



Center
for **Social**
Development

AT A GLANCE

The Center for Social Development (CSD) formulates and implements innovative, relevant, and sustainable social technologies that aim to improve the quality of life of Filipinos and promote greater corporate social responsibility within the Ayala group. Its core programs cover such areas as education, entrepreneurship, youth leadership development, and the environment.

REACH AND IMPACT

CSD affirmed its commitment to building and strengthening partnerships within the country as well as overseas. Through partnerships with communities, local government units, the private sector, and individuals, CSD was able to successfully jumpstart and sustain its projects related to education, community development, entrepreneurship, environment, and others. As a result, these projects reached and served hundreds of public schools, and millions of public school students and residents of poor communities.

HIGHLIGHTS

Ayala Social Initiatives

- Published the first Ayala Social Initiatives Corporate Social Responsibility Report

Global Forum on Migration

- Convened the Civil Society Days of the Second Global Forum on Migration and Development, which was attended by over 270 delegates, experts, and speakers from 60 countries

AF USA

- Raised a record \$2.3 million in donations from Filipinos and other groups and individuals based in the United States

- Mounted awareness campaigns, conducted workshops, and organized fundraising events for education, health, enterprise development, environment, and disaster relief

The GILAS Social Consortium

- Connected an additional 448 public high schools in the country to the Internet. As of the end of 2008, a total of 2,102 public high schools have Internet access
- Organized training courses on information and communication technology, computer maintenance, networking, and project sustainability for 9,359 teachers nationwide
- Raised a total of ₱54.4 million in cash donations, and ₱6.2 million worth of in-kind donations from the public sector, private sector, and benefactors overseas
- Achieved 100 percent connectivity in 37 geographic clusters of public high schools in the country

Solid Waste Management

- Recovered 1,407 tons of recyclable waste, worth an estimated ₱9.3 million, from the Makati Central Business District (MCBD)
- Gained the support of 24 additional MCBD buildings in ensuring that their solid waste is properly segregated
- Held regular recyclables fairs in various Ayala properties; schools and communities also supported the program by holding their own recyclables fairs

Ayala Young Leaders Congress

- Provided training for 73 young student leaders through the Ayala Young Leaders Congress (AYLC) held in February
- Held activities in celebration of AYLC's 10th anniversary
- Carried out disaster-relief operations in different parts of the country through the Ayala Young Leaders' Alliance, and raised over ₱1 million in donations, which benefited over 5,000 families



Text2Teach

- Identified 217 public elementary schools to be given the Text2Teach technology

Education and Livelihood Skills Alliance (ELSA)

- Formally launched the second phase of the project, which involves generating baseline data in its identified priority areas in Mindanao; touching base with local governments, field partners, and schools; and facilitating the introduction of ELSA's interventions in the priority areas

Ayala Technology Business Incubator (AyalaTBI)

