

Transforming

the way we support communities through programs that affirm our faith in the Filipino

ANNUAL REPORT 2021

OUR VISION

Communities where people are productive, creative, self-reliant, and proud to be Filipino.

OUR MISSION

Understanding community realities and engaging people in the change process

Acting as catalyst for inclusion to bridge community and business aspirations

Building and nurturing partnerships with public and private groups, civil society, and Ayala to achieve impact, scale, and sustainability for everyone involved

OUR CORE VALUES

We have a deep love of country. We believe in shared prosperity. We are creative and innovative. We act with integrity. We strive for excellence.

We collaborate and work as a team.



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MESSAGE FROM THE CO-CHAIRMEN

Dear Stakeholders,

The Ayala group is a firm believer in the transformative power of business to make a meaningful difference in people's lives and advance the greater good.

The past three years have truly tested our collective capacity as a nation to endure, perhaps, even survive, and be one with our fellow Filipinos in helping them weather this storm. These challenges were certainly felt within the Ayala Group. Together as a group of companies, we came together and developed ways to lend a helping hand to our sectors in society that are in dire need of help, while balancing this with our fiduciary responsibility to our other stakeholders.

We are proud that all our businesses made valuable contributions in the fight against COVID-19 and the multifaceted impact that it made to our people. Our AC Health group was instrumental in providing not only testing, treatment, and vaccination programs, but also in sharing knowledge and collaborating with private sector peers and partners in government for a holistic pandemic response. Our other group companies – Ayala Land, BPI, Globe, ACEN, Manila Water, AC Infra, AC Industrials, and iPeople, among others - were likewise critical in giving our stakeholders relief and assistance through wage continuance, deferred payments, and financial support and in-kind assistance.

Amidst all these efforts by our companies, Ayala Foundation, as the group's social development arm, was a vital component in our efforts to help our stakeholders, working alongside friends and colleagues from our business units. Whether in times of calamity or normalcy, and during its 60th anniversary year, the Foundation remains committed to making a positive difference in the lives of the communities that we touch. The Foundation embarks on this mission under three thematic areas: Education, Sustainable Livelihood, and Love of Country.

Under Education, our focus is on teacher training to help address learning poverty for our youth. We also provide holistic support through CENTEX and the CENTEX Training Institute. We also harnessed the power of digital technology through programs like ProFuturo and <code/it>, which were particularly helpful to both learners and teachers, as they adapted to a blended learning setup during the pandemic.

For Sustainable Livelihood, we directed our efforts towards increasing economic opportunities for vulnerable sectors through enterprises. We continued working with farmers in Calauan, Laguna, who have organized themselves into an independent cooperative; with local farmers, artisans, and service providers in El Nido, Palawan, as they continued to expand the market for their products; and with the indigenous Iraya-Mangyan community of Puerto Galera, Oriental Mindoro, by bringing their woven baskets to both physical and virtual selling environments.

Finally, for Love of Country, we stepped up our efforts to encourage Filipinos to take pride in our country and culture, through the reopening of the new Ayala Museum and Filipinas Heritage Library. We also adopted an omnichannel approach to bring content on Filipino art, history, and culture across multiple platforms. Beyond promoting a greater appreciation for our heritage as an avenue to express Love for Country, the Foundation also led in providing immediate relief for disaster-stricken communities, given the many natural calamities that impacted the country last year. Through these programs and special projects, Ayala Foundation served a total of 8.1 million individuals during the year.

Allow us to further highlight some notable initiatives led by Ayala Foundation that took place over the last 12 months.

#BrigadangAyalaKaakay, an Ayala group-wide response to bridge the hunger gap among those whose heads of families have been jobless or on rotational employment due to the pandemic, was also able to assist more than 10,000 families in Metro Manila with a modified community pantry program for 12 weeks. Each beneficiary family received food assistance mainly consisting of rice, canned goods, bread, and fresh vegetables to make two meals per day for two days a week.

To make the #Kaakay ecosystem more impactful, we purchased vegetables and rice from farmers, bread from urban community bakers, and partnered with suppliers who were also severely impacted by strict quarantines.

When Typhoon Odette struck shortly before Christmas, Ayala Foundation again mobilized #BrigadangAyala to provide immediate help of more than 22,000 food relief packs to at least eight affected provinces nationwide. With several provinces still reeling from the effects of the typhoon, we continue to give out shelter kits and roofing materials, together with livelihood assistance to some communities and schools in the Visayas and Mindanao.

We at the Ayala Foundation and the broader Ayala Group are proud that we have been able to make meaningful contributions to our country and fellow Filipinos. We are grateful for the trust that we continue to receive from our many friends and partners. And we remain inspired by the many stories of resilience amidst adversity, the welcoming smiles from our host communities, and the deep commitment of our colleagues within and outside of Ayala to make a marked difference in people's lives.

We close Ayala Foundation's 60th anniversary with deep gratitude to our partners, donors, supporters, board members and advisers. They have worked with and through us, enabling all of us to manifest our continued Faith in the Filipino.

Jaime Agusto Zobel de Ayala Co-Chairman

Fernando Zobel de Ayala Co-Chairman

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MESSAGE FROM THE PRESIDENT

Dear Stakeholders,

2021 marks 60 years of Ayala Foundation's continuing "Faith in the Filipino." Through time, our programs harness partnerships and collaboration with the conglomerate, communities and country in general.

We are inspired by the many examples of how the Ayala group has been catalyzing innovation and progress, thereby expanding opportunities for many of our people. As we support inclusive economic growth, we are also mindful of our role in the realm of social development and nurturing Filipino art, culture, and heritage.

As with the rest of the world, the pandemic challenged us, in new ways, to adapt to a volatile, uncertain, complex, and ambiguous world. Still, these challenges, as always, presented opportunities to align with the needs of our stakeholders, and focus on initiatives that make an impact—for our conglomerate, community, and country. We shifted to an omnichannel approach to reach out to more beneficiaries, expanding our base and performing our role as the CSR arm of the Ayala group of companies.

We continue to seek new ways to maximize impact and drive transformations, taking a long, hard look at internal processes to equip our own people with the necessary tools and expertise as we consolidated our programs under three thematic areas— Education, Sustainable Livelihood, and Love of Country.

For education, the focus is for CENTEX to provide holistic training for teachers nationwide. By so doing, we also ensure that students and even their parents are also part of the loop. We maintain that educating a child takes a village. We know that learning takes a lifetime and filling our education gaps through teacher training and mentoring programs is just be one step forward. We do this as we continue to work hand in hand with partners like Fundación ProFuturo for digital education, aligning with allies from the Department of Education and like-minded NGOs.

We work directly with communities for Sustainable Livelihood. We know that increasing the chances of employment is just one way of doing it. We also believe that Filipinos are naturally entrepreneurial. Given the right environment and introduced to networks of support, they will thrive and prosper. Our Iraya-Mangyan stores in Ayala Malls, selling hand-made products of one of our IP partners, are a showcase of our whole-of-community approach. Indeed, the opportunities are endless.

We also live out our battlecry to be "Maging Magiting" (Be Valiant) as a call for all of us to act on our Love for Country, through our own team at Ayala Foundation, through our partners and the communities themselves. This thematic area embodies our commitment to promote the joy and wonder of Filipino art, culture, and heritage that is now especially amplified with the reopening of the Ayala Museum and Filipinas Heritage Library. It is also echoed in our youth leadership programs like the Ayala Young Leaders Congress that we have run for more than two decades with Ayala Corporation. Our LeadCom youth leadership training programs and the Bangsamoro Youth Leadership Program with respective local government units have also increased in momentum along the way.

We know that 2022 will not be an easy ride. But we remain focused on our goals-to expand the impact and reach of our programs, seek out partners and donors to sustain our momentum and improve operational efficiency along the way.

Now more than ever, we know that we can only achieve our goals with reliable partners and stakeholders. We salute our donors, partners, and our communities with gratitude.

And in the years to come, we hold on to hope, work better and smarter, driven by our "Faith in the Filipino."

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President



KAAKAY

#BrigadangAyalaKaakay is a concrete example of how Ayala companies come together for the Greater Good.

This 12-week food distribution program in select locations across Metro Manila targets over 10,000 families. Each family receives a weekly supply of rice, fresh vegetables, canned goods, and bread that will cover four square meals for a family of five. The food distribution is scheduled every week from November 2021 to February 2022.

