ARANETA

2021 ANNUAL REPORT

Message from the President

The year 2021 was a pivotal year for J. Amada Araneta Foundation. Amid the Pandemic, we had to be responsive to the needs of the times.

JAAF continued its education and youth development programs, but also, in the spirit of agility, we also contributed to the Scholars' well being and transitioned the online learning modality. The lingering effect of COVID-19 Pandemic continued to be felt as communities and the economy bounce back to normal at a much more manageable pace. Together with the Araneta Group, JAAF led the implementation of the Vaccination Program in Quezon City in partnership with the Quezon City LGU and the Department of Health. These were also supplemented with private vaccinations for employees, their families and the public. We have vaccinated fully protected. More than 300,000 jobs have been administered through private-public joint initiatives in Araneta since we opened the vaccination in May 2021.

JUDY A. ROXAS
President

The Foundation remains steadfast in its commitments to the communities we serve. We remain guided by my father's dream, J. Amada Araneta, to bring the good life to people. In JAAF, this dream lives on.

Our Reach

13,000+
individuals, families and households, youth, women, and fishermen

23
NGOs, schools, LGUs, and government agencies

Program Implementation Areas

J. Amada Araneta Foundation extended its reach nationwide in 2021, National Capital Region hosted most of the activities, and beneficiaries. This was seen in the education, community development, health, special projects, and religious projects and activities.

Areas of concern for JAAF include Negros Occidental and Rizal. Other areas reached included Samar, Zamboanga del Norte, Pampanga, Cagayan de Oro, especially in education, and Batangas and Davao City for community development.

PROGRAM HIGHLIGHTS

Education

1. Scholarship Programs

For School Year 2021-2022 there were 105 scholars under the two Scholarship Programs of J. Amada Araneta Foundation. Scholars under the Scholarship Program and Continuing Education Assistance Program which provides financial assistance to qualified employees with academically-capable children for their educational expenses in one school year. The J. Amada Araneta Foundation Scholarship Program continued to support 3 graduating students and received grants for Grade 12 Top 1 graduating students in select areas in the Philippines. It aims to support academically-excellent public high school graduates in their undergraduate studies that will perpetuate the vision & mission of the Foundation.

Aside from the stipend provided to the Scholars, the Foundation offers Student Welfare & Development Programs which included fellowship activities and continuous virtual talks organized to complement the online learning modality of the students.

Notable undertakings included:

- Spark-A-Change Community Development Challenge
- JAAF Youth Opines Writeshop
- Wellness & Fireside chat on the Election 2022

2. DepEd Partnership for Pocket Museum

J. Amada Araneta Foundation (JAAF) supported the Department of Education's Basic Education Research Fund (BERF) Pocket Museum Project. Pocket Museum is a Mobile Learning Gallery Pocket Museum application. It features the "Bongayanang Pilipinas History in Art" Augmented Reality Videos that DepEd may use as a reference and supplemental teaching tool.

The Project was made accessible to the public for FREE. Teachers and learners nationwide can use the Program by downloading the Gallery Pocket Museum Mobile App from Google and Apple Store. A Teacher's Guide and Most Essential Learning Competencies Map were also provided to support the users.

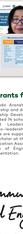
3. UNICEF Collaboration for Out-of-School Youth

The Araneta Group, through JAAF, has entered into a collaboration with UNICEF Philippines in improving the Civic Century skills for disadvantaged adolescents in the Philippines. It aims to improve the Alternative Learning System for the Out-of-School Youth (OSYs) in the Philippines. Specifically, it will provide the required curriculum and learning approaches with DepEd and creating facilitating environment.

12 ALSwave packages were provided to assist remote community learning communities through this collaboration. The ALSwave is a set of resource materials curated specifically for ALS learners and teachers to facilitate the effective delivery of ALS 2.0 or ALS learning sessions. Beneficiaries of the ALSwave packages are from the Indigenous Peoples Community (IPC) in remote and disadvantaged communities in Barangay Sitio Western Samar, Zamboanga del Norte, Angeles City, Cagayan de Oro City, and Zamboanga City. The packages were officially turned over to DepEd and the participating ALS LGUs.

