Jollibee Group FOUNDATION

ACCOMPLISHMENT REPORT 2023

ABOUT US

Jollibee Group Foundation (JGF) is the social development arm of the Jollibee Group, one of the fastest growing Asian restaurant companies in the world. JGF promotes improved access to food by implementing programs on agro-entrepreneurship, education and disaster response, together with partner organizations in the Philippines and from other countries.

THE LOGO

The JGF logo is composed of visual elements that represent the group's values, aspirations, and purpose.

THE RISING SUN

represents the vision for a brighter and happier future. Like the hope that springs from a new day, the sunrise also expresses JGF's mission to empower and uplift communities.

THE HILL

represents the challenging but surmountable uphill journey of community development.

THE STONES

found on the hill serve as guides that lead to the path of positive change. The stones represent the values of the Jollibee Group: Customer Focus, Speed with Excellence, Humility to Listen and Learn, Spirit of Family and Fun, and Integrity.

VISION

We envision every Filipino family to have food on the table.

MISSION

We build partnerships and capacity for community resilience and self-reliance.

OUR VALUES

Our work is inspired by the same values that have successfully guided the Jollibee Group since its inception. Speed with excellence and integrity are the foundations of our endeavors. Customer focus, humility to listen and learn, and embracing the spirit of family and fun remain at the core of our relationship with stakeholders, partners, communities, and our nation.

OUR APPROACH

THINK IN SYSTEMS

To understand social issues, we look beyond the presenting problem and consider the patterns and structures around the situation. For instance, hunger is not only about the availability of food supply but also about family income and access to social welfare programs and services

HARNESS CORE STRENGTHS

Right at the core of our programs and advocacies are the values, systems, tools, and expertise of the Jollibee Group that have assisted communities over the years. The company's quality standards have guided our Busog, Lusog, Talino School Feeding Kitchens and FoodAID program.

Meanwhile, our Farmer Entrepreneurship Program promotes inclusive business by improving the capacity of smallholder farmers to become direct suppliers of the Jollibee Group.

WORK COLLABORATIVELY

We believe that every person is capable of creating solutions that will help address various social concerns. The active engagement of our key stakeholders is crucial to our work. We invest in building partnerships with communities and institutions to create and implement programs that are relevant, effective, and sustainable.

Expanding partnerships to improve access to food

As the Philippines progresses into a post-pandemic normal and begins to look ahead again with big plans, Jollibee Group Foundation (JGF) moves forward in upholding our vision: for every Filipino family to have food on the table. In a world plagued by hunger, it is a dream we and our partners have spent the past 19 years working to fulfill.

This year more than ever, our work has been defined and guided by collaborations, particularly with government institutions that have sought JGF's help to strengthen and promote programs that address hunger and food insecurity. Access to safe and nutritious food continues to be a challenge globally. In the Philippines, nearly half of Filipinos (44.7%) experience food insecurity and 1 in 10 people (9.8%) experience hunger. The magnitude of this problem is daunting but we believe that with strong, committed partners, we can improve access to food and contribute to the overall well-being of Filipino families.

In 2023, we highlight our partnerships with a pioneer microfinance organization supporting farmer-entrepreneurs; a community-based kitchen feeding the homeless and persons deprived of liberty; a well-established technical school raising interest in agri-business among the youth and women; and national government agencies such as the Department of Agriculture and the Department of Environment and Natural Resources.

Together, we are doing our share for the universal goal of ending hunger, achieving food security, improving nutrition, and promoting sustainable agriculture by 2030.

Aside from our external partners, we are also expanding employee engagement at Jollibee Foods Corporation (JFC). Through the Mangrove Management initiative under JFC's Sustainability Agenda, employee volunteers work with community-based organizations to plant and rehabilitate mangroves, which will ensure the health of our marine resources and therefore, the sustainability of our food supply.

With consistency in systems thinking, commitment to harnessing our core strengths, and collaboration with institutions and communities, we at JGF believe no problem is unsolvable – even if it takes serving one table at a time.

Farmer Entrepreneurship Program

The Farmer Entrepreneurship Program (FEP) brings together stakeholders from different sectors to transform smallholder farmers from producers to agro-entrepreneurs who can supply corporate markets like Jollibee Group. The partners organize, assist, and advise farmers in every step of their agro-entrepreneurship journey so that the farmers can have increased and steady income.