Kaakay runs an inclusive eco-system of on-ground implementing partners like Virlanie Foundation, Caritas Manila, National Council for Social Development, and host barangays, while boosting the recovery and growth of local businesses by sourcing goods from rice farmers in Isabela (covering Regions 2 & 3), and vegetables from Benguet and CAR-based farmers. In addition, the bread included for food packs is produced fresh by a group of urban poor mothers who trained under TESDA's community-based bread-baking project through Virlanie Foundation.



FERNANDO ZOBEL DE AYALA "Kaakay brings together Ayala's business units, partners, and suppliers to support 10,000 primary income earners and their families."



TG LIMCAOCO "Kaakay buys fresh vegetables and rice from local farmers in the provinces which directly goes to affected families in Metro Manila."



PAOLO BORROMEO "We are inspired by the stories of resilience we heard from our beneficiaries today. We are very happy that we were able to augment their needs through this program."



RENE ALMENDRAS "We hope to support breadwinners who now have less than P200 pesos a day to survive on, and they are forced to stretch that to support a family of five. We want to help them rebound by being their kaakay."



BOBBY DY "We are grateful as well for this opportunity to help our fellow Filipinos. As the economy rebounds and businesses bounce back this 2022, let's help everyone bounce back."



RUEL MARANAN "Kaakay provides us a wonderful opportunity to assist families through supplemental feeding. We hope we are able to help thousands of Filipino families in a practical and meaningful way."



ART TAN "It's easy to lose hope when one gets retrenched or loses a loved one during the pandemic. In these times, all we really need is a Kaakay, somebody to offer a hand and open opportunities."



ERIC FRANCIA "The stories of our beneficiaries affirm our decision to launch Kaakay. I am inspired by their resourcefulness and creativity, making use of available resources in the area to earn extra."



ERNEST CU "Kaakay is a good program to alleviate hunger and provide livelihood oppprtunities. It's also great to expose our employees and executives to these kinds of programs so they are sensitized to the needs of the community, and continue to drive adoption of products that really serve these communities."

OUR PROGRAMS AND THEIR IMPACT

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Our 2021 KRAs

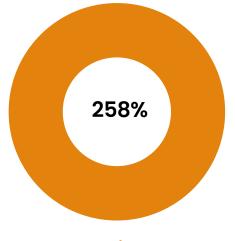
2021 KRAs: AT A GLANCE





KRA 1 3.1 M Beneficiaries

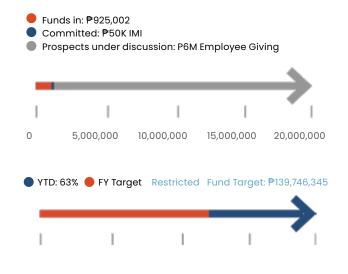
Cross-cutting Strategies: 306,685 Beneficiaries



8,175,976 / 3,168,818 Beneficiaries served and reached

KRA 2

₱20 M Unrestricted Funds Raised



KEY LESSON

Policy and omnichannel approach ensured greater reach

KEY LESSON

Pandemic Sensitivities, Group-wide campaigns required pivots

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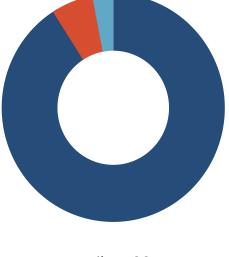
Our 2021 KRAs

2021 KRAs: AT A GLANCE





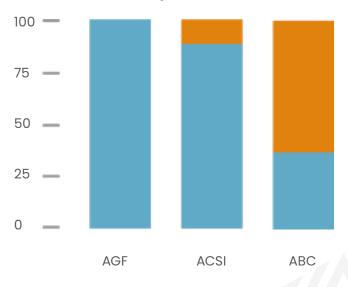
KRA 3 Omnichannel



Online: 93%
Onsite: 5%
Offline: 2%

KRA 4

AGC Social Development Arm



75 partners, 9 AGC partners

KEY LESSON

Program Agility for the new normal was key to uninterrupted implementation

KEY LESSON

ACSI Ecosystem Approach is efficient and effective

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Total Beneficiaries

(Direct, Indirect, Reach)

542,538

Our Education programs leverage on CENTEX, with special focus on teacher training to benefit learners and to help address learning poverty in the country.



PROGRAMS COVERED

- CENTEX Manila and Batangas
- CENTEX Training Institute
- Buklod Bahayan
- ProFuturo
- <code/it>
- Scholarships



HIGHLIGHTS

1,206 CENTEX Manila/Batangas students for School Year 2021-2022

3,429 Parents and teachers directly reached by CENTEX Training Institute 228

Teachers and daycare/ALS students who benefited from early childhood care and development initiatives

152 New schools where <code/it> was brought

118 Schools reached by ProFuturo

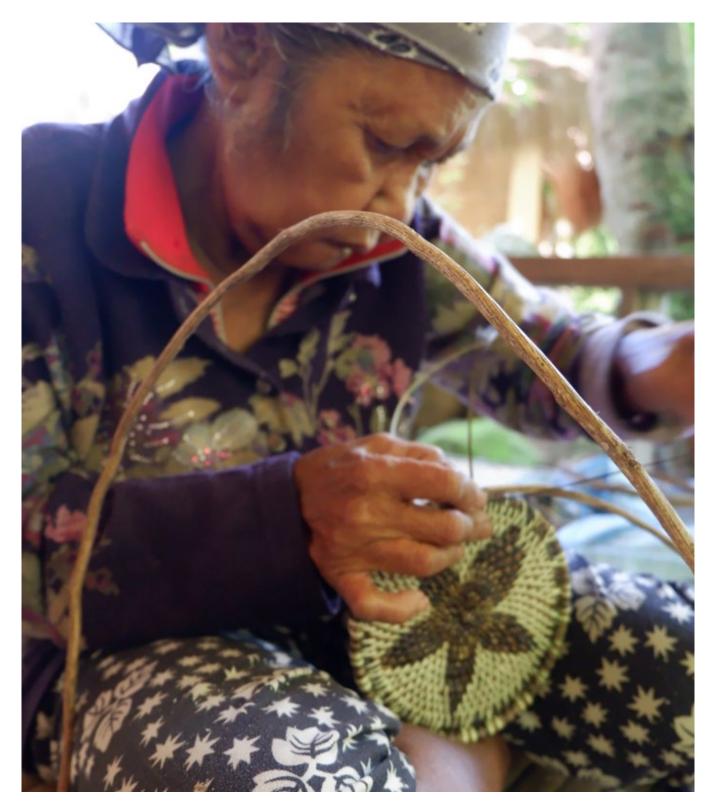
2,874 Teachers and students who benefited from ProFuturo 455,124 People who benefited from <code/it>



Total Beneficiaries

(Direct, Indirect, Reach) **31,763**

Our Sustainable Development programs are committed to helping increase economic opportunities for vulnerable sectors through community enterprises



PROGRAMS COVERED

- Iraya-Mangyan Community
- 🖕 Iraya-Mangyan Retail
- 🖕 Calauan Program
- El Nido Program

- Planting for Productivity
- LASIWWAI
- Community Retail

HIGHLIGHTS

Р3.568 М

Gross sales for vegetables and ornamental plants for Inang Kalikasan Agriculture Cooperative (IKAC), which is supported by our Calauan program

40 Farmers who are part of IKAC

3,556

Farmers, weavers, fisherfolk, entrepreneurs, tricycle drivers, and students who directly benefited from our El Nido programs

Р13.723 М

Combined gross sales from the Lio E-Lengke, El Nido Food Terminal, Sibaltan Women Producers Cooperative, and other services sourced from El Nido communities

P-1.71 M

Gross sales of Iraya-Mangyan products

Communities where the Planting for Productivity Project is piloted



LOVE OF COUNTRY

Total Beneficiaries

(Direct, Indirect, Reach)

7,294,990

Our programs under the banner of Love of Country fosters a wide-scale movement for nationalism while addressing disaster response in key areas



PROGRAMS COVERED

- Ayala Museum
- Filipinas Heritage Library
- Maging Magiting
- #BrigadangAyala Disaster Risk
 Reduction and Management
- #BrigadangAyala Balik Eskwela
- Ayala Young Leaders Congress
- Leadership Communities
- Sari-Saring Aralan

