

# Dalawang Dekadang Saya ng Jollibee Group Foundation

20th Year Milestone Report

Jollibee Group  
Foundation 





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## About The 20th Year Milestone Report

The Jollibee Group Foundation (JGF) 20th Year Milestone Report reflects *dalawang dekadang saya*—**two decades of shared joy and purpose**—tracing JGF’s journey from its early years of laying the groundwork to today’s sustained efforts in building resilience and hope through strong partnerships.

Since its establishment in 2004, JGF has upheld the Jollibee Group’s belief that business growth is most meaningful when it uplifts lives and spreads joy to others. What began as a small team moved by compassion has grown into a nationwide effort carried out with partners, supporting farmers, students, and families through programs in food security, education, livelihood, and disaster response.

This report marks two decades of creating shared success and joy with communities across the country. It also looks ahead to new seasons of shared joy, as JGF continues to harness the same spirit of care and collaboration that has guided it from the start—working towards a Philippines where every family has food, and joy, on the table.



# Spreading the Joy of Sharing



## About Jollibee Group Foundation

Jollibee Group Foundation (JGF) is the social development arm of the Jollibee Group. Established in 2004, the Foundation envisions every Filipino family to have food on the table. It builds partnerships and strengthens community capacities for resilience and self-reliance.

JGF works with partners to promote food security through programs in agro-entrepreneurship, education, hunger mitigation, and disaster response. Its flagship programs include the Farmer Entrepreneurship Program (FEP), which enables smallholder farmers to supply institutional markets; the Busog, Lusog, Talino (BLT) Central Kitchen Program, which strengthens feeding systems in support of children's education; the Access, Curriculum, and Employability (ACE) Scholarship Program, which supports youth pursuing industry-based skills training; and Jollibee Group FoodAID, which delivers immediate food assistance in times of crisis.



## Our Mission

We uplift the dignity and well-being of communities, through partnerships that advance food security and the joy of sharing.

## Our Vision

A world where smallholder farmers prosper, and communities are nourished and thriving.





## About the Logo

# Jollibee Group Foundation

In 2026, the Jollibee Group Foundation adopted a new logo that reflects our close connection to the Jollibee Group and our shared commitment to creating meaningful and lasting impact for Filipino families and communities.

Built on the Jollibee Group master brand, the logo brings together the wordmark and the JoyMark—an icon inspired by the letter “J” that represents movement, momentum, and coming together. For JGF, the JoyMark symbolizes collective action and shared purpose, and captures how progress is achieved when people work together.

The strength and clarity of the wordmark reflect JGF’s role as the social responsibility arm of the Jollibee Group, working hand in hand with community partners, local governments, and civil society organizations. Through these partnerships, we help build sustainable solutions in food security, education, livelihood, and disaster response, rooted in the realities and needs of the communities we work with.



# BLT CENTRAL KITCHEN



Parent volunteers, DepEd partners, teachers, and students from the BLT Central Kitchen in Iligan

## Message from Our Leaders

What a profound difference 20 years can make.

When we embarked on this journey in 2004, we started humbly, with just two full-time staff and the support of dedicated volunteers. What we lacked then in number, we made up for vision and purpose.

From the beginning, we believed that business success and social progress must go together, if both are to survive and thrive. This belief shaped JGF's focus on partnerships with community leaders, experts in civil society and non-government organizations, colleagues in the business community, and local and national government agencies.

Over time, listening to our partners and being willing to change directions if needed, has enabled the foundation to sharpen its focus. What began as short-term, but nevertheless meaningful projects, evolved into more holistic and results-driven programs focused on food security, education, and disaster response.

The impact of this approach is reflected in our programs. The Farmer Entrepreneurship Program began in 2009 with 30 farmers from Nueva Ecija delivering 60 metric tons of onions. Today, FEP farmers have sold a combined 17,000 metric tons of fresh produce to the Jollibee Group, benefiting nearly 5,000 smallholder farmers. Similarly, the Busog, Lusog, Talino Central Kitchen Program, formerly known as the Busog, Lusog, Talino School-Feeding Program, started with 30 undernourished Grade 1 pupils in Tondo, Manila. As of 2025, BLT has grown into a nationwide effort, with Central



**William Tan Untiong**  
Chairperson

Kitchens supporting school-based feeding for about 43,000 students from more than 300 schools each year, in partnership with school communities and parent volunteers, and integrated into the systems of the Department of Education.

