



# BUILDING INDISPENSABLE PARTNERSHIPS

PHOENIX PHILIPPINES FOUNDATION





*Phoenix Philippines Foundation, Inc. works with communities to enhance their education, environment, well-being, and dignity. We have initiated and supported programs that, in small but meaningful steps, improve the lives of people and preserve our natural resources.*

*This commitment to fueling people's lives for better futures is exemplified through our programs that empower people, protect the environment, improve health, and reduce suffering. These initiatives, as well as future ones, are built on our vision to be an indispensable partner to everyone whose life we touch.*

*Phoenix Petroleum Philippines is the leading and fastest growing independent oil company with an expanding network of operations nationwide. It is engaged in the business of trading refined petroleum products and lubricants, operation of oil depots and storage facilities, shipping/logistics and allied services.*



*Phoenix Petroleum Philippines, Inc. is a member of the Philippine Business for Social Progress (PBSP), the country's largest corporate-led social development foundation. PBSP has directly benefited over five million Filipinos and assisted over 6,400 social development projects through more than P7.6 billion in grants and development loans. Phoenix plans to expand our CSR involvement by partnering with other PBSP member companies for greater impact in communities.*

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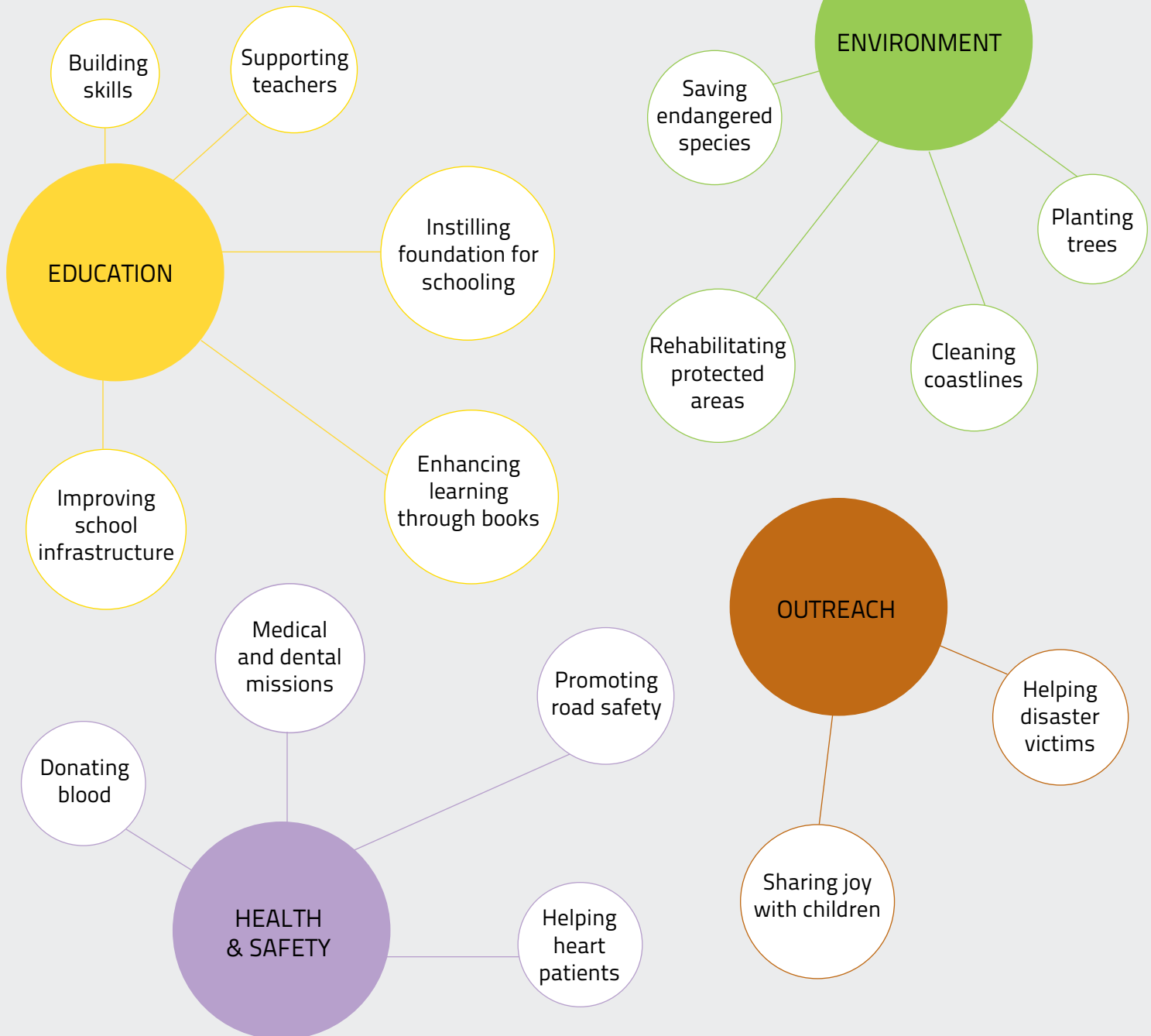
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# Our Advocacies

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# Message from the President and Executive Director

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## *Building indispensable partnerships*

In the same year Phoenix Petroleum Philippines listed at the Philippine Stock Exchange, in 2007, we established the Phoenix Philippines Foundation. This was something we felt strongly about. Even as we were just starting, we wanted Phoenix to help the community even in small but meaningful ways.

