



**CENTER  
FOR SOCIAL  
DEVELOPMENT**  
  
AT A GLANCE



The Center for Social Development (CSD) creates innovative, relevant, and sustainable social technologies for greater corporate social responsibility and a better quality of life for Filipinos, especially the marginalized.

### **Reach and Impact**

The Center for Social Development continues to expand its reach by partnering with other corporations, foundations, bilateral and multilateral agencies, as well as individual Filipinos at home and abroad. CSD's new and innovative programs have touched the lives of hundreds of thousands, including students, Mindanao youth, victims of natural disasters, and Filipinos living abroad.

### **Highlights**

- Raised more than \$982,000 or approximately ₱47.5 million from 410 donors in the United States through Ayala Foundation USA
- Increased scale of its solid waste management program by expanding operations to Bonifacio Global City and barangays in Taguig, and by implementing new services
- Connected an additional 311 public high schools to the Internet through its management of the Gearing up Internet Literacy and Access for Students (GILAS) consortium, bringing the total number of connected schools to 1,038 and reaching approximately 519,000 students
- Conducted the first ELSA (Education, Livelihood and Skills Alliance) Young Leaders Camp for 63 high-school leaders from Maguindanao and Lanao del Sur
- Hosted the 8th Ayala Young Leaders Congress with 75 student-participants and spearheaded, through the AYLC Secretariat, relief operations for major calamities in 2006, raising over ₱1.6 million worth of donations
- Brought 7 Fil-Am youth to the Philippines for immersion in development work as part of the Fil-Am Youth Leaders Fellowship Program
- Graduated 143 preschoolers from the Buklod Bahayan Daycare Center

- Sponsored 71 Mangyan scholars for school year 2006–2007 and graduated 6 Mangyan college scholars
- Organized, through the UP-Ayala Technology Business Incubator, the Information for Development (InfoDev) workshop for 183 participants from 14 countries, and a follow-up workshop and covenant signing for Philippine stakeholders, committing them to the development of science and technology businesses with global potential
- Turned over the management of two Ayala-Intel Computer Clubhouses, the Barangay.net project, and the solid waste management program and the Good Neighbor Program in the Cebu Business Park to their respective stakeholders
- Coordinated activities of the Ayala group CSR Council to further improve and strategize the group's CSR programs

### Strategic Initiatives

- Integrate the solid waste management program into the Ayala group-wide CSR initiative and implement it in all Ayala head offices, branches, and nearby communities; prepare standardized metrics for all solid waste management activity
- Strengthen the participation of local government units, parent-teacher associations, school administrations, and alumni associations in GILAS by building alliances at the city and provincial levels to sustain local Internet laboratories in public high schools and integrate Internet use into the public school curriculum
- Organize three ELSA Young Leaders Camps; expand and strengthen partnerships with local government units and non-government organizations in the Autonomous Region of Muslim Mindanao for improved delivery of services and programs



- Conduct a strategic review of the Ayala Young Leaders Congress program and formulate modules for school-based youth leadership training programs; further strengthen the Ayala Young Leaders Alliance
- Support “Kwentong Starfish,” a nationwide personal-essay writing competition of AYLC’s *Starfish* magazine
- Implement, through Ayala Foundation USA, training programs for Fil-Am associations and non-profit Philippine organizations working in the area of diaspora philanthropy
- Increase the involvement of UP-Ayala Technology Business Incubator in other university incubators around the country
- Develop a cooperative and livelihood program for Calatagan retirees
- Organize Mangyan scholars and prepare them for leadership positions in the community
- Launch the Ayala Social Initiatives in early 2007; prepare the first integrated sustainability report on Ayala CSR



CENTER OF EXCELLENCE  
IN  
PUBLIC ELEMENTARY EDUCATION  
AT A GLANCE



The Center of Excellence in Public Elementary Education (CENTEX) offers top-quality education to bright children from underprivileged families.

**Reach and Impact**

CENTEX operates two elementary schools—in Tondo, Manila, and Bauan, Batangas—that educate 1,058 students. CENTEX also provides opportunities for its graduates to benefit from quality education at the secondary level. Through its faculty development program, 696 elementary school teachers have been trained.



**Highlights**

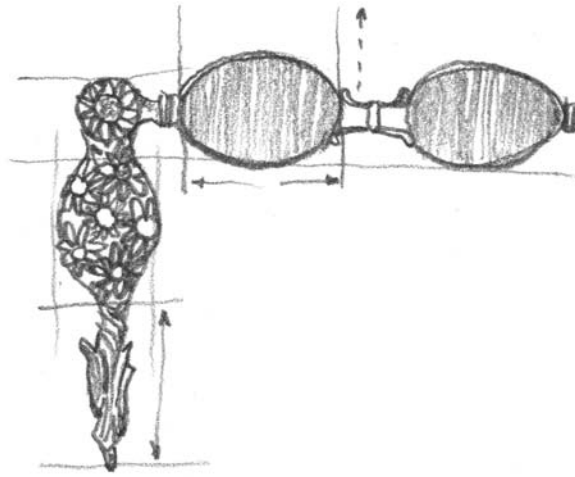
- Graduated second batch from CENTEX Manila comprised of 74 Grade Six students
- Provided scholarship support to 63 graduates of CENTEX Manila who enrolled at the College of the Holy Spirit–Manila
- Explored a possible partnership between CENTEX Batangas and St. Bridget’s College of Batangas
- Featured Federico Alcuaz’s painting *Mother and Child* in collectible CENTEX plates and paper products