Reaching this point where the Jollibee Group Foundation is recognized as a respected non-government organization and a trusted partner of government and communities has not been without its challenges. These milestones were achieved through perseverance, learning, and the collective efforts of many.

We extend our deepest gratitude to our partners, volunteers, and dedicated team, whose collective commitment over the past 20 years has enabled the Foundation to grow, adapt, and move forward with clarity and purpose. We also express special appreciation to Grace Tan Caktiong and Belen Rillo for their decades of visionary leadership, whose compassion and belief that Jollibee Group should be a force for good laid the strong foundation on which the Foundation continues to build.

**Together, our partners, collaborators, and volunteers have shaped JGF into the organization it is today, one that measures success not only by scale, but by lives changed, communities strengthened, and a nation uplifted.**

In the years ahead, JGF will build on its milestones and deepen partnerships in support of its refreshed mandate, complementing the Jollibee Group's continuing journey of nation-building and community development to create lasting impact for Filipino communities. It has been a meaningful journey, and with the continued support of our partners, we believe the best is yet to come.



**Gisela Tiongson**  
President and Executive Director



# Our Coverage Over the Years

-  Farmer Entrepreneurship Program
-  Busog, Lusog, Talino (BLT) Central Kitchen Program



-  Jollibee Group FoodAID
-  ACE Scholarship Program





**Where hope was planted,  
change began.**

*ACE scholars building skills and confidence for the workplace*



SEASON 1:

# GROUNDWORK & PLANTING

## Seeds of Compassion

From a small family-run ice cream parlor founded in 1975 by entrepreneur Tony Tan Caktiong, his wife, Grace, and their family, Jollibee has grown into one of Asia's largest and fastest-growing restaurant companies and is steadily working towards its ambition of becoming the world's top five.

This same ambition has also shaped the work of the Jollibee Group Foundation, the social development arm of the Jollibee Group, which envisions a society where every family has food on the table.

## SEASON 1: GROUNDWORK & PLANTING

Early in its history, Jollibee recognized that business success must go hand in hand with the growth of the communities it serves—through giving that is organized, strategic, and purposeful. In 2004, company leadership, led by co-founder Grace Tan Caktiong, engaged leaders from the philanthropic and corporate social responsibility community to better understand where and how Jollibee’s resources could create the greatest impact.

Tony and Grace Tan Caktiong were guided by the belief that community support should lead to long-term, sustainable outcomes. These discussions led to the formal registration of the Jollibee Group Foundation in late 2004 and the establishment of its initial team in 2005.

Senior Jollibee leaders, such as Belen Rillo, former head of Jollibee’s commissary, while technically volunteers, were hands-on in the Foundation’s early years—contributing expertise, guidance, and networks that helped get the organization off the ground.

By 2010, the Foundation had grown to 12 staff members. Today, in 2025, it is 25 strong, continuing to build on the values and purpose that shaped its beginnings.



Tony and Grace Tan Caktiong with BLT children in the Foundation’s early years

## SEASON 1: GROUNDWORK & PLANTING

# Access, Curriculum, and Employability (ACE) Scholarship Program

From its earliest days, the Foundation has been guided by the spirit of partnership that harnessed corporate skills and expertise to help address complex social challenges.

One of its earliest programs that long benefited from this mantra is the Access, Curriculum, and Employability (ACE) Scholarship Program, which supports underprivileged youth through skills training that prepares them for the workplace. Implemented in collaboration with partner institutions, the program strengthens curricula to ensure that program graduates are not only technically trained but also equipped with life skills.

Among the first ACE initiatives was a technical-vocational scholarship developed with Don Bosco One TVET Philippines, focusing on refrigeration and air-conditioning mechanics, an area aligned with immediate employment opportunities with the company's maintenance contractors. The program delivered early results, enabling many scholars from low-income families to secure jobs soon after completing their training, while supporting industry needs through a pool of technically trained graduates.

Since 2005, a total of **3,585 youth** have received scholarships through the ACE Scholarship Program, designed with employability in mind. Over time, the program has expanded to include tracks in Agro-Entrepreneurship, Quick Service Restaurant Operations, and Mechatronics, combining classroom learning with on-the-job training to better align skills development with industry demand.

