

Agos

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**MANILA WATER
FOUNDATION
10TH ANNIVERSARY
SPECIAL ISSUE**

Celebrating
10 Years of
Enabling Change
for the Poor

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MESSAGE FROM THE PRESIDENT

To our dear Manila Water Foundation supporters,

Happy 10th Anniversary to all of us!

Over the last decade, Manila Water Foundation has taken the lead in reversing circumstances afflicting Base of the Pyramid (BOP) communities. In line with Manila Water's commitment to the triple bottomline, Manila Water Foundation has provided potable and affordable water supply to almost 103,000 families, has reached over 46,000 people through water education programs, and has empowered 79 community-based cooperatives to become competitive social enterprises. We salute and thank you for writing the Manila Water Foundation story.

As Manila Water has grown significantly over the past years, our Foundation needs to keep in step and accept the challenge by our Manila Water Foundation Chairman, Gerardo C. Ablaza, Jr., "for the foundation to be much, much, much, much bigger than what it is today." Armed with an approved and funded 5-year scale-up plan, we are positioning ourselves to be the premier foundation in the water, sanitation and cooperatives sectors, and at par in significance with the biggest and most established corporate foundations in the country.

We are blessed and humbled by the action of the boards of our parent and subsidiary companies to strongly support the Foundation's growth journey. In turn, we are deeply committed to the vision of the Manila Water Foundation Board of Trustees who continue to provide us clear direction and rich wisdom.

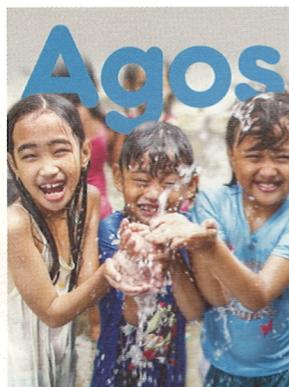
As we embark on our next decade, we draw energy and inspiration from the individual stories of our beneficiaries, our partners, our volunteers and all our supporters. Like a 10-year old bursting with enthusiasm and unblemished faith, we wholeheartedly embrace this new and bigger mission. More than ever, we enjoin all of you to share this fresh mandate with us and create even more Manila Water Foundation stories along the way.

See you in one of our many activities soon!

FERDINAND M. DELA CRUZ

President, Manila Water Foundation

ABOUT THE COVER



COVER shows children from Brgy. Malaban, Biñan, Laguna, one of the communities who have benefited from Manila Water Foundation's program on water provision.

Special thanks to Barangay Kagawad Armando Presbitero, Ms. Jocela Tenido, Laguna Water's Arline Goyala and Roberto Gutierrez, and the community of Brgy. Malaban.



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ENABLING CHANGE, UPLIFTING LIVES

Water is a basic human right. However, the reality that it is not accessible to all has continued to lurk through the years. That's why in response to the plight of poverty-stricken families in the East Zone, Manila Water launched "Tubig Para Sa Barangay" in 1998. As the flagship program on water provision for the urban poor, it made clean, safe-to-drink and affordable water available to more than 1.8 million people in the East Zone of Metro Manila. Through this program, communities also benefited from improved overall health and sanitation conditions.

Taking cue from the program's success, the company established the Manila Water Foundation in 2005 as an

Manila Water Foundation
has been touching thousands
of lives across the country
10 — for —
years.

FOCUS AREAS

The programs of Manila Water Foundation have three key focus areas. This enables a well-rounded social landscape within the community as they are provided access to water, a basic need, and are taught how to use it properly. Livelihood opportunities allow them to financially support their everyday living expenses and engage in more productive activities.

WATER
SUPPLY AND
SANITATION

WATER
EDUCATION

COMMUNITY
ASSISTANCE
AND
LIVELIHOOD

avenue to serve beyond its given mandate to provide water and used water services in the East Zone.

Guiding the Foundation is the vision to become the enabler of change that will uplift the quality of life of Base of the Pyramid (BoP) communities, which are the poorest of the poor.

As the social responsibility arm of the Manila Water group of companies in the Philippines, the Foundation is in a unique position to develop programs that provide water, a vital source of life, to those who do not have access to this basic need; educate people on water, sanitation and hygiene issues; and provide sustainable livelihood opportunities to community groups, with the support and commitment of Manila Water and its subsidiaries.

