



ACCOMPLISHMENT REPORT 2018



**Jollibee Group
Foundation (JGF)**

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

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



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

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

the challenging but surmountable uphill journey of community development.

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

Our Vision

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

Our Mission

Together with our partners, we help communities through:

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

Our Values

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

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

Our Approach

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

Think in Systems

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

Harness Core Strengths

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

Work Collaboratively

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



Farmer Entrepreneurship Program (FEP)

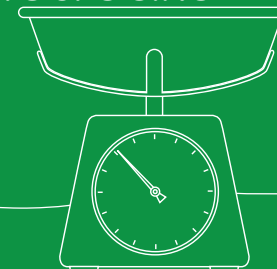
Jollibee Group Foundation, together with partners, established FEP in 2008 to help smallholder farmers improve their income by linking them to corporate buyers such as Jollibee Foods Corporation (JFC). On its 10th year, the program continued to scale up its efforts by adding 11 potential new sites to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

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

15 FARMER GROUPS DELIVERING VEGETABLES TO JFC IN 2018

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

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





Engaging the Youth in Agriculture

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

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



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

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



FEP HIGHLIGHTS

1-2

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



3

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



Busog, Lusog, Talino (BLT) School Feeding Program

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

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

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

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



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



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





Expanded Use of BLT School Feeding Kitchens

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

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



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

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



BLT HIGHLIGHTS

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

2-3 JGF, DepEd, and the City Government of Antipolo inaugurated the BLT Kitchen in Juan Sumulong Elementary School, Antipolo City—the biggest kitchen to date with two floors

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



Access, Curriculum, and Employability (ACE) Scholarship Program

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

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

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





1

DON BOSCO
AGRO-MECHANICAL TECHNOLOGY CENTER
DIOCESE OF LEGAZPI



2



3



4

ACE HIGHLIGHTS

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

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

3 Karl Ticon, an ACE scholar at Don Bosco Training Center in Mati City, received the Model Bosconian of the Year, an award given to the most outstanding graduate in both academic performance and Bosconian values

4 Bryan Estillore was an ACE Scholar with dreams of working abroad, until he learned about organic agriculture and stayed to become an instructor at Don Bosco Training Center in San Jose City, Nueva Ecija



Jollibee Group FoodAID

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

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



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

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

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



2018 HIGHLIGHTS

1-2
The FEP Farmers' Market drew hundreds of JFC employees who purchased fresh produce and other food items from smallholder farmers

3
JFC employees participated in a voluntour at a BLT School Feeding Kitchen to learn about the program and help serve meals to pupils

4-6
JFC employees were among the eager volunteers during the annual *Brigada Eskwela* program

7
Volunteers from Jollibee Worldwide Services - Logistics planted coffee, cacao, and guayabano seedlings at the Malabanan Watershed in Laguna

8
DoubleDragon Properties Corp. supported JGF's #ShareABookShareTheChristmasJoy campaign, which gifted public elementary schools with story books to help pupils learn better

LEGEND:

Farmer Entrepreneurship Program



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

Busog, Lusog, Talino School Feeding Program



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

ACE Scholarship Program



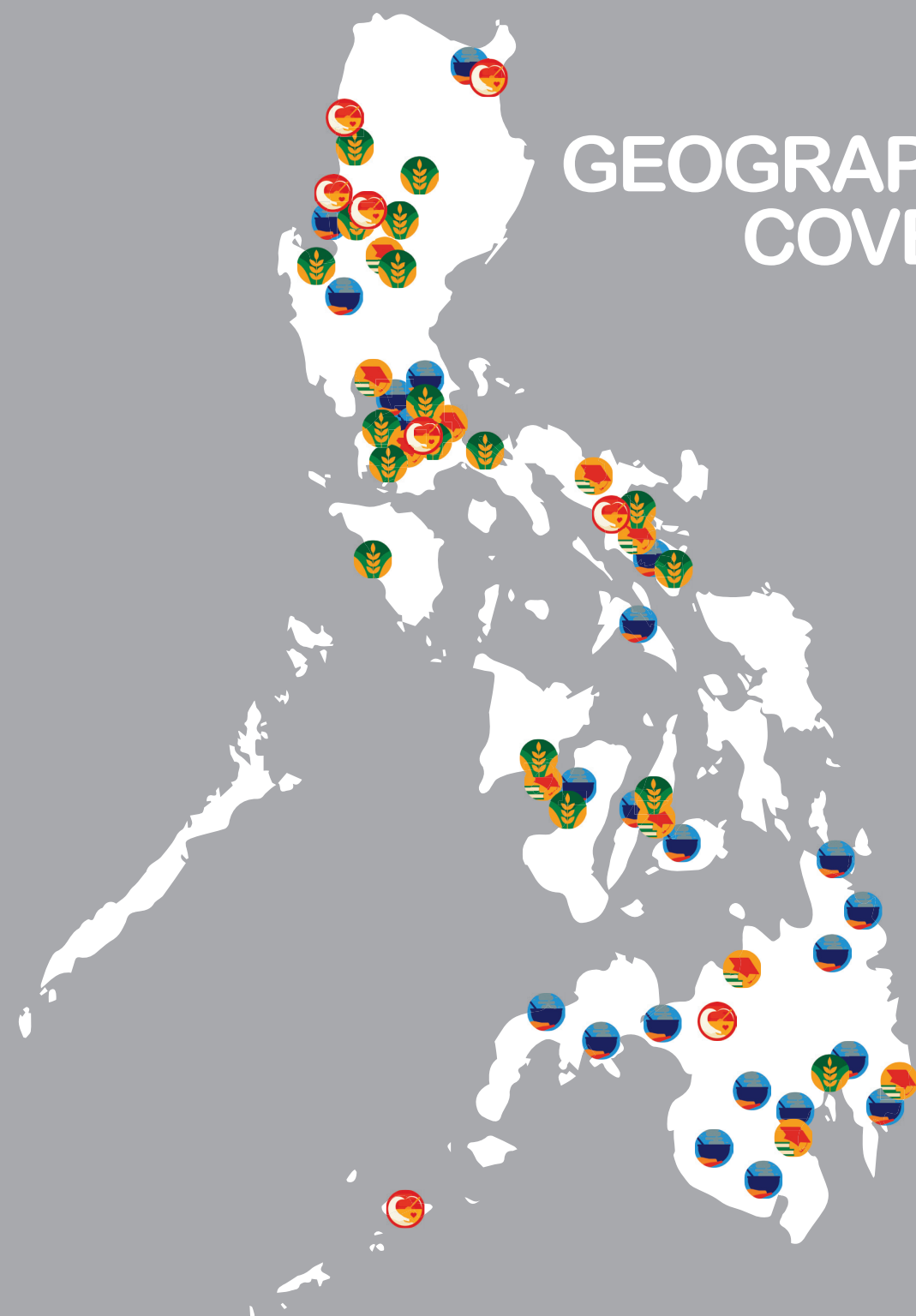
Albay
Cebu
Davao del Sur
Davao Oriental
Iloilo
Laguna
Misamis Oriental
Naga
NCR
Nueva Ecija
Pampanga

Jollibee Group FoodAID



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

2018 GEOGRAPHICAL COVERAGE



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Jollibee Group Foundation, Inc.

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

Phone: (02) 688-7133

E-mail: foundation@jollibee.com.ph

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