would benefit the farmers and generate income from the harvest.

"Our approach is focused on the farmer's household, not just on individuals," Elena explained. "Once a farmer is a coop member, his whole household experiences all the benefits. These include access to credit, patronage refund, insurance, mortuary assistance and educational support for their children."

Over time, the cooperative steadily grew in membership and size, and expanded beyond Lamac to Pinamungajan, Cebu. The group was recognized by the Land Bank of the Philippines and received financial assistance from the bank's annual award for cooperatives.

By 2012, LMPC's total assets were valued at over 500 million pesos, with ownership of at least 20 active businesses in the Visayas region.

But for Elena, there was unfinished business. "I have been waiting for a good program for our farmers." She was searching for a stable and effective program that would specifically cater to the needs of farmers which comprise forty percent of their 50,000 members.

Towards More Economic Opportunities

In 2013, LMPC applied to become a partner in the Farmer Entrepreneurship Program (FEP) of Jollibee Group Foundation (JGF). According to her, "FEP is a complete package. Farmers receive technical assistance and skills development from Catholic Relief Services, have access to various markets through JGF, and receive additional financial support from microfinance institutions."

It took time to persuade and organize the farmers to join the program, because some of them had not experienced success in previous initiatives. Elena and her team persevered and eventually convinced farmers to take advantage of this opportunity. The first group was composed of four farmer clusters from the towns of Cebu City and Dalaguete in Cebu.

In less than a year, the farmer groups had begun trial deliveries of assorted vegetables to hotels and supermarkets in Cebu. After the institutional markets visited the Hillyland farmers, they increased the volume of their orders, motivating the farmers to work harder and dream bigger.

To sustain their success, LMPC hired additional staff and learned new business processes such as packing procedures so that they can extend help to more of their member farmers.

For Elena, LMPC has come full circle. Through the FEP, small farmers finally have the opportunity to make agriculture a sustainable, long-term business that can support their families and pave the way towards a brighter tomorrow.

As Eugenio Daclanan, a farmer cluster leader from Dalaguete, Cebu said to his fellow farmers, "Our children in the future will know what markets to go to. Because we have started FEP and we are now teaching them. This is for our children, it is them who will till our land in the future."

**Story****7**

REDISCOVERING FARMING

Frank Hugo
*Chairman
Alabat Island Farmers Producers Cooperative
Alabat, Quezon*

Frank Hugo is a calamansi farmer from Alabat Island, Quezon. He is also a member of a farmers' cooperative that counts Jollibee Foods Corporation (JFC) as one of their biggest customers. Although he is content with his business right now, that was not always the case.



"Maligaya na ako sa ginagawa ko. Hindi tulad noon na 'Ayoko nito, magtatabas na naman ako!' Ngayon talagang yakap na. Pero lalo pang sumidhi, tumindi yung gusto ko sa pagsasaka, dahil nakita ko na may patutunguhang maganda."



A Reluctant Farmer

"Yung kinalakihan ko kasi parang nakakabagot na yung lumaki ka sa bukid tapos tatanda ka na rin sa bukid. So nangarap din ako na lumuwas, para umasenso," (When I was growing up, I got fed up with farming. I thought leaving this place was the only way to have a better life.) Frank said.

After high school, Frank joined the military and served for thirty years. After retirement, he found himself back in his hometown with unproductive tracts of farmland. With few opportunities at hand, he decided to go back to farming.

He learned about JGF's Farmer Entrepreneurship Program (FEP) and finally found passion in his work.

Newfound Skills for Agriculture

Through FEP, farmers like Frank were taught valuable skills that enabled them to successfully turn farming into a sustainable business. *"Tinuruan nila kami mag-naman ay kikita rin. Hindi pwedeng ikaw lang. Kailangan ay isipin mo rin yung kapakanan ng kasama mo, ng makukuwenta mo yung lahat ng ginastos mo, para 'pag mag-presyo ka, masasabi mo na hindi ka lughi.*

Yun ang isa sa pinakamagandang tinuro ng FEP. (We learned how to properly account for our expenses. From planting to harvest, we can now determine the total cost of production. That way, when we set a price, we know our profit margins. That was one of the best learnings we got from FEP), said Frank.

The program also linked farmers to institutional markets. At the same time, they received technical support, such as irrigation services, allowing them to plant all year round, thereby increasing yield.