Seal of Good Housekeeping and Governance



The *Philippine Council for NGO Certification (PCNC)* has renewed Manila Water Foundation's certification for "Donee Institution Status," which assures that the organization

promotes an accountable, capable and credible environment in receiving donations from individuals and corporations. It also grants the right to receive tax-deductible and tax-exempt donations, thus encouraging private sector participation in social development. The Foundation also received accreditation from the *Department of Social Welfare and Development (DSWD)* as an auxiliary social development organization.



These children from Brgy. Malaban, Biñan, Laguna now enjoy 24-hour supply of clean, potable and affordable water from Manila Water Foundation's Tubig Para Sa Barangay program—water being a key component in uplifting the lives of people from marginalized communities.

A close-up photograph showing a large number of hands of various skin tones cupped together, catching water that is falling from a tap. The water is clear and splashing, creating a sense of shared access and community. The background is dark and out of focus, emphasizing the hands and the water.

CLEAN WATER *for* ALL

*Access to potable water
made possible for
low-income communities*

While clean and safe drinking water is a vital component of human life, not everyone has access to it. Manila Water has provided over six million people with direct access to water in the areas it serves. However, there are more Filipinos in the country who are still in deep need. Manila Water Foundation wishes to address this gap through its many programs that provide access to water supply.

The Foundation will continue to replicate the successful framework of its parent company, Manila Water, in order to create a nation where every Filipino has access to safe and clean water.

