

Emboldening the Filipino Spirit

ANNUAL REPORT 2022



Our Mission

We envision communities where people are productive, creative, self-reliant, and proud to be Filipino.

Our Vision

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

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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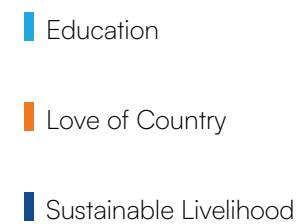
Our programs and impact



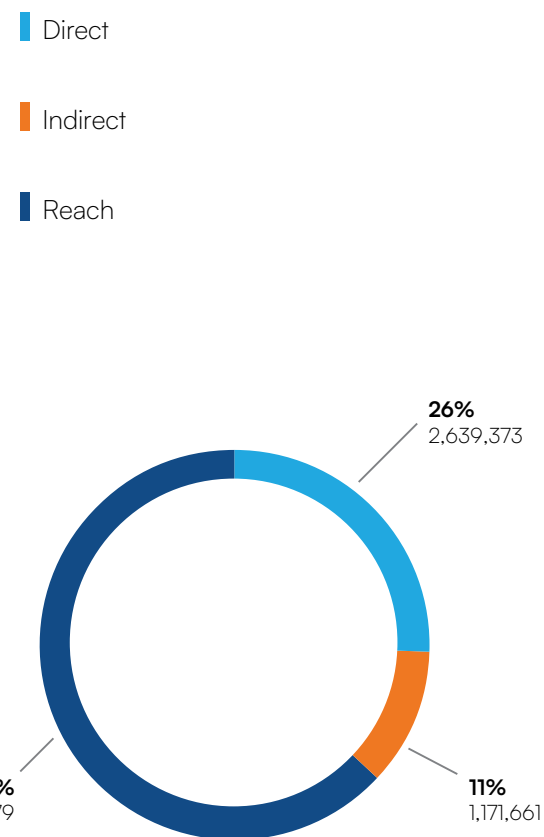
Who and Where We Serve

We served **10,291,813** individuals through our programs.

Beneficiaries by Program Theme



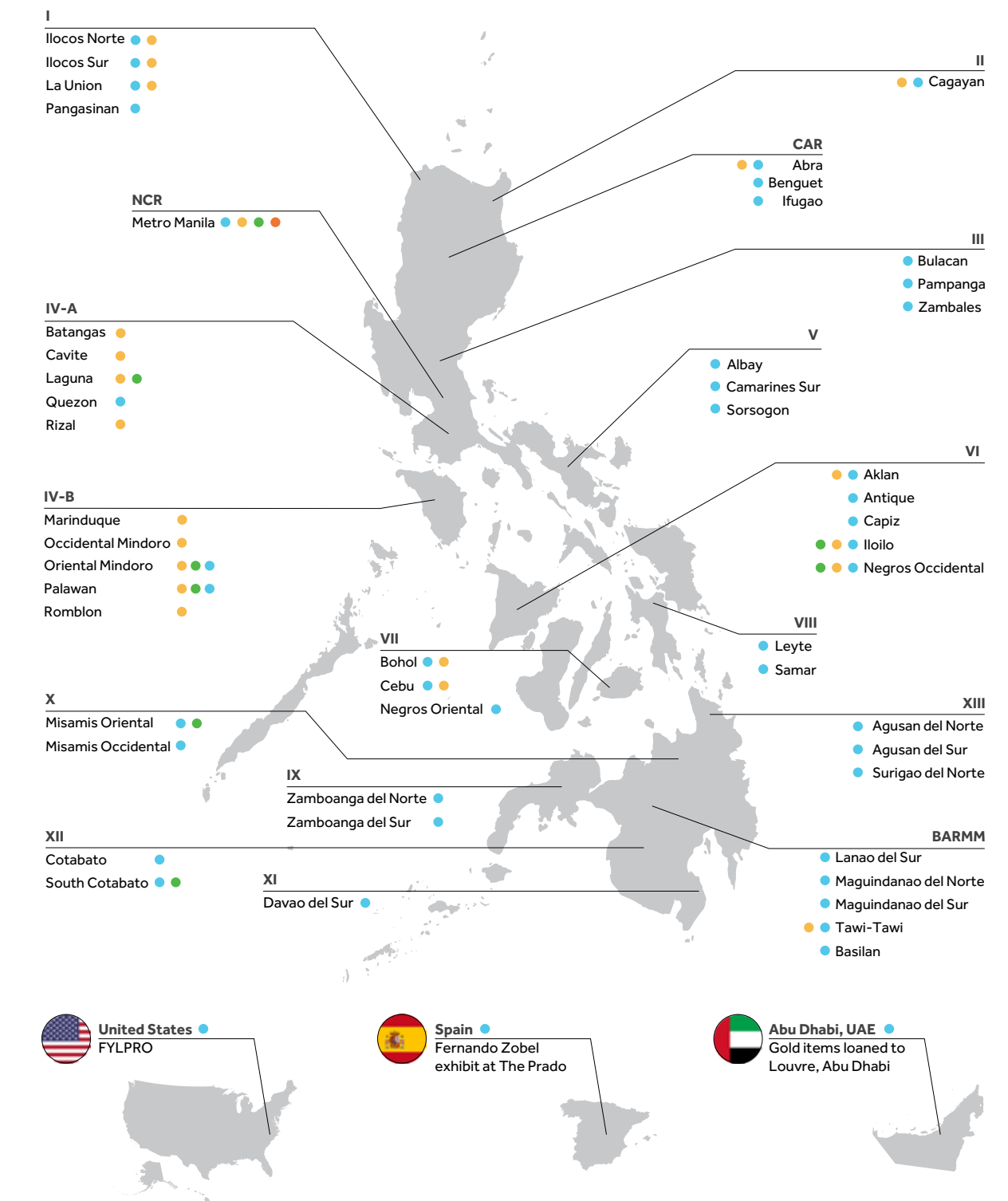
Beneficiaries by Type



Program Map

In 2022, Ayala Foundation's programs directly benefited people and communities in Metro Manila and 48 Philippine provinces, and were brought to at least three international locations.