Our first outreach activity was on December 2007, a feeding program to 1,000 poor people in Davao City. With our family and team at work, we distributed food and groceries. The experience made us want to do more for our community.

To those who have been blessed with much, so is the responsibility to give back. Over the years, our foundation's programs have grown in reach and scope. From outreach, we have expanded our advocacies to include Education, Environment, and Health and Safety. It is fulfilling to see these various programs benefiting thousands of people in communities in Davao City, Mindanao, Cebu, and Batangas.

Our foundation's work means more than stewardship and generosity. For us, it's about leadership. It's taking the initiative to empower people, so they can create the future they envision for themselves.

At the Foundation, we work with partners committed to achieving the same goals and vision. The teachers at our adopted schools are inspiring in their love not just for teaching, but also for their students. Our partners in several programs, such as local government units and private organizations, are dedicated to ensuring that the programs reach as many people as possible. The greater community has also supported us by joining our activities for a cause.

For us at the Foundation, we continue to improve our ways of working. We are honing our focus to meaningful programs; allocating our resources in efficient and effective ways; and measuring results using quantitative and qualitative metrics.

We thank our business partners who have supported the Foundation and our advocacies. We are also grateful to our partner communities, who have welcomed and supported us.

Trust that we will continue to be an indispensable partner of the community and an indispensable partner of Filipinos.

Sincerely,



**DENNIS A. UY**  
President



**CHERYLYN C. UY**  
Executive Director

Our foundation's  
work means more  
than stewardship  
and generosity.  
For us, it's about  
leadership.







# Empowering through Education

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Through our Education programs that benefit teachers and young and adult students, we help others help themselves. We support teachers, provide free pre-school and livelihood education, and help schools build a library of books to further learning.

This is what education aims for: to empower people to create their own future.

# EDUCATION PROJECTS

From inception to 2012

## ADOPT-A-SCHOOL

Since 2009

We shoulder the salary of pre-school teachers and provide budget for books and teaching materials. Our support enables our adopted schools to offer pre-school education – an important foundation for schooling – for free to early learners.

Adopted schools in Davao City:	1. Vicente Hizon Sr. Elementary School 2. Doña Asuncion Hizon Elementary School 3. Davao City Special School 4. San Roque Elementary School 5. Lapu-Lapu Elementary School
Adopted school in Zamboanga:	6. Talisayan Elementary School
Pre-school Phoenix graduates since then:	601
Teachers supported:	At present, 7

In the Philippines, out of **100** children who enroll in Grade 1, only **72** complete Grade 6 and only **43** complete high school

*“Kinder is an important stage in education that prepares children for a structured and competitive teaching-learning environment. When young children are better prepared on the ways of school life, they develop a positive attitude in schooling. Thus, they value learning more, strive to excel and are more likely to finish basic education.”* - Education Secretary Armin Luistro



Mrs. Adelfa Bachanicha and Mrs. Maria Marcellana of Vicente Hizon Elementary School, our first two adopted teachers: “The support is a really big help to us personally because it pays for our basic needs. Moreover, it allowed us to continue to teach here. Without the Adopt-a-School program, we would not be teaching anymore. The Department of Education could not shoulder our salary. So we’re very lucky that Phoenix adopted us.”



Ms. Jean Pedrablanca of Asuncion Hizon School: “Phoenix’s support made me independent.” Her hometown is Surigao del Sur, 200 km from Davao City.



# 1,092

Students who have received free education  
– from pre-school to alternative learning –  
from Phoenix adopted schools

# 52

Schools that have received educational  
books and livelihood training kits from  
Phoenix

# 466,000

Total peso worth of books donated to  
schools in Mindanao and Visayas



*The Doña Asuncion Elementary  
School in Davao City*





Marilou Maca Dael worked as a caregiver in Lebanon and Riyadh, Saudi Arabia for five years. There she noticed that beauticians were better-paid and had better schedules. When she returned home, she looked for a free cosmetology course. After enrolling in the Phoenix ALS course, "I have learned to curl hair, rebond, relax, manicure and pedicure, and a little hair cut." Shortly after, she signed a contract as a beautician in Dammam, Saudi Arabia on March 2011. "Thank you to Phoenix. I am proud to be a beautician."



ALTERNATIVE LEARNING SYSTEM

Since 2009

We shoulder the salary of the ALS teachers and provide the larger equipment in courses such as welding. This enables the school to provide the courses for free to out-of-school youth, undergraduates, and working students.

Host school in Davao City:	From 2009-2012, at Doña Asuncion Hizon Elementary School From 2012 onwards, moved to F. Bangoy Central Elementary School, which is more accessible to students
Livelihood subjects:	Electrical, Computer Technology, Beauty and Hairstyling, Welding, Elementary and Secondary Accreditation and Equivalency
ALS graduates since then:	491

*“It’s very important to have an institutional partner because government can’t provide everything. Partners ensure continuity of the program. If the father has a job and the children are in school, there will be fewer problems in society.”*

- Ms. Mariclu Alpas, Principal, F. Bangoy Central Elementary School, Davao City



The Phoenix Livelihood Training Center at F. Bangoy Central Elementary School in Davao City, with equipment donated by Phoenix Philippines Foundation

The ALS consists of Livelihood Education and the Accreditation & Equivalency (A&E).

