

# Corporate Social Responsibility



**BELLE**  
*Kaagapay*







Brigada Eskwela with Belle employee volunteers

Prominently known in the industry as a developer of world-class leisure property developments and integrated resorts, Belle Corporation aspires to “give back to the community”.

With a nurturing heart to serve and be of service to the community, Belle Corporation has launched its very own Corporate Social Responsibility arm – KAAGAPAY Program to mount and implement its various humane and environmental initiatives in line with its corporate mission.

Established in 2014, the KAAGAPAY Program has become the avenue for significant partnerships with local communities for the implementation of programs on health, education, calamity aid and assistance, livelihood, social services and environmental initiatives. In its long standing goal, KAAGAPAY aims to educate and empower members of the local communities with sustainable efforts that will uplift their quality of life.

## SHAPING THE CHILDREN'S FUTURE

### Kaagapay sa Kalusugan - Feeding Program for School Children

In September 2014, the Company implemented its feeding program “Kaagapay sa Kalusugan” in partnership with the Lipa Archdiocesan Special Action Commission, host schools and barangay officials.

The feeding program’s primary aim is to provide severely malnourished and malnourished school children nutrient-rich meals that will help them gain their ideal weight and perform better in school.

Targeting school children from Kindergarten to Grade 6 in public schools, the feeding program was implemented in selected schools in Tanauan and Talisay, Batangas.

Phase 1 of the feeding program was implemented for 120 days from Sept 1, 2014 – March 13, 2015. During the course of the



Feeding program at Tambo Elementary School in Parañaque





Belle Corporation reaffirms its commitment and reliability to this partnership as it works together hand-in-hand with its host communities thereby creating empowered and productive citizens affording them with improved quality of life.

Medical and Dental Mission at Bgy. Suplang in Tanauan, Batangas



Feeding program at Tambo Elementary School in Parañaque





Christmas Party for Bgy. Calabuso Elementary School, Tagaytay

program, nutritious meals with fortified rice were prepared, monthly monitoring of the children's weight and status was done as well as deworming activities were instituted.

And before the feeding program has come to a close, positive changes were observed as the participating students have become healthier, have improved weight and have performed better in school.

The feeding program yielded a total of 358 student beneficiaries and was duly supported by the school officials, parents of the beneficiaries and volunteer-employees of Belle and its subsidiary, PLC/PLAI.

With this positive result, Phase 2 of the feeding program covering 2015-2016 followed suit in the same areas of Tanauan and Talisay benefitting 346 students.

In line with its advocacy to empower the residents of the areas where it conducts its businesses, Belle has extended its feeding program to the surrounding community within the City of Dreams locality. This was implemented in Tambo Elementary School (Unit 1) located in Tambo, Parañaque City covering 105 students or approximately 15% of the school's population.

To address public health, a Medical and Dental Mission was carried out at Barangay Suplang in Tanauan, Batangas which greatly assisted a lot of children and their families. Free consultations, dental examinations and extractions as well as complimentary vitamins and over-the-counter medications were provided to 253 residents.

More assistance poured in from the Company. To help prevent dengue, Belle engaged in a dengue pesticide donation. The Company likewise donated a submersible water pump to improve Barangay Calabuso's water supply, ultimately benefitting more than 1,200 residents.

### Kaagapay sa Karunungan Scholarship Program

Apart from successfully mounting the Feeding Program, Belle Kaagapay sa Karunungan scholarship program was launched in 2014. The program provides educational grants to poor yet deserving students.

For the initial phase, the Company selected and sponsored five deserving yet financially-challenged students from the SM Foundation's pool of scholars. An additional of 5 more students received full scholarship in 2015.



Dengue prevention in Talisay, Batangas





Brigada Eskwela at Montaña Elementary School, Tanauan, Batangas

Through the scholarship program, beneficiaries would be able to acquire full college education, hone their skills and become productive members of our society.

The Brigada Eskwela project was implemented in selected Tanauan and Talisay Elementary Schools under the supervision of the Department of Education. The activity involved beautification works and repainting at least 70 classrooms which have benefitted 2,428 students.

To further aid in educating the students, the Company donated used computers to public elementary schools.

### Kaagapay sa Kalikasan One Tree at a Time Project

Protecting Mother Earth is a serious task that the Company continues to undertake for the past 20 years. Tree planting activities have been initiated through partnership organizations, corporations and private individuals. Tree planting helps curb the effects of climate change.

Company Founder Mr. Willy Ocier envisioned to have one million trees planted all over Tagaytay Highlands within 50 years. To date, approximately, 500,000 trees have already been planted.

In line with its continuous eco skewed efforts, the Company entered into a meaningful collaborative partnership with the ASEAN Centre for Biodiversity for public awareness of the value of biodiversity and the need to conserve the same.

Belle has been duly recognized as a Friend of Biodiversity.

Since 2010, it has implemented a yearly program of "One Tree at a Time" by planting tree species indigenous to the area such as Aratilis, Atis, Chesa, Duhat, Guava, Malunggay, Santol and Star-Apple.

The Company recently embarked on another tree-planting and desilting effort in Barangay Aya which will help prevent erosion.



One Tree at a Time project with Belle and PLC executive and VIP guests





Medical mission

### Kaagapay sa Kinabukasan Future Projects

Being a responsible member in nation building, the Company is keen to have active involvement by implementing projects on a longer and larger scale to benefit more and more people.

From among its roster of projects, the Kaagapay sa Kalusugan Feeding Program shall continue to see action in Batangas and Parañaque.

For its 2016 initiatives on health, more medical and dental missions, and free cataract operations will be undertaken.

Other environment skewed projects, livelihood programs for farmers that will afford them better yields and rehabilitation works for several public schools and refurbishment of public health centers in Batangas will be carried out in the months to come.

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Brigada Eskwela