HIGHLIGHTS

8,795 Community members who benefited directly from LeadComimplemented projects

1,765 Total number of leaders who are part of the AYLC alumni network

4,000

Philippine flags distributed by Maging Magiting as part of the Quincentennial of the First Circumnavigation

63 Police officers from six regional commands recognized under Pulis Magiting X Pilipinong Magiting

1.6 M

Beneficiaries served by Ayala Museum and Filipinas Heritage Library through their omnichannel initiatives

26,346

Families served by the #BrigadangAyala Typhoon Odette food relief initiatives

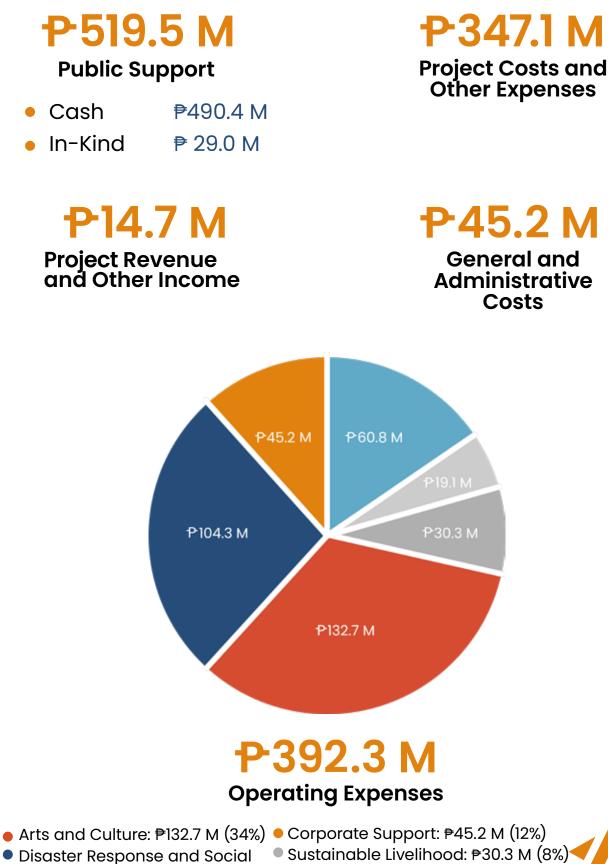
10,000

Metro Manila families served under #BrigadangAyala Kaakay





The full version of the audited financial statements is available at <u>www.ayalafoundation.org</u>



- Youth Leadership: ₱19.1 M (5%)
- Projects: ₱104.3 M(27%) ■ Education: ₱60.8 M (16%)



Over the years, Ayala Foundation has implemented programs across virtually all geographic regions in the country, making an impact in the lives of Filipinos through its programs.

Ayala Foundation FAITH IN THE FILIPINO

From the very beginning we at Ayala Foundation were already very clear about what our commitment was, and what our priorities were. This was evident in our original name—Filipinas Foundation. Nothing could be a more concrete expression of our founders' "faith in the Filipino" than in putting the country first, even in the very name of the foundation.

During its early years, under the leadership of our founders Col. Joseph McMicking and Mrs. Mercedes Zobel-McMicking, Filipinas Foundation already showed a clear alignment with the goal for national development. Aside from science and research, the foundation implemented projects in the fields of education, community development, and arts and culture.

An important part of contributing to the nation's development goals is the ability to adapt to the evolving needs of stakeholders, so we can remain both relevant and responsive. In 1990, our organization officially became Ayala Foundation—not because the Philippines was no longer our priority, but because we were now one and aligned with the rest of the Ayala group in serving the nation, and expressing our continuing faith in the Filipino.

This synergy with the conglomerate remains as the backbone of our operations, as we serve our program communities for the greater good of the country. And because of these, we continue to make an impact in the lives of people everywhere.

We affirm our commitment to aligning, giving focus, and making an impact in the lives of people in our conglomerate, communities, and country.

And in our 60th year, we also affirm our steadfast faith in the Filipino, today and in the years to come.

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KEEPING THE FAITH



As many as 1.58 million Filipinos were served directly by our programs, which include our various disaster relief efforts.



In 2021, Ayala Foundation celebrated its 60th anniversary, affirming its continuing faith in the Filipino. As the world faced the continuing challenges posed by the COVID-19 pandemic, we also continued looking for ways to serve our communities in a sustained and innovative manner.

During the year, we focused on four major deliverables: a beneficiary target of 3.1

million, raising ₱20 million in unrestricted funds, an omnichannel approach, and serving as the Ayala group's social development arm. Except for the target on raising unrestricted funds, we achieved, if not exceeded, our goals, owing to the program pivots done to address the challenges brought about by the pandemic restrictions.



Our omnichannel approach has also allowed us to serve close to 6 million people, who accessed our programs through various online channels. The Ayala Museum has harnessed its online resources to reached a wider audience.

Even in the midst of the pandemic and the natural disasters that struck the country during the year, we were able to reach 8.1 million beneficiaries, 258-percent higher than the 2021 target of 3.1 million. About 19 percent (1.58 million) of these were served directly through the implementation of programs or the delivery of aid, while 8 percent (643,000) were considered indirect beneficiaries, or the families or communities that were served by direct beneficiaries.

A whopping 5.95 million (73 percent) were reached through their interaction with our programs and advocacies across various media. Much of these could be attributed to our efforts to step up our omnichannel approach, as we delivered our programs onsite, offsite, and online.

Taking into consideration the needs of both our partners and program communities, we made adjustments to our fund-raising efforts, and focused strongly on programspecific funding. We invested in setting up systems and structures to ensure our readiness for resource mobilization. These included the setup of a constituent management system that supported planned fund-raising campaigns and the recording of beneficiary data, and the introduction of an integrated donation portal that provided a seamless user experience. Retail fund raising was started and sustained, which covered email campaigns and corporate partnerships with Ayala Rewards Circle, Integrated Micro-Electronics, Ayala Property Management Corporation, Lazada, GCash, and Globe Telecom, among others. All in all, these campaigns raised close to ₱1 million in unrestricted funds. Restricted and program specific fund raising generated close to ₱140 million in the same period.

Lastly, the power of shared purpose also gave us numerous opportunities to collaborate with the different business units of the Ayala group on programs and special projects serving communities across the country. During the year, we logged at least 75 partnerships with nine Ayala companies.

8.1 MILLION

Total number of beneficiaries for the year

75 Partnerships nurtured with 9 Ayala companies



One major Ayala-wide program where we played a major role was the reintroduction of #BrigadangAyala. As the Ayala group's umbrella campaign for various social development and corporate social responsibility initiatives across the group, #BrigadangAyala consolidated efforts such as disaster relief and response, assistance for public education, championing of social enterprises, and public health advocacy, among others. #BrigadangAyala is part of the group's "Ayala for the Greater Good" brand-building efforts.

Under #BrigadangAyala, Ayala Foundation took the lead in two highimpact programs that involved the entire conglomerate—#BrigadangAyala Kaakay and #BrigadangAyala Typhoon Odette Relief.



Over 12 weeks, the Ayala group came together to distribute food for at least 10,000 families in Metro Manila through #BrigadangAyala Kaakay



#BrigadangAyala Kaakay is an expression of the Ayala group's commitment to the Greater Good.



#BrigadangAyala Kaakay made sure to source food items from local farmers and other producers, as a way to support economic activity.

Launched in the fourth quarter of the year, #BrigadangAyala Kaakay was a 12-week food distribution initiative for families experiencing hunger and job loss as a result of the extended lockdowns. Backed by the whole Ayala group and with Ayala Foundation serving as the implementation lead, #BrigadangAyala Kaakay served 10,000 families—between 44,000 to 50,000 individuals—by providing them rice, canned goods, fresh vegetables, and bread on a weekly basis.

#BrigadangAyala Kaakay also made sure to source these ingredients from local producers and suppliers, as a way of supporting local economic activity. The rice was good quality rice sourced from Region III and Region II. Meanwhile, the vegetables were sourced from farmers from Benguet.

For one week in December, the contents of the food bags were modified to become a "noche buena" pack. Aside from vegetables and rice, there were also spaghetti packs and fruit cocktail as a way to celebrate the Christmas season. In some distribution activities, Ayala group CEOs joined and personally handed over the food for the participants. They also interacted with the partners and beneficiaries, so they could have a better understanding of the challenges experienced by the communities, and they could also personally appreciate the project's impact.

