



AT A GLANCE:

CENTER FOR SOCIAL DEVELOPMENT

THE CENTER FOR SOCIAL DEVELOPMENT IS AYALA FOUNDATION'S RESOURCE AND DEVELOPMENT CENTER THAT CREATES INNOVATIVE, RELEVANT, AND SUSTAINABLE SOCIAL TECHNOLOGIES GEARED TOWARD GREATER CORPORATE SOCIAL RESPONSIBILITY AND 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 programs affect and benefit a cross section of Filipinos living in the Philippines and abroad. This includes underserved communities, public school students, and the Filipino youth.

HIGHLIGHTS

- ▶ Provided Internet connection to 102 schools through Youth Tech, benefiting 93,500 students and 935 teachers
- ▶ Signed an agreement with Computer Literacy and Internet Connection to provide computers and Internet access to 40 public high schools in the Autonomous Region of Muslim Mindanao
- ▶ Expanded text2teach projects to 41 public elementary schools in Antique, Cagayan

de Oro, and Oriental Mindoro, reaching an estimated 13,000 students

- ▶ Obtained approval from the United States Agency for International Development for the funding of Education and Livelihood Skills Alliance, a project in Mindanao spearheaded by AFI
- ▶ Launched Kalahi ng Ayala in Makaturing, Mandaluyong City, to answer the government's call for private sector involvement in poverty alleviation
- ▶ Implemented pilot run of the Filipino-American Youth Leaders Fellowship Program that was designed to foster a mutually beneficial exchange between Filipinos in the country and the United States

▶ University of the Philippines-Ayala Technopark was declared an IT zone by the Philippine Economic Zone Authority

STRATEGIC INITIATIVES

- ▶ Step up efforts to provide public high schools with computers and Internet access through GILAS consortium
- ▶ Create and expand learning and employment activities in Mindanao
- ▶ Support volunteer efforts of Ayala group companies
- ▶ Continue implementation of the Filipino-American Youth Leaders Fellowship Program and pilot-test the Philippine Brain Gain Program



AT A GLANCE:

CENTER OF EXCELLENCE IN PUBLIC ELEMENTARY EDUCATION

THE CENTER OF EXCELLENCE IN PUBLIC ELEMENTARY EDUCATION OFFERS BRIGHT CHILDREN FROM POOR FAMILIES EDUCATION AT PAR WITH THAT OFFERED BY THE BEST PRIVATE SCHOOLS IN THE PHILIPPINES.

REACH AND IMPACT

Two schools operating in Tondo, Manila and Bauan, Batangas now educate 900 students and have trained 75 teachers.

HIGHLIGHTS

- ▶ Forged partnerships with high schools to ensure the continuing education of the first graduating batch of students
- ▶ CENTEX students won awards in math and English contests sponsored by the Teachers Association of the Philippines and the Young Women's Christian Association
- ▶ Hosted Kaleidoscope of the Mind, an initiative in teacher formation
- ▶ Improved teaching skills through regular observation and monitoring of teaching practices and methods

- ▶ Conducted livelihood skills training for CENTEX parents

- ▶ Produced gift items based on Malang's painting *2 Dogs and 21 Bananas...That's All They Have* for fund raising campaigns

STRATEGIC INITIATIVES

- ▶ Continue improving teaching skills through regular classroom observations and specialized mentoring in subject areas
- ▶ Guarantee quality delivery of lessons in partnership with the Department of Education
- ▶ Forge special partnerships with the College of the Holy Spirit High School for the continued education of CENTEX Manila graduates, beginning with the graduates of 2005



AT A GLANCE: AYALA MUSEUM

AYALA MUSEUM IS A MAJOR CULTURAL DESTINATION IN THE PHILIPPINES THAT ACTIVELY PROMOTES CULTURE THROUGH HISTORICAL AND CONTEMPORARY ART EXHIBITIONS, EDUCATION PROGRAMS, MUSEUM EVENTS, AND PUBLICATIONS.

REACH AND IMPACT

With the opening of a new building, Ayala Museum reinforces its position as the leading private museum in the country. The museum's new facilities, groundbreaking inaugural exhibitions, and dedicated staff place it at the forefront of cultural and technical exchanges between Filipinos at home and abroad and counterpart international institutions. In its first three months of operations, the museum served over 23,000 visitors.

HIGHLIGHTS

- ▶ Inaugurated the new Ayala Museum in commemoration of Ayala's 170th anniversary
- ▶ Dedicated the new museum to the Filipino people in an event attended by guests of honor President Gloria Macapagal-Arroyo, Vice President Noli de Castro, and former president Corazon Aquino

- ▶ Introduced the new museum to the cultural community with the International Inaugural Lectures and Opening Reception

- ▶ Inaugurated five major exhibitions: Power+Faith+Image: Philippine Art in Ivory from the 16th to the 19th Century; Multiple Originals, Original Multiples: 19th-Century Images of Philippine Costumes; Pioneers of Philippine Art: Luna, Amorsolo, Zobel; The Diorama Experience; and Crossings: Philippine Works from the Singapore Art Museum

- ▶ Launched five catalogues to accompany major exhibitions

- ▶ Launched Stories in Art series of children's books based on paintings from the museum collection

- ▶ Refurbished the dioramas of Philippine history and supplemented museum experience with multimedia People Power module

- ▶ Signed a memorandum of understanding between Ayala Foundation and the National Heritage Board of Singapore

- ▶ Admitted over 23,000 visitors and collected over ₱2.5 million in admission fees during the new museum's first three months of operation

- ▶ Earned revenue of over ₱5.2 million in museum shop sales during the first three months of operation

STRATEGIC INITIATIVES

- ▶ Implement new museum theme "Re-collecting the Past, Re-presenting the Future"

- ▶ Establish partnerships with individuals and institutions locally and abroad

- ▶ Develop and maintain international standards for services and facilities

AT A GLANCE:

FILIPINAS HERITAGE LIBRARY

THE FILIPINAS HERITAGE LIBRARY IS AN ELECTRONIC RESOURCE CENTER THAT PROVIDES ACCESS TO THE WEALTH OF FILIPINO CULTURE USING THE LATEST IN INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS. THE LIBRARY HOUSES A GROWING COLLECTION OF TITLES ON PHILIPPINE HISTORY, ART, LANGUAGE, RELIGION, AND THE SOCIAL SCIENCES.

REACH AND IMPACT

FHL, based in the historic Nielson Tower, is a center for research and learning that is open to the public. Its online services aim to benefit students, teachers, librarians, and history and culture enthusiasts here and abroad. The library also fulfills some of the information and communication requirements of Ayala and its subsidiary companies. In 2004, it served over 1,000 researchers while its photo archives provided photographs for books, exhibits, and research papers.

HIGHLIGHTS

► Organized key events celebrating Filipino artistry in commemoration of Ayala's 170th anniversary

► Released a new version of Katalogo, the library's online catalog

► Expanded LibraryLink community to 77 members with the addition of four member-institutions

► Maintained projects and support services for the Ayala group, such as the *Ayala Now* newsletter, FHL News Service, Ayala Memory Photo Bank and Archives, and Ayala Memory Web site

► Continued to increase the lecture series' reach through the Creativity and Art Workshop Series with Procter & Gamble, and Year 3 of the Department of Trade and Industry Lecture Series

► Held photo contest Noon At Ngayon on the evolution of Philippine architecture

► Continued its publications efforts through the production of one online book and CD-ROM

STRATEGIC INITIATIVES

► Broaden the library's target clientele

► Increase the library's visibility and expand its services through traditional and online strategies

► Intensify delivery of educational and cultural programs