With the help of the local government of Alabat, Frank and the other farmers in the municipality were able to form the Alabat Island Farmers Producers Cooperative.

This enabled them to pool their resources and meet the quality standards and supply volume required by JFC.

According to Frank, it was FEP that strengthened them as a community. It instilled a strong desire to help others. *"Ang mga farmers sa isang kooperatiba dapat sama-sama para lalong maging maganda yung supply, para sila naman ay kikita rin. Hindi pwedeng ikaw lang. Kailangan ay isipin mo rin yung kapakanan ng kasama mo, ng makukuwenta mo yung lahat ng ginastos mo, para 'pag mag-presyo ka, masasabi mo na hindi ka lughi.*

can't just think of yourself. You have to consider the welfare of others), said Frank.

The Fulfilled Farmer Entrepreneur

Frank marvels at how different his farming life is as an entrepreneur. Now, he deals directly with buyers, supplying their needs while ensuring a profitable income for him, his fellow farmers and their families.

But for Frank, the most important thing he received was his newfound passion and pride for his profession. Now, he makes sure that his own children appreciate the work he is doing. He shows them that farming is a viable career choice.

"Maligaya na ako sa ginagawa ko. Hindi tulad noon na 'Ayoko nito, magtatabas na naman ako!' Ngayon talagang yakap na. Pero lalo pang sumidhi, tumindi yung gusto ko sa pagsasaka, dahil nakita ko na may patutunguhang maganda." (I'm finally happy in the farm now, unlike before, I resented the routine. I have embraced it with greater passion and determination to do well since I could see that my work can create a better life for us. Our cooperative now has a promising future ahead.)



Story

8

AGRICULTURAL SUSTAINABILITY FOR AN ENTIRE COMMUNITY

KALASAG Farmers Producers Cooperative
San Jose City, Nueva Ecija

The Filipino farmer's challenges are not limited to planting and harvesting. Finding a steady, sustainable market for their crops is a constant difficulty. The onion farmers of San Jose City, Nueva Ecija understand this very well.



"Maraming nagsabi na hanggang panaginip lang ang Jollibee market para sa magsasaka. Pero, ang laking biyaya ng FEP, maari pala kaming mangarap para sa aming sarili at pamilya."



The Constant Challenges of Farming

"Dati, magtatanim kami pero hindi kami sigurado kung may bibili. Kung masyado maraming supply, bagsak naman ang presyo at lugi kami," (We used to plant crops without us knowing if we would have a buyer. When there's too much supply, the price drops. Sometimes we didn't break even), said onion farmer Wency Gomez. He even remembers a time in 2007 when the price of onions dropped to as low as P1.00 per kilo.

In 2008, Wency and his fellow farmers from San Jose City joined the Farmer Entrepreneurship Program (FEP). Through the program, they were able to establish the KALASAG (Barangays Kaliwanagan and San Agustin) Farmers Producers Cooperative. Immediately applying their new-found FEP skills and resources, they made preparations to become direct suppliers to Jollibee Foods Corporation (JFC).

Their trial delivery in 2009 was a test of their abilities. JFC initially required 90 tons of onions and KALASAG couldn't reach the quota. A substantial portion of their harvests was rejected and some of the crops were damaged by the heavy rains that season. Regardless, the farmers' cooperative took it as a learning experience and persevered.

Undaunted in the Face of Disappointment

They revisited their supply plan with renewed vigor. On their second attempt, they successfully delivered 235 metric tons of high quality onions, exceeding JFC's requirement of 197 metric tons.

KALASAG then sought assistance from the Department of Agriculture to acquire post-harvest facilities, allowing them to meet JFC's demand for increased volume.

In recent years, the farmer collective has experienced growth and prosperity. In 2011, KALASAG began to supply chili peppers to Chowking, another JFC restaurant. In 2014, they were able to increase production, and supply JFC with 480 metric tons of onions.

Reaping and Sharing the Benefits

The economic opportunities that KALASAG experienced have extended to the community. When the opportunity to supply peeled onions to JFC came, they hired women, the elderly, and out-of-school youth to do the peeling. They decided not to mechanize peeling so they can provide the community with more employment opportunities.

Wency believes that FEP has opened many more doors for his community and their cooperative. The farmers were able to pay off debts, send their children to school, and acquire additional productive assets. It gave them a renewed sense of confidence and pride knowing that they are now able to satisfy the stringent quality standards of a global corporation.

