



Accomplishment Report

2020



Jollibee Group Foundation

Jollibee Group Foundation (JGF) is the social responsibility arm of the Jollibee Group, one of the fastest growing Asian restaurant companies in the world. JGF promotes food access by implementing programs on agri-entrepreneurship, education, and disaster response, together with partner organizations and communities nationwide.

About the JGF LOGO

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

The Hill

represents the challenging but surmountable uphill journey of community development.



The Rising Sun

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

The Stones

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



Our

Vision

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

Our

Mission

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

Our

Values

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

We build capacities in communities and forge partnerships with other organizations to ensure that our programs are strategic and sustainable.

Our

Approach

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

HARNESS CORE STRENGTHS

Intrinsic in the programs we implement are the values, systems, tools, and expertise of the Jollibee Group that are of benefit to communities. The company's quality standards have been applied in the Busog, Lusog, Talino School Feeding Kitchens and FoodAID program.

The Farmer Entrepreneurship Program promotes inclusive business with the access it provides smallholder farmers to become direct suppliers of the Jollibee Group.

THINK IN SYSTEMS

To understand social issues, we look beyond the presenting problem and consider the patterns and structures underlying the issue. For instance, hunger encompasses not only food supply availability but also the level of household incomes and effective coordination of social programs and services.

Our approach fuels the creation of innovative solutions that deliver lasting impact for communities and influence potential systemic change.

WORK COLLABORATIVELY

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

Being a Force for Good

In 2020, JGF's mission was put to the most difficult test. As the country grappled with several calamities and a global pandemic, hunger among low-income families grew more pervasive and persistent.

Called to serve in an unprecedented time, JGF had to adjust resources and targets, refocus on new priorities, and meet emerging challenges. With creativity, agility and innovation, we successfully concluded the toughest year yet with a renewed sense of purpose, passion and energy.

By "success," we mean staying true to our mission, and fully harnessing the resources and passionate partners we were privileged to work with, to help nourish lives and realize our vision.

Jollibee Group FoodAID

OVER P300M

worth of food assistance
mobilized



5.5 MILLION MEALS

served to frontliners and families



82 NGO PARTNERS

helped bring meals to
communities



The Philippine Commission for the Urban Poor distributes Chicken Guisado and vegetables to families in Caloocan City

FoodAID is Jollibee Group's disaster response program. It aims to ensure that calamity-affected communities have immediate access to food. The program harnesses Jollibee Group's research and development expertise to produce food items that are easy to prepare and store.

2020 Highlights

In 2020, much of JGF's resources were poured into FoodAID, as the Jollibee Group responded to calls for food donations in the wake of disasters. In January, the Taal volcano eruption displaced families in Batangas and Cavite. Before long, JGF had activated its partners to bring hot meals, food packs and hygiene kits to 19,000 affected families. In Ibaan, Batangas, JGF brought together local government, community and education partners to set up and operate a community kitchen to feed 500 families everyday for 30 days.

The imposition of community quarantine in March and the need for food support for frontliners and low-income communities led JGF to quickly organize a food distribution network. This involved the Jollibee Group commissary, JFC restaurants, hospital kitchens, local NGO partners and community kitchens. Over 100 Jollibee Group employees volunteered in shifts to process meal requests. The commissary dispatched food items to partner community kitchens and organizations for cooking or distribution to families who lost their livelihood. The Research and Development team created low-cost, delicious and nutritious ready-to-cook food products that families can easily prepare in times of disasters. On the ground, over 80 NGO and community partners helped identify donation recipients, and cook or distribute the meals. By December, JGF had mobilized over 5.5 million meals.

JGF partners in its other programs also pitched in. Anihan Technical School sent trainees and scholars to help prepare meals in the FoodAID Community Kitchen in Batangas. They also distributed ready-to-cook meals to families in Laguna. Don Bosco Philippines also linked JGF to beneficiary families, deploying food packs to individuals affected by the lockdown and Typhoon Rolly. In Sipalay City, Kapalong, and Iligan City, Busog Lusog Talino (BLT) School Feeding Program Kitchens were activated to cook for frontliners and communities in need.

Stories



Empowering Micro-enterprises, Nourishing Communities

The pandemic brought with it a host of social and economic issues, including growing and persistent hunger because of lost jobs and sources of income. In April, realizing that the situation called for coordinated response, JGF worked with a group of non-government and private sector organizations for a major collaborative...

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Getting Creative with Chicken Guisado

JGF's disaster response experience has consistently shown how something simple like a decent meal can help one regain their dignity and confidence to recover. Driven by this motivation, Jollibee Group has consistently come up with food packs that meet the stringent requirements of disaster response: long shelf life, quick and...