In 2023, FEP farmer groups delivered 1.4 million kilos of vegetables to the Jollibee Group. This brings to over 10 million kilos of vegetables the total volume supplied by 30 farmer groups since the program was launched in 2008.

Three (3) new farmer groups, namely, Sacred Heart Savings Cooperative, Pagbiagan Multi-Purpose Cooperative and Ungab Farmers Association supplied onions to Jollibee Foods Corporation (JFC) for the first time, with a total volume of almost 100,000 kilos.

The continuous growth and success of FEP led to partnership expansion and establishment of new collaborations in 2023. The Weather Information Notification System (WINS) was enhanced with a Short Messaging System (SMS) feature and launched in collaboration with IBM's The Weather Company, Central Luzon State University (CLSU), and Jollibee Group's Business Technology Unit. WINS provided daily barangay-level weather forecast via SMS to more than 400 farmers in 84 locations, leading to wiser use of their resources.

A Memorandum of Agreement with the Department of Agriculture (DA) for the “Integration of the Value- Chain based Agro-Entrepreneurship Clustering Approach” was formalized in 2023. The partnership aims to enable the DA’s Farm and Fisheries Clustering and Consolidation (F2C2) Program implementers and staff of relevant DA-attached agencies to integrate Agro-Enterprise Clustering Approach (AECA) as a complementary strategy in helping smallholder farmers improve their livelihood and in support of the Philippine Rural Development Project (PRDP). The new MOA is an expansion of the partnership between JGF and DA that started in 2022.

A Memorandum of Understanding with the Department of Science and Technology - Philippine Council for Agriculture, Aquatic, and Natural Resources Research and Development (PCAARRD) was forged to develop the entrepreneurial capacity of smallholder producers and connecting them to agriculture value chains. The partnership aims to promote sustainable agricultural practices, technology transfer, and access to knowledge and tools to improve productivity. It also focuses on improving research and development activities for science and technology-based solutions in agri-aqua enterprises. For 2023, the partnership embarked on the research and documentation of the soil health regeneration training initiated by JGF for FEP onion groups. This is part of a multi-year project to help the farmers improve soil health.

CREATING MODELS OF TRANSFORMATION FOR FARMER-ENTREPRENEURS

When the receiver becomes the giver, and the timid farmer becomes the confident entrepreneur, the long months – sometimes years – of equipping them suddenly feel like seeds sprouting, at least for Tulay sa Pag-Unlad Inc. (TSPI).

TSPI, a non-profit organization working towards poverty alleviation by supporting microentrepreneurs and small farmers, is an implementing partner of Jollibee Group Foundation (JGF) for its Farmer Entrepreneurship Program (FEP). The program organizes and equips farmer groups with the technical skills and business acumen they need to cater to institutional markets like Jollibee Group for greater income.

According to TSPI, one of the biggest challenges in training farmers is transforming their mindsets so they can believe that they are capable not just of planting but of marketing their own quality-approved produce. Being enrolled in FEP's Agro-Enterprise Clustering Approach (AECA) training helps in this transformation.

AECA is an eight-step, methodical training for farmers so they can manage their farms as a business and do cluster consolidation and collective marketing. Completing the coursework gives farmers not just competence but confidence in what they do.

"Even the way they view themselves have changed. We previously did a survey asking farmers what their dream was for their children, and they said they hoped none of their kids would become farmers, so they would not become poor. Now, their children are learning about being farmer-entrepreneurs, handling computer and communication tasks for their group," TSPI Executive Director Alice Cordero said.

Since JGF partnered with TSPI in 2016, they have trained 129 farmers in AECA, 45 of whom completed their course in 2023. TSPI has seven farmer groups supplying to JFC: one calamansi and two onion groups in Nueva Ecija; one tomato and sweet bell pepper group in Nueva Vizcaya; and one onion group each in Tarlac, Bataan, and Pangasinan.

The onion farmers supplying to JFC have seen their income increase significantly – enough for them to live a comfortable life with regular food on the table and their children enrolled in schools; build their savings; and provide microinsurance coverage among association members.