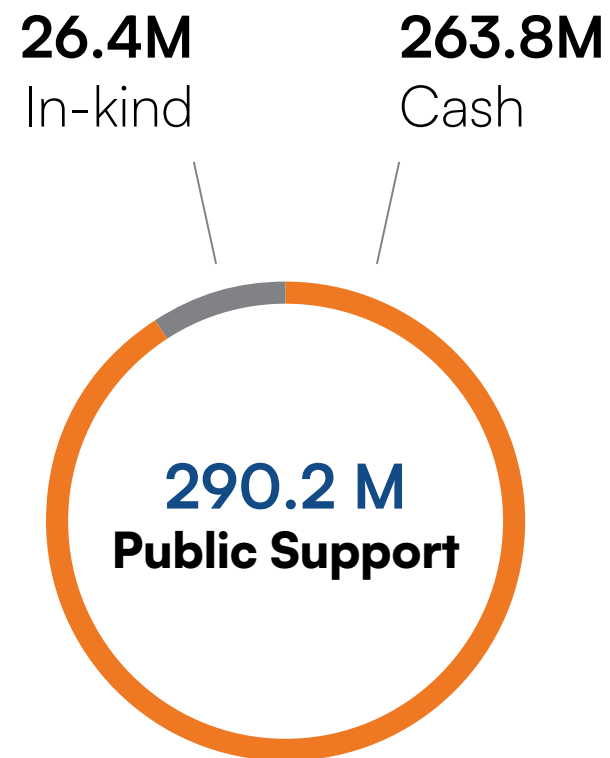
Our online presence also expanded our reach to other parts of the world.



Map Legend



How We Use Our Resources



29.1 M
Project Revenues



379.5 M
Project Costs



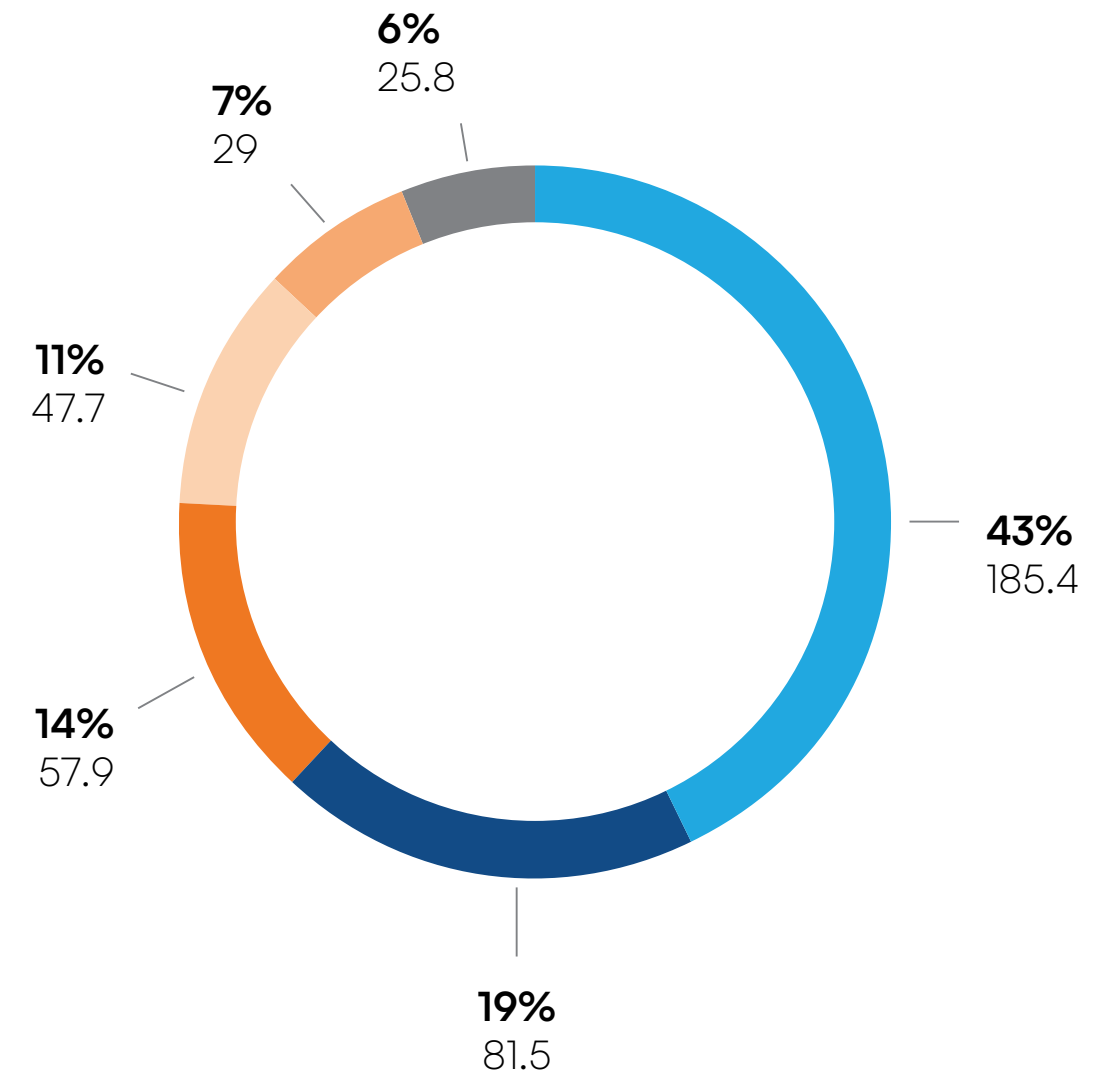
47.7 M
General and Admin



2007.8 M
Endowment Fund

Operating Expenses 427.2 M

- Arts & Culture
- Disaster Response and Special Projects
- Education
- Corporate Support
- Sustainable Livelihood
- Youth Leadership



The full version of the audited financial statements is available at www.ayalafoundation.org/annual-reports/

How We Serve through Education

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

Total Beneficiaries (Direct, Indirect, Reach)

1,141,144



Programs covered

CENTEX Manila and Batangas
CENTEX Training Institute
Buklod Bahayan

ProFuturo
Scholarships

Highlights



1,386

CENTEX Manila/Batangas students for School Year 2022-2023



8,655

Teachers from 19 schools who participated in hybrid training in Reading, Writing, and Math