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Feeding the Frontliners

At the start of the pandemic, San Lazaro Hospital (SLH) in Manila was among the few hospitals that admitted COVID-19 cases. As such, the Philippines' oldest hospital was also among those that bore the brunt of the pandemic early on. SLH personnel went through a difficult time, recalled SLH spokesperson...

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Cooking for the Community

Like clockwork, around 20 volunteers would show up every day at a FoodAID Community Kitchen in Ibaan, Batangas. In the aftermath of the Taal Volcano eruption, these volunteers had an important mission: to serve lunch and dinner to 500 displaced families in the temporary resettlement area. The Community Kitchen was...

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Help provide meals for more families!



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Empowering Micro-enterprises, Nourishing Communities

The pandemic brought with it a host of social and economic issues, including growing and persistent hunger because of lost jobs and sources of income. In April, realizing that the situation called for coordinated response, JGF worked with a group of non-government and private sector organizations for a major collaborative program called "Project Karinderya."

Led by [KASAGANA-KA Development Center, Inc.](#) and [Kabuhayan sa Ganap na Kasarinlan Credit and Savings Cooperative](#), Project Karinderya aimed to feed urban poor families affected by the lockdown, while spurring economic activity by tapping *karinderyas* that were forced to close down. Under the program, families were provided with food vouchers that they were able to use to purchase meals from partner *karinderyas* in their community. JGF contributed its expertise by training *karinderya* owners on food preparation, food safety and customer service. With support from Temasek Foundation, and the German Federal Ministry for Economic Cooperation and Development (BMZ) and DEG (German Investment Corporation), over 230 *karinderyas* got back on their feet and 4,600 families were nourished with nutritious meals.





Getting Creative with Chicken Guisado

JGF's disaster response experience has consistently shown how something simple like a decent meal can help one regain their dignity and confidence to recover. Driven by this motivation, Jollibee Group has consistently come up with food packs that meet the stringent requirements of disaster response: long shelf life, quick and easy to prepare, nutritious, and inexpensive to produce.

In 2020, two new products were added to the FoodAID Program: the Chicken Guisado and Beef Meatballs, both of which were distributed to affected families. In Metro Manila and in COVID-19 hotspots in Laguna and Cavite, 23,000 families received these provisions through the Presidential Commission on the Urban Poor (PCUP) in December alone. For PCUP, it was encouraging to see the many Chicken Guisado recipes that have come out of beneficiaries' kitchens. From soups to spring rolls, cooking real meals brought back normalcy to these families.





Feeding the Frontliners

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SLH personnel went through a difficult time, recalled SLH spokesperson Dr. Ferdinand de Guzman. With the lockdown in place, personnel who had no means of transportation had to sleep in the hospital so they could be present for work. Because stores were closed, there was also nowhere to buy food.

Chowking was quick to send ready-to-eat meals to SLH when the lockdown started. Aside from the 3,000 meals served to medical frontliners in SLH, Jollibee Group also sent food packs that SLH prepared in its kitchen to feed 6,000 staff, patients, and watchers. Dr. De Guzman acknowledged all these helped sustain them during the difficult time.





Cooking for the Community

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The Community Kitchen was set up by JGF. It was sustained through the collaboration of the Provincial Local Government Unit of Batangas and its Provincial Social Welfare and Development Office (PSWDO), Anihan Technical School that provided professional training to volunteers, Bangko Kabayan, and volunteer cooks and kitchen helpers from the community.

Sherlyn Villanueva and Edwina Bolo were among the volunteers who lost their livelihood but found purpose in cooking for the evacuees. Both are thankful for the skills that they learned from their kitchen training, and the opportunity to help rebuild the community.





DONATE NOW

Help us provide meals for more Filipinos in need.
Any amount will go a long way!

STEP 1

Donate through any of these channels

BANK TRANSFER

Account Name:
Jollibee Group Foundation

Metrobank:
473-7-473-01406-4
SWIFT Code: MBTCPHMM

RCBC:
1253-10519-0

PAYMAYA

**CLICK TO DONATE
THRU PAYMAYA**

or scan thru
the PayMaya app



GCASH

SCAN to donate



GRAB REWARDS

Donate your GrabRewards
points via the Grab app.

- 1 Meal** - 300 points
- 2 Meals** - 550 points
- 3 Meals** - 820 points
- 4 Meals** - 1,080 points

STEP 2

Confirm your donation

CLICK HERE

This is to help us properly account and
acknowledge your donation.