The Livelihood Education is accredited by the Technical Education and Skills Development Authority (TESDA). It provides vocational courses for 640 hours (3 to 6 months) in the classroom and 380 hours of training. After completion, students can take the national examination of TESDA, and if they pass, submit it as one of the requirements for employment or overseas work.

The Accreditation & Equivalency classes are held on Sundays to accommodate working students or those who cannot afford formal high school. It cuts the time needed to finish high school, and consequently cuts the expenses of students.



Email to Phoenix website  
August 12, 2011:

Hi, I am Danilo Avendano of Brgy Pampanga, Davao City. I am a student of ALS program in Doña Asuncion Hizon Elem School Sch Year 2010-2011. I just want to thank the goodness of Phoenix in sponsoring the ALS Program. God bless you more.

## BOOK DONATIONS

Since 2010

Books, especially colorful and educational ones, enhance children's learning. To date, six schools have Phoenix Libraries, stored with a variety of books to interest young learners. We have given books as well to schools affected by floods in Davao City, Cagayan de Oro, and Iligan.

Donation worth:	P466,000
Phoenix Libraries in Davao City:	1. Vicente Hizon Sr. Elementary School 2. Lapu-Lapu Elementary School 3. Davao City Special School 4. San Roque Elementary School 5. Doña Asuncion Elementary School
Phoenix Library in Zamboanga City:	6. Talisayan Elementary School
Schools donated to:	29 pre-school, elementary, and high schools in Visayas and Mindanao

## OTHER FORMS OF SUPPORT

### SCHOLARSHIP TO CHILDREN OF PHOENIX EMPLOYEES

Graduates:	1
Studying:	11

### OUR LADY OF VICTORY TRAINING CENTER

Donation to support their livelihood training for the differently-abled	P235,000
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### MATERIAL DONATIONS

Chairs and tables:	148 chairs and 68 tables to 5 schools
Brigada Eskwela:	P120,000 worth of paint, tables, and chairs
Nail Care Kits for K-12 Nail Care Program:	1,170 kits to 23 schools in Davao City

### ENDOWMENT

To the College of International Relations of the Lyceum of the Philippines University to establish the "Phoenix Petroleum/Domingo T. Uy Professorial Chair in International Trade"	P500,000 in 2010
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Phoenix Philippines Foundation President Mr. Dennis Uy gives the endowment for the "Phoenix Petroleum/Domingo T. Uy Professorial Chair in International Trade" to Lyceum of the Philippines University President Mr. Roberto Laurel, Sept. 15, 2010 at the Lyceum in Intramuros, Manila. With them are Phoenix Petroterminal & Industrial Park General Manager Manny Quimson (leftmost) and Ambassador Reynaldo Arcilla, Dean of the College of International Relations of Lyceum of the Philippines University.



Phoenix scholar and new nurse Debbie Senarlo with her parents. Her father Charlie is a tanker driver at Phoenix.

Debbie Senarlo, daughter of a Phoenix driver, took her oath as a registered nurse in late 2012. She wrote to the Foundation:

I would like to extend my gratitude to you for giving me the opportunity to be one of your scholars. I was at my senior year at the College of Nursing when I received the great news that the Foundation will finance my studies. Nursing is really tough, not just because of the requirements at school, responsibilities at the hospital or community but also the financial burden that comes with such an expensive course... Now that I am officially a REGISTERED NURSE, it comes with great pride that I am part of the company whom my father dutifully served for 6 years, and I can attest that Phoenix indeed is not just a company but a family that encourages you to follow your dreams with PASSION, HARD WORK and DETERMINATION. I too can SOAR HIGH!

On June 28, 2011, flashfloods hit Davao City, washing away homes and damaging property. Students came to school the next day to find their classrooms destroyed and books dredged in dirt. At that time, Phoenix Petroleum was planning its Kadayawan Phoenix Run. The company and foundation decided to hold the “*Takbo Para Sa KinaBOOKasan*” in behalf of schools affected by the flood.

Three days after the Run, on August 24, the Foundation turned over a total of P60,000 worth of books to six schools: Matina Central, Mabini, Don Manuel Gutierrez Sr., Doña Soledad Dolor, Davao City Special School (SPED-Bangkal) and Matina Pangi Elementary Schools.

The last school for the turnover – Matina Pangi Elementary School – was hardest to reach. The flood had destroyed the Matina Pangi Bridge, which was the only way to reach the school. Since the bridge was under construction, Team Phoenix had to go there by foot.

Leading the walk and helping carry the two boxes of books were some of the students. Together, they all came down a steep terrain to the river and crossed a floating bridge made of plastic gallons.

School Principal Allan Huevos thanked Phoenix for visiting the school. “It was really hard to go here but Phoenix still came over.”

Addressing the students, he said, “The flood happened but we still have something to be thankful for. It gave us blessings. We lost our books, but look, they were replaced by new and colorful ones. Thank you, Phoenix.”

Representing the students, Grade 6 pupils Clouie Mae Llemit and Judy Ann Locob thanked Phoenix.