95

Schools that received educational suitcases in ProFuturo's expansion sites



1,114

Teachers who underwent training under ProFuturo



102

Young women who made up the first batch of U-Go college scholars



₱40.2 million

Funds raised during the Philippines Tatler Ball for U-Go Scholar Fund

How We Serve through Sustainable Livelihood

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

Total Beneficiaries (Direct, Indirect, Reach)
59,048



Programs covered

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

Planting for Productivity
LASIWWAI
Tuloy ang Biyahe

Highlights



₱4.81 million

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



134

Individuals who participated in Farmer for a Day activities in Calauan



₱17.9 million

Gross sales from El Nido community enterprises



130

El Nido households and community centers that benefited from affordable, reliable, and sustainable electricity through the pilot implementation of Light at Home (LAH) Project



₱3.9 million

Gross sales of Iraya-Mangyan and other community-sourced products



100

Iraya-Mangyan weavers and workers who benefited from the livelihood program



₱3.13 million

Gross sales reported by jeepney drivers who participated in the Tuloy ang Biyahe project

How We Serve through Love of Country

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

Total Beneficiaries (Direct, Indirect, Reach)
5,450,741



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



2,955,783

Individuals reached by Ayala Museum and Filipinas Heritage Library's onsite and online initiatives



47,651

Families that received emergency food bags as part of DRRM efforts



10,000

Health kits distributed under #BrigadangAyala Balik Eskwela to support reopening of classes



4,353

Flags distributed under #MagingMagiting



1,849

Total number of leaders who are part of the AYLC alumni network



5,358

Community youth and community members who directly benefited from LeadCom during the year



11,500

Families who benefited from #BrigadangAyala Kaakay upon completion



Our Faith in the Filipino Guides Our Commitment to Improve Lives

Impact, Reach, Resources, and Efficiency

Sustaining our reach and impact while also increasing operational efficiency were among our key priorities at Ayala Foundation in 2022, building on the milestones we have reached in our continuing journey towards sustainability and growth.

Guided by for principal KRAs, we stepped up our collaboration with the Ayala group, national and local government units and offices, nongovernmental organizations, and private organizations. We delivered our programs to different parts of the country, nurturing relationships with various sectors while also contributing to Ayala-wide efforts to build awareness in and affinity to the Ayala brand in areas where we operate. As Ayala's social development arm, we used our three thematic areas—Education, Sustainable Livelihood, and Love of Country—as the banner under which our programs could achieve depth and breadth.



Financial Performance

Public support or donations reached Php290.2 million. This is lower than last year's public support of Php519.5 million. The Ayala Group of Companies accounted for Php148 million or 57 percent of our total public support, mainly for donations for the Ayala Museum renovation, disaster relief operations, the Ayala Young Leader's Congress, the Filipino Young Leaders Program (FYLPRO), and our digital art gallery.

Project revenues from venue rentals, and retail sales, were at Php29 million, a significant improvement over 2021 revenues of Php15 million.

We ended the year with a Php242 million deficit of revenues over expenses, as compared with our 2021 excess revenues over expenses of Php364 million, due to lower public support and investment losses.



Our endowment fund booked investment losses of Php134 million for 2022, a partial reversal of its Php222 million income in 2021, due to the financial impact of the Russia-Ukraine conflict, rising interest rates, and the delay in the recovery of the domestic equities market. The negative performance brought fund level to Php2,008 million. The losses were mainly from REITs, international and domestic equities, but were partially offset by gains from corporate bonds and money market placements. Portfolio ROI was at -6.4 percent.

We continued to secure key permits and accreditations from regulatory agencies, such as our level 2 Accreditation with the Department of Social Welfare and Development ("DSWD"). The DSWD accreditation is the official recognition of the quality delivery of our social welfare and development programs and services. We also renewed our Authority to Conduct Fund Campaign (or Solicitation Permit) from the DSWD for another year.

We expanded our public donation channels, as we signed up with BPI mobile app's eDonate facility, with GCash as a biller, and with Catalyser, an international fund-raising platform.



Improving Lives through Education





Said Laide: “Overall, this scholarship will help me accomplish my current goal, move on to the next, and eventually become a successful professional in the career path that I pursue.”

Improving Lives through Education

Laide del Rosario, 19, has been living independently in her home province of Surigao del Norte for a few years. But independence, for a very young woman who has always dreamed of earning a college degree, can be challenging. To afford both her tuition and her living expenses, she works as an assistant at a beauty salon. “I must practice time management to do all my tasks in school and being a salon assistant,” Laide said, who is currently a first-year BS Secondary Education student at Mindanao State University. “Even though it’s tiring, for me it’s fulfilling. I can ... provide my needs and support my studies.”

Twenty-one-year-old Apple Sangre of Dasmariñas, Cavite has always been an achiever, and has never let herself be bogged down by any challenges. At a time when the use of mobile devices has become an essential part of online learning, she didn’t let her lack of a proper phone discourage her; instead, she applied for a job as a cashier at an electronics store, and saved her earnings to a new, school-ready mobile phone. While working as a cashier, Apple said she learned that “there is no impossible if you work hard, and I realized that seeking help is not a sign of weakness; rather it is a sign of willingness to learn and a way to reach your goal and be successful.” Today, Apple is a third-year BS Development Management student at Cavite State University.