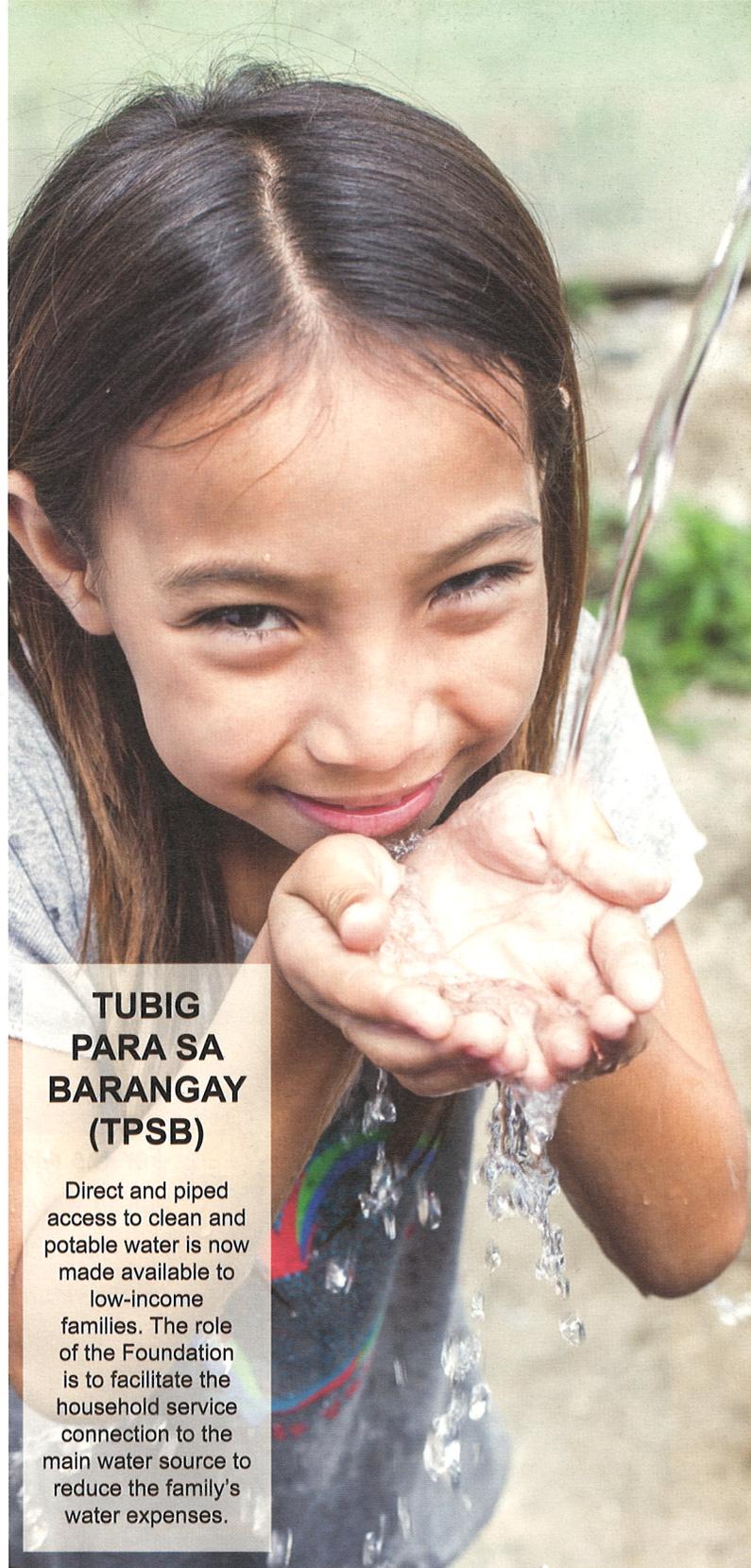


Ahon Pinoy

Low-cost, stand-alone and easy-to-maintain water treatment facilities are provided to poor communities without a stable potable water source. Local partners are trained to operate and maintain the facility so they can sell water to their neighbors as a source of livelihood.

Lingap Programs

Water reticulation systems, drinking fountains and wash areas are rehabilitated in public schools, hospitals or health centers, police stations, city jails, public markets and orphanages. Through this, health and sanitation are promoted to various public institutions across the country.

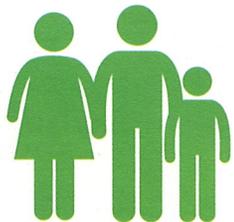


TUBIG PARA SA BARANGAY (TPSB)

Direct and piped access to clean and potable water is now made available to low-income families. The role of the Foundation is to facilitate the household service connection to the main water source to reduce the family's water expenses.

MANILA WATER FOUNDATION

has provided clean water to



102,964 families

all over the Philippines.

Wash your hands with soap and water!

Clean hands save lives. Help keep sickness at bay by following the proper way of handwashing.



1. Palms



2. Back of hands



3. Between fingers



4. Back of finger



5. Thumbs



6. Fingertips



7. Wrists

THE POWER IS

Promoting the clean-hands habit for better health

Part of Manila Water Foundation's mission is to educate and create a healthier environment by celebrating Global Handwashing Day. This is a worldwide awareness campaign that promotes the importance of washing hands as an effective way to prevent sicknesses and diseases.



For the past two years, Manila Water Foundation has celebrated Global Handwashing Day with 20 events in 5 provinces!

Widening the reach!

School visits

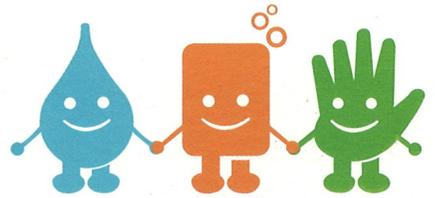
Students are armed with the knowledge that they have the power to protect themselves through a physical demo on proper and effective handwashing.

Mall and business district visits

The public is encouraged to show their commitment to handwashing and creating a healthier environment by stamping their hand prints on the pledge wall.



IN YOUR HANDS



TRIVIA



1,500 BACTERIA

are living on each square centimeter of your hand.



Get rid of germs through
20 SECONDS

of rubbing hands with soap and water— the same length of time it takes to sing "Happy Birthday" twice!



Deaths caused by illnesses, such as diarrhea and influenza, can be reduced

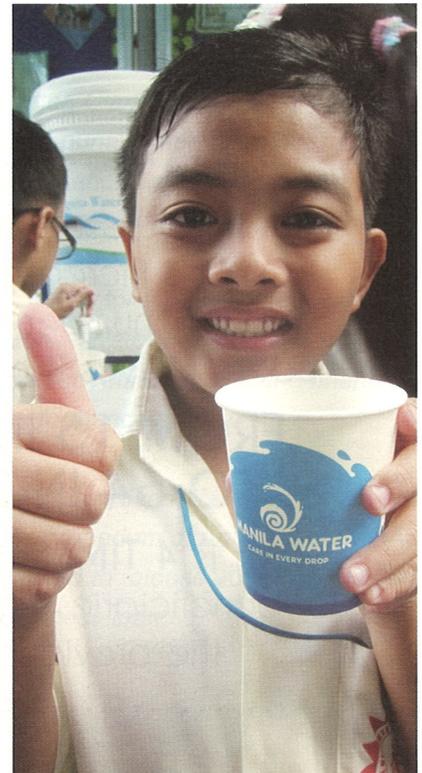
by **50%**

through simple hygiene practices like proper handwashing.

Source: globalhandwashingday.org



The Global Handwashing Day campaign was supported by the Department of Education, Unilever, Globe, Scholastic, Unilab, Eveready, Universal Robina Corporation and Enchanted Kingdom.