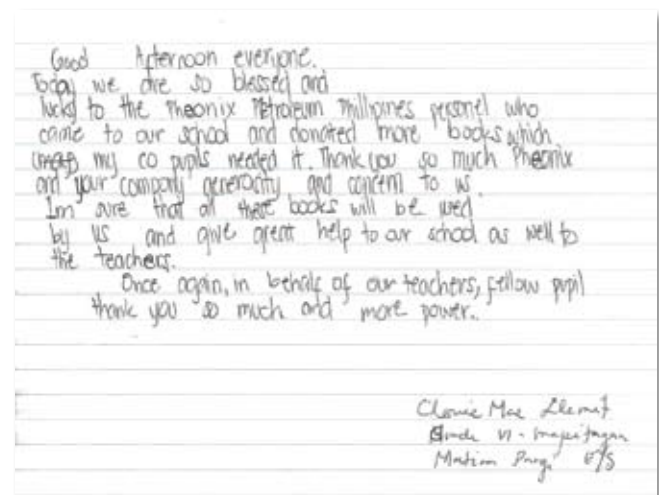
“Today, we are so blessed and lucky that Phoenix came over to our school to donate books. Thank you so much Phoenix for your generosity and concern to us. Even though our school is so far away, you really came. I assure you that we will use all of these books.”



*Books of the Matina Pangi Elem. School after the flood*



*The temporary footbridge going to the school*









# Nurturing the Environment

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We work to preserve our natural habitat so that future generations can enjoy the environment as we do. Our programs span the circle of life: from planting seeds of trees that will grow to protect and nourish, to ensuring that seas are clean, to taking care of endangered animals that play a vital role in the ecosystem. These, so nature can continue to nurture life.

ENVIRONMENT PROJECTS

From inception to 2012

PAWIKAN CONSERVATION PROGRAM

Since 2005

At the Phoenix Petroterminals and Industrial Park in Calaca, Batangas, where we have our own hatchery. Phoenix also heads the information campaign to save the endangered marine turtles.

Eggs incubated:	2093
Hatchlings released:	692
Adult turtles released to sea:	128

ADOPTION OF PHILIPPINE EAGLE

Since 2012

A five-year commitment to adopt the “Phoenix Eagle,” formerly named Sultan, as part of the Philippine Eagle Foundation’s efforts to save the endangered national bird.

Annual cash donation to be used to take care of the eagle, the operation and maintenance of the eagle’s breeding facility, and the associated conservation research and campaign of PEF	P125,000
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Our adopted Philippine Eagle, “Phoenix,” was previously known as “Sultan,” a 15-year-old male eagle that arrived from Sultan Kudarat in 2005. The eagle had been shot but with care gradually recovered.

He was introduced to another eagle, Zamboanga, in 2007. The Philippine Eagle Foundation describes the breeding as having “good progress.”

The Philippine Eagle (*Pithecophaga jefferyi*) is a giant forest raptor endemic to the Philippines. It is considered one of the largest and most powerful eagles in the world. Unfortunately, it is also one of the world's rarest and certainly among its most critical endangered vertebrate species. The eagle is known to be geographically restricted to the islands of Luzon, Samar, Leyte and Mindanao.

The Pawikan Conservation Project started in 2005 when a resident of Brgy. Salong in Calaca found 101 pawikan eggs. These were incubated in the beachfront of what was then Batangas Union Industrial Park, which was bought by Phoenix Petroleum in 2008, and is now Phoenix Petroterminals and Industrial Park (PPIP).

When 92 hatchlings successfully emerged, PPIP saw the need to build a hatchery along the area given its potential as a nesting hotspot because of sightings of adult turtles. Thus, the PPIP-PCP was created through its Multi Partite Monitoring Team, as a partner to the Department of Environment and Natural Resources-Protected Areas and Wildlife Bureau (DENR-PAWB)'s national Pawikan Conservation Project.

DENR-PAWB trained PPIP staff, barangay officials, and Bantay-Dagat members on various conservation activities. These included species identification; tagging of adult turtles in its flippers (or the application of unique special stainless steel tags to help in the study of migration of turtles); documentation of physical data such as carapace length, width and presence of mutilations, injuries or disease; and releasing to the sea.

Moreover, the how-to's of establishing and managing a hatchery were taught, such as on the required depth of holes, height of nets, proper handling of pawikan eggs and the like.

To strengthen the ongoing conservation efforts, PPIP initiated the partnership with DENR-PAWB, DENR-CALABARZON, LGU-Calaca and DepEd-Calaca on April 15, 2010 to institutionalize the Marine Turtle Conservation and Protection in Calaca, Batangas.

Aside from maintaining the hatchery, PPIP takes a major role in the Information, Education and Communication (IEC) Campaigns through posters and seminars conducted to the community. The Department of Education also plans to distribute books on pawikan conservation to schools in the barangay.

It is especially heartening to see the active involvement of the coastal communities of Calaca, specifically Barangay Salong, Camastilisan and Brgy. Nonong Casto of Lemery, Batangas. When before they would sell or eat eggs because of lack of information, they are now educated on the importance of saving the pawikan.

The people would turn over to PPIP both the adult pawikans that get



*Residents turn over eggs to the PPIP hatchery, where they are incubated. The hatchlings are later released to sea.*



*PPIP staff are trained to tag turtles and document their physical characteristics*

entangled with their nets or the eggs and hatchlings they find onshore. As an expression of appreciation for their efforts, we reward them with incentives in the form of a half-sack of rice, while PAWB awards these fisherfolk with certificates and caps.

Of the seven known species of pawikan in the world, we have documented four types – Green Turtle, Olive Ridley, Hawksbill and Loggerhead.

We are working with DENR-PAWB to establish a satellite hatchery in Nonong Casto, Lemery, Batangas. A series of lectures, trainings and workshops on Pawikan Conservation will be shared to the coastal residents on the first quarter of 2013 to enable them to manage the conservation activities of the project.