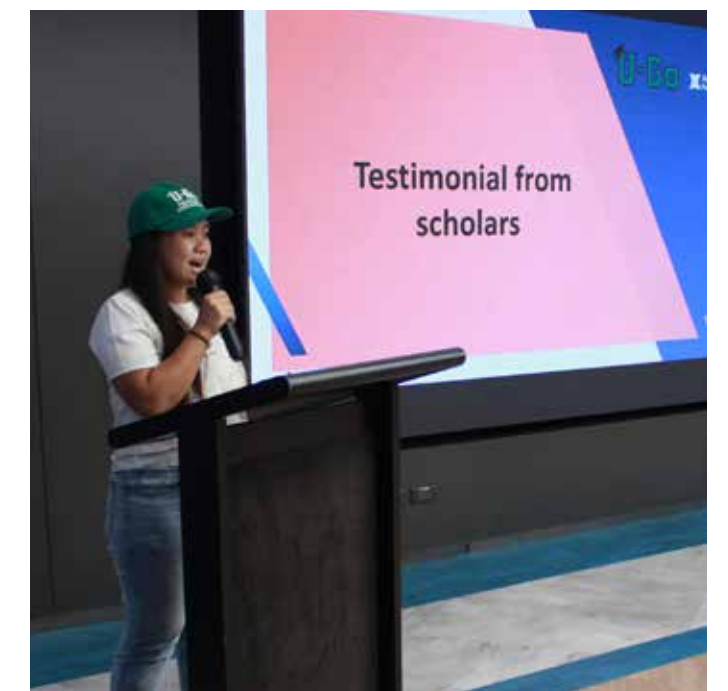
Apple and Laide are just two of the 102 admirable young women who comprise the inaugural batch of U-Go scholars. The U-Go scholar grant provides financial assistance for high-achieving, motivated Filipino women currently enrolled at state colleges and universities, with the aim of helping keep them in school to finish their degrees and increasing their participation in the labor market, while also opening up opportunities for improved income and professional fulfillment. The Philippines is the seventh global site for U-Go scholarships, and Ayala Foundation administers the scholarship and manages the implementation of the program.

Mariana Zobel de Ayala, who is part of the global U-Go board, serves as an advocate for the program. “In just one month, we received 3,300 applications from young women across the country—from Davao, Agusan del Sur, Zamboanga, Coron, to Cavite and Baliuag. We are humbled by the incredible drive in each of them, and their sincere desire to make a difference, both in their own lives as well as in that of those in the communities around them.”

The excitement for the U-Go scholarship was also reflected by the interest of donors. It became the beneficiary of the annual ball of the Philippines Tatler, which raised a total of PHP40.2 million for the program.

Both Laide and Apple consider the scholarship a blessing. Said Laide: “Overall, this scholarship will help me accomplish my current goal, move on to the next, and eventually become a successful professional in the career path that I pursue.”

“I already knew that I would complete my studies the moment I found out I was a U-Go and Ayala Foundation scholar,” added Laide. “Because of this scholarship, I have less financial stress and more time to study and learn. With this scholarship, I have confidence that I will be able to meet my educational needs.”





Supporting students, parents, and teachers through CENTEX

The U-Go scholarship is just one of Ayala Foundation's Education programs that open a world of opportunities not just for students, but also for teachers and even parents.

In fact, in 2022, our Education programs touched the lives of 1.1 million individuals, whether directly, indirectly, or through online interventions.

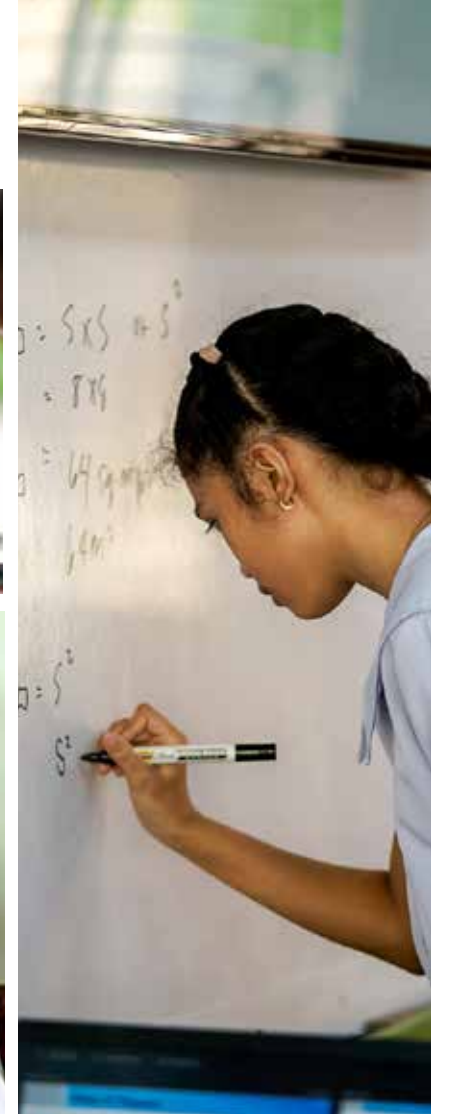
The CENTEX program has been serving not just students in two public elementary schools in Tondo, Manila, and Bauan, Batangas, but also their parents, who we consider partners in the learning process. Just as important are teachers in the public elementary school system. Through a holistic approach to education, CENTEX focuses on enriching a student's educational experience through academics and through an After-Hours Program in music, art, and dance, while also providing training and mentoring for teachers, and skills enhancement for parents.

After two years of mostly remote learning, students, teachers, and parents started preparing themselves for the shift to face-to-face classes. And as the two CENTEX schools welcomed 1,386 new enrollees for the school year, they also opened up their students

to the world of music and performance, through after-hours violin classes in partnership with CASA San Miguel, and through a dance scholarship program with STEPS Dance Studio. Forty students from Manila and Batangas started violin classes, while 41 first- to third-graders from Batangas began ballet lessons.

Over 3,600 parents participated in mentoring and training sessions under the EskwelAhay initiative, which recognizes that parents play an important role in educating children.

Meanwhile, our CENTEX Training Institute provided hybrid training and workshop in Reading, Writing, and Math for 8,655 teachers in 19 schools, while also mentoring 309 teachers. In addition, our commitment to help teachers improve their skills was awarded by the Professional Regulation Commission with an accreditation as a provider of Continuing Professional Development services for teachers. In addition, we stepped up our alignment with the education needs of communities, as we forged partnerships with the local government units of Cebu City, Iloilo City, and Maasin (Iloilo) for CENTEX Training Institute and our Early Childhood Care and Development (ECCD) program.





A safe reopening of classes, technology in learning

After two years of mostly remote learning, schools started making the shift to face-to-face classes in 2022. And as part of its continuing support for the safe reopening of classes, Ayala Foundation, together with the rest of the Ayala group, distributed health kits for students and teachers under the #Brigadang Ayala Balik Eskwela initiative.