4. Support for QC Youth Development Alliance

On 18 May 2021, JAAF was one of the 100 Partners of Quezon City Youth Development Alliance to inform about Positive Youth Development initiatives by USAID Opportunity 2.0. JAAF has actively participated in the Youth Development Alliance for Quezon City. This was in line with harnessing the potential of the youth of school youth to contribute to nation building.



5. Grants for Scholarship

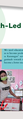
J. Amada Araneta Foundation maintained its partnership with some organizations for scholarship and development programs. One of these is with Gerry Roxas Foundation for its Leadership Development Program and Community Outreach Program. Under this, JAAF provided grants for the Scholarship Program of Gerry Roxas Foundation for Gawad Kalinga Servant Leadership & Education Programs, which includes scholarships and Catholic-leadership training. Thirty-four selected scholars from the poorest Diocese in the country, Diocese of Bontoc-Lagawe, Mt. Province, received the scholarship assistance for a college or the San Jose Seminary. Saint Martin de Porres was approached for inclusion in its Education Assistance Program for 20 of its beneficiaries. The University of the Philippines College of Engineering support for a thesis project was granted Php50,000 for implementation.

Community Development and Engagement

Transitioning from COVID-19 Response in 2020, J. Amada Araneta Foundation shifted its course in 2021 to sustaining communities to be resilient in times of the Pandemic for 2021. The Foundation's Community Development Programs continued to provide the required areas of concern. Recognizing people in the frontline continued and was practiced throughout the year. Other projects undertaken included a feeding program that was extended for the Fishermen in Navotas, Community Pantries, and Community Pantries and outreach activities were done for drivers, commuters, and communities, including the annual Christmas gift-giving activities.

1. Bayang Hinabi and PPEs for Health Frontliners

JAAF collaborated with the Department of Trade and Industry - National Capital Region, Philippine Textile Research Institute, Business and Cooperatives Development and Promotions Office for Bayang Hinabi: A Project to Support Weaving Communities and Barangay Sto. Cristo in Quezon City formed into the newly formed Quezon City Sewers Producers Cooperative.



They received their first order of 1,000 PPEs for Barangay Sto. Cristo Health Center. The PPEs were bought and donated to the Quezon City LGU for use by QC Hospital & Health Center. The second batch of orders made for Bago City LGU health workers.

2. Feeding Program

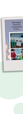
The J. Amada Araneta Foundation organized a Feeding Program for wanted children, aged 3 to 10 years old, in Quezon City community. The Jaime Zobel de Ayala Feeding Program (JZdA Feeding Program) has been conducted one supplementary meal per day, five days a week, for the morning 10 May 2021 to 30 June 2021 and from 2 August to 30 Sept. It would have a full meal to improve their health and well-being while school was on break.

More families in JAAT-QK, like others in low-income communities all over the country, skip a full meal at least twice per week. These family heads lost their primary sources of living because of the Pandemic.

JAAF had the support of Springboard Foundation and Del Monte Foundation for the Feeding Program.

3. JAAF's SPARK-A-CHANGE, Youth-Led Solutions for Community Betterment

On 27 January 2021, JAAF launched SPARK-A-CHANGE during the JAAF Anniversary Celebration. The Youth Leaders were challenged to consider community development interventions as they implement their community-building activities and community outreach.



The winners were announced last 8 April. Kanith Hannah Moreno of Batangas and Kathleen Ann Ong of Davao City presented Php20,000 micro-grant each to implement their proposed projects, or augment the existing activities. The proposed projects addressed the needs of the community, the youth's potential for leadership and community service by having their ideas and implement projects that address community issues.

4. Araneta Balik Pasada

Araneta Balik Pasada, continued to cater for the frontline workers. It was launched on last 22 January with the distribution of filtered vitamins, warming and relaxing oil, and hot meals for the workers at the Araneta City Public Terminal and Araneta City Bus Port.

5. Support for People in the Frontlines

JAAF continued to acknowledge the contributions of people in the frontlines by extending assistance to them in several instances. Last 8 March, in celebration of International Women's Day, JAAF in Quezon City and Bago City were gracious of thought to the women on the frontlines. JAAF gave goods and cash to the women in the frontlines of Araneta City, ALC, Inc. and the sole parents of Bago Quezon, Quezon City. On 2 April, JAAF gave Easter Gifts to the Araneta City frontline personnel. The vegetables were donated by #JAAFLivingHero Kay Jonielex of Nueva Ecija.