"They have become self-sufficient individuals who are now sharing their blessings with the community. In the past, they had no idea how to go to the bank. Now they are bank clients and are able to transact by themselves with confidence and dignity as proud entrepreneurs. Together, living the spirit of 'Sambayanihan', the farmers believe in what they do," Ms. Cordero said.

Since 2005, the Foundation has implemented the Access, Curriculum, and Employability (ACE) Scholarship Program to empower young underprivileged Filipinos. In recent years, JGF has strengthened the curriculum aspect by establishing Agro-Enterprise Resource Centers (AERCs) to support its initiatives for agriculture.

JGF's collaborations with ACE partners include curriculum development to help institutionalize the teaching of agro-entrepreneurship, and scholarship support to heighten the youth's interest in the opportunities in agriculture.

Through education and training opportunities, AERCs encourage young people to look at farming as a viable source of livelihood, thereby cultivating a new breed of Filipino agro-entrepreneurs to carry the agriculture industry forward. AERCs offer the Agro-entrepreneurship National Certificate II course, which is accredited by the Technical Education and Skills Development Authority (TESDA). The course curriculum was developed in 2021 with Don Bosco Training Center Mati.

To date, there are five AERCs located in Don Bosco Mati (Davao Oriental), Sacred Heart Savings Cooperative (Ilocos Sur), Lamac Multi-Purpose Cooperative (Cebu), Don Bosco Agro-Mechanical Technology Center Legazpi (Albay), and Don Bosco San Jose (Nueva Ecija). There were 188 agro-entrepreneur scholars assisted for school year 2022-2023.

The Foundation also supports the training of young women through its partnership with Anihan Technical Schoolfor the Quick ServiceRestaurant Operations (QSRO) program. The course that JGF and Anihan co-created providesrelevant training that matches the requirements of the food service industry.

Since 2005, a total of 2,754 scholars have been assisted opening up employment opportunities to support their families.

CHANGING THE FUTURE OF FARMING FAMILIES WITH AGRI-BUSINESS

At the Don Bosco Agro-Mechanical Technology Center in Legazpi City, Albay, one more student completing the agri-business course means one less poor family worrying about having food on the table.

Don Bosco, a leading technical and vocational education and training (TVET) institution in the Philippines, reported that 86% of its graduates from 2019 to 2022, across all courses in all its centers, are employed and able to support their families and send their siblings to school. Others have either set up their own businesses or continued with further schooling.

This is a small but sure step in addressing poverty in the Philippines, where poverty incidence remains highest among fisherfolk (30.6%), farmers (30%), children (26.4%) and individuals residing in rural areas (25.7%), according to the Philippine Statistics Authority's 2021 report on poverty incidence among the basic sectors.

Don Bosco-Legazpi in partnership with the JGF has been offering a Scholarship Program to deserving youths of the Bicol Region. This effort was started in 2016 for 25 young people. Since then, the scholarship program has grown and was able to accommodate more students in the succeeding years. In 2022, JGF opened a new opportunity for the trainees to acquire skills training in Agro-entrepreneurship (AE) to 25 deserving trainees. In 2023, the scholars of JGF completed the training for AE. Now, the support of JGF to Don Bosco-Legazpi is increasing again to a hundred new scholars for the Training Year 2024-2025, giving skills training opportunities to more deserving youths of the Bicol Region.

"Financially, JGF has been a big help to the students because the scholarship covered their consumables, including materials for training. With JGF paying for their schooling, the students were able to finish; no one had to drop out because they had no money for transportation or meals – the allowance covered those, too," said Don Bosco-Legazpi technical director Bro. John Coral, SDB.

Most of the scholars are children of farmers and construction workers in Albay but others come from towns as far as three hours away, such as Camarines Sur, Tiwi, and Oas. Don Bosco-Legazpi noted an increased interest in agri-business among women, who make up about 75% of the center's enrollees for the program.

"Their fathers work outside the farms, in construction, so their mothers are left to take care of the farm. Now we're seeing that while there are women in our other courses like motorcycle servicing, car mechanics and welding, the highest number of women are in agri-business," Bro. Coral said.

