

Corporate Social Responsibility



BELLE
Kaagapay



Belle Corporation endeavors to balance efforts to strengthen profitability with commitment to social good. Inspired by the Corporation's mission to uplift the quality of life in the communities it serves, Belle strives to empower the disadvantaged through civic and environmental initiatives. It is for this reason that the Corporation launched its Corporate Social Responsibility arm – Belle KAAGAPAY.

KAAGAPAY aims to impact societal relevance by means of educating people with sustainable efforts, underscoring solidarity, shared aspirations and responsibility within the community. It has fostered significant partnerships with local communities to implement various socially responsible initiatives on health, education, disaster response, calamity aid and assistance, livelihood, social services and environmental protection.



Kaagapay sa Kalusugan – Feeding Program for School Children

Belle's heart for community involvement continues to be felt in activities concerning public health.

Now on its third year, the Company's feeding program "Kaagapay sa Kalusugan" in partnership with the Department of Education, Lipa Archdiocesan Special Action Commission, Rotary Club of Parañaque – St. Andrews host schools and barangay officials continue to provide chosen beneficiaries with nutrient-rich meals that will restore their sustenance, gain their ideal weight and perform better in schools. Beneficiary school children were those from Grades 1 to 6 in several public schools located in Tanauan and Talisay, Batangas, and in Barangay Tambo, Parañaque City.



A medical and dental mission was carried out with children and their families at Barangay Calabuso in Tagaytay which benefitted over 450 residents. Free consultations, dental examinations and extractions as well as complimentary vitamins and over-the-counter medications were provided. In addition, to prevent dengue, it engaged in a dengue pesticide donation to the different barangays in Talisay, Batangas.

Eye and Ear Missions were also launched in Belle's host communities in Talisay and Tanauan, Batangas in partnership with the Cataract Foundation of the Philippines. Cataract and pterygium surgeries were performed as well as discounted reading glasses were made available to more than 250 residents. At least 800 elementary schoolchildren also had their ears checked by an audiologist.



Kaagapay sa Karunungan Scholarship Program

Belle Kaagapay sa Karunungan scholarship program provides educational grant assistance to poor yet deserving students. In its initial phase, the Company selected and sponsored five student-recipient from the SM Foundation's pool of scholars. An additional five more students received a full scholarship in 2015. Through the scholarship program, beneficiaries have gained opportunities to acquire full college education, hone their skills and become productive members of society.

Belle extended its CSR role even in partnership with the government through the Brigada Eskwela project. A covered walkway that leads to the school buildings and library was provided to Suplang Elementary School for the benefit of at least 250 students.



Kaagapay sa Kalikasan One Tree at a Time Project

The Company takes its role in protecting Mother Earth seriously.

Company Founder Mr. Willy Ocier envisioned to have one million trees planted all over Tagaytay Highlands in 50 years. Since 2010, the Company has implemented a yearly program of "One Tree at a Time" by planting tree species indigenous to the area. Tree planting activities continue to be initiated with partnership organizations, corporations and private individuals. To date, approximately half a million trees have already been planted.

The Company partnered with the ASEAN Centre for Biodiversity for public awareness of the value of biodiversity and the need to conserve the same. Belle and Tagaytay Highlands have been duly recognized as Friends of Biodiversity by the ASEAN Centre for Biodiversity.





Kaagapay sa Kabuhayan

In partnership with SM Foundation, Inc., a farmers' livelihood training program was launched inside Tagaytay Highlands, dubbed as Kabalikatan sa Kabuhayan. A total of 102 graduates completed the 12-week training program that afforded them simple and practical farming techniques as well as actual field practice. This was culminated by a Harvest Festival where the farmers, partners and other stakeholders gathered to harvest and partake of the bounty while the other organic produce were sold to other patrons.

To further strengthen one of Belle Corporation's vision statements – to enhance the lives of the communities it serves, it has allowed the farmer-trainees to utilize at least half a hectare of land to grow their organic crops, free of charge. This has provided food on the table and ensured food security, and an opportunity for a steady source of income as it has supplied some of the Club's food and beverage outlets vegetable requirements.



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.

In the language of farming, the CSR story of Belle Corporation is still a sapling, young yet ripe with potential. KAAGAPAY reaffirms the Company's commitment and reliability in partnering with government and society to advance the necessity of cultivating life into communities and putting meaning to shared responsibility, with the end in view of creating empowered and productive citizens thriving in a broad-based economy.