J. Amada Araneta Foundation also extended assistance to the 100th anniversary of the lighting of the Giant Christmas tree last 11 November. The Foundation's gift was a token of appreciation to 40 deserving frontliners in the community - jeepney drivers, healthcare workers, and other frontline workers and Medical Frontliners. This was a way of saying thank you to these dedicated workers.

6. Community Pantry Donations

Barangay Sacramento in Quezon City organized a Community Pantry to celebrate International Mother's Day. JAAF shared beauty kits with mothers and remarkable women who were in attendance and became part of the activity.

JAAF received 150 cases of fruit juices from Ginebra San Miguel, Inc. for the Community Pantries in Quezon City. The 25 boxes of fruit juices were turned over on 26 May to Magnificat Community Pantry. The distribution to the community pantry of Our Lady of Perpetual Help - Cubao received 25 boxes on 29 May.

7. Bottles of Hope: QC Essentials

In celebration of National Volunteerism Day last 31 October, JAAF, with Araneta City, distributed free handwashing liquid soap to the tenants and customers at the Tribes Square in Araneta City. The Foundation's partnership with Unilever Philippines, Inc. and Quezon City Government, Small Business and Cooperatives Development and Promotion Office, Essentials Project.

QC Essentials are a line of essential products made by displaced and unemployed residents of Quezon City. The LGU provides a starter kit and training for its beneficiaries. JAAF supported the project through various procurement of its supplies for its activity.

8. Christmas Cheers

The annual tradition of giving Christmas gift packs benefitted three communities in 2021. The first recipients of Christmas Cheers were 165 personnel at the frontlines of Araneta City, distributed on 20 and 21 December 2021.

On 22 December, the 600 families of Brgy. San Jose Annex in Bago City, Negros Occidental, received their Christmas gift packs. JAAF Executive Committee member, Chef Margarita Forés, led the gift giving of family food packs, with the Araneta Group Team of the Visayas.

On 23 December, 160 families from Gawad Kalinga - Juhu Iglesia Annex Center Tarlac (GK-JAHC) were recipients of gift packs from JAAF. A Christmas tradition, the community received food and rice packs.

9. Assistance to Communities

In response to the needs of communities, JAAF was of assistance to several communities in Quezon City and in Rizal:

- Help in terms of food pack donations were given to five survivors of Brgy. Culiat, Quezon City early January 2021.

- On 9 August, 33 children at Agham Road in Quezon City received manna packs, vitamins, and hygiene kit assistance in food and educational supplementation during enhanced community quarantine in Metro Manila.

- On 28 August, 60 children of Gawad Kalinga - Juhu Iglesia Annex Center in Quezon City also received books and toys from the Foundation.

- Children's Day last November was spent giving of gifts to children at the Gawad Kalinga - Juhu Iglesia Annex Center Tarlac (GK-JAHC), one of its adopted communities. The children received school books, toys and art kits, which the children received with much glee.

10. Grants for Other External Programs

JAAF extended Community Development Grants to the Association of Foundations for its Annual General Assembly, Philippine Disaster Resilient Foundation for its frontliners and projects, Zero Extreme Poverty 2020 - Philippines for its Annual General Assembly, and Balik Ma-ao Association Group for its Annual Christmas Party.

Health

The J. Amada Aneeta Foundation health programme was highlighted with Project Vaxx for COVID-19 vaccination. JAAF also supported the 17 May 2021 and worked with Aster Foundation and Calocoan City for Hotel Tulong project.

1. Project Vaxx

The Aneeta Group has been doing Covid-19 projects since the outbreak started in March 2020. By 2021, efforts were geared towards COVID-19 vaccinations, as managed by J. Amada Aneeta Foundation.

The Aneeta Calocoan became one of Quezon City's mega vaccination sites starting in June. The Lab-oratory partnered with the Aneeta Group in expanding its free COVID-19 swab testing initiatives. Aneeta City was tapped as the fourth quarter of 2020 as a venue for the local government's free RT-PCR tests for the general public.