- CENTEX students won in competitions sponsored by the Department of Education and the Philam Group of Companies; Grade Six student of CENTEX Batangas, Dale Wilson Garcia, won first place at the 2006–2007 National Quiz Bee in Mathematics

### Strategic Initiatives

- Pursue partnerships with more academic institutions to ensure the continuing education of CENTEX graduates
- Commission research into the socio-economic factors affecting the academic performance of CENTEX graduates attending public and private schools
- Continue improving the quality of teaching at the CENTEX schools





## AYALA MUSEUM AT A GLANCE

The main objectives of the Ayala Museum are to maintain high standards for exhibiting noteworthy shows in its state-of-the-art facilities, spearhead major cultural events for the local and international communities, increase visitorship and program attendance, and improve its financial sustainability through income-generating programs.

### **Reach and Impact**

As the newest cultural institution of international stature in Southeast Asia, the Ayala Museum has become an important tourist destination and sets an ambitious standard in the region through its rigorous series of exhibitions, museum exchanges, and public programs.

### **Highlights**

- Mounted its first major international exhibition, *Pioneers of Philippine Art: Luna, Amorsolo, Zobel*, at the Asian Art Museum in San Francisco, California
- Augmented the museum's collection through the acquisition of notable paintings and works on paper including Fernando Amorsolo's *Igorot Scene* (1953)
- Hosted 11 major exhibitions in the museum galleries and 17 in MuseumSpace



- Conducted conferences and lectures featuring eminent specialists in fields spanning prehistory, colonial art and architecture, and contemporary art, fashion, design, and photography
- Organized public programs including a historic cruise on the Pasig River, a month-long docent-training program, and the second Museum Procedure and Practice Training Seminar on museum documentation and conservation in Cebu City
- Received three awards for safety and compliance from the Makati Fire Safety Foundation, Inc.
- Welcomed about 70,000 visitors to the museum and collected almost ₱9 million in admission fees and guidebook sales
- Exceeded its targeted income from venue rentals by about ₱1.7 million



### Strategic Initiatives

- Explore new strategies for expanding the museum's visitorship and readership
- Collaborate with cultural institutions in the Philippines and abroad to present new ways of viewing the best in Philippine art
- Maintain and expand partnerships with sponsors who will help fulfill the general museum objectives of conserving, collecting, and understanding art
- Maintain international museum standards for all its displays, conservation policies, public programs, and security systems





The Filipinas Heritage Library (FHL) aims to facilitate the advancement of education and the appreciation of Philippine culture. FHL's extensive collection of multimedia Filipiniana titles, its cultural exhibits, and the broad range of workshops it offers have made FHL a veritable haven of learning.

### **Reach and Impact**

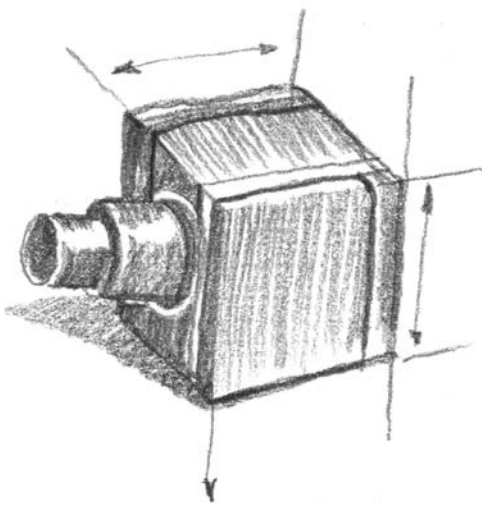
FHL's resources are available online, ensuring convenient access to individuals and institutions both here and abroad. The LibraryLink website, which brings together the catalogs of FHL and 88 other libraries around the country, further facilitates research and learning. Meanwhile, FHL's photo gallery, The Alcove, has reached thousands of people through its exhibits and workshops.

### **Highlights**

- Digitized 110,000 pages of former president Elpidio Quirino's official and social papers, a prestigious collection of high scholarly and historical value
- Enriched the roster of workshops offered by FHL's photo gallery, The Alcove, by conceptualizing and conducting a camera phone workshop entitled, My Phone, My Camera, which culminated with an exhibit at Greenbelt 3
- Expanded its publication services by producing and developing the video documentary *Pioneers of Philippine Art: Luna, Amorsolo, Zobel*

## **FILIPINAS HERITAGE LIBRARY**

### **AT A GLANCE**



- Conducted the fifth lecture series for the continuing education of the Department of Trade and Industry employees, as well as summer workshops for DTI employees and their children
- Continued to serve as the editorial office of *Ayala Now* and maintained support services for Ayala group companies such as the Filipinas Heritage Library Daily News Service
- Addressed some of the corporate communication needs of AFI by producing *AFI This Month*, the foundation's monthly online newsletter for donors, partners, and beneficiaries; the AFI omnibus brochure; and other marketing collaterals

### Strategic Initiatives

- Increase FHL's visibility by engaging in projects relevant to the Filipino people
- Maintain FHL's relevance, warm accommodation of clients, and responsiveness to the needs of the public
- Develop more partnerships with corporations and organizations to increase the scope of delivery of its educational and cultural programs