### Marine Turtles

- Are one of the oldest groups of animals on earth and have outlived the dinosaurs
- Feed on sea grasses and corals, thus help keep the ecological balance of animals and plants in reefs
- Transport nutrients to nutrient-poor coastal and in-shore habitats when they deposit their eggs on-shore



## COASTAL CLEAN-UPS

Since 2008

Done annually by volunteers from Team Phoenix and our partners

Areas:	1. Calaca, Batangas
	2. Coaco Beach, Davao City
	3. Sta. Ana, Davao City
	4. Cebu City

Our people at Phoenix Petroleum share the Foundation's advocacies. Their participation in various activities such as tree-planting, coastal clean-ups, and outreach manifests their commitment to our vision to be an indispensable partner to communities.



Every year, Team Phoenix and partners such as the Coast Guard and adopted schools clean the coasts in Calaca, Batangas; Cebu; and Coaco Beach, Davao City



**TREE-PLANTING AND MANGROVE REHABILITATION**

Since 2009

*Adopted areas in Davao City:*

- 1. Davao River
- 2. Bunawan Mangrove
- 3. Malagos Watershed

*Seedlings planted:*

16,000 in 5 areas

*Tilapia fingerlings released:*

40,000



*Planting trees at the Malagos Watershed and adopted mangrove area in Davao City, and in San Nicolas, Batangas*









# Improving Health and Safety

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A healthy community is a vibrant community. Through projects that benefit the disadvantaged, we seek to improve their greatest resource – health – so they can improve their lives and the community's.

HEALTH & SAFETY PROJECTS

From inception to 2012

<b>BLOOD-LETTING</b>	Since 2008
Team Phoenix and our partners donate blood annually, in coordination with the Philippine National Red Cross	
Total blood-letting activities:	13
Total collection:	338,000 cc

<b>MEDICAL AND DENTAL MISSIONS</b>	Since 2010
Patients served:	6,171
Cities:	Davao City General Santos Compostela Valley Davao Oriental Calaca, Batangas



**DONATION TO ST. LUKE'S MEDICAL CENTER**  
On February 16, 2011, Phoenix Petroleum made a donation of P1.5 million to St. Luke's Medical Center in Bonifacio Global City. In recognition of the donation, St. Luke's named a conference room after Phoenix.

Phoenix President and CEO Dennis Uy receives a plaque of appreciation from St. Luke's VP for Strategic Planning and Corporate Affairs Jeraldo Santiago, at the unveiling of the Phoenix Conference Room at the medical center. With them are Phoenix executives, CFO Jojo Ong, VP for External Affairs Atty. Raymond Zorrilla, and Phoenix Petroterminal and Industrial Park General Manager Manny Quimson.



**DONATION OF TRAFFIC VESTS**, since 2011 to the Davao City Police Office and Cagayan de Oro Police Office  
  
Davao City Mayor Sara Duterte receives the donation from Phoenix

**CHILDREN'S WARD AND PHOENIX CHILDREN'S READING AND PLAY CORNER**, at the Southern Philippines Medical Center, Davao City. MOA signed on November 2012

## MINDANAO HEART FUND

Since 2010

We support the Dr. Gerry Cunanan Mindanao Heart Fund at the Southern Philippines Medical Center which provides heart operations to patients who cannot afford the expensive treatment.

Total donation:	P220,000
Patients benefited by our support:	3, all successful



*Heart patient Almer Viniegas smiles after recovering from his operation*



*Seven-year-old Melody Managta after her successful heart operation, with Southern Philippines Medical Center Surgery Residents Dr. Jay-R Enojo and Dr. Neil Puracan, Chief of Hospital Dr. Leopoldo Vega, Melody's mother Joan, and Phoenix Corporate Affairs Manager Ben Sur. Not in photo is operating team head Dr. Mark Maruya.*

Since 2010, Phoenix Philippines Foundation has helped three young heart patients have a new lease on life. Our support to the Mindanao Heart Fund enables poor children whose family cannot afford the expensive treatment to undergo free heart operation.

On June 8, 2010, the first beneficiary, 10-year-old Almer Viniegas, was successfully operated on. Almer, from Sultan Kudarat, was born with a congenital heart disease. His family only learned about it when he was eight years old. "He easily gets tired. We had to go the hospital every three months," said his mother Marites. Almer had to stop schooling at Grade 2 because of persistent pain when breathing and of pain in his heart. After his recovery, Phoenix gave scholarship assistance to Almer so he can continue his studies.

The second beneficiary, seven-year-old Melody Managta, was successfully operated on March 2, 2012. Melody and her family live in a remote barangay in Calinan, Davao City. Her father is a farmer and her mother a housewife, taking care of their four children. Melody's parents said they could not be thankful enough to Phoenix for saving the life of their daughter. "Phoenix is an instrument to our daughter's healing," said her mother Joan.

The third heart patient, Julio Azriel Cavan from Davao City, is the youngest at 2 years old and four months. His operation on March 21, 2013 successfully treated his congenital heart disease. Julio had been born with a 0.6-cm hole found between the upper and lower chambers of his heart. After the operation, Julio now breathes normally, unlike before when he was always panting.

Through Phoenix Philippines Foundation and the Mindanao Heart Fund, Almer, Melody, and Julio can now look forward to a healthy future.