Last 16 June 2021, the Aneeta Calocoan reopened as a mega vaccination site. On 23 June 2021, Aster Foundation, Inc. Aneeta Frontier Theater as an additional vaccination site for Quezon City residents, in partnership with Calocoan City JAAF as an additional vaccination center.

Internally, J. Amada Aneeta Foundation started its vaccination roll-out for its employees and dependents last 5 July 2021. This was in line with the Company's measures to ensure the safety of its staff and their families. As of 31 July, 1,000 employees personnel at a strong 3,000 have been fully vaccinated. This consisted of office-based employees and frontline personnel.

As of December 2021, more than 250,000 people in Aneeta City have been vaccinated through the efforts of J. Amada Aneeta Foundation.

2. Tribute to Covid-19 Warriors Photo Exhibit

Aneeta City, with the support of the J. Amada Aneeta Foundation, acknowledged the efforts of the women COVID-19 heroes with a Photo Exhibit at the Activity Area of Gateway Mall. In celebration of International Women's Day, the 17 Filipina health workers at the Philippine General Hospital, Jose Reyes Memorial Medical Center, and Philippine Heart Center rendered care for Filipino Covid-19 patients Aneeta Cedeño III, Teresa Fuentes-Bautista, and Lucjanna Ng.

A Tribute to COVID-19 Warriors was held last 8 until 15 March 2021.

3. Word TB Day 2021 Celebration

Gateway Gallery, the museum in Aneeta City, joined their participants in celebrating the World TB Day 2021 in a creative way. The TB Free Aneeta City, on-ground efforts were supplemented by various public communications on TB Today and Tomorrow, Covid-19 and TB, and Myth-Informatics to drum up greater interest to reduce the stigma, and increase community participation in the fight against TB. JAAF continued highlighting TB information campaign materials in Aneeta City for the whole year.

4. JAAF, Aster, and Hotel Tulong Partnership - Medical Bus

The J. Amada Aneeta Foundation is working alongside Aster DM Foundation and Calocoan City to provide medical services in the Philippines, starting 22 July 2021. To strengthen its community development programs, the Foundation has partnered with Aster DM Foundation for a medical bus starting October 2020 until March. The medical bus was delivered last October 2020 Safety Seal on 22 October 2021, seeing the first of the Foundation's medical bus and projects that Gateway Gallery completed included two online exhibits, four onsite art workshops, and a virtual art workshop, a significant project through an art grant from the National Commission for Culture and the Arts, two online art workshops, the 39 SiningSayang Aquatherd Reality Video.

Culture and the Arts

Gateway Gallery, the museum in Aneeta City, joined the J. Amada Aneeta Foundation for culture and the arts. For 2021, it was operational for 170 days due to the pandemic, and it continued supporting the community by opening up starting October 2020 until March. The museum was closed since the Safety Seal on 22 October 2021, seeing the first of the Foundation's medical bus and projects that Gateway Gallery completed included two online exhibits, four onsite art workshops, and a virtual art workshop, a significant project through an art grant from the National Commission for Culture and the Arts, two online art workshops, the 39 SiningSayang Aquatherd Reality Video.

1. I am Visible, a Mental Wellness Project through Art Therapy

The J. Amada Aneeta Foundation, in partnership with the National Commission for Culture and the Arts (NCCA), Gateway Gallery, and Hotel Tulong, launched Mental Wellness Project Through Art Therapy. The Project aimed to improve the mental health of Filipinos, especially the number, from the youth, teenagers, and medical field sectors. The Project was a response to the growing mental health crises that peaked during the Coronavirus pandemic. It was launched in the spike in the cuts to mental health hotlines.

The Project was supported by the Makati Medical Center Foundation and Gateway Gallery. It started its online art session on 7 August 2021, and it ended with the Art for Well-being Talk, ended in October 2021.

2. KulturaSerye

Gateway Gallery responds to the Covid-19 Pandemic's quarantine restrictions with a series of online exhibitions and workshops. The Gallery's Facebook Page, Gateway Gallery's Facebook Page. Started in July of 2020 and held every other month, KulturaSerye aims to stir discussion of timely cultural issues facing the country today. Invited resource speakers are experts in their respective fields.