EMPOWERING LIVES

The journey of building sustainable communities continues

Manila Water Foundation believes that given the right resources and opportunities, underprivileged communities can reach their full potential and help themselves rise from poverty.

The Foundation has focused its initiatives in supporting livelihoods through Kabuhayan Para Sa Barangay (KPSB), a program that helps generate opportunities for communities by providing financial assistance, micro-enterprise trainings and development seminars to targeted financially-challenged cooperative groups.

Cooperatives that display the potential to grow their business and are in good standing with the Cooperative Development Authority (CDA) are given the opportunity to receive non-interest loans worth Php100,000 from Manila Water Foundation. Whenever possible, qualified cooperatives are connected to Manila Water's supply chain where they may sell their products and/or services at competitive prices.

The impact on the cooperatives has been an astounding success such that the Foundation has decided to expand KPSB nationwide. In the future, KPSB will be accepting applications from all over the Philippines. The vision is to reach 2000, more cooperatives in the next five years to help them better support their families and communities, thus improving their quality of life.

.....

Manila Water Foundation
has increased the
number of
cooperatives it has assisted
**FROM 15 IN 2013
TO 64 IN 2014.**

That is **4 TIMES** the number
of beneficiaries versus that of
the previous year.

.....



KABUHAYAN PARA SA BARANGAY

has helped

79

COOPERATIVES

expand their
businesses through
over

P8 MILLION

worth of loans.



WANT TO BE A KPSB BENEFICIARY?

Here's how:

1. Fill out an application form from your nearest cooperative development authority (CDA) office. You can also download the form at [facebook.com/manilawaterfoundation/notes](https://www.facebook.com/manilawaterfoundation/notes).
2. Submit the completed application form to the Manila Water Foundation office located at the Basement, MWSS Administration Building, 489 Katipunan Road Balara Quezon City 1105. Non-Metro Manila residents can submit to the Boracay Water, Clark Water, Cebu Water, or Laguna Water office near them. Applications can also be e-mailed at foundation@manilawater.com.
3. Wait for a representative from Manila Water Foundation to call you for your business and financial performance evaluation.
4. If approved, there will be a Memorandum of Agreement (MOA) signing to release your Php100,000 business loan.

Pay it forward

Manila Water Foundation gives back to society and the community by staging events with a good cause

Amazing Kiddie Race

Last April 2014, almost 100 children came together to celebrate Earth Day through Manila Water Foundation's Amazing Kiddie Race. Kids from Base of the Pyramid (BOP) communities and children of Manila Water employees participated in a series of fun-filled activities, educating them about the importance of caring for the environment.

The event was organized by Manila Water Foundation in partnership with Manila Water Company, Museo Pambata and Philippine Book Fairs and Education, Inc.





Gallons of Cheer

Manila Water Foundation reaches out to families and orphaned children through “Gallons of Cheer”, a gift-giving program that aims to spread the merriment of the holiday season to less fortunate people. What began in 2013 as a simple gathering of 100 children has expanded to 250 families and 250 orphans from Metro Manila, Bulacan and Laguna in 2014.

The celebration in December 2014 was held at the Manila Boystown Complex, where boys and girls gathered together to enjoy the festivities of the season. They were taught simple handwashing techniques, facts about water through various games, and were entertained by magicians brought in by the Foundation.

The event was organized by Manila Water Foundation, in partnership with Laguna Water Company and the Rotary Club, along with sponsorships from Grolier-Scholastic, Monde, Jungle Juice, Manila Ocean Park, Hapee and Rebisco.



Hunger Games

Manila Water Foundation hosted a special advance screening of the film, “The Hunger Games: Mockingjay (Part 1),” to raise funds for Agapay Para Sa Barangay, a program which seeks to provide response and recovery assistance to disaster-stricken areas for their water and sanitation needs.

Around 400 people came to support the fund-raising event. All movie patrons also received complimentary items and discounts from sponsors that included Jamba Juice, California Pizza Kitchen, Rebisco and Razor Sports.

**THE HUNGER GAMES:
MOCKINGJAY
PART 1**
FIRE BURNS BRIGHTER IN THE DARKNESS

NOVEMBER 20, CINEMA 7, TRINOMA MALL, 7:00 PM

PHP400 (REGULAR) • PHP500 (PREMIUM)
1,500 (BARKADA-4 REGULAR)

PROCEEDS WILL PROVIDE RECOVERY ASSISTANCE TO
DISASTER STRICKEN AREAS.