The food distribution served as the first phase of the program. It is expected to close in March 2022.

10,000

Families reached by #BrigadangAyala Kaakay

12

Number of weeks when #BrigadangAyala Kaakay was implemented The onslaught of Typhoon Odette, also in the last quarter of 2021, brought the Ayala group together to make an impact in the lives of people and families severely affected by the typhoon. Soon after the onslaught of the typhoon the Ayala group came together to deliver relief packs for families and communities, particularly in Dinagat Islands Province, Siargao Island, and Cebu City.

Collectively, relief distribution under #BrigadangAyala Typhoon Odette allowed the Ayala group to deliver food assistance for 26,346 families—roughly 131,000 individuals—from at least nine provinces.

By January 2022, we move on to the distribution of shelter kits for families who lost their homes and schools that need repairing.

Another expression of the ongoing collaboration within the Ayala group is through the Ayala Community for Social Impact. During the year, ACSI hit the ground running with the formation of six clusters-Education, Livelihood, Innovation, Disaster Risk Reduction and Management, Environment, and Love of Country. As the main network for the Ayala group's CSR practitioners, ACSI did not only serve as a venue for the sharing of best practices and resources, but as a space for increased partnerships and collaborations, thus widening the reach of initiatives and deepening their impact.



The Ayala group's unified efforts to support disaster-stricken communities were once again seen during the onslaught of Typhoon Odette.







The support of our donors and partners allowed us to reach numerous Filipinos nationwide. The Ayala group, through programs such as #BrigadangAyala Kaakay, was an important partner for our initiatives.

Public support or donations for 2021 reached ₱519 million, almost double from the previous year's public support of ₱264 million. Donations for #BrigadangAyala Kaakay, COVID-19 efforts, and disaster relief totaled ₱140 million. Donations also funded vaccination services for the local governments, a biomolecular lab, and relief operations for typhoons Odette, Maring and Fabian. The Ayala Group contributed significantly to the funds raised in 2021 but we also collected ₱9 million donations from the public, as we stepped up our public donation drives.

The Museum renovation was completed within budget, despite construction shutdowns, delays due to quarantine restrictions, and the cost of the COVID safety protocols.



The Ayala Museum renovation was completed in 2021.

Despite the continued low domestic interest rates and local equity market returns, we generated investment and interest income of ₱222 million and an ROI of 11.4% on our endowment fund. The fund's return was boosted by the reallocation and rebalancing of assets to the higher-yielding local REITs and international equities. The endowment fund value as of year-end 2021 was ₱2.20 billion, an increase from ₱2.03 billion in 2020, due to the gains posted this year. We also renewed key permits and certifications from our regulatory agencies, including the Bureau of Internal Revenue certificate of income tax exemption for grants and donations (covering three years), as well as a certificate of registration as a social welfare and development agency, and a nationwide license to operate (covering three years) from the Department of Social Welfare and Development (DSWD). DSWD also extended our authority to conduct national solicitation, thus allowing us to continue public fund-raising drives, especially for disasters.

We promoted financial optimization, strengthened controls and provided financial advice, not only within our organization but also to our communities. We improved insurance coverage for our artworks. We are also completing a Business Continuity Management System Project to ensure our continued operations even in times of interruptions or crisis. **P519 MILLION** Public support generated

for our programs

P2.20 BILLION

Endowment yearend fund value

11.4 PERCENT

ROI for our endowment fund—the highest in at least 10 years



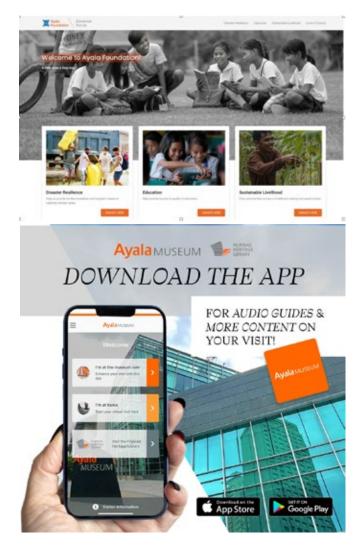
Expressing our faith in the Filipino depends as much on our program implementers as our enabling units. Our Human Resources and Corporate Services, for instance, continued to introduce and implement programs enhancing the physical and emotional well-being of talents, thereby creating a work environment where people feel safe, appreciated, and remain engaged, and productive. Recognizing the potential impact of the Work from Home setup to the well-being of the talents, mental health services and workshops were regularly organized, as were virtual engagement activities involving the

talents and sometimes even their families. We also conducted talent review and several strategic planning sessions, formulated a new learning and development framework and secured a partnership with internationally recognized professional organizations to implement our training programs.

Our Information and Communications Technology Division remained focused on supporting the entire organization's full digital transformation, rolling out solutions, interventions, and innovations that are relevant, practical, empowering, and strategic to the



The continuing evolution of work arrangements—from in-person to online collaboration, to a hybrid approach—was smoothened with the assistance of enabling units.



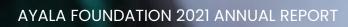
Taking an omnichannel approach allowed us to reach out to our audiences where they are—and the use of online channels is an important part of the omnichannel experience.

delivery of our programs. A total of 17 ICT-specific projects were implemented within the organization and with external partners. Most of these digital initiatives were geared for the reopening of the museum and the library. These include the installation of the digital gallery at the museum lobby, the development of the new museum website and mobile app, the upgrade of various security and multimedia equipment, and the enhancement of payment systems and its integration to accounting systems. In addition, we introduced a new donation portal, improved the security and stability of our ICT systems and critical applications, provided support for the

seamless holding of online events, and organized learning sessions.

Aside from taking the lead in the implementation of the #BrigadangAyala-branded programs, the Corporate Communications division continued sharing the Ayala Foundation story not only through our channels but also through alignment with different partners. During the year, our communications efforts helped us register a dominant share of voice compared with other corporate foundations. The increase in share of voice was noted in news media (40 percent, compared with closest competitor at 25 percent) and in social media (59 percent, compared with closest competitor at 21 percent). This upward increase in share of voice was tracked over a period of three years.

Meanwhile, our Foundation Planning and Resource Mobilization tracked our key targets for the year, and supervised efforts in raising funds for our programs. The team also helped organize the process for the development of our 2022 strategic plan, as we continue to strengthen our organization.



FAITH IN THE POWER OF EDUCATION

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We believe that Education can transform the lives of the youth and their teachers, their families, and the communities in which they belong.



Technology has increasingly become essential to the education of children everywhere.

Education has been one of the most enduring advocacies of Ayala Foundation. Even in its early years, the foundation has actively pursued programs that focused on education as a way to nurture well-rounded Filipinos.

In the past couple of years, the country faced the unprecedented challenge of

achieving and sustaining educational gains in the middle of a global pandemic. Together with partners from government, nongovernment, and business sectors; international institutions; and local communities, Ayala Foundation served over 500,000 students, teachers, and family members through various education initiatives.

NURTURING STUDENTS, TEACHERS, AND PARENTS

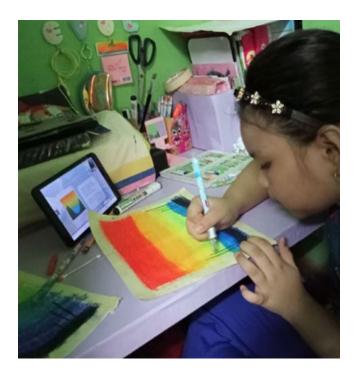


Remote education sessions for CENTEX teachers and students have been made possible with the support of donors and partners

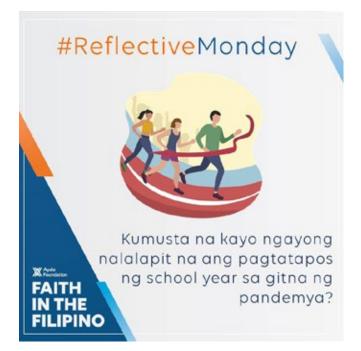
As teachers and students continued to adjust to changes in new setups and practices, we worked closely with fellow advocates in ensuring access to quality educational resources.

The two CENTEX schools in Manila and Batangas continued to foster an ecosystem that nurtures teachers, students, and parents. We maximized the use of technology and online platforms to improve education gains at a time when remote and modular learning was still in place. At least 200 students received load allowances that allowed them to access online resources and attend online sessions.

