



 **Jollibee Group  
FOUNDATION**

**ACCOMPLISHMENT  
REPORT 2017**

**Jollibee Group Foundation (JGF)** is the social responsibility arm of Jollibee Foods Corporation (JFC), the Philippines' largest food service company and Asia's largest restaurant company which includes Jollibee, Greenwich, Chowking, Red Ribbon, Mang Inasal, Burger King Philippines, Yonghe King, and Hong Zhuang Yuan.



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

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

challenging but surmountable uphill journey of community development.

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

## Our Vision

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

## Our Mission

Together with our partners, we help communities through:

- Improved access to **Education** for the youth
- **Livelihood** programs for 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. Speed with Excellence and Integrity are the basis of our endeavors. These guide our behaviour as a group of companies, as individuals, as Filipinos and as an inseparable part of a greater community.

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

## Our Approach

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

### Think in Systems

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

### Harness Core Strengths

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

### Work Collaboratively

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



**Farmer  
Entrepreneurship  
PROGRAM**



## Farmer Entrepreneurship Program (FEP)

Filipino farmers work hard everyday, producing food for the country while trying to sell enough to make a living for their families. But there is always the uncertainty of who will buy their produce and at what price.

This is where the Farmer Entrepreneurship Program (FEP) comes in.

FEP enables smallholder farmers to supply institutional markets such as Jollibee Foods Corporation (JFC). This means that the vegetables needed to produce JFC's delicious burgers, rice meals, pizzas and pastas, now come directly from farmers.

Since 2008, FEP has partnered with various organizations to train smallholder farmer groups on agro-entrepreneurship, building their capacities to supply vegetables in a manner that meets the standards and requirements of corporate buyers while ensuring farmers make a profit.

Through FEP, farmers transform into well-equipped agro-entrepreneurs.





## FEP HIGHLIGHTS

1

Farmers from Lamac Multi-Purpose Cooperative delivered cabbage, pechay, baguio beans, sayote, and spring onions to 20 Chowking stores in Mandaue, Mactan, and Lapu-lapu in Cebu

2

STI Foundation partnered with JGF to develop the curriculum for FEP training of agro-enterprise facilitators, who will then train farmer groups. *In photo, left to right: JFC and JGF Chairman,*



3

*Tony Tan Caktiong; Chairman of STI Education Services Group, Eusebio H. Tanco; JGF President, Grace Tan Caktiong; and President and CEO of STI Education Services Group, Monico V. Jacob*



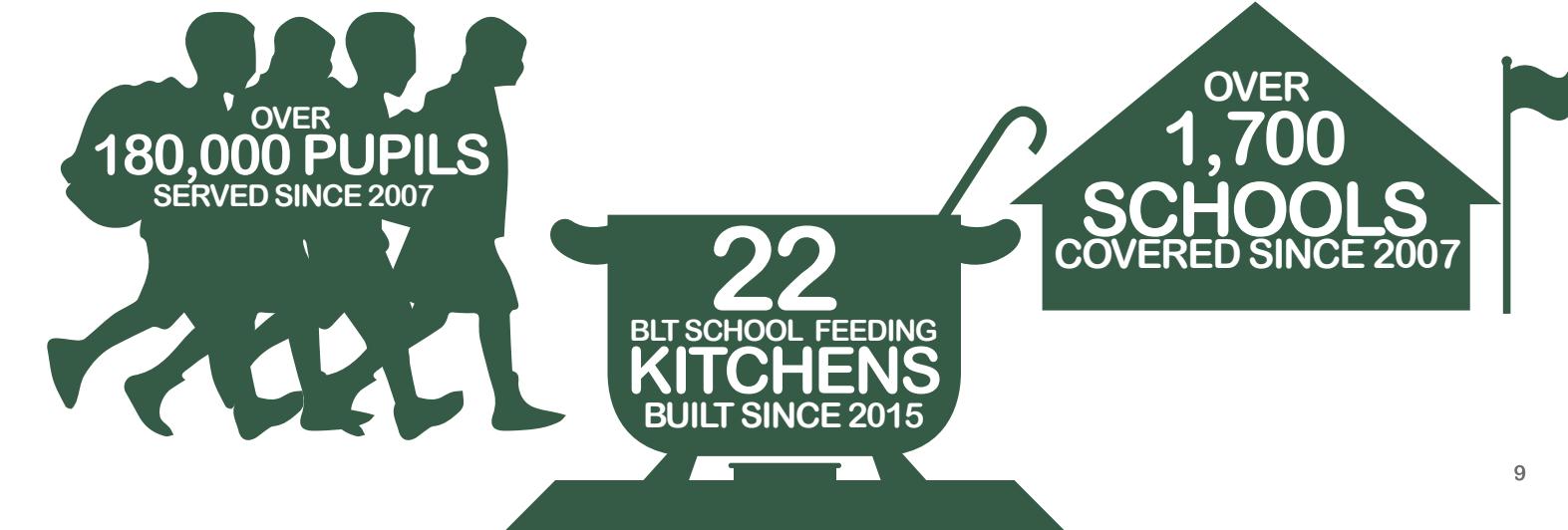
## Busog, Lusog, Talino (BLT) School Feeding Program