#BrigadangAyala Balik Eskwela started as an annual volunteerism activity for the repair and repainting of classrooms, but because of the pandemic it has evolved into an initiative that provides hygiene and health kits for students and teachers. During the year a total of 10,000 health kits were distributed nationwide.

Aside from highlighting the importance of health and safety in students' return to the classroom, the pandemic also made it even clearer that technology is an essential tool for learning. Tech-enabled education programs that were started before the pandemic played an even more crucial role during the shift to blended learning.

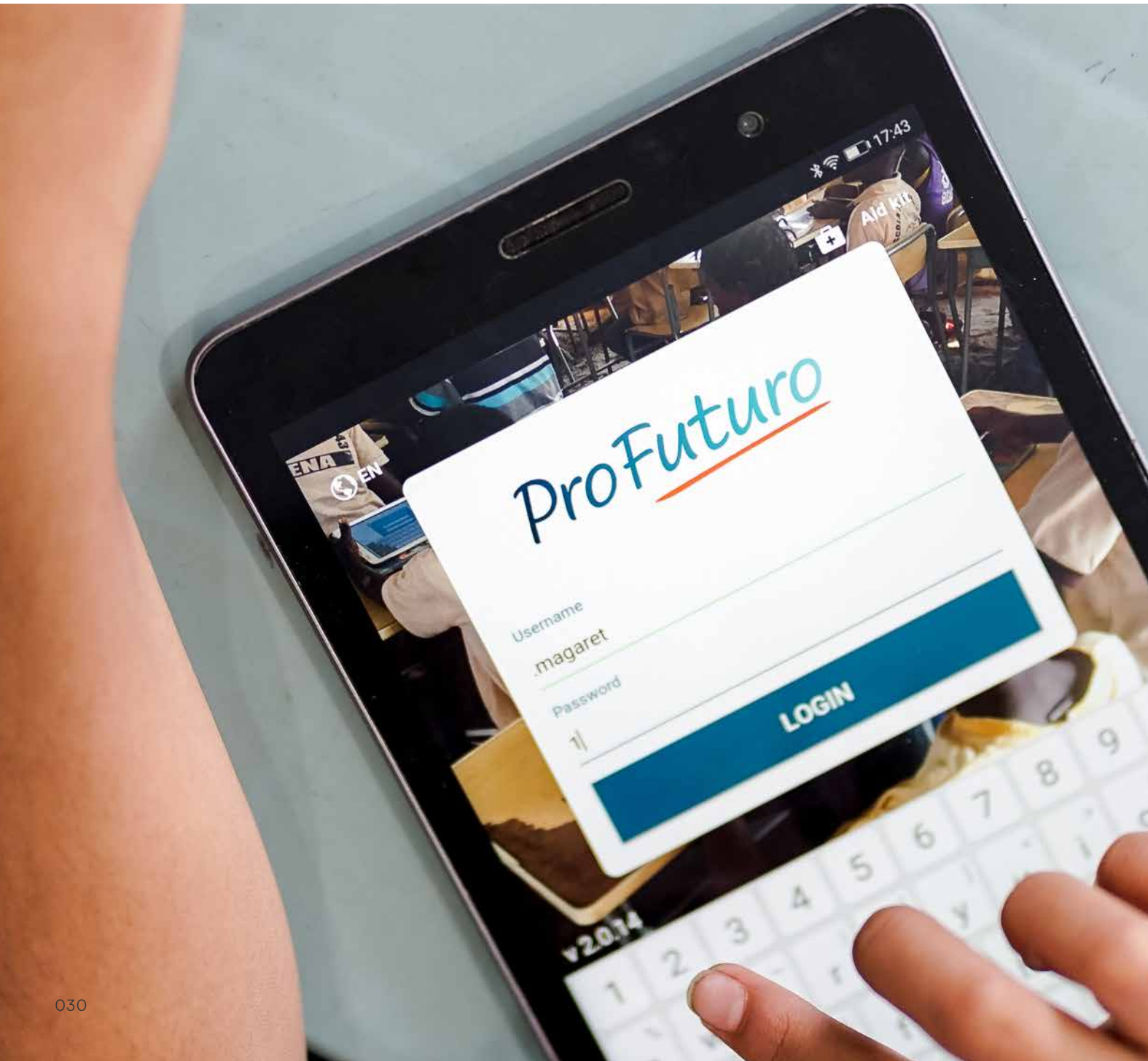


For example, <code>it</code> continued to enable public elementary school teachers and students in the science and art of basic coding and programming, proving itself committed to its dream of preparing students for the "workplace of tomorrow." During the year, <code>it</code> made an impact in the lives of 283,894 teachers and students.

For its part, the ProFuturo program, for example, continued to serve public elementary schools in the Mimaropa region, providing skills training for teachers and allowing ProFuturo gadgets to be used by students on days when they attended online classes. To further enlarge its footprint, ProFuturo was launched in seven expansion sites in Mimaropa during the year. As part of the expansion, suitcases containing ProFuturo gadgets and materials were turned over to an additional 95 public elementary schools—31 existing pilot schools. And as a way to continue supporting the development of teachers, we provided supplemental training for 1,114 teachers, who serve over 20,000 students.

During the year, we also completed the social return on investment (SROI) assessment for ProFuturo. Covering ProFuturo's pilot implementation (2018–2020), the SROI assessment looked at how much social value the program generated for its stakeholders, particularly looking at how it has contributed to the narrowing of inequality, reduction of environmental degradation, and improvement of well-being by accounting social, environmental, and economic costs and benefits.

After a thorough review, our ProFuturo implementation was found to generate social value amounting to 1:25—meaning, for every peso invested in the program, social value worth PhP25 was generated. The SROI report for ProFuturo was independently reviewed and assured by Social Value UK.





Continuing support for teachers

We have always believed that educating students—and ensuring that positive education outcomes are sustained—is the shared responsibility of teachers, school heads, parents, and other members of the community. Teachers play an especially crucial role in ensuring that learning goals are achieved and maintained.

This is why we affirm the importance of a teacher's continued professional development. As proof of this commitment, we were recognized by the Professional Regulation Commission as an accredited provider for continuing professional development (CPD) training for teachers. Our PRC accreditation is valid from 2022 to 2025.



Teachers play an especially crucial role in ensuring that learning goals are achieved and maintained.