This was made possible with the support of Ayala Museum's "Give Access Get Access" fund raising, Shake Shack, and the Bank of the Philippine Islands. Tablets, with load allowances, were lent to another 60 students through funding from *Philippine Tatler*'s Tablet with Access project. Teachers were also provided load allowances when they attended the sessions.



As part of CENTEX's holistic approach to education, virtual field trips at the Ayala Museum and podcast sessions with the Filipinas Heritage Library were organized for 252 grade 4 to grade 6 students. In addition, five enrichments sessions were conducted for 182 students as well as an after hours violin virtual summer camp for 40 students. Employees from Avida also volunteered to lead arts and dance sessions for 160 students.



CENTEX served teachers, students, and parents by providing them access to resources that will enrich their learning. These include online training sessions, virtual field trips, and others. Availability

Fundation

Image: State of the stat

The CENTEX Training Institute directly served 873 educators, organizing sessions that covered various aspects of teacher development. Virtual intensive sessions were organized for 220 teachers from Bago City and Talisay City (both from Negros Occidental), Cagayan de Oro City, and General Santos City. These sessions focused on research, critical thinking, content creation, and the use of such tools as Canva and Photoshop. Teachers from these same cities attended several rounds of mentoring sessions, through webinars on Strengthening Home-School Connection and sharing of CENTEX parent program. Teacher representatives also participated in the coaching session with Keys School Manila. As part of the enrichment sessions, the teachers participated in a webinar organized by the National Teachers' College on the importance of continuing education, reading literacy, mental health, and sustainability.



Online resources are also being maximized for after-hours activities, like music lessons.

Aside from these four partner cities, the CENTEX Training Institute reached three new areas—Oton, Iloilo; Pavia, Iloilo; and Bantayan Island, Cebu. More than 120 teachers from these areas participated in online intensive sessions, classroom observation, mentoring, and enrichment sessions.

We also organized the annual training for 95 teacher-trainers/mentors. They attended short courses on Animating and Facilitating Remote Learning, Child Resiliency, and Research, which were presented in partnership with NTC. As a culminating activity for the training year, a one-day webinar for 1,000 partner teachers was also organized. Because parents have become even more hands-on in their children's education during the pandemic, our CENTEX program also organized mentoring and training sessions for them, not only as they guided their children's learning, but also for their own growth and well-being. Among the webinars organized for both teachers and parents were Parenting in the Time of Pandemic; Balik-CENTEX, on the importance of continuing education; Financial Mindfulness; and a learning session on COVID-19 vaccination, with the help of AC Health. Nine parents also underwent mentorship training, where they shared best family program practices. In addition, three parents underwent a year-long mentoring with EO Philippines for small enterprise.



We signed an agreement with Pasig City and DepEd Pasig for the implementation of <code/it> in the city, covering 10 public elementary schools.

We introduced the Eskwelahay initiative as part of the mentoring/enrichment sessions. Eskwelahay—which is a combination of "eskwela" and "bahay," or school and home—equips parents with the knowledge and skills that can help them become more productive. One activity under Eskwelahay was the RFM Kamasa training, which offered baking classes to different partner schools, reaching out to some 5,408 families in eight schools in Visayas and Mindanao.

POWERED BY TECHNOLOGY— PROFUTURO AND <CODE/IT>



Aside from learning sessions, we started a tablet-lending initiative for ProFuturo communities to support DepEd's blended learning efforts during the pandemic.

The COVID-19 pandemic has further emphasized the role of technology in making sure that no child is left behind when it comes to education. Through our digital education programs like ProFuturo and <code/it>, we are working double-time to contribute to narrowing the digital divide among our students and teachers.

During the year ProFuturo served 118 out of its 126 partner schools, with the remaining eight schools unreached due to pandemic restrictions and connectivity concerns. As a way to support the continued learning of teachers, we conducted the Intensive Training on the ProFuturo Digital Solutions, reaching a total of 659 teachers from MIMAROPA. In addition, we introduced "Developing Reading Proficiency," an online training session tailored to the needs of the teachers from Marinduque.

Teachers under the ProFuturo program also participated in activities organized under CENTEX, such as virtual field trips at the Ayala Museum, and the sharing of materials developed during the holding of training sessions with the National Teachers College. Many ProFuturo teachers also joined advanced sessions on Microsoft applications facilitated by Ayala Foundation's Information and Communications Technology Division. Meanwhile, <code/it> continued its robust expansion, reaching 152 public elementary schools, an 81-percent increase from the previous year and 52-percent higher than its target for the year. Driving this growth was the program's relevance to the times, with learning content that can be delivered fully online, making it especially suitable to education's new normal with a focus on online learning modalities.

One of the highlights was the signing of a memorandum of agreement with Pasig City, under the leadership of Mayor Vico Sotto. With funding support from Ortigas Land, <code/it> is being implemented in 10 public elementary schools in the city. Other areas where the program expanded were Davao del Norte with another 52 schools and Silang, Cavite, with an additional six schools.

In total, the program reached 455,124 total beneficiaries, 81-percent higher than its target of 252,000 beneficiaries for 2021.





We continued supporting the education of Iraya-Mangyan students in Puerto Galera, Oriental Mindoro.

We also sustained our education interventions that extend beyond K-6, with programs covering Early Childhood Care and Development (ECCD), high school and college scholarship, and support for out-of-school youth and community leaders through the Sari-Saring Aralan program.

The three daycare centers supported by the ECCD program—Buklod Bahayan Daycare Center in Silang, Cavite, and the Talipanan Daycare Center and the Bignayan Daycare Center, both in Oriental Mindoro—served a total of 228 teachers and students, including members of the Indigenous Iraya-Mangyan community, as they continued a modular learning arrangement in response to pandemic restrictions. A select number of teachers from these daycare centers also participated in programs organized under CENTEX, such as the Eskwelahay initiative and the training with the National Teachers College. In addition, the foundation worked closely with local government units and municipal social welfare and development units for the delivery of COVID-19-related aid and assistance, including supplemental food packs and toys.



Sari-Saring Aralan pivoted to a pandemicresponsive model, with participants implementing projects in their local communities during these challenging times.

Sari-Saring Aralan pivoted to a program that could serve communities in the middle of the pandemic. Under a new design that integrated both online and onsite elements, Sari-Saring Aralan served at least 150 out-of-school youths and 26 youth leaders from three sites—Caticlan in Malay, Aklan; El Nido, Palawan; and Cagayan de Oro City. The Caticlan run of Sari-Saring Aralan was supported by the local government as well as Mitsubishi. The program also continued its partnership with De La Salle University for Career Guidance Session and Kaakbay Mentoring, Xavier University, CDO Community Improvement Division, and TESDA.

The scholarship program, meanwhile, admitted 21 new scholars, and sustained partnerships with the Ayala Multi-Purpose Cooperative, as well as APEC Schools.



Even despite the challenges posed by the pandemic, our education initiatives saw many of our program participants marking important milestones in their lives, proving that their hard work paid off.

CENTEX students proved that they could easily compete with the best students in the country, or even the world. For instance, Lance Garcia of CENTEX Batangas won silver at the Math Olympiad held in Singapore. In addition, Antonette Payumo (CENTEX Manila) won gold at the Regional level and bronze at the National level of the Copernicus Science Competition, while Kial Santiago (also CENTEX Manila) won gold in the Regional Level for Mitsubishi Arts Contest.

Two students of CENTEX Batangas represented the Philippines in the sixweek international conference for Philosophy with Children and Youth Network for Asia and the Pacific.



Lance Garcia of CENTEX Batangas won silver at the Math Olympiad held Singapore.

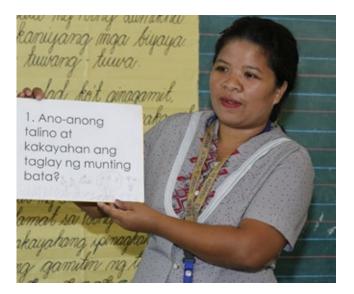


CENTEX Batangas was named Best Implementer of Brigada Eskwela for a medium-sized school in Calabarzon.

The Department of Education also recognized CENTEX Batangas as the best implementer of the Brigada Eskwela program for medium sized schools in Calabarzon. The DepEd Schools Division of Manila included CENTEX Manila in its list of best Brigada implementers in the division.