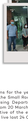
With the Kuthyabrow Webinar, learning has become more democratic, accessible, and connected. This webinar, for free, with Gateway Gallery providing e-certificates for educators and students who joined the webinar.

3. SiningSaya Donation to QC Public Library

J. Amada Aneeta Foundation, through the Gateway Gallery, donated the book, SiningSaya, the children's workbook based on the exhibit SiningSayang Philippine Mythical Beings, to the Quezon City Public Library. The book, SiningSaya, was the Master of Fine Arts Thesis Exhibition of Ms. Ma. Ceres Cruz-Ocampo, held in Gallery Nine, 20 October to 20 November.

4. Art Exhibitions

Gateway Gallery hosted a total of 5 art exhibitions for the year. Two of these were online exhibits, which kept the museum open and active in the Small Room of the Gallery. The De La Salle-College of St. Benilde, Fashion Merchandising Department had the online exhibit Kaleidoscope, a collection of photographs taken by students in the Fall 2020 term, as an exploration of new materials and the perspective of the existing Filipino identity. The second online Exhibit was I Am Visible, which went live last 24 October 2021 and ended on 25 January 2022.



Endow Ka? Locating Shared Histories in Contemporary Art through the Remaking of the Philippine Pavilion at the Expo, Osaka, Japan is the Master of Fine Arts Thesis Exhibition of Ms. Ma. Ceres Cruz-Ocampo, held in Gallery Nine, 20 October to 20 November.

Onsite exhibit included Cranes for Hope I, Now Then Was Its Rise by Mabel Pua Hontiveros.

The Cranes for Hope initiative of 1,000 origami cranes was a visual representation of the artist's hope, and a creative expression of a celebration of life crafted from recycled paper, cloth, and other colored recycled papers. It was on display from 15 February to 22 October 2021.

Path Draw the 12th one-man show of Pete Nebejosa Jr. was hosted by Gateway Gallery from 1 November to 1 December 2021.

Gateway Gallery also spearheaded A Time to Build, a group exhibit mounted in response to the Philippine Government's call for the Philippine Pavilion at the Expo, Osaka, Japan. The exhibition of 43 artworks, organized as Dr. Decentered, ran and ended on 24 January 2021 in the Small Room. Part of the proceeds of the sale of the artworks was donated to an agency that helps in the relief efforts of the victims of Typhoon Odette in Negros Occidental.

5. Learning Lab

J. Amada Aneeta Foundation supports the Department of Education and the Quezon City local schools' teachers and learners in their distance learning during this new normal. The Foundation provided the Gateway Gallery and Gateway Learning Lab for those in need of a quiet and sanitized learning space into the near future.

The Learning Lab was conceptualized for use by students, teachers, workers—from home, and entrepreneurs, or someone who needs a quiet place with stable internet. In the early parts of 2021, Gateway Gallery was closed due to the Covid19 pandemic and its transformation as a Learning Lab. It was opened to the public into the near future.

In cooperation with CANVAS – Center for Art, New Ventures & Sustainable Development, the Learning Lab offered free books for visitors who used the Learning Lab.

Religious & Spiritual Enrichment

The Feast of Our Lady of Guadalupe is celebrated at Aneeta City every 12 of December. Spearheaded by the Knights of Quezon City, the Feast of Our Lady of Guadalupe is a day of the parish event, which JAAF consistently supported through the Pamayanan.

For 2021, mass was held at the Pamayanan Hall, Aneeta Mall, and Farmers Plaza Rev. Fr. Rarne Santos, the Parish Priest of Our Lady of Perpetual Help – Aneeta City, celebrated the mass. Rev. Fr. John Thomas Yap should have been in Gaudete Sunday, the third Sunday of Advent, but he was in Rome. The theme was "Gaudete, you are a living mother – Our Lady of Guadalupe." Fr. Ronnie said.

After the Mass, generous distribution of rosaries and prayer cards were distributed to mass goers.