*Princess Kiezel Sultan, mother of third heart patient Julio Azriel, shares her story.*

I had been working at Phoenix Petroleum as a Customer Service Assistant for seven months when the heart operation for my son was confirmed. That was December 2012, and the operation was scheduled on March 2013.

I had learned about the Foundation's help to heart patients on the day of my job interview at Phoenix. I was scanning the company's SOAR magazine when I saw the article about Melody, the second heart beneficiary. From there, I already thought that there has to be some good reason why God made me work in this company, although at the back of my mind, I was still praying that the hole in Julio's heart would eventually close without him having to go through an operation.

Thanking the Foundation would not be enough to satisfy the gratitude I have for the company. In all honesty, I could still not absorb everything that has happened. They never hesitated to grant my plea.

Not every company offers an opportunity like this. To the company, it costs money. To me, I earned the life of our baby. In the hospital, we encountered worse cases of babies and children who also had to undergo heart surgery. And they would have to go through months of difficulty in pleading for help from charities and from the government. Others even refuse a surgery.

I am very lucky to have Phoenix behind me. From the pre-operation preparations up to the post-operation procedures, Phoenix was beside us. I would not be so



*From left, Julio's grandmother, whom he calls Mommy Da which stands for Mommy Linda. Her prayers were among the strongest forces which made Julio's operation successful. Beside her is Sir Ben Sur, Corporate Affairs Manager of Phoenix. He has been beside us all the way and never failed to extend his every effort in the process. This would not have been possible without his help. That is me and Julio between Sir Ben and the nurse, four days after the operation.*

**I will go home everyday seeing my child as a living witness of how Phoenix continues to be a blessing to many.**

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optimistic about the outcome of the surgery without that support.

What I primarily learned from this experience is to never doubt God's intentions. I will go home everyday seeing my child as a living witness of how Phoenix continues to be a blessing to many. Julio will live with that gift his whole life. And in that journey, Phoenix is his indispensable partner.



Second heart patient Melody Managta with her mother Joan outside their home at Calinan, Davao City.  
"Phoenix is an instrument to our daughter's healing," says Joan.





# Helping through Outreach

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Mobilizing people with compassionate hearts and an active spirit of volunteerism is a fulfilling part of what we do at the Foundation. Helping people in need and making children happy are its great rewards.

# OUTREACH PROJECTS

From inception to 2012

**CHRISTMAS GIFT-GIVING FOR KIDS** Since 2007  
Team Phoenix treats children in poor neighborhoods to a Christmas party where they receive gifts of school supplies and snacks.

Location:	Davao City
Children made happy:	7,100

**DISASTER RELIEF** Since 2008  
We lend a hand to victims of natural disasters across the country not only through donation of relief goods but also by organizing medical missions.

Aid:	Food packs, rice, water, blankets, mosquito nets, cauldrons, shoes, and fuel
Areas:	Compostela Valley (landslide and Typhoon Pablo) Aklan (Typhoon Frank) Marikina (Typhoon Ondoy) Cagayan de Oro and Iligan (Typhoon Sendong) Davao City (flashfloods) Davao Oriental (Typhoon Pablo)





When two strong typhoons hit Mindanao in the course of a year, we quickly initiated outreach operations, and saw for ourselves the magnitude of the disasters.

### **Sendong in 2011**



*Sendong wrecked riverbanks in Cagayan de Oro and downtown Iligan*



*Typhoon Pablo devastated several areas in Compostela Valley and Davao Oriental*

Sendong hit Cagayan de Oro and Iligan cities a week before Christmas 2011. We immediately bought P225,000 worth of instant noodles, sardines, and bottled water and transported them to CDO from our main office in Davao City. The relief goods were distributed through the office of the Mayor.

Our team saw the damage to properties, mostly at the river banks outside the Central Business District. The volume of water caused by the typhoon was so big, it rose above the bridge. Water marks were evident at the City Hall building beside the river. It damaged the ground floor where the City Registrar's Office (and its records) and Cenro office were located. Along the river banks, houses were wrecked and buried along with cars, trucks, appliances, timbers, and house roofings.

On the way to Iligan City, we passed by a funeral parlor that lined up about 15 to 20 dead bodies in advance state of decomposition. Iligan, which sits between two rivers, was the worst-hit by the flood. While CDO's damage was mostly outside its central business district, downtown Iligan was flooded with mud and water. Rampaging high waters carrying illegally cut logs destroyed the other bridge, rammed down houses erected along the rivers and some in the city streets.

The Phoenix station was also flooded. But the high roof of our service bay saved more than 50 people who climbed it when the flood waters rose fast, according to our dealer. After the water subsided, mud, logs, and hundreds of dead bodies were scattered on the rivers and city streets. Homes, cars, trucks, motorbikes, and appliances were wrecked.

### **Pablo in 2012**

Less than a year after Sendong, Typhoon Pablo devastated Davao Region, particularly Davao Oriental and Compostela Valley. On our way to Comval, we saw trees uprooted from the soil, houses crumbled by the ravaging winds, and roofs of schools and houses folded like cans of sardines.

In Davao Oriental, the typhoon damaged the bridge which connected the three provinces to the capital. Relief goods had to be transported by boat, airlifted, or by land by passing the longer route which would take up to 14 hours to reach ground zero. The municipality of Cateel, where coconuts and copras are the main source of income, was reduced into rubble. No house, building, or tree was spared by the typhoon.