BUY YOUR TICKETS NOW!
SUPPORT THE CAUSE AND GET FREEBIES FROM OUR SPONSORS.
PLEASE GET IN TOUCH WITH US AT (02) 917-5900 LOC. 1025 / 1562
OR FOUNDATION@MANILAWATER.COM.

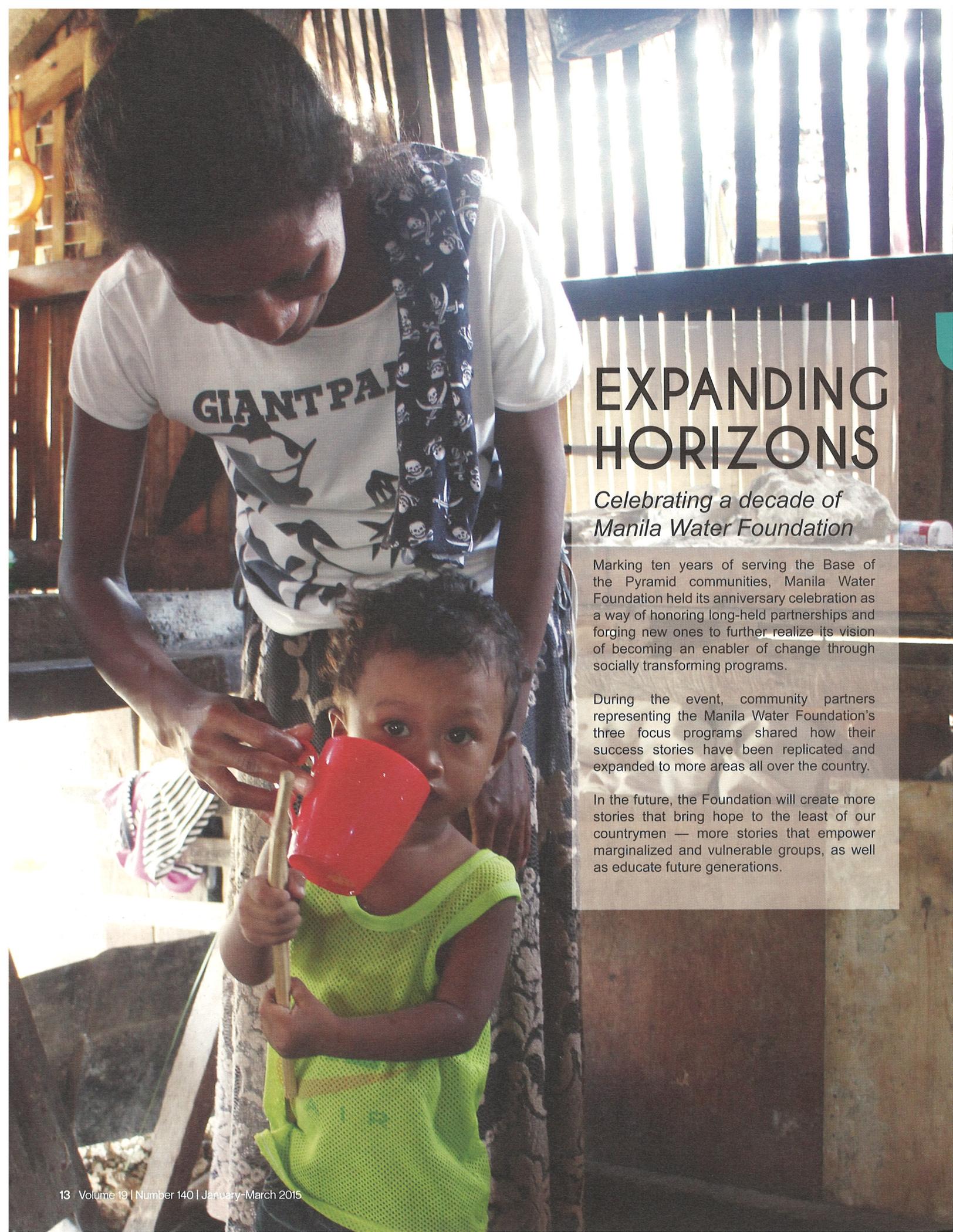
MANILA WATER FOUNDATION

Rebisco

Jamba Juice
Beverages in the Good™

california PIZZA KITCHEN

TriNoma



EXPANDING HORIZONS

Celebrating a decade of Manila Water Foundation

Marking ten years of serving the Base of the Pyramid communities, Manila Water Foundation held its anniversary celebration as a way of honoring long-held partnerships and forging new ones to further realize its vision of becoming an enabler of change through socially transforming programs.

