

Center for Social Development At a Glance

Ayala Foundation's Center for Social Development (CSD) is a resource and development center that creates innovative, relevant, and sustainable social technologies geared towards greater corporate social responsibility and a better quality of life for Filipinos.

Reach and Impact

In 2007, the Center for Social Development continued to strengthen its partnerships with different sectors of society. It continued to work closely with communities, local governments, civil society, the private sector, and individuals in the Philippines and overseas. These partnerships have resulted in an outpouring of support for the education, youth development, and environment programs of CSD and its partners, thus creating an impact on thousands of students in public schools and vulnerable groups in the country.

Highlights

The GILAS Social Consortium

- Connected 642 additional schools to the Internet. This brings the total number of Internet-connected public high schools to 1,654 since the project started in 2005

- Trained 5,949 teachers from 1,350 schools nationwide on Internet literacy, basic Local Area Network (LAN) administration, PC maintenance and troubleshooting, and project sustainability
- Achieved 100 percent Internet connectivity in all public high schools in two provinces, 17 cities, and two municipalities

Education and Livelihood Skills Alliance

- Conducted Leadership Training Workshops for 237 in-school and out-of-school youth leaders in Mindanao. Twenty-one small community grants were also awarded to these youth leaders to implement small community projects

Ayala Young Leaders Congress

- Provided training for 74 student leaders on the servant leadership framework and principles through the 9th Ayala Young Leaders Congress (AYLC)
- The Ayala Young Leaders Alliance (AYLA), composed of alumni from AYLC, raised ₱1.7 million for the housing needs of typhoon victims in Albay
- AYLA published eight issues of *Starfish* with a print run of 3,000 per issue. The *Starfish* magazine editorial board also organized Kwentong Starfish, a nationwide essay-writing competition

Text2Teach

- Spearheaded preparatory activities for the second phase of Text2Teach

AF USA

- Raised more than \$1.3 million in donations from overseas Filipinos and other individuals and groups in the United States





Ayala Technology Business Incubator

- Launched the TechBoot Camp, a three-day training course for aspiring technology entrepreneurs
- Opened its second technology business incubator at the Asian Institute of Management in Makati

Solid Waste Management Program

- Recovered 2,000 tons of recyclable waste, with an estimated value of ₱9.8 million, from participating buildings in the MCBD
- Twenty-three additional buildings in the Makati Central Business District (MCBD) joined the Solid Waste Management (SWM) program in 2007, bringing the total to 295 out of 374 buildings in MCBD since the program started in 2001
- Continued to host monthly waste markets with various partners to give the public a chance to properly dispose of their solid waste and earn from the transaction at the same time

Other Projects

- Continued to provide health assistance and feeding programs for 129 students in the Buklod Bahayan Daycare Center
- Sponsored 52 Iraya Mangyan scholars in high school and college for school year 2007-2008

Strategic Initiatives

- Organize the youth into a proactive sector in establishing community education alliances through ELSA's Youth Leadership Training

- Focus ELSA interventions in specific areas and actively engage communities in the resolution of educational and livelihood issues for the youth
- Develop new and improved technology for Text2Teach to effectively deliver English, Science, and Math lessons to Grades 5 and 6 classes in at least 500 public elementary schools in the next three years
- Replicate Text2Teach in geographical clusters to create greater impact, greater public support, and to ensure the project's sustainability
- Using the lessons learned from nine years of the Ayala Young Leaders Congress, and in partnership with universities and colleges, develop youth leadership modules to enable partner schools to train more campus leaders in the values and principles of servant leadership
- Work on a medium-term plan to scale up AF USA operations and ensure its financial viability and sustainability
- Provide Filipino-Americans opportunities to support social development projects through actual project visits in the Philippines
- Create greater awareness of AF USA among non-governmental organizations in the Philippines
- Tap wireless and other cutting-edge technologies to connect schools in locales where traditional telecommunications facilities are unavailable
- Build alliances for education at the local level



Center of Excellence in Public Elementary Education At a Glance



The Center of Excellence in Public Elementary Education (CENTEX) is a model public school learning environment. CENTEX offers top-quality education to very bright children from underprivileged families.

Reach and Impact

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

Highlights

- Signed agreements with Sta. Isabel College and St. Bridget College for the high school education of CENTEX graduates
- Received a grant of 24 computers from Hewlett Packard, USA for the use of the students of CENTEX Manila and Batangas
- Completed a 10-year study of CENTEX, particularly on the impact and effectiveness of its program, as well as on its strategic implications for the next 10 years. The study showed the need for restructuring the financial and administrative responsibilities of the partnerships in CENTEX. It also highlighted the significance of values education in elementary and high school
- Continued to provide high-quality education to 1,035 elementary students (SY 2007-2008)



- Granted high school assistance to 156 CENTEX graduates with the support of other partners and sponsors. All CENTEX graduates submit their report cards to AFI for tracking and remediation, if necessary
- CENTEX Manila obtained the highest 2007 National Achievement Test (NAT) mean score of 75.85 percent among the elementary schools in the Division of Manila. The school also received a Special Award for achieving the target mean score of 57.98 percent in the NAT
- Overall champion in a citywide journalism contest (Manila)
- Won awards in academic tests given to 71 public schools (Manila)

Strategic Initiatives

- Create training modules for public school teachers nationwide
- Celebrate the 10th-year anniversary of CENTEX Manila
- Collaborate with universities and colleges in preparation for possible college scholarships of CENTEX graduates
- Conduct leadership training for CENTEX graduates on issues that are focused and age appropriate
- Organize a series of seminars on sound financial management and coping with psychological and social issues for CENTEX families, especially for those with parents overseas



Ayala Museum At a Glance

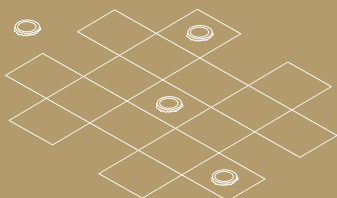
As one of the premier centers for discourse on Philippine art, the Ayala Museum spearheads major artistic and cultural events for local and international audiences. It maintains high standards for exhibiting notable shows in its world-class facility, and facilitates the understanding and enjoyment of Philippine art, culture, and history through its collections, exhibitions, and public programs.