Marina Aranzado, a member of the Indigenous Iraya-Mangyan community in Puerto Galera, recently earned her master's degree and was promoted to Teacher 3. She is currently teaching in Grade 3 at the Talipanan Mangyan School in Puerto Galera. Three other Iraya-Mangyan scholars who are currently taking their master's in Education recently passed their comprehensive exam, and are preparing their thesis.

Jan Erwin Aljo from Sari-Saring Aralan Cagayan de Oro City was elected president of CDO 4-H Club Federation. He also represented the city at the Youth Development Alliance sponsored by USAID and Education Development Center.



Marina Aranzado is one of the first members of the Iraya-Mangyan community in Talipanan to finish her master's degree in education.

AYALA FOUNDATION 2021 ANNUAL REPORT

FAITH IN PROGRESS THROUGH SUSTAINABLE LIVELIHOOD

AYALA FOUNDATION 2021 ANNUAL REPORT





We worked closely with our sustainable livelihood communities to adapt to the challenges of the COVID-19 pandemic—including the farmers groups in El Nido, Palawan.

The COVID-19 pandemic dealt a serious blow on the lives of ordinary Filipinos, making a tremendous impact on quality of life. Many families lost access to food and other daily necessities, as well as sustainable sources of income.

Part of our vision as the social development arm of the Ayala group is to nurture communities where people are productive and self-reliant. These qualities are as essential for survival as they are for growth and development. While these qualities encompass such characteristics as diskarte and abilidad, they also need to be supported by systems that ensure the continuity and even expansion of their efforts. Not just one-time support, but efforts that encourage medium to long-term growth. This is why we make sure that our livelihood programs are sustainable. This can be done by way of skills training and enhancement, product development, market connection, financial literacy, and others. In many instances, our sustainable livelihood programs are embedded in community development efforts. After all, every member of the community should have the same opportunity to improve their lives. And on the road to progress, no one should be left behind.



The pandemic has negatively impacted the global tourism industry. This was strongly felt in many parts of the country as well, including such destinations as El Nido, Palawan. To lessen the impact of the pandemic, all the stakeholders in the community—the local government, local businesses, partner organizations, and the residents themselves—came together to support one another.





The Lio Food Terminal project allowed local farmers to find a place to bring produce and other goods, so a wider market can access them

For Ayala Foundation's part, we focused our attention on supporting the needs of farmers and fisherfolk, women weavers, women entrepreneurs, and tricycle drivers in the barangays where we are present. We also looked after senior high school students from partner schools, as well as the members of an organized farmers' federation. All in all, our sustainable livelihood and community development efforts in El Nido directly benefited 3,556 individuals. An important feature of our support for farmers, fisherfolk, and local artisans and entrepreneurs was to develop interventions that helped them find a market for their products and services. One such intervention was the Lio E-Lengke, which serves as an online "palengke" or market. Started in 2020, the Lio E-Lengke uses Facebook as a platform for community products, including cooked food, that can be readily bought.

Another initiative that sought to support local farmers and fisherfolk was the El Nido Food Terminal project. These food terminals serve as food hubs where local communities can access high-quality, fresh, and seasonal local produce-a way to address the locals need for nutritious food while also ensuring that local food producers from different barangays have a sustained income in the midst of the pandemic. During the year, two food terminals were launched-the main branch, which can be found in the El Nido Market; and the Food Terminal Norte, located in Sitio Uno of Lio Beach. As part of the food terminal project, we signed a memorandum of agreement together with our partners the Municipal Government of El Nido through the Municipal Agriculture Office, Pilipinas Shell Foundation, and the Asosasyon ng mga Mangingisda at Magsasaka sa Munisipyo ng El Nido.

In addition, Ayala Foundation has been supporting the local weavers and entrepreneurs who are part of the Sibaltan Women Producers Cooperative, as they find a market for their products and services, in El Nido and beyond.



The weavers, food producers, and farmers of our El Nido communities found a way to bring their products to a local market, through projects like Lio E-Lengke and the Food Terminal.



The Lio E-Lengke, the El Nido Food Terminal Project, the Sibaltan Women's Producers Cooperative, and other services sourced from the community reported combined gross sales of ₱13.723 million.

Aside from finding a market for food producers and entrepreneurs, Ayala Foundation also provided opportunities for upskilling, covering various training programs. One such upskilling initiative was the training of 333 graduating senior high school students from Barotuan and El Nido National High Schools, who underwent sessions that focused on preparing them for the workplace. Upskilling sessions were also conducted for the Asosasyon ng mga Mangingisda at Magsasaka sa Munisipyo ng El Nido.

P13.72 MILLION

Gross sales of El Nido communities for Lio E-Lengke, the El Nido Food Terminal Project, the Sibaltan Women's Producers Cooperative

333

Graduating senior high school students who underwent training sessions preparing them for workplace opportunities



We also helped in continuing efforts to organize fisherfolk in barangays Pasadena and Villa Libertad. In Pasadena, the Lamoro Pasadena People's Organization (LAPAS) took the lead in Project Talipapa where they transferred Lamoro talipapa (wet market) into a safer location within the Ayala property and have it owned and operated by the association itself in partnership with the Barangay Council and Ten Knots Philippines. In Villa Libertad, the Samahang Itinataguyod ang Bakawan at Antas ng Kabuhayan (SIBAK) took the lead in Project Access Road which provides access road from the Ayala property to the sea and have it managed and regulated with stakeholders welfare in mind, particularly the fisherfolk and Ten Knots Philippines.





Farmers from our Calauan produced ornamental plants and fresh vegetables to reach a wider market.

The members of Inang Kalikasan Agriculture Cooperative (IKAC), which formed the core of our sustainable livelihood program in Calauan, Laguna, continued to experience improved income through the selling of ornamental plants and vegetables. During the year, they recorded gross sales of ₱3.568 million—₱2.036 through sales of ornamental plants to MDC Greens, and ₱1.532 million by way of the weekly delivery of fresh vegetables.

When IKAC became a registered an independent cooperative in 2018, its members also started learning what are the privileges and responsibilities of independence. Today, they are able to take charge of the many transactions with partners and customers with minimal intervention. They handle transportation bookings for the weekly vegetable deliveries and directly coordinated with the Makati Development Corporation for their billings and receiving payments. They also hired consultants to help them manage their cooperative.

And in an effort to reach a wider network of customers who need access to fresh, organic, and seasonal produce, our sustainable livelihood program in Calauan launched its own online selling platform called SariWani. Developed with the support of EO Philippines, this platform has been been very helpful in selling the produce of the farms in Calauan (such as Avviare and other nearby farms) through posting in its website and weekly release of the order form.

HOLISTIC SUPPORT FOR AN INDIGENOUS COMMUNITY

For many years, Ayala Foundation has been implementing community development programs in an Indigenous Iraya-Mangyan community in Puerto Galera, Oriental Mindoro. During the year, we directly served 369 individuals, through interventions covering education, health, and livelihood.

Although the pandemic continued to pose challenges on the production, transport, and sale of the woven nito products of Iraya-Mangyan weavers from our program community, they still managed to record gross sales of ₱1.711 million for their products. This was done by taking a multi-platform approach to sell the products—onsite, offsite, and online.

Aside from various Ayala Malls, Iraya-Mangyan products also became available for sale at Seda Nuvali. We also stepped up our participation in both onsite and online bazaars, such as the Designers' Holiday Bazaar, Likhang HABI Online Fair, a bazaar at the Manila Polo Club, the EO Online Bazaar, and three separate bazaars at Ayala Malls.



The Iraya-Mangyan community of Talipanan teaches the tradition of nitoweaving at an early age

Online selling through the Ayala Museum online store, as well as official Facebook and Instagram accounts, continued during the year. And as an effort to become more responsive to customer requirements, the weavers developed five new and customized products and made them available for sale. In the area of education, support continued for students through the early childhood care and development program. Because supplemental feeding at the daycare centers could not continue as usual, we distributed food packs instead, covering 300 students.



Iraya-Mangyan weavers developed five new and customized products during the year. Online selling also became a venue to reach a wide market.

The Amade Clinic located near the Iraya-Mangyan Village continued to look after some of the health needs of the community, serving 4,416 health cases during the year. The clinic is run by the Sisters of Charity of St. Anne.

OTHER COMMUNITY DEVELOPMENT AND SUSTAINABLE LIVELIHOOD EFFORTS



Planting for Productivity trained families in the basics of backyard farming, as a way to supplement food requirements during the pandemic.