During the event, community partners representing the Manila Water Foundation's three focus programs shared how their success stories have been replicated and expanded to more areas all over the country.

In the future, the Foundation will create more stories that bring hope to the least of our countrymen — more stories that empower marginalized and vulnerable groups, as well as educate future generations.



The Journey Lives On

Moving forward, Manila Water Foundation intends to scale up its efforts by continuing its projects that reach more communities and cultivating new practices in response to changing environmental conditions.

Agapay Para Sa Barangay

Aside from providing ready-to-drink water or deploying mobile water treatment plants to disaster-stricken families, the Foundation will take on a more proactive role by offering technical assistance for water and sanitation systems of housing sites or evacuation centers.

Sanitasyon Para Sa Barangay

The Foundation will benchmark and pilot appropriate sanitation models for different kinds of communities, while taking into consideration the physical and geographic conditions of rural and Base of the Pyramid areas.

Global Handwashing Day

A wider reach for the advocacy on proper handwashing will kick off with nationwide events in Luzon, Visayas and Mindanao.

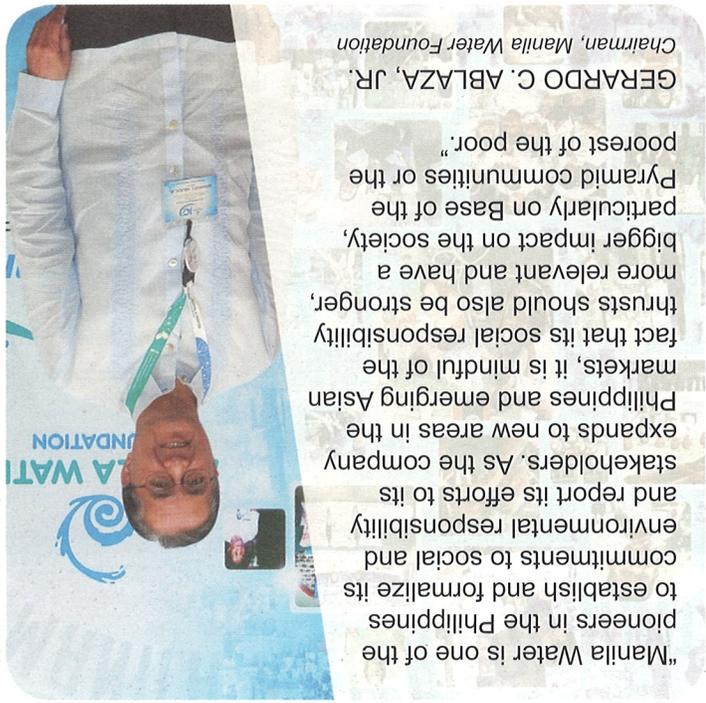
1st MWF Cooperatives Summit

The Foundation will launch a special venue for livelihood partners to learn, network and market their businesses. Through this, more opportunities for growth and development will be accorded to Kabuhayan Para Sa Barangay beneficiaries as the Foundation targets to partner with 200 more cooperatives nationwide in 2015.

Manila Water Foundation

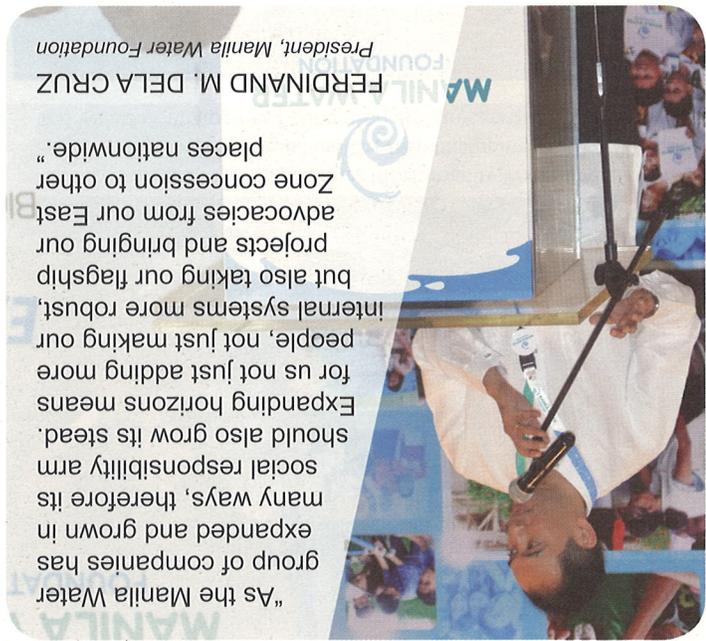
Prize for Engineering Excellence

In partnership with the Department of Science and Technology, the Foundation will hold the Engineering Excellence awards. This will honor practicing Filipino engineers who have made a significant impact in the community through engineering solutions focusing on water, sanitation and environmental sustainability.