Reach and Impact

The Ayala Museum continues to establish links with various local and international institutions to reach a wider public and to achieve its goal of creating programs that enrich the public's understanding of Philippine art and culture. In 2007, nearly 60,000 people visited the museum for its exhibitions, workshops, and lectures, among other programs and activities. To promote its exhibits and other activities outside Metro Manila, the museum also launched an outreach program called Museum in a Box.

Highlights

- Started the year 2007 with Chinese Diaspora: Art Streams from the Mainland, which gathered six exhibitions in one show to celebrate the achievements of syncretic Chinese cultures in Southeast Asia
- Collaborated with the Royal Netherlands Embassy in a special exhibition entitled Embroidered Multiples: 18th-19th Century Philippine Costumes from the National Museum of Ethnology, Leiden, the Netherlands
- Mounted the exhibitions Damian Domingo: The First Great Filipino Painter, which showcased paintings from the collection of the Alfonso T. Ongpin Foundation; and Water: The Medium, a collection of seascapes by painter Juvenal Sanso
- Celebrated French Spring in partnership with Alliance Française de Manille with the opening of Essences Insenses, an exhibition of scents and visuals; and Objectif Paris, an exhibition on Paris as viewed through the eyes of famous photographers
- Developed and implemented public and educational programs to complement the museum's 2007 exhibition line-up



Strategic Initiatives

- Hosted the Second Global Symposium on Media, Religion, and Culture, which focused on the theme The Mediation of Religion: Historical Perspectives from the Ancient World to the Present
- Conducted the fourth Docent Training Program with Rod Paras-Reyes, Santiago Pilar, Manuel L. Quezon III, Kenneth Esguerra, Wilfredo Ronquillo, Bernard Karganilla, and Isabel Kenney as lecturers
- Brought the world of art closer to the corporate community through the museum's partnerships with Accenture and the Embassy of Korea
- Received a citation from the Manila Critics Circle for the writing, design, and print quality of the Stories in Art children's book series
- Develop and present exhibitions and education programs that contribute to the understanding of local art and culture while fostering a greater sense of pride in Philippine creativity and artistry among Filipinos
- Pursue partnerships with local and international institutions to strengthen and diversify the museum's programs and publics
- Maintain high standards in the display, management, conservation, and protection of its permanent collection
- Increase the number of visitors to the museum through new and exciting marketing campaigns



Filipinas Heritage Library At a Glance

The Filipinas Heritage Library promotes the advancement of education and the appreciation of Philippine culture and the arts through the use of information and communications technology. FHL offers an extensive multimedia collection of Filipiniana titles. It also mounts educational and cultural programs and hosts cultural exhibits and a variety of workshops.

Reach and Impact

FHL's resources are available online, providing easy access to researchers in the Philippines or abroad. The LibraryLink website, an initiative of FHL, continues to facilitate research on Philippine studies by bringing together the Filipiniana catalogs of 92 libraries in the Philippines into one Internet portal; it also registered approximately 700 new members in its online forum. Ayala Memory, FHL's storehouse of information on the history of the Ayala group of companies (AGC), continues to serve various departments of the AGC, as well as external clients. The library's photo gallery, The Alcove, has reached a significant number of people through its exhibits and workshops.

Highlights

- Increased its collection through the acquisition of 2,046 new materials, including a collection of 575 World War II books donated by Roderick Hall
- Completed the digitization of the papers of President Elpidio Quirino
- Partnered with the Department of Education for the implementation of Trade Roots, a lecture series for public school teachers on how to teach Philippine history from the perspective of Philippine trade. Asia Society is also a partner in the project
- Conducted informative activities, such as lectures for librarians and exhibits, in partnership with the National Book Development Board to celebrate the 11th Philippine Book Development Month
- Spearheaded a reading campaign program, in partnership with Adarna House, Inc., for young adults entitled Teens Read, Too! 2007



Strategic Initiatives

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- Further increase FHL's visibility by focusing on and engaging in cultural literacy projects that are relevant and interesting to the public
 - Maintain existing partnerships and team up with more companies and organizations to increase the scope of delivery of the library's educational and cultural programs
 - Venture into the development of high-quality instructional materials to complement FHL's educational programs
 - Complete the production of an English-Filipino dictionary CD-ROM
 - Increase public awareness of Philippine musical heritage and traditions as embodied in FHL's Himig Collection of musical records, through various events and exhibits under the Bravo Filipino series of cultural events in partnership with the Ayala group of companies
 - Continued to serve as the editorial office of *Ayala Now* and maintained support services for the Ayala group of companies, such as the FHL Daily News Service
 - Mounted a series of lectures and workshops on art, writing, photography, and a host of other topics
 - Mounted three Filipiniana library exhibits, namely, Myths and Legends, Kalye Flavors, and Threads of Culture