Follow **Jollibee Group Foundation on Facebook** to get
updates on the Jollibee Group FoodAID - COVID-19 response.
(see website for reference)



Farmer Entrepreneurship Program (FEP)



17 FARMER GROUPS
deliver vegetables to Jollibee Group



7K METRIC TONS
of vegetables delivered to
Jollibee Group since 2009



P300M
worth of sales to
JFC since 2009

A hot pepper farmer learns about pest management through a mobile app.

Smallholder farmers remain at the heart of JGF's work. JGF acknowledges their role in providing food for Filipinos through its flagship, the Farmer Entrepreneurship Program (FEP). As such, the comprehensive agro-entrepreneurship program engages partners to help organize small-scale farming communities all over the Philippines, sharpen their technical skills and business acumen, and link them with institutional markets for increased and steady income.

Through FEP, JGF hopes to contribute to boosting the agriculture industry by empowering farmers to pursue bigger opportunities. Since 2008, FEP has helped multiple farmer groups to rediscover the joy in farming, emboldened them to dream of better lives, and provided them with the tools to make this happen.

2020 Highlights

In 2020, our partner farmers redefined resilience in many ways.

Despite the lockdown restrictions, FEP's farmer groups managed to fulfill delivery commitments to JFC, delivering 800 metric tons for the whole year. Through JGF's help, farmer communities also gained access to other institutional markets and online markets. This helped reduce their vulnerability to the impact of the pandemic.

The pandemic restrictions forced us to migrate learning opportunities for our farmers and partners to online digital platforms. Embracing the change, they eagerly participated in our online coaching and learning programs.

Even with their own difficulties, farmer groups and other partners found the opportunity to pay it forward, pooling resources and volunteering their services to help hardest-hit communities.

Stories



Keeping Commitments

In Pangasinan, the Alcala Onion Growers Multi-Purpose Cooperative (AOGMPC) surmounted the challenges brought about by the community quarantine, including difficulties in securing farming supplies. AOGMPC is among the suppliers of white onions used in the best-selling Jollibee burger steak and Greenwich pizzas. The thought that they were providing crucial support...

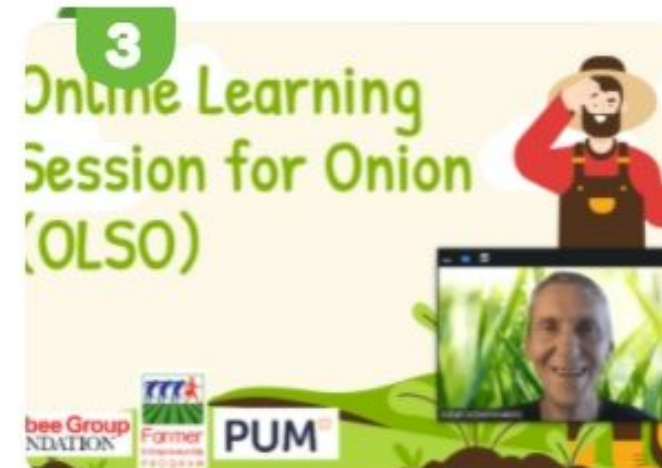
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Inspiring Hope

In 2020, some of JGF's partner beneficiaries stepped up to bring help to families and communities who were greatly in need. In December, Typhoon Ulysses brought torrential rains that left many parts of Luzon submerged and isolated. In Rizal, the Dumagats of Daraitan were among the hardest hit, and their...

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Staying Connected

The Lourdes Multi-Purpose Cooperative in Occidental Mindoro had a banner year in 2019 when, with JGF's assistance, it was able to supply 270 tons of white onions to Jollibee Group. Its prospects changed drastically when the pandemic, as well as multiple typhoons hit in 2020 and affected member-farmers' production capacity....

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The thought that they were providing crucial support for Jollibee Group's continued operations gave AOGMPC farmers purpose and motivation. By fulfilling their delivery commitments, they knew that they were helping sustain medical frontliners that the Jollibee stores were serving, said AOGMPC's manager Gregorio Quintela.

Quintela called it "*sigasig*," that vigor and diligence to achieve a particular end. For AOGMPC farmers, this required innovating to address whatever challenges emerged. When fertilizers went out of supply because of pandemic restrictions, Gregorio produced vermicast from earthworms and organic fertilizers from animal waste to sustain their crops. In times of uncertainty, AOGMPC farmers are grateful for the sense of stability that their business with Jollibee provides.