Hunger and malnutrition often lead to dropouts among public school pupils. It may take a village to raise a child, but what will it take to nourish them?

Jollibee Group Foundation (JGF) addresses this through the BLT School Feeding Program. Established in 2007, it provided daily lunch to children across the country to help them stay in school.

To support the Department of Education's School-Based Feeding Program, JGF started to build BLT School Feeding Kitchens in 2016, which centralize the preparation of meals that are distributed to surrounding schools, feeding hundreds of pupils per kitchen, with less time and effort.

Nourishing pupils is best accomplished when different stakeholders work together to serve the common goal of seeing students well-fed, healthy, and inspired to learn.





## BLT HIGHLIGHTS

1

The BLT School Feeding Kitchen in Sipalay, Negros Occidental, was inaugurated in 2017, becoming 1 of 22 BLT Kitchens across the country

2

JGF also teamed up with DepEd to cascade the BLT Standards on food safety, accountability and community ownership to its Division Offices



3





## ACE Scholarship Program

Most Filipinos believe that tertiary education is a golden ticket to a good job and a brighter future. But for a lot of youth, especially those belonging to low-income families, gaining employment could still be a distant dream.

The ACE Scholarship Program helps to close this gap by putting a premium on the youth's employability. ACE stands for "Improving Access, Curriculum, and Employability".

Since 2005, Jollibee Group Foundation (JGF), has partnered with different schools to provide technical vocation and college scholarships to underprivileged but deserving youth. In addition to financial support, scholars acquire the necessary skills that will prepare them for the workplace through internships with the company's service providers and stores. Scholars also undergo life skills trainings to further sharpen their abilities to match what employers seek among graduates.





## ACE HIGHLIGHTS

1

In the Matalas na Alas Life Skills Workshops facilitated by PETA, ACE scholars experienced what it is like in a workplace through role-play exercises

2

An ACE scholar from Don Bosco wrote "No matter the challenges... be yourself, be who you are" in his "lifeline", an artistic depiction of his life influences and goals in "Matalas na Alas"

3

In "Kamustahan Sessions", ACE scholars share their dreams of providing a better life for their families and giving back to their communities



## Jollibee Group FoodAID

Access to food and other basic necessities is threatened when roads and infrastructure are damaged or destroyed during disasters.

Jollibee Group FoodAID, the disaster response program of Jollibee Foods Corporation (JFC) and Jollibee Group Foundation (JGF), applies practical solutions to address this. Congee mix packs, developed by the JFC commissary, are stored and prepositioned in vulnerable areas to ensure access to hot meals when disaster strikes. At the onset of relief operations, distribution of rice and food packs follow in coordination with local partners and local government units.