Jollibee Group Foundation (JGF) has long been invested in ensuring access to food, particularly among school children under its Busog, Lusog, Talino (BLT) Program. Through BLT, JGF and its partners provided daily meals to undernourished children to help them stay in school. Since 2007, the project has helped increase the attendance of pupils in class.

In 2015, JGF partnered with the Department of Education (DepEd), local government units and NGOs to set up central kitchens that serve clusters of schools for the DepEd school-based feeding program. In 2023, with the full opening of classes, fourteen (14) BLT kitchens were reactivated after these were put on hold during the pandemic. The combined kitchens served meals to more than 10,000 children.

EXPANDING BLT PARTNERSHIPS WITH DEPED, LOCAL GOVERNMENTS

With the Department of Education (DepEd) announcing its plan to have one central kitchen per division for its school-based feeding program (SBFP), the Busog, Lusog, Talino Central Kitchen of the Jollibee Group Foundation (JGF) has become the department's model for expansion.

At the start of 2023, DepEd Central reached out to JGF for a partnership that involves 1) coaching regional DepEd personnel in stakeholder management, particularly pitching to local government units (LGUs) to build central kitchens for the SBFP; 2) elevating 15 BLT kitchens to become training centers and operational models for those who want to have their own central kitchens; and 3) co-producing materials for BLT training, coaching and promotion.

"More central kitchens mean more children have access to nutritious meals. Scaling up the BLT Kitchen model will enable more schools and communities to adopt a more effective and efficient way to conduct feeding programs given the systems it offers – centralized facility for large-scale feeding, while upholding food safety, systematic and efficient meal preparation and service, and centralized procurement for efficient reporting," JGF's Director for Partnerships and Operations Ma. Laize Ar Cruzat said.

The DepEd–JGF partnership, covering the period 2023–2025, came as JGF reactivated an initial batch of 14 BLT kitchens across the country, which had been put on hold during the pandemic. BLT kitchens are located in Pilar, Surigao del Norte; Kapalong and Asuncion, Davao del Norte; Mati, Davao Oriental; Bacnotan, La Union; and Sagay City, Negros Occidental, Sultan Kudarat, Sorsogon, Iligan City, Vigan City, Antipolo City, Roxas City, and Tagbina, Surigao del Sur.

Together, the 14 reactivated kitchens cater to over 10,000 students. By the end of 2023, JGF has also achieved its target of preparing the kitchens to become BLT training centers in 6 of 15 target areas: Iligan City, Roxas City, Kapalong, Antipolo City, Sagay and Bacnotan.

While construction of the BLT kitchens may be funded by JGF or a local implementing partner such as the LGU, the daily operations of the kitchens are funded by DepEd for its school-based feeding program.

JGF currently has 43 BLT kitchens in 33 sites.

Jollibee Group FoodAID

Jollibee Group FoodAID is the concerted effort of the Jollibee Foods Corporation (or Jollibee Group), JGF, and community partners in providing immediate access to food during times of disaster or calamity. JGF oversees the program operation, Jollibee Group donates meals and food products, and JGF's internal and external partners mobilize the food donations to reach people in need of sustenance.

In 2023, the Foundation and its partners served more than 3.12 million meals for families vulnerable to hunger or affected by various disasters. This brings to a total of 12.82 million meals served since the pandemic in 2020.
The program's ability to respond swiftly and extensively during disasters was bolstered by the roster of partners. A total of 105 partners helped bring meals to 92 cities and municipalities in 2023. This solidified the partner base, gaining unique partnerships in addition to collaborators from existing JGF programs, the company's restaurant network, and franchisees.

Photos courtesy of Kawa Pilipinas and PCUP

FIGHTING HUNGER TOGETHER

Born in the COVID-19 pandemic, Jollibee Group Foundation's bond with a government entity and a community movement has grown stronger over the years, harnessed by their shared commitment to leave no Filipino hungry.