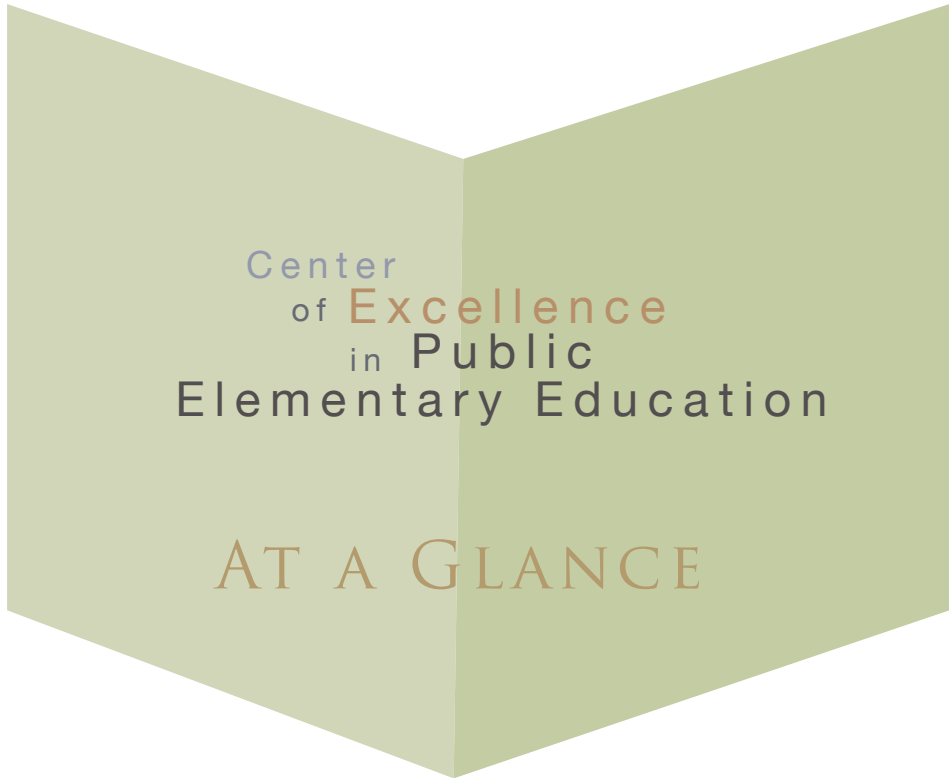
- Operated four facilities that could accommodate 48 startup technology companies
- Served as host to 23 businesses involved in such areas as chip design, software development, robotics, wireless/mobile-content application, e-learning technology, and biotechnology, among others
- Organized two TechBootCamps, 10 Innovation Forums, and three Kape + Teknolohiya forums

Other Community Development Projects

- Continued to implement educational and feeding programs at the Buklod Bahayan Daycare Center in Cavite
- Organized training programs in entrepreneurship for Bohol residents, and helped in the preservation of some of the province's heritage structures
- Continued to provide educational and health assistance to Iraya Mangyans in Mindoro

STRATEGIC INITIATIVES

- Produce the Ayala group's first conglomerate-wide sustainability report
- Design and implement an expanded environmental program to include projects on energy efficiency, water conservation, and clean air
- Establish a Council of Advisers on Science and Technology, and launch a Start-Up Fund within the AyalaTBI network
- Prepare to turn over the day-to-day operations of Buklod Bahayan Daycare Center to the parent-teacher and community association in the next school year
- Step up networking and awareness campaigns among Filipino-Americans
- Encourage local government units to look for counterpart funding for Text2Teach to ensure its sustainability, and start providing the first targeted 82 schools with the necessary technology



The Center of Excellence in Public Elementary Education (CENTEX) has transformed ordinary public schools into centers of excellence in primary education for students from poor families. For the past decade, the program’s main thrust has been to empower underprivileged but very bright children to chart their own future through the quality education and leadership skills provided by the CENTEX curriculum.

CENTEX inspires its students to achieve their full potential by creating a challenging learning environment. Equipped with competitive skills, the children are given better opportunities for higher education and a better life. Ultimately, this innovative education program hopes to prepare servant leaders who are ready to take leading roles in national development.

REACH AND IMPACT

CENTEX operates in two public elementary schools, one in Tondo, Manila, and another in Bauan, Batangas. CENTEX also provides opportunities for its graduates to benefit from quality education at the secondary level by placing them in private high schools that are partners of CENTEX, such as Sta. Isabel College in Manila and St. Bridget School in Batangas.