In 2017, JGF provided food assistance to a total of 26,665 individuals affected by Typhoon Niña in Region 4 and 5, flooding in Davao del Norte, and Earthquakes in Surigao, and Ormoc.

During the Marawi City crisis, Jollibee Group FoodAID mobilized JFC and franchisee employee volunteers to distribute relief packs and rice to 750 families. BLT Kitchens in Iligan City served 1,300 meals in evacuation centers. Partnerships with other institutions facilitated the distribution of uniforms and school kits for 5,000 displaced pupils.

In December, JGF collaborated with the members of the JFC family to bring gift packs containing toys, books, hygiene kits and pastries to help spread cheer to more than 1,300 school children in Marawi.



## 2017 HIGHLIGHTS

**1**  
JGF worked with Double Dragon Properties Corp. in improving access to education by donating one classroom each, in schools in Guimaras, Capiz, and South Cotabato

**2**  
Jollibee Franchisees Association (JFA) Board of Trustees visited JGF partners to explore how they can provide assistance. JFA donated P5.5 million from the sales of Jollibee dolls to help train youth farmers

**3**  
To celebrate the opening of the 1,000<sup>th</sup> Jollibee store, Jollibee Foods Corporation donated P10 million to train 1,000 youth farmers. *In photo, left to right: JFC and JGF Chairman, Tony Tan Caktiong; JGF President, Grace Tan Caktiong; and youth farmers, Lawrence Catabay and Rowel Lopez*

**4-6**  
JFC employees stepped out of their offices to volunteer in various activities including food safety trainings for BLT Kitchen parent volunteers, mangrove reforestation and tree planting, and Brigada Eskwela

7



10



11



8



9



12



## 2017 HIGHLIGHTS

7

JGF implemented the **FEP Youth Challenge** to engage university students in developing innovative solutions for smallholder farmer entrepreneurs. 20 student teams from 7 schools and universities participated

8-9

**Youth Challenge** teams consulted with smallholder farmers and presented their projects to subject matter experts to secure grants for implementation

10-12

JGF piloted **FEP Agri Yo**, an agro-entrepreneurship training program for 1,000 youth farmers nationwide to raise the next generation of farmer entrepreneurs and promote the country's agriculture sector

**LEGEND:**



Farmer  
Entrepreneurship  
Program



Busog, Lusog,  
Talino School  
Feeding Program



ACE  
Scholarship  
Program



Jollibee Group  
FoodAID

**COVERAGE:**



Ilocos Sur  
Ifugao  
Benguet  
Pangasinan  
Nueva Vizcaya  
Nueva Ecija  
Laguna  
Quezon  
Albay  
Mindoro  
Cebu



La Union  
Tarlac  
Bulacan  
NCR  
Rizal  
Sorsogon  
Bohol  
Cebu  
Negros Occidental  
Zamboanga del Norte  
Lanao del Norte  
Sultan Kudarat  
North Cotabato  
South Cotabato  
Davao  
Davao del Norte



Ilocos Sur  
Benguet  
Nueva Ecija  
Bulacan  
NCR  
Rizal  
Sorsogon  
Bohol  
Cebu  
Negros Occidental  
Zamboanga del Norte  
Lanao del Norte  
Sultan Kudarat  
North Cotabato  
South Cotabato  
Davao  
Davao del Norte



Quezon  
Albay  
Leyte  
Surigao  
Davao del Norte



**2017  
GEOGRAPHICAL  
COVERAGE**

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Executive Director



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Jollibee Group Foundation is the social responsibility arm of Jollibee Foods Corporation, the Philippines' largest food service company and Asia's largest restaurant company which includes Jollibee, Greenwich, Chowking, Red Ribbon, Mang Inasal, Burger King Philippines, Yonghe King, and Hong Zhuang Yuan.