Improving Lives through Sustainable Livelihood



Improving Lives through Sustainable Livelihood

The end goal for every livelihood program is to move families and communities out of extreme poverty, and allow them to be strong enough to weather economic shock.

One major instance of economic shock for many people around the world is the ongoing COVID-19 pandemic, which, especially during its early days, significantly reduced opportunities for families to earn a steady income. Many businesses, both big and small, were forced to rethink their operations and had to adjust to new socioeconomic conditions.

As communities continue to adapt to new realities brought about by the pandemic, Ayala Foundation remains steadfast in its commitment to providing opportunities for individuals and their families who wish to jumpstart their journey out of extreme poverty. And we are more than proud of what our existing and emerging sustainable livelihood communities are doing to improve their lives, and by extension the communities where they belong.

In 2022, just as Filipinos were finding their bearings in a world changed by the pandemic, Ayala Foundation and its partners made a difference in the lives of over 59,000 individuals through sustainable livelihood programs.





Farming their way out of extreme poverty

Over the past ten years, our sustainable livelihood community in Calauan, Laguna has steadily experienced positive changes in their lives. Many of them had been relocated to the National Housing Authority's Southville 7 site in Calauan, Laguna after the devastation brought by Typhoon Ondoy and the government's Pasig River rehabilitation project. When they moved to Calauan, the residents had limited opportunities for livelihood. There were different groups that sought to help the relocatees by providing skills training, organizational capacity building, and even spiritual counseling.

Ayala Foundation was one of the organizations that tested programs that could support economic activity in the area. One of the projects we piloted was an agriculture project, training a select number of residents in the basics of preparing the land, planting and nurturing, and ensuring the productivity and quality of their crops. At the same time, they were trained in the basics of organizing, running a business, and even customer service.

The new farmers put in a lot of hard work, and over the years, their perseverance started paying off. In 2018, the Calauan farmers were officially registered as a formal cooperative under the name Inang Kalikasan Agriculture Cooperative (IKAC). As IKAC, they are able to supply ornamental plants for construction projects undertaken by Makati Development Corporation, and organic vegetables for various customers.

During the year, IKAC generated gross sales amounting to Php4.81 million, a 26-percent increase from the Php3.57 million gross earnings in 2021.

The Calauan project is not the only farming initiative we supported during the year. Planting for Productivity (P4P) reached out to households and trained them in organic farming. By transforming small corners in people's homes as well as shared community spaces, P4P hopes to help build a more food-secure future for participating families. Aside from enabling families to supplement their food needs, the project also teaches them financial and entrepreneurial skills, so they can increase the yield of their crops and eventually earn an income from it.

Three of four P4P sites completed their implementation during the year. These were Quezon City; Bago City, Negros Occidental; and Cagayan de Oro City. To celebrate the completion of the project, each of the communities organized a Harvest Festival, recognizing the best communal gardens while also hosting a cookfest featuring the participants' harvest.

To support the economic empowerment of the program participants and to help them access financial services, we partnered with BPI Banko to help P4P beneficiaries in Calauan, Quezon City, and Bago City to open personal bank accounts. For participants in Cagayan de Oro City, we partnered with Oro Integrated Cooperative.

We also secured the support of partners for the implementation of the project in two sites—Quezon City (Payatas) in partnership with Base Bahay Foundation, and for Pavia, Iloilo, in partnership with the Municipal Government of Pavia.



Recovery in El Nido

The tourism industry took a serious hit from the travel restrictions resulting from the ongoing COVID-19 pandemic. El Nido, Palawan, long considered as one of the top destinations, was one of those communities that experienced significant setbacks. During the most challenging parts of the lockdowns, we focused our attention on supporting our program communities in El Nido, helping them find ways to weather the pandemic's economic impact, especially by connecting them to market.

Ayala Foundation—supported enterprises—which included the weavers, farmers, fisherfolk, and other local producers affiliated with the Sibaltan Women Weavers Association, the Lio E-Lengke, and the El Nido Food Terminal Project—generated gross sales of PhP17.9 million, at least 24-percent higher than the PhP13.7 million recorded in 2021. In total, this directly benefited 656 individuals, and indirectly helping 3,280 members of their families. In addition, we partnered with Pilipinas Shell Foundation, which provided much needed funding in support of the operations of the El Nido Food Terminal.

With the relaxing of pandemic restrictions, economic activity including tourism started picking up. And along with that was the return to face-to-face classes. This is why our Project Ora Mismo also resumed its face-to-face implementation in partner senior high schools. Ora Mismo seeks to equip students with the skills that can prepare them for the workplace, particularly those that address local employment needs. A total of 1,100 students benefited from the project.

Partnering with organizations that support the continued development of our El Nido communities remained an important focus during the year. This is why we worked closely with acciona.org to pilot their Light at Home project. Light at Home seeks to provide communities access to affordable, reliable, and sustainable electricity. Through this project, 130 households and community centers that previously didn't have any access to electricity have been provided solar home systems.





Sustaining hope in Mindoro

For more than three decades, we have been implementing various community development projects in Puerto Galera, Oriental Mindoro, particularly those that support the needs of the Indigenous Iraya-Mangyan community living in sitio Talipanan, in barangay Aninuan.

Aside from providing education and health assistance, we have been working closely with the Iraya-Mangyan community as they continue their beautiful tradition of weaving, using a local fern known as nito. This tradition, which has remained vibrant over generations, has also experienced a form of evolution: while the weavers continue to produce traditional baskets that are still used in everyday Iraya-Mangyan life, they have also been making products for external markets, which display the community's creativity and craftsmanship.

Part of Ayala Foundation's work with the Iraya-Mangyan weavers is to continue finding markets for their products. Aside from making the products available at different locations, which include the Ayala Malls and Seda Hotels, we also supported their participation in different product fairs. In addition, the products became an important part of a Christmas catalogue of gift suggestions we put together. All in all, Iraya-Mangyan products, together with other supported community products, generated gross sales of PhP3.9 million. The sustained livelihood directly benefited 100 Iraya-Mangyan weavers and workers, 60 additional individuals, and 800 members of their families

Aside from having a steady stream of income for families, members of the Iraya-Mangyan community also take inspiration from the growing number of individuals who complete their education. Just last year, two Iraya-Mangyan graduates passed the Licensure Examination for Teachers, joining the ranks of a growing number of Iraya educators who are also serving their fellow Iraya. In addition, three teachers currently assigned at the Talipanan Mangyan School were promoted to the rank of Teacher 3, which shows their continued professional development.