Other Special Projects for Various Advocacies

J. Amada Aneeta Foundation supported organizations to further some advocacies.

The Foundation joined the 16th World Autism Awareness Day commemoration last April 2021 with the theme "Inclusion, Dignity and Equal Opportunity Together We Can Create a Kinder and Inclusive World for Persons with Autism." Gateway Gallery, Gateway Gallery and Aneeta City JAAF supported the 2021 Autism Advocate Awards and the Blue Exhibit of artworks by persons with autism. These efforts help raise awareness of autism and help create a better environment for our brothers and sisters with autism.

The Blue Exhibit of artworks by persons with autism, held at the Gateway Mall Activity Area, is opened to the public from 21 to 30 April 2021. The project is supported by the Philippine Autism Society, Inc., Inspired by the National Council on Disability Affairs, Boundless Possibilities Foundation, Young Minds Inspired, Autismo Pilipinas, Autism Partnership Inc., Social Empowerment Option, and Autism Hearts Philippines.

Sining Pandemik, an art exhibit of children with various disabilities, showcased at Gateway Gallery for Autism Awareness and Rehabilitation Week, was scheduled from 23 July 2021 at the Ali Mall Activity Center. The exhibition showcased artworks of children from Manikan Kids and Mindanao, highlighting the kids' response to the coronavirus pandemic.

The Exhibit was presented by the National Commission for Culture and the Arts, in support of the National Commission for Culture and the Arts, Gateway Gallery, Aneeta City, and J. Amada Aneeta Foundation. Implementing partners included Manikan Kids Mindanao, Inc., Mindanao Developmental and Learning Foundation, and Akap-Pinay.

Aneeta City led JAAF Living Heroes Exhibit in time for National Heroes' Day in August. It featured the #LivingHeroes Exhibit as a tribute to exemplary acts of generosity, religiosity, and kindness of Filipinos.

The virtual Exhibit was readily available for viewing at the Gateway Mall Activity Area from August 23 onwards. Meanwhile, it was available online at https://jaafaneetacity.com/living-heroes-virtual-exhibit/

Digital Programs and Campaigns

Social media campaigns experienced tremendous growth at the onset of the Pandemic. Gateway Gallery, the museum in Aneeta City, continued its support for the community development for both the Foundation and Gateway Gallery. With heavy restrictions on face-to-face programs and activities, some effective campaigns and initiatives were brought to the digital platform.

1. JAAF #YouthOpines

Since is launched in July 2020, #YO has been growing the JAAF's digital spaces on Facebook, Instagram, and Twitter, giving the pages a fresh perspective with outlooks from the young generation. #YO has accomplished a lot in over a year of publication.

#YO Version 3.0 presented eight young promising and talented writers. These include the ones who were with #YO from Version 1.0 and Version 2.0 such as Jonathan T. Satchelson, the two talents from batch 2 – Allyssa Mateo and Christine Ayao Landero. The fresh blood in #YO are JAAF Scholars, as well, in the person of Lorrine Ann Ocampo, Ma. Ceres Cruz-Ocampo, Milengise Bueno, and Kristine Mae Tamayo.

2. #HappyToBeVaxc

#Happytobevaxc was a JAAF campaign with the theme "Happy to be vaxc" to encourage those who support and help promote a fully vaccinated and healthy Philippines. It highlighted the JAAF-supported organizations, volunteers, individuals who had jobs at the Aneeta Calocoan, artists, and Aneeta City and JAAF Team members.

3. Portrait of a Scholar

JAAF secured Portrait of a Scholar in 2021. Every week from May to July, 26 JAAF Scholars, from the batch of 2020 to 2021 Scholarship event, to them and how did it help them in any way were highlighted, together with their unforgettable moments with JAAF.

4. Voters' Registration Reminder

JAAF did a series of posts to remind its people and followers and readers to register for the 2022 elections. The posts proved helpful, especially to the youth, telling them what their involvement was.

Legacy Projects

For 2021, JAAF continues to work on the biography of Don Amada Aneeta. Targeted to be completed in 2022, to time for his 100th birthday. The biography commemorates the 100th Polonia Aneeta Butch Dalisay outlines the book.

To make Don Amada Aneeta known to the youth and the young generation, JAAF has started working with Adama House for an animated video. This project started in the last quarter of 2021, will be completed in 2022.