HIGHLIGHTS

- Continued to provide quality education to underprivileged but deserving grade school students, and ensured that CENTEX graduates have access to

education at the secondary level in some of the best high schools in the country

- Had a total grade school population of 995 in its Manila and Batangas public schools
- CENTEX Manila ranked first at the division-level National Achievement Test administered by the Department of Education
- CENTEX Batangas won all awards in all grade levels at the district-level Mathematics Teachers’ Association of the Philippines Challenge
- CENTEX Batangas topped the National Schools’ Press Conferences Journalism Competitions (district level), and the Readers’ Theater Competition (district, area, and division levels)
- Supported the high school education of CENTEX graduates. This support took the form of scholarships or partnerships with Santa Isabel College, St. Bridget’s College, the University of Santo Tomas High School, Philippine Science High School, Manila Science High School, Makati Science High School, Berea Arts and Sciences High School, Fame Academy of Science and Technology, and the Sisters of Mary School
- Conducted a curriculum audit workshop for 41 teachers from both CENTEX schools

STRATEGIC INITIATIVES

- Continue to generate funds for CENTEX's feeding programs, as well as provide transportation allowance and uniforms for its scholars
- Hold activities in celebration of CENTEX Manila's 10th anniversary
- Conduct more training courses for CENTEX teachers so they can continue to provide quality education
- Provide training on financial management for parents of CENTEX students, particularly those parents who work overseas
- Continue with the high school assistance program for qualified CENTEX graduates
- Look for funds that will support the college education of the first batch of CENTEX graduates, who will finish high school in 2009
- Intensify public awareness campaigns, so that support for CENTEX extends beyond the Ayala group of companies
- Conduct training on servant leadership for CENTEX graduates





As one of the leading private institutions promoting Philippine art and culture, Ayala Museum spearheads major artistic and cultural events for local and international audiences in its world-class facility. It promotes the understanding and enjoyment of Philippine art, culture, and history, giving Filipinos a reason to be proud of their heritage. Through its collections, exhibitions, and public programs, the museum aspires to provide a clearer picture of who Filipinos really are, and what they can accomplish and become.

REACH AND IMPACT

To achieve its goal of making art more accessible and relevant to the public, Ayala Museum continues to establish links with various local and international institutions to reach a wider audience and to enrich the public's understanding of Philippine art and culture. In 2008, nearly 70,000 people visited the museum for its exhibitions, workshops, and lectures, as well as to participate in its educational programs and activities.

HIGHLIGHTS

- Inaugurated a special three-part exhibition entitled Crossroads of Civilization, at the museum's newly renovated fourth-floor galleries
- Showcased rare works by Filipino artist and patriot Juan Luna in Juan Luna: Selections from the Bank of the Philippine Islands Collection
- Partnered with Filipino Heritage Festival Inc. in celebration of National Heritage Month with Kisame: Visions of Heaven on Earth, an exhibition of photographs of ceiling paintings from Spanish colonial churches in the island province of Bohol
- Celebrated French Spring with the Embassy of France and Alliance Française de Manille via the exhibition 100 x France, and the European Year for Intercultural Dialogue with the Delegation of the European Commission to the Philippines via the exhibition Europa sa Maynila
- Held Art Matters, a fundraising exhibition of works by Filipino artists for the benefit of the museum's educational and outreach projects
- Mounted the following shows: Simon de la Rosa Flores: His Life and Works; the homecoming exhibition of Philippine works featured in the 22nd Asian International Art Exhibition; Radiance: New Works by Nestor Olarte Vinluan; the 41st Shell National Students Art Competition Exhibition; and Images in Stone: Art in Fossils from the Larry Gotuaco Collection



- Commemorated the 25th anniversary of the martyrdom of Ninoy Aquino with the I Am Ninoy exhibition
- Brought to the country the costume and stage designs of a Filipino scenographer in From Inspiration to Illusion: The Scenographic Works of Eduardo Sicangco
- Participated in the four-month, multi-venue Amorsolo retrospective His Art, Our Heart, through the exhibition Amorsolo's Women: Concealed and Revealed
- Brought the world of art closer to the corporate community through the museum's partnership with Accenture
- Gained the support of Shell companies in the Philippines, Pacific Paint (Boysen) Philippines Inc., Northwest Airlines, Philips Electronics & Lighting Inc., and Hewlett-Packard for its various exhibitions
- Developed and implemented public and educational programs to complement the museum's exhibition lineup
- Featured 12 Filipino budding artists, three groups, and one artist named as Director's Choice in the museum's ArtistSpace
- Developed Museum Shop products featuring objects from the museum's collections
- Renewed partnerships with, as well as received continued support from, the National Museum of Ethnology, Leiden, the Netherlands; Japan Foundation (Tokyo); Roberto T. Villanueva Foundation; Alfonso T. Ongpin Foundation; Philippine Committee, Asian Artists, Inc.; the Apostolic Nuncio to the Philippines; BPI Foundation; and various private collectors