LGUs, national agencies, as well as other organizations immediately launched various relief operations. Phoenix Philippines Foundation gathered P300,000 worth of noodles, sardines and water, and sent them to the provincial capitals. To help more people, we called on other organizations and business partners. We opened our resources, and offered ourselves as vessels to help them in transporting their relief goods to Comval and Davao Oriental. Months after the typhoon, our support to the victims has not ceased. It will take some time before the people can get back on their feet and have their normal lives back.



# Bringing the Community Together

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We involve the community in our advocacies through fun sports events that benefit the Foundation's programs. Altogether, tens of thousands of participants from Davao City, Tagum, Compostela Valley, Cagayan de Oro, Cebu, and Manila have joined our call to support causes from education, environment, and health. This is what a strong community is about: coming together to accomplish a greater purpose.



## COMMUNITY ENGAGEMENT EVENTS



### PHOENIX RUN SERIES

<i>Event</i>	<i>When and where</i>	<i>Beneficiary</i>
Araw ng Dabaw Phoenix Run: Takbo Para sa KinaBOOKasan	March 13, 2011. Davao City	Book donations to three adopted schools in Davao City
Tagum City Phoenix Night Run: Dagan Para sa Pinoy-anan	May 21, 2011. Tagum City	City Government of Tagum's "Bahay Lingap Program" which provides free house renovation to less fortunate residents
Compostela Valley Phoenix Run: Run 2 Build	July 16, 2011. Compostela Valley	"Uswag Gawad Kalinga House Build" program in three municipalities
Kadayawan Phoenix Run: Takbo Para sa KinaBOOKasan	August 21, 2011. Davao City	Books to six schools hit hard by the flashfloods in Davao City in June
Araw ng Dabaw Phoenix Marathon	March 11, 2012. Davao City	Book donations to five schools
Kadayawan Phoenix 'I Recycle' Run	August 12, 2012. Davao City	Preservation of the Malagos Watershed, one of two watersheds that serve as main source of water in Davao City
2nd Araw ng Dabaw Phoenix Marathon	March 10, 2013. Davao City	Various advocacies of the Phoenix Philippines Foundation

### PHOENIX OPEN

1st Phoenix Open	March 14, 2009. Davao City	Various advocacies of the Phoenix Philippines Foundation
2nd Phoenix Open	March 6, 2010. Davao City	Various advocacies of the Phoenix Philippines Foundation
3rd Phoenix Open	March 12, 2011. Davao City	Donation of P100,000 to the Missionaries of Charity to help them care for the aged
4th Phoenix Open. Co-presented by Pioneer Insurance	March 10, 2012. Davao City	Book donations to 16 schools in Cagayan de Oro and Iligan City hit by Typhoon Sendong
5th Phoenix Open. Co-presented by Pioneer Insurance	March 9, 2013. Davao City	Various advocacies of the Phoenix Philippines Foundation

### OTHER SPORTS PROGRAMS

PBA-Phoenix Fuels On Tour	March 5, 2011. Davao City	Donation of P100,000 to the Dr. Gerry Cunanan Mindanao Heart Fund
Trip Ko Phoenix Fuels Basketball Cup	5 seasons starting July 2, 2011. Davao City	Various advocacies of the Phoenix Philippines Foundation
Jr. NBA Cares. In partnership with the Jr. NBA program	First half of 2013	Planting of 500 hardwood seedlings at the Malagos Watershed, Davao City



*Phoenix events are not only about fun and fitness, they also help the community*



i ♥

Because

PHX YUN

blood donation

Tree planting



Toys Books

Kilala dispersal



Phoenix helps...



# Recognitions

Phoenix Philippines Foundation has received local and international recognition for our programs.



## **ASIA FOR RESPONSIBLE ENTREPRENEURSHIP AWARD FOR OUR 'PHOENIX FOR EDUCATION' PROGRAM Social Empowerment Category**

Awarded on June 10, 2011 at Marina Bay Sands, Singapore  
By Enterprise Asia, the region's leading non-governmental organization on entrepreneurship

Phoenix was recognized for our “outstanding and exemplary achievements in social and responsible entrepreneurship”

## **ONE OF THE BEST STAKEHOLDERS OF THE 'ADOPT A SCHOOL' PROGRAM DISTRICT LEVEL**

Awarded on October 25, 2011 in Davao City  
By the Department of Education - Region XI

Phoenix was recognized for “its invaluable support and active partnership in the successful implementation of the Adopt-A-School Program”



## **SPORTS DEVELOPMENT IN DAVAO CITY**

Given on July 22, 2011 in Davao City  
By the So Kim Cheng Sports Foundation

Phoenix was recognized by the So Kim Cheng Sports Foundation for the company's “strong and continuous support to various sports development programs in the regions”

# Financial Statements

## Donations 2011

Donations	Amount
Books Total	P 120,980.00
Expenses (CSR activity) :	
Blood Letting Project Total	7,565.00
CDO/ Iligan & Matina Relief Operations Total	267,179.64
Coastal Clean Up Total	7,561.57
Educational Program Total	77,975.43
Fun Run Total	3,448,398.83
Gift Giving Project Total	118,826.64
Golf Tournament Total	1,838,250.86
Medical Mission Total	242,479.30
PBA on Tour Total	983,783.21
Sponsorship Total	954,544.62
Tree Planting Activity Total	117,283.70
Others Total	19,076.52
Expenses (CSR activity) Total:	<b>8,082,925.32</b>
Teachers Honorarium Total	338,500.00
Scholarship Total	258,974.34
<b>Grand Total</b>	<b><u>8,801,379.66</u></b>