KALASAG now serves as an inspiration to other farmers. Wency is often invited as a speaker in various events to talk about their group's experiences. Many visitors also flock to San Jose to witness the success firsthand.

"Maraming nagsabi na hanggang panaginip lang ang Jollibee market para sa magsasaka," (Many have said that directly supplying to Jollibee is an impossible dream for farmers) shares Arnold Dizon, Chairman of KALASAG. *"Nahihirapan na nga ang ibang suppliers, kami pa. Pero, ang laking biyaya ng FEP, maari pala kaming mangarap para sa aming sarili at pamilya."* (If other suppliers had a hard time doing it, how could we? But FEP has been a great blessing. We discovered that we could dream for ourselves and our families.)



Our Programs

Disaster Relief and Rehabilitation

The Global Climate Risk Index 2015 lists the Philippines as one of the countries most vulnerable to weather-related disasters. Every year, communities across the Philippine archipelago face extreme weather, ranging from typhoons and floods to drought and water shortages. Jollibee Foods Corporation and Jollibee Group Foundation have responded to the impact of natural disasters by providing food to survivors, rescue teams and other volunteers. Inspired by their resilience, programs are also implemented to help affected families recover and move towards rehabilitation.

DISASTER RELIEF AND REHABILITATION



Jollibee • Greenwich • Chowking • Red Ribbon • Mang Inasal • Burger King

JOLLIBEE GROUP FOODAID PROGRAM

In 2013, the Philippines suffered through Typhoon Yolanda (Haiyan), one of the strongest storms in recent history.

Thousands of people were affected and struggled to reclaim and rebuild their lives, families, jobs, homes and communities.

In the immediate aftermath of the disaster, Jollibee Group Foundation consolidated its disaster relief and rehabilitation efforts into Jollibee Group FoodAID Program to help in providing timely assistance to the immediate needs of those affected.

Mobile Kitchen and Relief Packs

With the donations raised through the generosity of more than 1,900 donors, which included Jollibee Foods Corporation shareholders, franchisees, stakeholders, employees and loyal customers,

a substantial portion was utilized in immediate relief efforts.

Program volunteers deployed relief goods, facilitated logistical arrangements and set up mobile kitchens in the communities most damaged by the storm. Using a special congee mix developed by the JFC commissary, the mobile kitchens served thousands of meals to affected families.

The remaining funds were used in implementing programs that assisted affected communities recover from the disaster. These initiatives are:

Special School Feeding Program

In 2014, the donations funded a special school feeding program that served lunch to nearly 50,000 students from

over 134 schools in 6 provinces and 16 municipalities three times a week.

Farmer Livelihood Recovery Program

JGF also established the Farmer Livelihood Recovery Program, which assisted 702 farmers in Yolanda-affected areas whose crops and equipment were damaged by the storm. Financial resources, training and market access were provided to the program participants, allowing them to restore their farms, repair their equipment and return to agricultural and economic productivity.

JGF and its partners will continue to assist in disaster relief and rehabilitation through the immediate and efficient deployment of Jollibee Group FoodAID and other relevant programs.



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[1 to 5] With the assistance of JFC employee volunteers, JGF complemented relief packs with mobile kitchens to provide affected families with hot meals [6 to 7] JGF assisted affected farmers in the Visayas to produce food for their family and earn additional income

Story
9

AT THE HEART OF BUSINESS

Willard Chan
Franchisee
Jollibee Foods Corporation
Tacloban City

Willard Chan, an Eastern Visayas Franchisee for the Jollibee Foods Corporation (JFC), is on a mission to change lives. For him, getting into business was not just to earn money. "In the end, it's about improving people's lives."



"To me, it's a complete cycle when you do something inside and outside the store. So people will appreciate that these stores and this brand care for them."



Since 1999, he has opened 12 JFC stores all over Leyte and Samar, providing livelihood to local residents, especially working students. These business offerings changed and improved the landscape of Tacloban and the neighboring regions. He believes that his role as a franchisee goes beyond keeping customers satisfied. His work includes becoming the company's representative for their social responsibility efforts. It was up to him to make people feel that Jollibee cares.

"A lot of people in the local community are well off. Once they see changes in the kids, they are willing to share their resources."

"To me, it's a complete cycle when you do something inside and outside the store. So people will appreciate that these stores and this brand care for them."