Recognizing that access to healthy food options, particularly vegetables, continued to be a challenge to many Filipinos during the pandemic, we started the Planting for Productivity (P4P) project, implementing it in four sites-Bago City, Cagayan de Oro City, Quezon City, and Calauan, Laguna. Supported by the Macquarie Group Foundation and Base Bahay Foundation, we signed four separate agreements with the local government units where P4P is being implemented. Under P4P, we provided technical training as well as values formation training, and familiarized the project participants on various online platforms. All in all, the project directly served 302 individuals.

Meanwhile, we also continued our partnership with the Lake Sebu Indigenous Women Weavers Association in South Cotabato for their homestay service program and livelihood activities.



Aside from helping with some of the construction needs of the community (cabinets, restroom, signage installation, and materials for a water tank), we also assisted in organizing online training sessions on baking and cookery. Seda Abreeza also provided two recorded lessons on housekeeping and food preparation to augment the training the LASIWWAI members received from the Department of Tourism. All in all, we directly served 97 individuals from the LASSIWAI partnership.



Various efforts were taken to showcase the artistry and craftsmanship of our sustainable livelihood communities—bringing their products to onsite, online, and other venues.

As a way to expand the reach of our community's products, we worked with our Arts and Culture Division for to develop our 2021 Christmas Catalogue, which featured products handcrafted with love by partner communities across the country as well as Ayala Museum Shop's uniquely Filipino products. The catalogue generated over ₱2 million worth of sales. We also started a partnership with Gifts and Graces, which served as one of the suppliers for the catalogue. This generated for Gifts and Graces communities a total of ₱575,000 in gross sales. G&G also sourced products from our communities: Iraya-Mangyan weavers in Oriental Mindoro, and the Sibaltan women weavers in Palawan.

The Urban Container Household Gardening Project in Cagayan de Oro City also flourished during the year. Serving 118 individuals, the project sustained its efforts in helping residents grow fresh vegetables, which they were able to sell in three taboan locations. Gross sales for the project reached ₱222,000.



An essential part of community development is sustaining partnerships with various stakeholders. In Bais City, Negros Oriental, we signed an agreement with Silliman University to conduct a participatory rapid appraisal in Barangay Tamisu. We also continued a partnership with AC Energy in Iloilo and Negros Oriental, and with the Ayala Land subsidiary Sicogon Island Tourism Estate Corporation in Sicogon, Carles, Iloilo.

Our Visayas and Mindanao operations were also actively supported by other members of the Ayala group, particularly the WeAreAyala Business Clubs.



FAITHIN THE GREAT VALUE OF LOVE OF COUNTRY

AYALA FOUNDATION 2021 ANNUAL REPORT

FAITH IN THE GREAT VALUE OF LOVE OF COUNTRY



Everywhere we go, we carry our identity as Filipinos, and we find various ways to show love for our country.

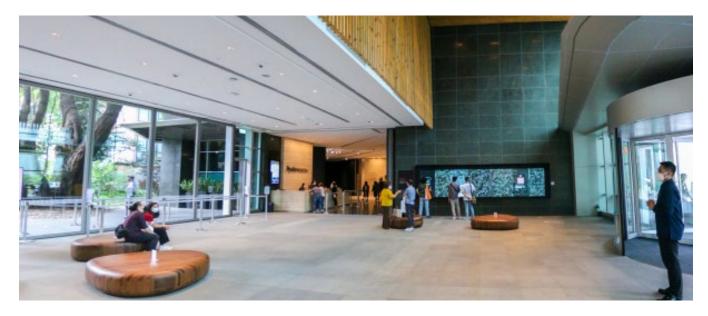
Every day, every Filipino has the opportunity to be magiting—heroic, valiant, brave. Not just in terms of grand gestures, but also in terms of small acts that show honor, dignity, and compassion.

These daily acts of kagitingan are the markers that we hope to see in every Filipino, through our programs promoting love of country. Whether in the field of leadership development, arts and culture, or disaster response and rehabilitation, we have numerous venues and platforms to show our love for our country—all we need is to take that first step.

After two years under renovation, the Ayala Museum and the Filipinas Heritage Library (FHL) reopened their doors in December to cap off Ayala Foundation's 60th anniversary, as an expression of its commitment to the Filipino people. Reopening during a global pandemic required many adjustments to the onsite museum experience. During the run-up to the opening, the Ayala Museum staff researched, tested, and adopted new operational and safety protocols to ensure the safety of both guests and staff. In spite of that, Ayala Museum welcomed 2,122 onsite guests while FHL had 53 researchers.

The new Ayala Museum lobby was envisioned by Taku Shimizu and designed by Leandro V Locsin Partners. Now with its high ceilings, the new lobby is marked by a distinctive Asian sensibility—as seen in the use of wooden slats across the lobby interiors. And for the first time in the Philippines, guests will encountered the Digital Gallery located in the museum's new lobby.





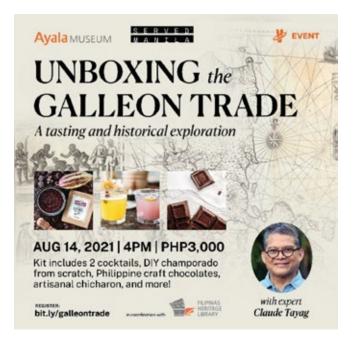
The newly re-energized Ayala Museum welcomed excited guests in the fourth quarter of 2021.

Five exhibitions were unveiled at the soft opening of the Ayala Museum along with the new Ayala Museum website and app. These exhibitions provoke curiosity and move people about what is uniquely Filipino. The inaugural exhibition, "Intertwined: Transpacific, Transcultural Philippines" curated by Dr. Florina Capistrano-Baker, is a fitting followthrough to 2021's quincentennial celebration of the circumnavigation of the world. Intertwined explores the resulting entangled cultures brought about by the ability to circumnavigate the world with over 240 carefully curated objects and artworks.



A new dedicated gallery in honor of artist Fernando Zóbel who envisioned Ayala Museum was also unveiled with the exhibition "Landscape into Painting: Fernando Zóbel Serie Blanca." The Orientations Gallery conveys, with a display of tangible objects from the Ayala Museum collections, the wealth and diversity that abound in the cultures and peoples throughout the islands and the nation's past. On top of these, we organized multisensory online events that immersed participants into history through Online Bespoke Events. In celebration of the 500th anniversary of the circumnavigation of the world, we hosted, together with Served Manila, a tasting and historical exploration on the Manila-Acapulco Galleon trade, complete with a curated exploration kit that allowed participants to make and taste the food described during the event. The session surveyed some of the most prominent food exchanged during the Manila-Acapulco Trade to explore the impact of the 250-year relationship between Mexico and the Philippines, revealing what it says about Filipino identity.

Workshops and lectures continue to be a mainstay of the audience experience with programs from both Ayala Museum and Filipinas Heritage Library. The bulk of our workshops and lectures were held during the second quarter of the year, collectively attracting 3,745 participants.





DYNAMIC OMNICHANNEL PROGRAMMING



Muni-Muni Stories is an engaging podcast on Filipino music, highlighting the Himig Collection of the Filipinas Heritage Library

But the re-energized spaces of the museum and library are just one component of the omnichannel experience we are offering. We put together virtual exhibitions and bespoke events, and also maximized our reach through video, audio, and other resources.

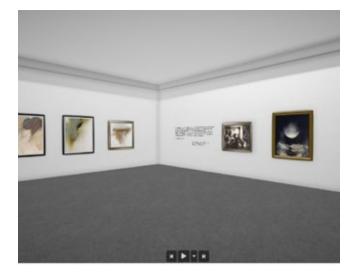
As an omnichannel museum, we have also upgraded our online portals together with the onsite space. The new Ayala Museum website and app feature more ways of inspiring people through art, culture, and history. Exhibitions are still a key component of the museum experience whether onsite or online and Ayala Museum continued to mount virtual exhibitions through the use of video and 3D-gallery platforms. During the year, we presented four virtual exhibitions, collectively attracting 16,252 views or visits.



To enhance the omnichannel experience, we also presented online versions of our popular exhibitions.

We also presented the Ayala Museum Virtual Field Trip, giving Grade 4 to 6 students the opportunity to virtually explore different places in the Philippines and gain a better appreciation of our country's history. As many as 389 beneficiaries from public and private schools enjoyed these field trips.