“Manila Water is one of the pioneers in the Philippines to establish and formalize its commitments to social and environmental responsibility and report its efforts to its stakeholders. As the company expands to new areas in the Philippines and emerging Asian markets, it is mindful of the fact that its social responsibility thrusts should also be stronger, more relevant and have a bigger impact on the society, particularly on Base of the Pyramid communities or the poorest of the poor.”

GERARDO C. ABLAZA, JR.
Chairman, Manila Water Foundation



“As the Manila Water group of companies has expanded and grown in many ways, therefore its social responsibility arm should also grow its stead. Expanding horizons means for us not just adding more people, not just making our internal systems more robust, but also taking our flagship projects and bringing our advocacies from our East Zone concession to other places nationwide.”

FERDINAND M. DELA CRUZ
President, Manila Water Foundation



“Manila Water Foundation goes beyond the numbers. For any non-government organization or foundation in the development sector, we are more after the stories of our beneficiaries. It’s the most accurate measure or rewarding indicator of success.”

CARLA MAY B. KIM
Executive Director,
Manila Water Foundation

MANILA WATER FOUNDATION @ 10!



Photo shows Manila Water Foundation Chairman, Mr. Gerry Ablaza (leftmost), with friends from the Ayala Corporation, Philippine Foundation for Science and Technology, Knowledge Channel and ABS-CBN Foundation.



MWF Program Manager Arvee Galman and MWF President Ferdz Dela Cruz with our partners from Clark Water.



Partners from Enchanted Kingdom, Filstar Distributors and Rebisco Foundation.



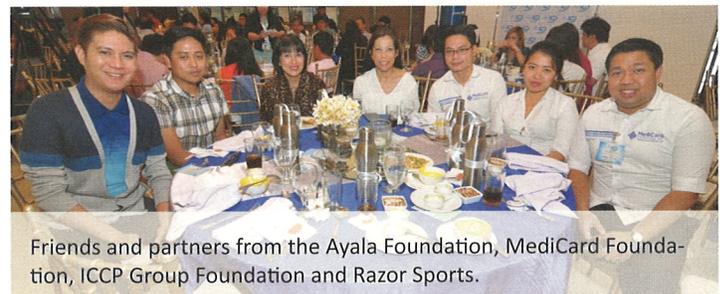
Friends and partners from Habitat for Humanity Philippines, Jollibee Foundation, Holcim Philippines, Chevron Philippines, Globe Telecom and Weather Philippines Foundation also graced the event.



Top MWF officials with key partners from Ayala Corporation, Philippine Foundation for Science and Technology and ABS-CBN Foundation.



Top MWF officers with community and institution representatives.



Friends and partners from the Ayala Foundation, MediCard Foundation, ICCP Group Foundation and Razor Sports.



The Manila Water Foundation team.



MWF officers with a representative from the Makati PWD Green Consumers Cooperative.



Colleagues from Manila Water Company's Tax Management Department and Business Areas.



MWF Executive Director Carla May B. Kim with Errol Barba, Chairman of the Makati PWD Green Consumers Cooperative.



The Manila Water Company's HR Group.



Some 200 people from various companies and organizations, as well as partner communities attended the event.



MWF Program Manager Janie Ilustre-Alfonso with partners from the Office of Transport Cooperatives and KPSB program beneficiaries.



MWF President Ferdinand Dela Cruz and Manila Water Information Technology Group Director Rodell Garcia together with representatives from Unilever, Johnson & Johnson, Mind Museum, Ayala Corporation and Knowledge Channel.



Top MWF officers with beneficiaries of the Foundation's different programs.



Photo shows our friends and partners from Coca-Cola Foundation, Gotesco Marketing and Ronald McDonald House Charities Philippines.



Friends and colleagues from Manila Water Company's East Zone Business Operations and various Business Areas.