Help and Hope in the Aftermath of Disaster

His goodwill and desire to help others became even more evident in 2013, when super typhoon Yolanda devastated Eastern Visayas.

The aftermath of the disaster was a dark time. Missing many loved ones, and without any semblance of order in their lives, people felt hopeless. At a time when his own stores were devastated and store managers and crew members were camping out in the stores, Willard opened

a mobile feeding center with the help of Jollibee Group FoodAID to serve warm meals to survivors.

Willard also pushed to reopen the different store branches one at a time. For him, it was important to restore a sense of normalcy and give people jobs to help them move on from the tragedy.

A Legacy that Matters: Hard Work and Civic Duty

An excellent businessman with a strong sense of civic duty, Willard has been named Jollibee Franchisee of the Year several times. With humility, he continues to serve as an inspiration to other franchisees. He mentors others who ask him for advice about their business challenges and community work.

"All the wealth, all the resources, all of these won't matter in the end. It's only what you have done in this world. There should be something that we can leave behind, a legacy that we have done something while we're here."



Our Strategy

Promoting Partnerships

Jollibee Group Foundation believes that there is an opportunity for everyone to contribute in creating solutions to the country's pressing social concerns. The Foundation has been working with like-minded individuals and organizations to implement programs that bring hope and joy where it is most needed.

The Foundation celebrates its 10th Anniversary with our partners. Their hard work and commitment to our shared vision have enabled the flow of positive change in different communities around the country.



Story

10

THE BUSINESS OF GOOD GOVERNANCE

Marivic Belena
Mayor
San Jose City, Nueva Ecija

"I believe that good governance can never succeed without involving the private sector. The partnership with JGF is an apt example. It shows what people can accomplish when they team up with a government that understands and truly cares for them."



"It's difficult to implement programs at any level if you try to do it alone. It's only when I got into government that I realized the value of involving the private sector," she remarked.

A Passion for Service

Described by colleagues as "results-oriented, systematic and collaborative," Mayor Belena works for nothing but results. It was important, she realized, to harness people's participation. Inspired by the work of the late Naga City Mayor and DILG Secretary Jesse Robredo, she formulated programs that improved employment and education in her city.

"My desire to serve others has always been there but I realized that if you want to serve a lot of people, you have to work in the government," Mayor Belena explained.

Improving School Performance

When Mayor Belena assumed office in 2007, she struggled with the city's high unemployment rate. "The competency requirements of the employers were not met by the applicants. Many were drop-outs and

did not complete formal schooling. Since I had to start somewhere, I thought of starting by improving the access to quality of basic education."

Given that the LGU had limited resources, Mayor Belena formed partnerships with the private sector in order to implement education programs with impact.

Among her first partners was Jollibee Group Foundation (JGF) and its Busog, Lusog, Talino (BLT) School Feeding Program. Mayor Belena found the program highly effective, leading to higher attendance and better school performance.

Helping Farmers Access Institutional Markets

The partnership forged by San Jose City and JGF went beyond the BLT program. The city was selected as a pilot site for the Farmer Entrepreneurship Program (FEP) owing to the city government's collaborative efforts and strong support for its farmers. Through FEP, the KALASAG Farmers Producers Cooperative was formed. From 2009 to 2014, the cooperative successfully supplied more than 1,500

metric tons of onions to the Jollibee Foods Corporation (JFC). These onions from San Jose City have made its way to over 2,000 JFC restaurants nationwide.

"The KALASAG farmers have moved beyond the usual dole out mentality and inherent resistance to new farming technologies. Their strict business dealings with JFC developed among them a culture of discipline and integrity. To comply with JFC's quality and volume requirements, they learned to value continuing education, striving for excellence, being accountable and responsible, and later, the spirit of sharing their experience to fellow farmers," Mayor Belena noted.

San Jose City is now considered one of the Philippines' best onion suppliers. Mayor Belena believes that this is a result of the successful partnership with JGF.

"I believe that good governance can never succeed without involving the private sector. The partnership with JGF is an apt example. It shows what people can accomplish when they team up with a government that understands and truly cares for them. How I wish many more JGFs would come forward and join us as partners in community building."