The road to recovery

As communities and families adjust to new ways of surviving, and hopefully growing, in a world changed by the pandemic, we at Ayala Foundation continue to support organizations and individuals on their way to recovery.

With the loosening in travel and tourism restrictions, the Lake Sebu Indigenous Women Weavers Association (LASIWWAI) of Lake Sebu, South Cotabato, relaunched their homestay program. But more than just reopening their community to tourists, they have also become more confident, with some facility upgrades and with additional skills. With the help of Ayala Foundation and our partners, LASIWWAI completed the construction of a common restroom, welcome center, and dining hall. These facilities were welcome enhancements to the program, especially because they came immediately after the completion of repair work that covered the expansion of the kitchen, the installation of a new generator set, improvements in the homestay units, and landscaping.

During the year, 38 LASIWWAI staff underwent Baking, Cookery, Front Desk Services, and Housekeeping training, with the help of partners like

the Technical Education and Skills Development Authority (TESDA), the Department of Tourism, and the Joji Ilagan International School of Hospitality. The trained staff then shared what they learned with 85 other staff members. Seda Abreeza in Davao City also provided on-the-job training for seven homestay staff.

Meanwhile, the pedicab drivers who were part of three Tuloy ang Biyahe project sites continued to benefit from diversifying their sources of income. When lockdown restrictions significantly lowered their transport earnings, Tuloy ang Biyahe provided them the capital and technical assistance to kickstart a small business through which they could earn extra. With the support of partners such as the Ayala Multi-Purpose Cooperative, WeAreAyala Business Clubs, and local government units (particularly Pavia and Oton, Iloilo, and Talisay, Negros Occidental), program participants transformed their vehicles into rolling stores, focusing on essentials such as food and household items. At the end of the engagement, the 48 project participants generated combined gross sales valued at Php3.13 million, benefiting the members of their respective families.



Improving Lives through Love of Country



Improving Lives by Championing Love of Country

Since the pandemic started, Filipinos have shown the many different ways kagitingan can be expressed. Whether through individual decisions or through collective action, acts of kagitingan—traditionally understood as valor, courage, or heroism—have allowed Filipinos to experience great hope during difficult times.

This past year, our work has brought us to different parts of the country, and even beyond. We have seen numerous Filipinos manifest kagitingan in manifold ways. Whether in the fields of community leadership, arts and culture promotion, disaster response and rehabilitation, kagitingan is alive and flourishing.



For the greater good

For 188 years, the Ayala group has stood by its commitment to national development. This commitment has been expressed in various ways—contributing to economic growth through responsible business, initiating and sustaining projects that address social and environmental concerns, and promoting Filipino artistry and ingenuity. The Ayala group has also been strengthening the spirit of collaboration and partnership among its subsidiaries and affiliates to serve people and communities in times of need.

Over the past few years the Ayala group has been coming together as a united #BrigadangAyala, providing much needed resources for communities still bearing the brunt of the pandemic. In March, the Ayala group completed the feeding component of #BrigadangAyala Kaakay, which sought to provide supplemental food support for Metro Manila families who had lost sources of income as a result of the lockdowns. Aside from providing close to 3 million meals over a period of 12 weeks, #BrigadangAyala Kaakay served 11,200 families or 56,000 individuals—exceeding the target of 10,000 families—representing all the cities and the lone municipality of

the National Capital Region. More notably—and consistent with the spirit of hope and solidarity among Filipino communities—many beneficiary families shared food with their neighbors.

The families reported that #BrigadangAyala Kaakay was a big help to them. The little money that they had that they would normally spend on food, they were able to use to pay for their electricity or water bills or even save for future use. As many of them said, those 12 weeks of participating in #BrigadangAyala Kaakay took their minds off their constant worry of looking for ways to feed their families. As one beneficiary said: “Hindi na kami nag-aaway [ng asawa ko] kasi kahit papaano may nagbibigay na sa amin ng pagkain, panawid-gutom.”

Implemented under the tagline, “Ayala for the Greater Good,” the project also increased the Ayala group’s presence in local communities. In fact, some local communities mentioned that this was the first time food distribution was conducted in their areas by a private organization. As someone said: “Hindi pa ito (feeding program) nangyari sa aming barangay, ngayon lang. Kahit noong panahon ng taghirap.”

Kagitingan in the face of calamities

#BrigadangAyala Kaakay was not the only collaborative project undertaken by the Ayala group for the benefit of communities. Aside from #BrigadangAyala Balik Eskwela (discussed under “Improving Lives through Education”) and #BrigadangAyala Kaakay, efforts to address the needs of communities during times of natural calamities became a shared concern among members of the Ayala group.

Through the Disaster Risk Reduction and Management (DRRM) program, Ayala Foundation is supported by the rest of the Ayala group of companies in delivering aid to disaster-stricken communities all over the country. But more than delivering aid, Ayala Foundation provides support across various phases of natural calamities. Hewing close to the recommendations of the Philippine Development Plan (2023–2028) and the internationally recognized Sendai Framework for Disaster Risk Reduction, our DRRM efforts are guided by a framework that covers Prevention and Mitigation, Preparedness, Response, and Rehabilitation and Recovery (Building Back Better).

Our year-round DRRM efforts saw the delivery of emergency food relief, the distribution of shelter kits, the provision of school repair kits and rescue/patrol boats, and the holding of psychosocial interventions

through art and sports. A total of 47,651 families (over 238,225 individuals) from at least 17 provinces received food assistance, while 600 families from three provinces—primarily those who suffered damages from Typhoon Odette in the fourth quarter of 2021—received shelter kits. We also initiated psychosocial interventions through sports and arts. In total, 597 youth/children received psychosocial intervention.

Other opportunities for partnership with the Ayala group were harnessed during the year, such as the stronger relationship with the Ayala Community for Social Impact and the WeAreAyala Business Clubs—both of these have been instrumental in strengthening on-ground project implementation and mobilization, as well as building relationships with communities as we work together for the benefit of the greater good.

