

J. AMADO **ARANETA** FOUNDATION



# MESSAGE



Most people may know my father Amado as a respected businessman, a visionary, who turned 35 hectares of land into one of the premier commercial districts in the country. But he is more than just that, especially for us, his family, and those whose lives he had touched. We remember him as a compassionate man, most especially to his employees and those who did not have much in life.

People looked up to him. But he was never far from their reach. He lived a simple life, one which gave priority to family, to people, more than material wealth. He was always on the lookout for opportunities, but not just for himself, but also for those around him. Always wanting to offer the best to the greatest number.

Even after his death, his compassion is exemplified in the work done by the organization fittingly named in his honor, the J. Amado Araneta Foundation. Throughout its nearly two-decade existence, JAAF has helped thousands of youth with their education. It has extended a hand to communities which needed to rebuild after catastrophes. It has supported various arts, cultural, sports and spiritual programs. And it will continue to do so.

It will remain not just as a foundation bearing my father's name, but an institute that aims to preserve and uphold his legacy: a legacy of compassion, of believing in one's dreams, and of empowering people.

This legacy—more than the businesses he had built—will always be the identity of my father. This legacy will always be at the heart of the Araneta Group.

Sincerely yours,

**Jorge L. Araneta**  
Chairman and President  
Araneta Group

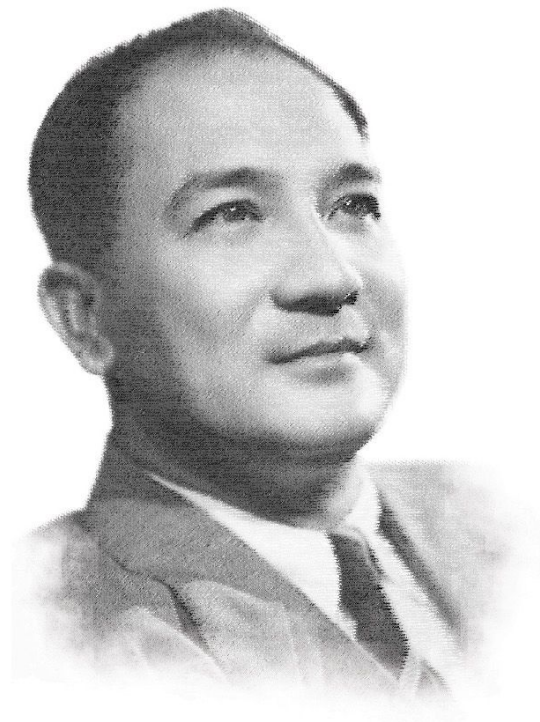


Guided by the vision of providing “**gateways to opportunities,**” the **J. Amado Araneta Foundation** creates a thriving nation, one community, one person at a time.



# AMADO'S LIFE & LEGACY (1907 – 1985)

Born on February 26, 1907 in Bago, Negros Occidental, Amado was known as an industrialist and philanthropist. He founded the Araneta Center among many other successful enterprises in real estate, sugar, media and entertainment. He died on November 17, 1985 in New York City. Though he was recognized for his business acumen, he was a family man and well respected by his employees and business partners.



## TRADITION OF GIVING

Amado believed that every Filipino deserve an opportunity to have a better life. His children, Jorge, Judy and Maria, continues his philanthropic legacy by extending assistance to indigent individuals, non-profit organizations, religious institutions and local government units for charitable purposes or human and socio-economic development through the J. Amado Araneta Foundation.





Founded in 2002, JAAF has supported various organizations such as the Caritas Manila Foundation, Gerry Roxas Foundation, and Couples for Christ (CFC ANCOP) for its scholarship and youth development programs; Gawad Kalinga Foundation, Makati Medical Foundation, World Vision, and Barangay Health Works Federation on

programs for community development; the United Capizeños Foundation, Pres. Manual A. Roxas Foundation, Ballet Philippines Foundation and CANVAS Philippines for its culture & the arts programs; and the Jesuit Communications, the



Roman Catholic Archdioceses of Manila, Cubao and Capiz, and the Philippine Bible Society for its evangelization and discipleship activities.





Today, JAAF supports nearly 300 scholars nationwide; an adopted community, the Julio Iglesias - Araneta Center Tanay Gawad Kalinga Village in Tanay, Rizal; and 2 art & history museums, the Gateway Gallery in Quezon City & Panublion Museum in Roxas City. The Foundation is a member of the Association of Foundations, registered in the Department of Social Work and Development and certified by the Philippine Council of NGO Certification.

Based in Quezon City, Philippines, the Foundation is led by President Judy Araneta - Roxas, under the direction of its Board of Trustees, Chaired by Jorge L. Araneta.





The art museum of the Araneta Center devoted to the promotion of arts.

We showcase in our exhibits and events the arts, culture and history of the Philippines.

Our inaugural exhibit, *SiningSaysay: Philippine History in Art*, is a landmark project that presents the entire history of the Philippines through 30 large history paintings. A project of the University of the Philippines, the UP Alumni Association and the Araneta Center, *SiningSaysay* empowers the Filipino and the non-Filipino through a better understanding of the country's history.

We support emerging and non-mainstream artists and curators through dynamic and progressive programs.



**LEVEL 5, GATEWAY TOWER ARANETA CENTER, QUEZON CITY**

**MONDAY TO SUNDAY | 10AM TO 7PM**

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