OUR COVERAGE OVER THE YEARS

EDUCATION

- Busog, Lusog, Talino School Feeding Program

- Project ACE Scholarships

AGRICULTURE

- Farmer Entrepreneurship Program

DISASTER RELIEF AND REHABILITATION

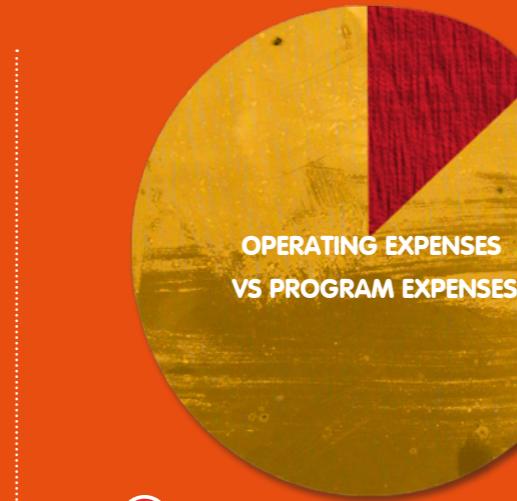
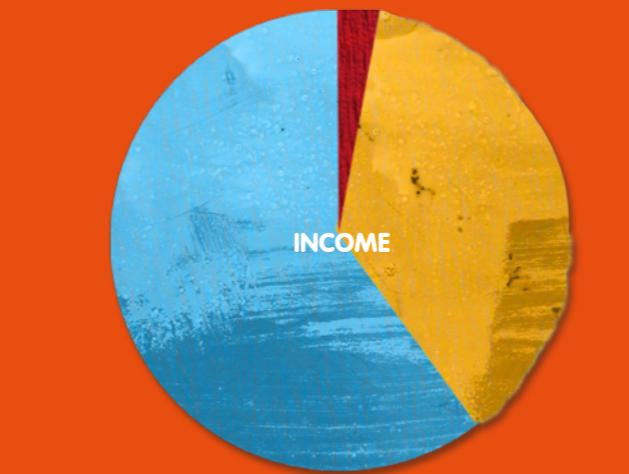
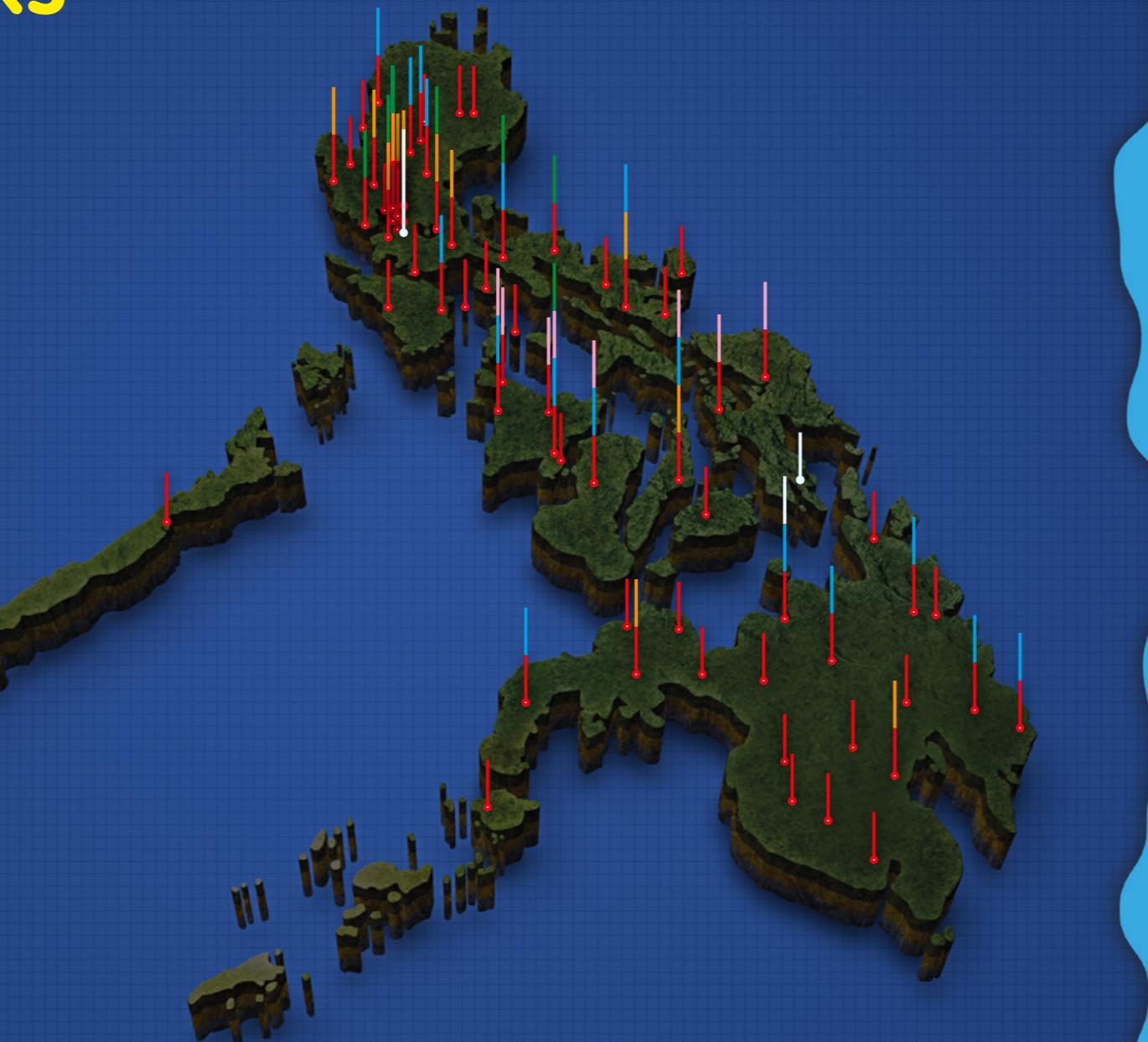
- Jollibee Group FoodAID for Typhoon Yolanda