Through these efforts, ACE has helped open pathways for young people to build more secure futures for themselves and their families.



**3,585 youth**  
received scholarships since 2005





**From seeds, we grew —  
together. Hands joined,  
hearts aligned.**

*FEP farmers from LAMAC Multipurpose Cooperative working with partners on farmer development*

SEASON 2:

# CULTIVATION & GROWTH

## Broad strategy

Since its founding, Jollibee Group Foundation's mandate has remained fundamentally the same: to extend the Jollibee Group's success into shared success with the communities around it.

"We share Jollibee's mission of bringing the joy of eating to everyone. For us, this means ensuring Filipino families have access to food and opportunities," explained JGF President and Executive Director Gisela Tiongson.

From the outset, the Foundation recognized that it could not serve everyone or address all the complex challenges facing low-income families. Much like the Jollibee Group's focused approach to its business, JGF adopted a clear strategic focus—directing its efforts to areas where it could make the greatest impact.



*FEP farmers with partners, strengthening farm-to-market linkages*

## SEASON 2: CULTIVATION & GROWTH

# Farmers Entrepreneurship Program



Jollibee Group Foundation was among the early corporate foundations to align its social development goals with business objectives—an approach best exemplified by the Farmer Entrepreneurship Program (FEP).

Launched in 2008, the FEP helps smallholder farmers—those cultivating family plots of less than three hectares—capable of supplying institutional buyers such as the Jollibee Group. The program strengthens farmers’ technical, business, and partnership skills, enabling them to improve productivity, meet quality and pricing standards, and access more stable markets, including the other restaurants under the Jollibee Group such as Jollibee, Chowking, Greenwich, and Mang Inasal.

FEP began with a small group of onion farmers in San Jose City, Nueva Ecija, who later formed the Kalasag Multipurpose Cooperative. Kalasag’s first delivery to Jollibee in 2009 totaled just **60 metric tons** of white onions. Over time, the group steadily expanded its capacity, supplying more than **730 metric tons** of onions and **33 metric tons** of hot peppers by 2017, with volumes continuing to grow in subsequent years.



*Kalasag Multipurpose Cooperative farmers working with local government partners in San Jose City, Nueva Ecija*



FEP farmers strengthening inclusive supply chains with LGU support

## SEASON 2: CULTIVATION & GROWTH

The program's early success was driven by farmers who were entrepreneurial, highly committed, and motivated by the opportunity to increase their incomes, alongside strong support from the local government of San Jose City. This combination of farmer readiness and enabling local partnerships has since been replicated in other farming communities across the country.

These results affirmed a core insight of the program: with the right combination of training, financing, organization, and market access, smallholder farmers can successfully participate in the value chains of large food companies.

As of 2025, FEP farmers have supplied a cumulative **17,000 metric tons** of fresh produce to the Jollibee Group, generating **₱997 million in sales and income**. The program has reached **5,763 smallholder farmers** nationwide, demonstrating how inclusive supply chains can create shared value for farmers and businesses alike.

**As of 2025**  
**17,000 metric tons**  
Fresh produce supplied to Jollibee Group

**₱997 Million**  
Total sales generated

**5,763 farmers**  
Reached nationwide

## SEASON 2: CULTIVATION & GROWTH

### Busog, Lusog, Talino (BLT) Central Kitchen Program



Drawing on its roots in the food business, the Jollibee Group Foundation applied its core strengths to support school-based feeding—anchored on the belief that helping children stay nourished enables them to stay in school and learn better.

Launched in 2007, BLT began with a small cohort of undernourished Grade 1 pupils at Manuel L. Quezon Elementary School in Tondo, Manila. The early model focused on providing daily hot meals during the school year to support pupils' energy, well-being, and school participation.

Official data show that too many pupils in the Philippines do not even get past Grade 3 due to hunger caused by poverty, thus the BLT School Feeding Program has become a vital lifeline for the children and their families. By 2015, the program had supported **165,000 pupils** across **1,567 schools** in more than **200 municipalities** nationwide, made possible through the collective commitment of its partners to ensure that no child learns on an empty stomach.



