

Center for Social Development

At a Glance:

CSD is the Ayala Foundation's resource and development center that creates innovative, relevant, and sustainable social technologies geared toward greater corporate social responsibility and a better quality of life for Filipinos, especially the marginalized. Its core programs cover education, information technology, youth development, the environment and urban services, corporate citizenship and volunteerism, and special projects.

Reach and Impact

CSD's social development programs affect and benefit a cross-section of Filipinos living in the Philippines and abroad. These include underserved communities, students of public schools, and the Filipino youth.

Highlights

- Launched text2teach in 40 public elementary schools in Manila, Quezon City, Laguna, Batangas, and Cotabato City, in cooperation with Nokia, Pearson Education, International Youth Foundation, and the United Nations Development Programme
- Celebrated the fifth anniversary of the Ayala Young Leaders program with mini-reunions of past participants in Luzon, the Visayas, and Mindanao
- Started a program, funded by the Asian Development Bank through Ayala Foundation USA, to set up a mechanism to identify Filipino experts abroad for possible knowledge transfers back to the Philippines
- Raised more than half a million dollars in the United States for Philippine-based social development projects through Ayala Foundation USA
- Increased total number of Youth Tech recipients to 85 public high schools
- Reached 42,500 public high schools and trained 600 public high school teachers through Youth Tech
- 207 (57 percent) of the Makati Central Business District's 365 buildings have implemented the Solid Waste Management Program
- Escalante, Negros Oriental, and Mandaue City, Cebu, have implemented Barangay.Net in their 48 barangays

Strategic Initiatives

- Increase the reach of Youth Tech
- Intensify Ayala Young Leaders' Congress alumni involvement in community development
- Expand the Solid Waste Management Program to cover all buildings in Makati's Central Business District
- Reach more Filipino-Americans and encourage them to give to their country
- Tap Filipino communities in other countries to help accelerate the social and economic development of the country through donations in cash and in kind, including professional services



Students of San Francisco Elementary School take a break. The school is one of 40 around the country benefiting from the text2teach project.

Kindergarten students of Centex Manila enjoy the hands-on sessions of their computer language arts classes.



At a Glance: Center of Excellence in Public Elementary Education

Centex continues to provide education at par with that of the best private schools in the country.

Reach and Impact

Centex is a pioneering project with the mission of providing quality education to bright but underprivileged children in poor communities. It envisions a brighter and better Philippines together with its partners. Centex aims to establish schools all over the country and hopes to bridge the gap between the rich and the poor by giving more children access to excellent education.

Highlights

- Solicited the participation of parents in the school's cleanliness and environmental awareness programs
- Received donations from Mercedes McMicking, Senator Ramon Magsaysay Jr., Globe Telecom, BPI Foundation, Ayala Land Inc., and Children's Hour
- Confirmed the commitment of Congressman Jaime Lopez to build classrooms in Centex Manila
- Started the bidding process for six additional classrooms in Centex Batangas through the office of Governor Hermilando Mandanas
- Held "Responsableng Pagmamagulang: Tungkulin Ko, Pananagutan Ko," a workshop for parents of Centex Batangas students
- Won awards in the MTAP Mathematics Challenge and the Family Crusade of Manila's art and writing contests
- Featured the artworks of Romulo Galicano in a Christmas fundraising project

Strategic Initiatives

- Improve the supervision and classroom observation skills of curriculum resource teachers
- Implement follow-up research and program on self-esteem to compare the levels of self-esteem of children by different grade levels
- Introduce a self-esteem program for teachers, their siblings, and parents
- Introduce a program of affirmation for Centex children

At a Glance:

Ayala Museum

The Ayala Museum fosters a firm sense of nationhood among Filipinos through historical awareness and pride in local traditions, crafts, design, and visual arts. It actively promotes Philippine culture through historical and contemporary art exhibitions, education programs, museum events, and publications.

Reach and Impact

The Ayala Museum is one of the leading private museums in the Philippines and a major cultural destination in the country.

Highlights

- Launched the International Artist Residence Program
- Mounted major exhibitions *Pang-Alay: Ritual Pottery in the Philippines* and *Palitada: Skin of the Church*, and launched accompanying exhibition catalogs
- Collaborated with the Ateneo Art Gallery, Lopez Museum, and Museo Pambata for *Zero In: Skin Surface Essence*
- Maintained strategic partnerships with sponsors, including Phillip Morris, IBM, and Philippine Long Distance Telephone Co.–Directories Philippines Corporation
- Signed agreements with benefactors for donations and long-term loans of major artworks to the museum
- Finalized inaugural exhibitions and accompanying design systems for the new museum

Strategic Initiatives

- Network and collaborate with local and international cultural institutions
- Expand information network with the regular circulation of a calendar of events and a dynamic Web site
- Collaborate with companies in the Ayala group and other corporations for offsite events

Opposite page:
Antiquities by Susan Fetalvero-Roces





The Filipinas Heritage Library houses over 13,000 contemporary volumes on Philippine history, art, language, religion, and the social sciences.

At a Glance:

Filipinas Heritage Library

FHL is an electronic Filipiniana library discharging the traditional library functions of information storage, retrieval, and dissemination using the latest in information and telecommunications technologies. In addition, it is engaged in digitization projects, book and CD-ROM publishing, as well as other activities that showcase the richness and dynamism of Filipino culture.

Reach and Impact

The Filipinas Heritage Library has established itself as a research center based at the historic Nielson Tower and has grown communities of users throughout the country and abroad. Testament to the library's success are the numerous awards and recognition it has received from various institutions.

Highlights

- Nurtured new learning communities by extending continuing education programs to different institutions through the FHL Lecture Series
- Grew online communities in the LibraryLink program and the launch of the LibraryLink Talakayan discussion board
- Received awards for LibraryLink: 6th Philippine Web Awards best site for e-learning, and people's choice award for e-learning
- Received the National Book Award for best young adult book and the best young adult book citation from the University of the Philippines for *Anina ng mga Alon*
- *Batangas: Forged in Fire* cited as a National Book Award finalist for best anthology
- Won award of excellence from the Public Relations Society of the Philippines at the 38th Anvil Awards for *Ayala Now*
- Managed "The Art of Living Series" photography and art workshops for Procter and Gamble

Strategic Initiatives

- Carry out literacy and educational campaigns
- Nurture online communities
- Develop publications
- Extend reach of lecture series