HOUSING

- Jollibee - Gawad Kalinga Villages

ENVIRONMENT

- Tree Planting and Nurturing



FINANCIAL HIGHLIGHTS

Over the past ten years, Jollibee Foods Corporation, along with other donors, have donated a total of P553,364,876.00 to Jollibee Group Foundation as its contribution to social development.

Of this amount, P432,303,856.00 was spent for the development, implementation and evaluation of programs. Operating expenses accounted for 13% of total expenses.

JFC's financial contribution has been made more potent by complementing it with the vision, commitment and hard work of the program partners and volunteers from the company and the community. Together with the JGF leadership and staff, these resources have resulted in the improved lives of thousands of people across the country, lives defined by dignity, purpose and active participation in nation-building.

OUR JFC FAMILY

Jollibee Group Foundation is grateful to all the Jollibee Foods Corporation (JFC) business units for the support and partnership in implementing corporate social responsibility initiatives.

- JOLLIBEE
- GREENWICH
- CHOWKING
- RED RIBBON
- MANG INASAL
- BURGER KING
- HONG ZHUANG YUAN
- YONGHE KING
- SAN PING WANG
- JOLLIBEE FOODS PROCESSING CHINA
- JFC GROUP INTERNATIONAL OPERATIONS
- JFC GROUP SUPPLY CHAIN
- JFC GROUP CORPORATE FUNCTIONS AND SERVICES



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OUR PARTNERS

Jollibee Group Foundation believes in partnering with various sectors and groups: Non-Government Organizations (NGOs), Local Government Units (LGUs), National Government Agencies (NGAs), other Foundations and business institutions. Our joint experiences and expertise help us develop and implement programs.

A

ABS-CBN Foundation, Inc.
Acornbilt Foods Corporation
Ad Jesum Development Foundation, Inc.
AES Philippines Foundation
Agusan Del Sur State College of Agriculture and Technology
Ahon sa Hirap, Inc.
AIM Scientific Research Foundation, Inc.
Air Solutions Engineering
Aklat, Gabay at Aruga tungo sa Pag-Angat at Pag-Asa
Alabat Island Farmers Producers Cooperative
Alagang Kapatid Foundation, Inc.
Alalay sa Kaunlaran, Inc.
Alcala Onion Growers Multi-Purpose Cooperative
All Asian Countertrade, Inc.
All Media Marketing, Inc.
Alrose Group of Companies
Alternative Systems For Community Development Foundation, Inc.
Amazing Grace Helpline, Inc.
Ang Hortaleza Foundation, Inc.
AOI Ventures Corporation
ApLde.Ap Foundation, Inc.
Araullo University
Arsebet Foods Corporation
Asia-Pacific Policy Center
Association of Foundations Philippines
Association of FPIP Locators, Inc.
Assumption College of Nabunturan
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Ateneo de Davao University
Ateneo de Manila University
Ateneo de Zamboanga University
Aurora State College of Technology
Avanza, Inc.
Avesco Marketing Corporation
Ayala Foundation, Inc.