WHAT IS YOUR **MANILA WATER**



JOCELYN PENACILLA

Chairwoman, Site 3 Southville 7 Consumer Cooperative, Calauan, Laguna
Ahon Pinoy beneficiary

"When we were relocated because of a natural calamity that struck our home, it seemed that we no longer had a bright future. But when Manila Water Foundation came here, everything changed. They provided a stand-alone water treatment system and people have better health now compared to before. We can now be sure that the water we are drinking is safe. They also trusted me to manage the water system. They taught me so much and they made me feel important. We are very thankful to them because even if we are just ordinary people, they see us and make us feel important (translated)."

EDNA AGUIRRE

Customer and Stakeholder Manager,
Manila Water

"Manila Water Foundation is one of our instruments to get closer to our customers. The Foundation strengthens our LGU relationship by coordinating their programs to the barangay captains and councilors. Manila Water Foundation is very active today and we are happy to be part of it."



EVANGELINE TAMBOUN

Program Management Team Coordinator,
Boracay Tribal Organization, Malay, Aklan
Tubig Para sa Barangay beneficiary

"It was very difficult before because we did not have clean water. Our kids were sickly and always visiting the doctor. So we are very happy that Manila Water Foundation offered to help us have a water connection for free. It brought us so much happiness here in our community because we no longer have to worry about where we would get water for our daily use. Now the kids are no longer visiting the doctor. Manila Water Foundation helped us improve our state of life (translated)."

JASMINE GALINDO

Communications Officer,
League of Corporate Foundations

"We are honored to have Manila Water Foundation as a member of LCF and we'll continue to support you in your future projects and activities. Congratulations!"



ERROL BARBA

Chairman, Makati PWD Green Consumers Cooperative
Kabuhayan Para Sa Barangay beneficiary

"Our aim is to give livelihood to persons with disabilities to help augment their income. Since we are from a marginalized sector, society looks at us differently. Our dilemma was we couldn't start a business and move forward without capital. Manila Water Foundation helped us build a sustainable business. They are also our biggest client. They quickly respond to us when we address them. They treated us with respect. Their respect for humanity—that's number one because we are all on equal footing. Apart from the income, we felt valued and utilized even if we were just ordinary individuals. Now, we are able to bring something to the table and this has helped elevate the status of our lives and our families' (translated)."

FOUNDATION STORY?

EDITH MABUYO

General Manager, Nutriwealth Multi-Purpose Cooperative
Kabuhayan Para Sa Barangay beneficiary



"Manila Water Foundation has definitely helped small businesses like ours. You have no idea how such an amount can reach so many people and touch lives. We were able to manufacture more products, giving our members additional sources of income as well as products that help our members attain good health and even prevent them from sicknesses and diseases. If Manila Water Foundation's program of helping cooperatives continue through the years, the blessings of opportunities and good health will definitely multiply. Nutriwealth would like to thank Manila Water Foundation. As the Bible saying goes, "Give, and you shall receive. The amount you give will determine the amount you get back."



BONG BAYLON

Program Officer,
Philippine Business for Social Progress

"Manila Water Foundation is an active partner of PBSP on the CSR initiatives of its company."

VICKY SANTOS

Customer Service and Stakeholder
Management Department Head,
Manila Water



"On a personal level, I am able to feel and realize how the Manila Water Foundation uplifts the lives of people through meaningful partnerships with cooperatives in the KPSB program."



ACS ALDABA

Customer Service Manager,
Boracay Water

"The Foundation helps Boracay Water stand firm in its commitment to protect and sustain development in Boracay. The Island may be known as a premier tourist destination, but it is still home to many communities. We are able to help improve their lives through Lingap Katutubo, Kabuhayan Para Sa Barangay, Lingap Selda, Sulong Turismo Programs, and the Global Handwashing celebrations. Abo guid nga saeamat Manila Water Foundation sa inyong owa it katapusan nga pagsuporta kamon!"

ANA LISA MARTIR

External Affairs Manager,
Laguna Water



"Manila Water Foundation has greatly helped Laguna Water in reaching out to customers who need assistance the most. Our Lingap Eskwela Projects would not be possible without the initiatives and support from the Foundation. It has touched the hearts of the children to be aware of our clean and potable water. Let us continue to be a part of this good and promising endeavor."



MANILA WATER FOUNDATION

Be an enabler of change.

Learn more about Manila Water Foundation through

 www.facebook.com/ManilaWaterFoundation

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