*Students participating in a BLT school-based feeding activity*



**As of 2025**  
**40 BLT Central Kitchens**  
Established nationwide

**43,000+ students**  
Supported annually

**300+ schools**  
Served each year

*Students share smiles with Jollibee Group leaders and volunteers during a storytelling and BLT feeding activity at Opao Elementary School in Mandaue City, Cebu.*

## SEASON 2: CULTIVATION & GROWTH

In 2016, as the Department of Education (DepEd) scaled up its nationwide School-Based Feeding Program, JGF evolved BLT into the Central Kitchen model to support large-scale implementation. Through this approach, strategically located kitchens prepare meals for multiple schools, making feeding more efficient, cost-effective, and community-driven, with the involvement of parents and local stakeholders. JGF also partnered with DepEd to develop selected BLT Central Kitchens into Kitchen Training Centers (KTCs), which serve as learning sites for organizations interested in replicating the model. To date, 16 BLT KTCs are fully operational, supporting benchmarking and knowledge-sharing initiatives.

As of 2025, JGF has established **40 BLT Central Kitchens** nationwide, supporting school-based feeding for over **43,000 students** from more than **300 schools** each year.

Beyond scale, BLT has strengthened school participation and community engagement. Parents and community members involved in the program have gained practical knowledge on preparing affordable and nutritious meals for their families.

In June 2025, the Foundation marked another milestone with the launch of the first BLT Central Kitchen in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM), in partnership with the provincial government of Basilan and the Zuellig Family Foundation. Designed to serve young children as well as pregnant and lactating women in selected communities, the initiative reflects strong collaboration among local, national, and community partners.

## SEASON 2: CULTIVATION & GROWTH

# Jollibee Group FoodAID

Alongside its education-focused initiatives, the Foundation also supports communities in times of crisis. Through the Jollibee Group FoodAID Program, JGF mobilizes its store network and partners to provide warm meals to communities affected by natural disasters.

Across its evolution, JGF's hunger-mitigation initiatives reflect how shared purpose, strong partnerships, and system-level solutions can work together to support education, respond to emergencies, and strengthen communities.

**More than 18 million meals served since 2020**

**Over 100 FoodAID partners helped bring meals to communities since 2020**

**3.4 million meals served in 2025**



Local partners prepositioning congee mixes in disaster-prone areas



## SEASON 2: CULTIVATION & GROWTH

### Engagement and Advocacy

Beyond program implementation, the Jollibee Group Foundation has strengthened its impact through engagement, advocacy, and shared responsibility.

JGF's work is aligned with both global and national development priorities. Its programs contribute to Sustainable Development Goal (SDG) 2: Zero Hunger, through food access initiatives under the Jollibee Group FoodAID, strengthened school-based feeding systems through the BLT Central Kitchen Program, and increased farmer productivity and resilience through the Farmer Entrepreneurship Program.

At the national level, insights from JGF's field experience have informed key policy discussions. The FEP served as inspiration for the Sagip Saka Act of 2019, which promotes stronger market access for agricultural producers. Similarly, lessons from the BLT model contributed to conversations that led to the passage of the Masustansyang Pagkain para sa Batang Pilipino Act in 2018, institutionalizing expanded feeding programs for children. JGF was invited to share its experience in legislative hearings and upon the enactment into law, has partnered with both the Department of Agriculture and the Department of Education (DepEd) in policy implementation. This has led to the adoption of agro-enterprise approaches in support of broader agricultural development programs, and the promotion of central kitchens in implementing DepEd's School-Based Feeding Program.

### Spreading the Joy of Sharing

Over the past two decades, volunteers from employees and franchisees across the Jollibee Group have contributed time and expertise to support BLT program management, mentoring sessions for farmers, and community feeding initiatives—extending corporate capabilities beyond the workplace.

Through initiatives such as the Coin Bank Program, the #JoyofSharing Christmas Fundraising campaign, and other collaborative efforts with business units and partners, the Foundation has mobilized additional resources to serve more youth, farmers, and communities.

Together, these efforts affirm that sustainable impact is achieved not by a single institution, but through collaboration, shared learning, and collective action.

*Jollibee Group volunteers from various brands unite to support communities and the environment*

## SEASON 2: CULTIVATION & GROWTH

# Approach and Core Principles

Jollibee Group Foundation's programs are united by a shared focus on food as a pathway to impact and sustainability. While each initiative has evolved in its own way, all remain anchored on the same purpose: helping people live dignified lives, pursue their aspirations, and actively participate in building a strong Philippines.