STRATEGIC INITIATIVES

- Develop and present exhibitions and education programs that contribute to the understanding of local art and culture while fostering a greater sense of pride in Philippine history, creativity, and artistry
- Pursue partnerships with local and international institutions to strengthen the museum's programs and diversify its publics
- Maintain high standards in the display, management, conservation, and protection of its permanent collection
- Continue to develop products, based on the museum's collections and publications, that promote better understanding and appreciation of the museum's exhibitions
- Increase the number of visitors to the museum through new and exciting public programs

Filipinas Heritage Library

AT A GLANCE

The Filipinas Heritage Library (FHL) is one of the leading libraries on Philippine studies in the country. It uses the latest in information and communication technology in advancing education and literacy, and in promoting Philippine history, art, and culture. Aside from making its multimedia resources available to researchers, FHL also mounts workshops, exhibits, programs, and forums to strengthen the country's appreciation of its history, literature, traditions, and cultural heritage.

REACH AND IMPACT

FHL uses various tools, venues, and methods to make its resources available to the public. A significant amount of its resources are available online, and can easily be accessed by researchers anywhere in the world. As manager of LibraryLink, FHL has brought together in one website the catalogues on Philippine studies of 99 learning institutions all over the country. Its Trade Roots website, meanwhile, provides teachers with materials that tackle Philippine history using a trade perspective. With Bravo Filipino, it brought some of the gems of Philippine music closer to the public in the form of concerts and exhibits held in various parts of the country.

HIGHLIGHTS

- Hosted the first LibraryLink Conference, which aimed to strengthen the ties of LibraryLink member-institutions and to update them on current trends in library and information science
- Organized Bravo Filipino, a festival that paid tribute to Philippine artistry and ingenuity, in cooperation with the Ayala group of companies. Bravo Filipino highlighted FHL's Himig Collection, and featured concerts, traveling music exhibits, photography exhibits, and fashion shows
- In cooperation with the National Book Development Board (NBDB), held activities in celebration of National Book Development Month, such as the marathon reading of Jose Rizal's masterpiece, *Noli Me Tángere*
- Published *Sukaran*, a book that documents the unique architecture of houses in two towns of Bohol; and *Catalogue of Award-Winning Titles* and *Directory of NBDB Stakeholders* in partnership with the NBDB
- Continued to provide services in corporate communications, publishing, and documentation and research for select programs and projects within the Ayala group
- Continued to serve as the editorial office of *Ayala Now* and provided the Ayala group with the latest national and business news through the FHL Daily News Service
- Conducted workshops on photography, writing, art, and other topics



STRATEGIC INITIATIVES

- Continue to organize and participate in activities that promote cultural literacy
- Strengthen existing partnerships with government and private organizations, and forge new alliances to ensure the success of its cultural and educational programs
- Continue to develop multimedia educational materials, such as the *English–Filipino Dictionary for Young Adults* CD-ROM
- Strengthen its position as a repository of information on the history of the Ayala group of companies by acquiring more materials and drafting historical papers on Ayala milestones
- Organize educational and cultural events that not only highlight selections from the library’s collections (such as the Himig Collection) but also raise Filipinos’ awareness and appreciation of their cultural heritage
- Make full use of information and communication technology to improve public access to FHL’s resources