JGF's engagement with the Presidential Commission for the Urban Poor (PCUP) began in 2018 but it was not until the height of the pandemic in 2020 that PCUP and JGF worked closely to provide sustenance under its FoodAID program

"Back in 2020, the biggest issue was addressing the problem of hunger. We really needed help, especially in the National Capital Region (NCR) where there were many COVID-19 cases. And then in 2022, JGF helped us again with the flooding in the Visayas and Mindanao. In 2023, we used JGF's supply to help victims of the frequent fires in Mandaluyong and flooding in Quezon City. That's 400–500 families per event," said Olympia DC. Micor, PhD, PCUP's Chief of Field Operations Division for NCR.

Through JGF's FoodAID program, PCUP was able to fulfill its mandate as more urban poor organizations approached the government office for accreditation upon learning that they could access food support from JGF through PCUP. To date, PCUP has accredited 703 organizations in NCR alone.

"With JGF's FoodAID program, PCUP became visible because people saw us addressing their concerns during crises... Ours is a coordinative function. We do not have the resources for this kind of assistance, but we were able to continue serving urban poor communities through the JGF partnership," Ms. Micor said.

Another entity serving the homeless and persons deprived of liberty in Metro Manila is Kawa Pilipinas Foundation, Inc., a community kitchen supported by JGF during the COVID-19 pandemic.

Led by artist and activist Mae Paner (aka Juana Change), Kawa cooks 1,500 meals every Saturday and distributes them to prisons and organizations like the Missionaries of the Poor. Ms. Paner said the simple preparation of meals is an act of love as the volunteers plan the menu and add value to the products from JGF, coming up with creative dishes using the congee mix and chicken guisado.

The congee mix and chicken guisado are among the ready-to-cook food items prepared by the JFC commissary and distributed to vulnerable communities as part of JGF's FoodAID program.

"Hunger is so real, and food is so basic. People cannot be good citizens of a country if they do not eat well... JGF is important for me to keep going because such a big company trusts Kawa and allows me to do the good I want to do in the world, which is to serve the people that need to be fed. Food unites us," Ms. Paner said.

She said Kawa's partnership with JGF is proof of how transformational it is to do things with love, and how powerful partnerships can be.

MANGROVE REFORESTRATION PROGRAM

ENSURING FOOD SECURITY THROUGH MANGROVE REFORESTATION

As climate change threatens the world's food sources, mangroves have become an important battleground for food security, especially in a country known to be among the most vulnerable to the impacts of a warming planet.

Recognizing this reality, Jollibee Group Foundation (JGF) shifted its employee volunteer program from watershed reforestation, which began in 2017, to mangrove reforestation in 2023, to help build protection against disasters for the surrounding communities and provide livelihood for families.

"Mangroves play a critical role in the food ecosystem. Mangrove reforestation enhances local ecosystems and marine life, which are vital sources of food for surrounding communities. This ecological support indirectly contributes to JGF's vision of putting food on the table of every Filipino family," JGF's Director for Program Development and Innovation Joanna La'O said.

JGF partnered with the Department of Environment and Natural Resources (DENR) and local community-based organizations for its four mangrove activities in 2023. The DENR helped identify the sites for reforestation and connected JGF with its Community Environment and Natural Resources Offices (CENROs) and local groups that could supply the propagules and seedlings.

For the mangrove activities, 212 employee-volunteers from the Jollibee Foods Corporation planted 3,950 mangrove propagules. They conducted the mangrove reforestation in Alaminos, Pangasinan; Carmen, Cebu (two planting activities); and Lemery, Batangas.

"Community-based mangrove reforestation also fosters involvement and education around environmental stewardship, which in turn promotes sustainable practices. This helps in building resilient local food systems that can withstand the challenges posed by climate change," Ms. La'O said.

According to the Biodiversity Data Journal, 6 of the 10 nations with the biggest mangrove area losses are in Asia. This includes the Philippines, whose mangrove cover decreased from 317,500 hectares in 1990 to 227,808 hectares in 2019. In 2020, the Forest Management Bureau estimated the country's mangrove cover at 311,400 hectares.

JGF intends to establish mangrove management as a regular and long-term program under JFC's Sustainability Agenda, similar to its Farmer Entrepreneurship Program and Busog, Lusog, Talino Program.

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Jollibee Group FOUNDATION

Jollibee Group Foundation, Inc. is the social development arm of Jollibee Group, one of the fastest-growing Asian restaurant companies in the world.

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