Our Social Return on Investment (SROI) offerings received a Level 2 Certification from Social Value International, and completed the training and hand-holding for BPI Foundation.

We are also set to implement the Hapag feeding and livelihood project in partnership with Globe Telecom. This picks up from where #BrigadangAyala Kaakay left off.





Kagitingan through leadership

At the height of pandemic-related lockdowns, young leaders, especially our alumni, were some of our most reliable partners in serving communities in need, fully embodying the lessons of service and kagitingan that they had taken away from their participation in our programs.

With the loosening of mobility restrictions, our leadership programs resumed face-to-face activities, starting with the first hybrid Ayala Young Leaders Congress. Carrying the theme “Forging Forward: Embracing New Realities,” the 24th congress gathered 84 student leaders from the top colleges and universities all over the country. Conducted over several weeks in July, the congress was convened online as well in Clark, Pampanga; Nuvali, Laguna; and Cebu City, and had Senator Risa Hontiveros as the keynote speaker. At least 248 Ayala group citizens volunteered their time and talent as screeners, interviewers, facilitators, and mentors, among others.

Meanwhile, Leadership Communities (LeadCom) continued with its mission of nurturing community-based youth on their journey towards becoming more well-rounded leaders and citizens. During the year, we completed the implementation of LeadCom in seven sites—Catbalogan City; Talisay City, Negros Occidental; Agusan del Norte; Butuan City; Pavia, Iloilo; Cagayan de Oro City; and the Bangsamoro Autonomous Region in Muslim Mindanao, for the second run of the Bangsamoro Young Leaders Program. Each of these sites produced young leaders who came in aid of their communities, implementing

projects in their own localities. In the coming year, LeadCom affirms its commitment to kagitingan as it gets reintroduced as Maging Magiting Youth Leadership Program, with funding from Mitsubishi Corporation.

Relaxed travel restrictions also allowed the Filipino Young Leaders Program (FYLPRO) to hold its first immersion activity in the country since 2019. On its 10th year, FYLPRO brought to the country 15 notable young Filipino American leaders who are making a name for themselves in their respective fields, while also reconnecting to the land of their ancestry.

For its part, Sari-Saring Aralan (SSA) concluded its implementation in three sites—El Nido, Palawan; Cagayan de Oro City; and barangay Caticlan in Malay, Aklan. The participants experienced renewed hope as they completed their learning and mentoring sessions, preparing themselves for any of the following life tracks: returning to school, preparing themselves for employment, or getting much-needed input for a life in entrepreneurship. In fact, five SSA participants became part of our scholarship program; seven graduated from the Xavier University Night School Program; four finished their learning sessions with the La Salle Green Hills ALS program; and five groups from SSA-Caticlan received assistance for their community projects, received training in souvenir-making under the Department of Trade and Industry, and had the chance to interact with businesses, such as Boracay Water.

Pinoy pride, here and abroad, through art and culture

Art remains one of the most powerful ways to inspire, to educate, and to delight. During the year, the Ayala Museum fully reopened, featuring 11 new exhibitions, an upgraded Filipinas Heritage Library, an improved online and onsite museum shop, five new event spaces, and new exhibitions in ArtistSpace. Staying true to its commitment to celebrating Filipino art, history, and culture through an omnichannel approach, the Ayala Museum and Filipinas Heritage Library reached as many as 2.9 million individuals through initiatives conducted onsite, off-site, and online. Of the museum and library's shared reach, at least 29,000 individuals took full advantage of the freshly reenergized spaces, visiting exhibits and the library, as well as attending concerts.

Our commitment to digital transformation also allowed us to introduce features and experiences for our increasingly younger audiences—these included the new Digital Gallery at the museum lobby and a freshly upgraded website and mobile app. We also upgraded our data asset management system to improve efficiency.

Our international presence received a boost in 2022 through special collaborations with prestigious museums abroad. Two gold objects from the Ayala Museum's precolonial Philippine gold collection are currently on loan and on display at Louvre Abu Dhabi. These items were a gold cup from Nabua, Camarines Sur, and a gold funerary mask from Butuan City. Both items were from the 10th to 13th century.

Meanwhile, the works of the Filipino Spanish painter Fernando Zóbel became the subject of a landmark exhibition at the Museo Nacional del Prado in Spain. Supported by Ayala Foundation and the Fundación Juan March, the exhibition was entitled "Zóbel. El futuro del pasado" (Zóbel, the future of the past), featuring 42 paintings, 51 sketchbooks, and 85 drawings and graphic works.





Magiting Every Day

Our Maging Magiting program continued its mission of building a sense of nationalism across the country, through flag distribution and education, the holding of digital conferences, and the production of multimedia education materials. As an advocacy, Maging Magiting used various platforms to show every Filipino that they have it in them to be heroes in their own little ways. As the program shows, one can achieve this by giving respect to our national symbols, getting to know our history a little better, and performing simple but profound acts of service for fellow Filipinos.

As many as 4,205 standard-sized and 638 smaller flags were delivered to schools and government offices in 21 provinces nationwide as well as Metro Manila. With the support of the National Historical Commission of the Philippines and Chooks-to-Go, we visited various parts of the country to ceremonially turn over these flags, usually accompanied by a flag-raising ceremony and the singing of the National Anthem. By encouraging the proper display of the flag and the proper singing of the anthem, Maging Magiting hopes to rekindle a sense of national pride in every Filipino's heart. These flags indirectly benefited over 213,000 beneficiaries.

The Magiting Digital Conference remained an important way to provide information and inspirations on subjects ranging from responsible voting, the importance of history in everyday life, the value of nurturing a culture of reading, and the contributions of our National Hero Jose Rizal to the growth and development of our nation. Conducted online via Zoom and as a live Facebook broadcast, the Magiting DigiCon has served at least 805 individuals directly, while being viewed online at least 21,000 times while also reaching 74,000 in terms of social media audience. Because of the partnership with the hit GMA Entertainment show Maria Clara at Ibarra, the fourth edition of the digicon during the year also had the opportunity to reach an audience of at least 2 million viewers—proving that heroism remains an interesting subject among Filipinos.



Our Leadership



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