From early on, JGF recognized that addressing complex challenges such as food insecurity, education gaps, and livelihood constraints would require moving beyond isolated interventions. Guided by a results-oriented approach—defining the change it seeks to achieve, how that change will happen, and how progress will be measured—the Foundation has combined complementary elements and worked with partners to amplify impact and scale.

This integrated approach is reflected across JGF's flagship programs: ACE goes beyond scholarships by linking scholars to employment opportunities; BLT combines infrastructure with community participation and partner support to strengthen school-based feeding systems; and FEP brings together market access, training, financing, and business-unit expertise to help farmers participate more meaningfully in value chains.





Jollibee Group Volunteers at the BLT Central Kitchen in Antipolo

**This approach is guided by three core principles:**

**Harness core strengths.** Intrinsic in the programs are the values, systems, tools, and expertise of the Jollibee Group that are of benefit to communities.

## SEASON 2: CULTIVATION & GROWTH

**Work collaboratively.** The Foundation believes that there is an opportunity for everyone to contribute to creating solutions to address pressing social concerns. Recognizing that it cannot work alone, JGF invests in partnerships with communities, government, and institutions—resulting in programs that are relevant, effective, and sustainable.

**Think in terms of systems.** To address complex social issues, JGF looks beyond individual problems and considers the underlying patterns and structures that sustain them. For example, addressing hunger requires not only improving food access but also strengthening livelihoods and aligning with existing social programs and services.

Together, these principles continue to shape JGF's integrated approach—enabling the Foundation to remain responsive to community needs while pursuing long-term, sustainable impact.

*Agro-Enterprise Clustering Approach (AECA) partners gather for a learning forum to strengthen leadership and collaboration*





The story of impact and shared joy continues...

*FEP partner cooperative supplying produce to a Jollibee Group store*

SEASON 3:

# HARVEST AND FUTURE HORIZONS

## Next chapter

Jollibee has come a long way from the ice cream parlors that transitioned to hot meals and uplifted lives, forming the basis of a food conglomerate that spreads joy across the globe.

The same ingredients and values that shape this journey—customer focus, speed with excellence, humility to listen and learn, embracing the spirit of family and fun, and unwavering integrity—will continue to guide Jollibee Group Foundation as it enters its next chapter beyond 20 years.

As the Foundation looks ahead, it recognizes that the challenges facing the country—hunger, rural poverty, and malnutrition—will remain urgent even as the Philippines moves toward middle-income status. In response, JGF is sharpening its pathways to reach a meaningful scale within the next five years, with a stronger focus on deepening partnerships, strengthening community systems, and amplifying the reach of its flagship programs.



*Children standing arm in arm, reflecting shared care and community support*

### SEASON 3: HARVEST AND FUTURE HORIZONS

For its livelihood and farmer development work, JGF seeks to broaden opportunities for smallholder farmers to participate more meaningfully in supply chains, enhance training and capacity-building initiatives, and support innovations that promote resilience and sustainability. In education, the Foundation aims to expand the number of children served and continue strengthening the BLT Central Kitchen model, including exploring ways to extend its benefits beyond the school system and into underserved communities.

During emergencies, JGF will work to broaden the reach of Jollibee Group FoodAID, strengthen collaboration with partners in high-risk areas, and enhance its capacity to provide timely and nutritious meals in times of crisis.

“With two decades of knowledge, expertise, and strong partnerships behind us, we are in a position to build on these strengths and embrace innovations—from new digital solutions to emerging technologies like artificial intelligence—to expand our reach and impact with more partners,” William Tan Untiong, Chairman of the Jollibee Group Foundation, said.

And with that, move closer to achieving its vision of bringing joy to the Philippines where every family will have food and happiness on the table.



*AECA partners building connections during the AECA Learning Forum*

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"Dalawang Dekadang Saya ng Jollibee Group Foundation," which translates to "Two Decades of Shared Joy and Purpose," reflects 20 years of impact and collective action in building sustainable solutions for Filipino communities.

About the Cover: Arnold Dizon, Chairman of Kalasag Multipurpose Cooperative and a long-time partner of the Farmer Entrepreneurship Program, together with his son Ariel Dizon, who is also a farmer.

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