The Ayala Museum YouTube channel also continued to produce engaging videos which used objects from our collections as a jumping-off point, examining how Filipino customs and values have changed over time. Also, FHL's Muni-Muni Stories podcast also continued to pay tribute to the musical genius of Filipinos, while also examining the lasting cultural impact of certain compositions and creators.



Faith in the Great Value of Love of Country



The Filipinas Heritage Library also introduced a brighter, more inviting space.

When visiting onsite, guests encounter for the Philippines' first Digital Gallery located in the lobby. Made up of eight screens, the gallery enables visitors to digitally explore objects from the museum and library collections and engage in interactive and personal conversations with art and history.

Now located in the Ayala Museum lobby, The Ayala Museum Shop is back onsite with a refreshed space and a new collection. A new product lineup, composed of action figures, fans, scarves, toys, and other daily items inspired by the museum collection, is currently available. The Museum Shop also continues to be available 24/7 through the Online Shop, where guests can browse for their favorite museum souvenirs online and have it delivered straight to their home. The shop generated gross sales of ₱2.9 million during the year.



Guests can also enjoy the interactive virtual gallery at the museum lobby.



The role of young leaders in building the nation cannot be underestimated. Their energy, creativity, and passion power their efforts to make a difference in the lives of people in their communities. This is why the youth are a truly powerful force in promoting love of country.



In the midst of the challenges of the pandemic, participants and alumni of our Leadership Communities program found ways to serve their immediate communities.

At Ayala Foundation, three programs specifically promote love of country by way of youth empowerment and leadership—Leadership Communities (LeadCom), the Ayala Young Leaders Program (AYLC), and the Filipino Young Leaders Program (FYLPRO). In its 10th year, LeadCom was brought to six areas—Catbalogan City, Talisay City, Agusan del Norte, Butuan City, the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM), and Pavia, Iloilo.



The LeadCom READY Grant challenged our young leaders to serve their respective communities affected by the pandemic through the implementation of various projects



Even in the midst of COVID-related mobility restrictions, LeadCom served 635 community leaders from the different parts of the country, and with the help of these same leaders, served 8,795 community members through various youth-led initiatives. Under the LeadCom READY Grant supported by the Macquarie Group Foundation, program participants and alumni successfully completed 10 community projects, seven of which addressed the needs of their local areas during the pandemic. The COVID-responsive projects were implemented in Cagayan de Oro City, Butuan City, Tawi-Tawi, Iloilo, Negros Occidental, Cebu Province, and Lanao del Sur. Aside from the projects implemented under the LeadCom READY Grant, an additional 50 projects were initiated in Catbalogan City, Talisay City, and BARMM.

We also stepped up our efforts to connect with our alumni network through various online efforts. Aside from a spirited Facebook closed group for the alumni network, we also initiated various online gatherings, which served as venues for learning sessions and for alignment.

Meanwhile, the power of online resources was once again harnessed for the annual Ayala Young Leaders Congress, when we held the 23rd congress fully online. Conducted over the whole month of July, the congress carried the theme "Leaders Reimagining Hope," with Pasig City Mayor Vico Sotto serving as keynote speaker.

Outside of the congress setting, AYLC alumni expressed their love of country in various ways. Several alumni received prestigious awards-two were chosen for the Ten Outstanding Students of the Philippines (Rose Jade Delgado and Ivan Cordevilla, both AYLC 2017), three for the Ten Outstanding Scholars of the Philippines (Carlo Bais, AYLC 2020; Emmanuel Mirus Ponon, AYLC 2021; and Herna Francie Mae Tano, AYLC 2019), and three were Jose Rizal Model Students (Neil Lajot, AYLC 2021); Emmanuel Mirus Ponon, AYLC 2021; and Angelika Mari Gultia, AYLC 2020). Chito Maniago (AYLC 2000) was also named 2021 Outstanding Transformative Leader, under the SGV-MAP Next Gen CEO Transformative Leadership Program.

In addition, alumni also organized activities such as Bilang Kabataan Voters Education Program, and organized fund raising and relief distribution for communities affected by Typhoon Odette.



The virtual AYLC gathered young leaders from all over the country over several days of online leadership sessions.



Because servant-leadership is at the heart of AYLC, our alumni also volunteered their time and resources to support communities affected by Typhoon Odette.



The Maging Magiting advocacy campaign continued to spread its message of love of country across several platforms. The Maging Magiting initiative is supported by the Department of Education, National Historical Commission of the Philippines, and Chooks-to-Go.

In commemoration of the 500th Anniversary of the First Circumnavigation, we partnered with the National Historical Commission of the Philippines and the Philippine Quincentennial Committee to distribute Philippine flags to various sites all over the country where commemorations were conducted. Over 4,000 flags were distributed during the year.



Magiting Plus serves an engaging way to talk about Philippine history.



Ayala Foundation provided 4,000 flags in support of the "Victory of Mactan" celebration for the National Quincentennial Commission (Image from RTVM).

On the digital front, we launched "Magiting Plus," a YouTube series that explores key historical moments, as inspired by the Ayala Museum's Dioramas of Philippine History and Filipinas Heritage Library's Retrato Collection. In addition, we hosted the Third Digital Magiting Conference, which reached over 100,000 viewers on Facebook.



The Pulis Magiting X Pilipinong Magiting program honored heroic police officers from six regional commands. The awards looked for the virtue of kagitingan as ordinary officers performed their duties.

Under the Maging Magiting program, we partnered with the Philippine National Police, Chooks-to-Go, GCash, and iStrat Communications for the implementation of the Pulis Magiting X Pilipinong Magiting campaign. The program sought to recognize police officers who showed love of country by performing their duties with integrity, honesty, and honor, and who performed simple but truly admirable acts of daily heroism beyond the call of duty. Pulis Magiting X Pilipinong Magiting believes that ordinary Filipinos from all walks of life, including uniformed personnel, have the capacity to perform extraordinary acts of heroism.

Six PNP regional commands were part of the six-month run of Pulis Magiting X Pilipinong Magiting. A total of 63 police officers were recognized by the program, and also inspired other police officers to be magiting themselves.



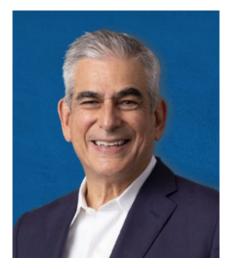
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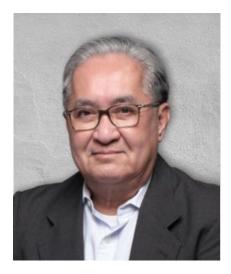
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Ayala Foundation, Inc.

8F 111 Paseo Building Paseo de Roxas corner Legaspi Street Legaspi Village 1229 Makati City, Philippines Tel (632) 7759 8288 Fax (632) 8813 4488 www.ayalafoundation.org

AYALA FOUNDATION

DIRECTORY

Ayala Museum

Makati Avenue corner De la Rosa Street Greenbelt Park Makati City, Philippines Tel (632) 7759 8288 Fax (632) 7757 2787 www.ayalamuseum.org

Filipinas Heritage Library

6F Ayala Museum Makati Avenue corner De la Rosa Street Greenbelt Park Makati City, Philippines Tel (632) 7759 8288 www.filipinaslibrary.org.ph

Visayas Operations

A Space Cebu Crossroads, Gov. M. Cuenco Avenue Banilad, Cebu City, Philippines Tel/Fax (632) 888 7656

Mindanao Operations

2F (Coffee Quarters) Gaisano Building Corrales Avenue Cagayan de Oro City, Philippines Tel: (63917) 881 8312



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AYALA FOUNDATION 2021 ANNUAL REPORT CREDITS

Editorial and Design Direction

Ayala Foundation, Inc. Cel Rosales-Amores Paul de Guzman

Photography (Operations)

Earl Ryan Gabutin Janubas Christian and Jesse Perkins for Pix Studios Cyrian Agujo Lala Magbuhat Grace Orbon Ivan Maynard Lim Ayala Foundation, Inc.

Photography (Management)

Tom Epperson

Cover Concept and Design

Wunderman Thompson Ayala Foundation

Earl Ryan Gabutin Janubas *Cover Photo*

Design and Layout

Josiah Faye Datu

9Ayala



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