Inspiring Hope

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In December, Typhoon Ulysses brought torrential rains that left many parts of Luzon submerged and isolated. In Rizal, the Dumagats of Daraitan were among the hardest hit, and their remote location made them inaccessible to relief providers. Thanks to partner NGO Ahon sa Hirap, Inc., Jollibee Group FoodAID congee and juice packs reached the Dumagats, providing hot meals to 140 affected families.

For their part, farmers from the Alcala Onion Growers Multi-Purpose Cooperative pooled funds to donate to Jollibee Group's FoodAID efforts. They also gave sacks of rice to the Department of Agriculture Region I for relief efforts in Bicol. Despite losses from their own destroyed crops, the farmers said they were still blessed to be sleeping on dry land, and felt compelled to come to the aid of those who had it tougher.



Online Learning Session for Onion (OLSO)



Staying Connected

The Lourdes Multi-Purpose Cooperative in Occidental Mindoro had a banner year in 2019 when, with JGF's assistance, it was able to supply 270 tons of white onions to Jollibee Group. Its prospects changed drastically when the pandemic, as well as multiple typhoons hit in 2020 and affected member-farmers' production capacity. Out of their target of 400 tons, they were only able to supply 70 tons because of challenges in supply and mobility restrictions, among other factors.

Despite the losses, Jude Tria, pioneer member and trainer at the cooperative, credits the experience for many lessons learned. JGF's continued support, including the conduct of online training on new farming techniques and technology, made all the difference during the pandemic. For the Lourdes farmers, JGF's commitment to their welfare during these tough times, including their efforts to remain connected, has taken the partnership to a whole new level. "We felt like we were not just suppliers, but part of the Jollibee family," Tria said.





Access, Curriculum and Employability (ACE) Scholarship Program

Over 2,200
scholars since 2005



Over 970
agri tech-voc scholars since 2016



117 QSRO
scholars since 2018



Under Access, Curriculum and Employability (ACE), JGF has partnered with technical-vocational skills training institutions to train indigent out-of-school students in technical-mechanical courses, agro-entrepreneurship, and quick service restaurant operations. Scholars are also given on-the-job training opportunities in JGF's industry partners and Jollibee Group's strategic business units.

2020 Highlights

While the lockdown restrictions affected program implementation in 2020, ACE was still able to graduate 66 Quick Service Restaurant Operations (QSRO) scholars through its partner, Anihan Technical School.

Meanwhile, 22 QSRO scholars in Anihan; 380 Agro-entrepreneurship and 120 Mechanical scholars in various Don Bosco schools in different parts of the country are expected to complete their training in 2021.



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Ma. Socorro "Marissa" Camacho
(1953-2021)

We mourn the loss of Marissa Camacho, JGF Trustee and our first Executive Director. She was instrumental in the establishment of JGF, in setting its direction and guiding the Foundation work in the past 15 years. We are profoundly grateful for her valued contribution to JGF's mission.





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


Jollibee Group operates in 34 countries, with over 5,800 stores globally with branches in the Philippines, United States, Canada, the People's Republic of China (including Hong Kong and Macau), United Kingdom, Italy, Vietnam, Brunei, Singapore, Saudi Arabia, United Arab Emirates, Qatar, Oman, Kuwait, Bahrain, Indonesia, Costa Rica, Egypt, El Salvador, Panama, Malaysia, South Korea, Japan, and India. It has eight wholly-owned brands (Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Yonghe King, Hong Zhuang Yuan, Smashburger), three franchised brands (Burger King and Panda Express in the Philippines, Dunkin' Donuts in certain territories in China), 80% ownership of The Coffee Bean and Tea Leaf, and 60% ownership in the SuperFoods Group that owns Highlands Coffee and PHO24 brands.

Jollibee Group is a significant investor in Titan Dining LP, a private equity fund and the ultimate holding entity of the Tim Ho Wan (THW) Brand and has a joint venture with the THW Group to open THW restaurants in Mainland China. It also has a business venture with award-winning Chef Rick Bayless for Tortazo, a Mexican fast-casual restaurant business in the United States.

Jollibee Group was named the Philippines' most admired company by the Asian Wall Street Journal for ten years. It was also honored as one of Asia's Fab 50 Companies and among the World's Best Employers by Forbes. In 2020, Gallup awarded the Jollibee Group with the Exceptional Workplace Award, making it the first Philippine-based company to receive the distinction. Jollibee Group has grown brands that bring delightful dining experiences to its customers worldwide, in line with its mission of serving great tasting food and spreading the joy of eating to everyone.

CONNECT WITH JGF

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Jollibee Foods CORPORATION