B

Balay Mindanaw Foundation, Inc.
Bangko sa Balay Foundation, Inc.
Bangon Agusan Del Sur Alang sa Kalambuan, Inc.
Bariri AGAP Farmers Association
Bato Balani Foundation, Inc.
Baton Lusog Vegetable Producers Association
Bayombong Local Education Alliance
Belarsen Foods Corporation
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Betty Bantug Benitez Foundation, Inc.
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C

Cala Foods Corporation
Cansadan-Tubudan Farmers Association
Caoayan Onion Growers and Producers Cooperative
Capas Food Haven Food Corporation
Captive Printing Corporation
CARD Mutually Reinforcing Institutions
Caritas Manila, Inc.
Carriedo Foods Corporation
Catanduanes Colleges, Inc.
Catholic Relief Services
Cavite Ideal International Construction & Development Corporation
Cavite State University
CDO Foodsphere, Inc.
Cenmin Food Chain Corporation
Central Luzon State University
Central Mindanao University
CFC ANCOP - Tekton Foundation, Inc.
CFC Educational Foundation, Inc.
Chevron Philippines
Chiang Kai Shek College
Chowking Franchising Association

D

Christ the King College
Cid Systems Solution Services
Coalition For Better Education
Coastal View Foods Corporation
Coca Cola Foundation Philippines, Inc.
College of the Immaculate Conception
Conrado & Ladislawa Alcantara Foundation, Inc.
Conrey Specialty Foods, Inc.
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Contract Packaging Corporation of the Philippines
Cooperative Bank of Nueva Vizcaya
Cor Jesu College - Br. Polycarp iComDev Foundation, Inc.
Cottolengo Filipino, Inc.
Crystal Blue Enterprises, Inc.
CSR Asia, Inc.
CST Ref and Aircon Electrical & Kitchen Equipment Repair Services
Cybersoft Content Services, Inc.
Cyma Greek Taverna Boracay Corporation

H

Don Bosco Technical College
Don Honorio Ventura Technological State University
Don Jose Susteger Monfort Memorial College
Double Dragon Properties Corporation
DSL GAM Enterprise
Durog United Small Farmers Association
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E

E.G. Maniebo Pictures & Frames Services
East-West Seed Philippines
Easy Eight Resources Corporation
Eduardo "G" Foods Corporation
ERDA TECH Foundation
Ergo Philippines, Inc.
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I

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Iloilo Goodwill
Indang Tri-L Foods Corporation
Independent Living Learning Center
Injap Supermart
Isapa Farmers Association

J

Jays for Jay, Inc.
Jean Paul Foods Corporation
JEM Foods Corporation
Fly Ace Corporation
Food and Nutrition Research Institute
Food from Thin Air, Inc.
Food Perfect Corporation
John B. Lacson Colleges Foundation
John B. Lacson Foundation Maritime University
Jolli-M Foods Center, Inc.
Jose Rizal University

K

Kaanib Foundation, Inc.
Kabisig ng Kalahi Foundation, Inc.
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Kalahan Educational Foundation
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Kalinga Mission For Indigenous Children And Youth Development, Inc.
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Divine Word College of Legazpi
DMT Kitchen Equipment Repair Inc.
Don Bosco College, Laguna

L

La Frutera, Inc.
La Salle University - Ozamis

G

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PROJECT COORDINATOR

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WRITERS

Evident Strategic Research & Consulting

Cristina Pavia

Kara Santos

JGF AND PROGRAM LOGOS DESIGN

Cheryl Tancaktiong

FEATURED PHOTOGRAPHER

Ben Chan, blacksheep PHOTOGRAPHY

LAYOUT & BOOK DESIGN

Publicis JimenezBasic



Jollibee Group Foundation, Inc.

6/F Jollibee Plaza Building
10 F. Ortigas Jr. Avenue
Ortigas Center, Pasig City
Philippines

Jollibee Group Foundation (JGF) is the social responsibility arm of Jollibee Foods Corporation, the largest restaurant company in the Philippines. JGF supports food related programs for the community in alignment with Jollibee Foods Corporation's vision of spreading the joy of eating to everyone.