## Donations 2012

Donations	Amount
4th Open Golf Tournament Total	P 1,732,419.92
Adopt a Philippine Eagle Program Total	125,000.00
Adopt A School Program Total	40,408.95
Adopt a Watershed Program Total	30,000.00
Alternative Learning School Total	77,110.79
Araw ng Dabaw Marathon Total	1,358,530.96
Blood Letting Activities Total	35,129.14
Books Donation Total	356,895.94
Brigada Eskwela Total	28,226.51
Christmas Gift Giving Activity Total	50,372.50
International Coastal Clean-up Total	21,420.52
K12 - Program of DepEd Total	482,479.73
Kadayawan iRecycle Run Total	730,813.06
Medical Missions Total	108,753.88
Operation Tuli Total	27,597.92
Others Total	30,000.00
Relief Operations Total	470,980.75
Scholarship Total	332,328.66
Sponsorship Total	461,768.00
Teachers Honorarium Total	515,800.00
Tree Planting & Tilapia Dipersal Total	128,526.50
<b>Grand Total</b>	<b><u>7,144,563.73</u></b>



PHOENIX PHILIPPINES FOUNDATION, INC.  
Statement of Income and Expenses

	As of December 31, 2010	As of December 31, 2011	As of December 31, 2012
Donated Funds			
PPPI	P 696,472.45	P 6,657,412.87	P 2,174,172.37
Others	<u>199,981.34</u>	<u>4,387,680.00</u>	<u>4,885,453.93</u>
Total	<b>896,453.79</b>	<b>11,045,092.87</b>	<b>7,059,626.30</b>
Expenses			
Taxes and Licenses	7,558.50	7,053.00	1,458.21
Donation Expense	785,806.55	8,801,380.45	7,144,563.72
Professional Fee	74,767.16	104,953.74	567,645.30
Meals	768.00	-	1,857.14
Office Supplies	330.00	660.00	5,558.93
Miscellaneous	4,283.68	2,500.00	4,749.97
Bank Charges	-	-	700.00
Postage	-	-	272.32
Trainings & seminar	-	-	20,000.00
Representation	-	-	2,504.46
Transportation	80.00		460.50
Total	<b><u>873,593.89</u></b>	<b><u>8,916,547.19</u></b>	<b><u>7,749,770.56</u></b>
Deficiency of funds over Expenses	22,859.90	2,128,545.68	(690,144.26)
Interest Income	<u>3,144.96</u>	<u>7,646.94</u>	<u>30,906.91</u>
Deficiency of Funds over Expenses	<b><u><u>26,004.86</u></u></b>	<b><u><u>2,136,192.62</u></u></b>	<b><u><u>(659,237.35)</u></u></b>

PHOENIX PHILIPPINES FOUNDATION, INC.

Statement of Assets, Liabilities and Fund Balance

	2012	2011	2010	2009	2008	2007
<b>ASSETS</b>						
Cash	P 3,612,610.05	P 4,078,705.89	P 695,078.45	P 649,170.71	P 58,996.00	P 59,899.00
Receivable	40,000.00	(0.00)	1,107,899.27	1,113,877.55	940,000.00	940,000.00
Prepayments	-	2,500.00	-	-	-	-
<b>TOTAL ASSETS</b>	<b>3,652,610.05</b>	<b>4,081,205.89</b>	<b>1,802,977.72</b>	<b>1,763,048.26</b>	<b>998,996.00</b>	<b>999,899.00</b>
<b>LIABILITIES AND FUND BALANCE</b>						
Accounts Payable	382,490.66	180,349.15	38,313.60	24,389.00	64,000.00	-
Accrued Expense Payable	28,500.00	-	-	-	-	-
<b>FUND BALANCE</b>						
Capital Contribution	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00
Deficiency of income over expense	2,241,619.39	2,900,856.74	764,664.12	738,659.26	(65,004.00)	(101.00)
<b>TOTAL FUND BALANCE</b>	<b>3,652,610.05</b>	<b>4,081,205.89</b>	<b>1,802,977.72</b>	<b>1,763,048.26</b>	<b>998,996.00</b>	<b>999,899.00</b>





*The first Phoenix Library at Vicente Hizon Elementary School, Sasa, Davao City*





*Team Phoenix paints tables and chairs during the annual Brigada Eskwela school improvement program*



If you would like to support our programs or partner with us, you may contact us at our offices.

## Our Team

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PHOENIX PHILIPPINES FOUNDATION, INC.

President  
DENNIS A. UY

Executive Director  
CHERYLYN C. UY

Chairman of Phoenix Petroleum Philippines, Inc.  
DOMINGO T. UY

Vice President for External Affairs  
and Business Development  
ATTY. RAYMOND T. ZORRILLA

Corporate Affairs Manager  
PPFI Program Coordinator  
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Executive Assistant  
LEILANI C. DIAZ

Foundation Assistants  
RYAN ANDREI PASION  
MA. LEAH KATRINA INTIA

Corporate Communications Manager  
DEBBIE A. UY-RODOLFO

Corporate Communications Assistant  
REGENE JOY J. GERMINA

## Contact Us

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PHOENIX PHILIPPINES FOUNDATION, INC.