

Nomination: 19110

SM Foundation's Narratives of Social Good: A Showcase of Feature Stories on Transformation, Resilience, and Hope

Page: General Information
Name of Organization / Company SM Foundation
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Web Site Address https://www.sm-foundation.org/ (https://www.sm-foundation.org/)
Page: Entry Information
Entry Title SM Foundation's Narratives of Social Good: A Showcase of Feature Stories on Transformation, Resilience, and Hope
Category D01 - D11 - Award for Innovation in Video > D03. Award for Innovation in Corporate Social Responsibility (CSR) Videos
Submission Format An Essay of up to 625 Words
Essay <p>Stories possess the extraordinary ability to stir emotions, impart wisdom, and ignite a sense of purpose. With an extensive track record of fostering social good at grassroots levels, the SM Foundation (SMFI) has harnessed the power of visual storytelling to illuminate its impactful initiatives, foster empathy, and mobilize support for its noble cause.</p> <p>Established by the visionary Henry "Tatang" Sy, Sr., the SM Foundation (SMFI) stands as a testament to his enduring commitment to uplift marginalized communities. Drawing inspiration from his own humble beginnings, he laid the foundation's cornerstone to uplift individuals and communities through strategic interventions in education, healthcare, disaster relief, and sustainable agriculture. These guiding principles have propelled SMFI's mission of catalyzing positive transformation for more than four decades.</p> <p>The education programs created platforms to empower the youth who, through their success, positively impacted the lives of others, embodying the foundation's spirit of altruism. Investments in healthcare infrastructure, including the rehabilitation of health centers, facilitated the provision of inclusive, modern, and accessible healthcare services to underserved communities nationwide. Alongside this, SMFI, implemented capacity-building training programs and market linkage to bolster the agricultural community in collaboration with public and private stakeholders. Going beyond, the foundation consistently remained committed to social responsibility by being one of the first responders amidst disasters.</p> <p>With this, SM Foundation has produced 8,887 graduates from the Scholarship Programs, both college and technical vocational courses, and 108 school buildings constructed for key communities. Its Health and Medical Programs bridged healthcare to almost seven million individuals while its Operation Tulong Express extended immediate relief to 873,911 beneficiaries. Moreover, through the Kabalikat sa Kabuhayan on Sustainable Agriculture Program, SMFI has equipped 30,345 farmers across 3,466 communities nationwide with extensive modern agricultural training and vital market linkages.</p> <p>The SM Foundation's Social Good Feature Videos masterfully blend quantitative impact with poignant human narratives, shedding light on the lives transformed through the foundation's multifaceted collaborations. Offering viewers a captivating glimpse into ongoing projects, these videos offer a lucid depiction of the tangible outcomes achieved and serve as catalysts for engagement. Through authentic testimonials, triumphs over adversity, and tangible advancements for individuals and communities alike, these features exemplify the depth of SMFI's dedication to holistic, transformative initiatives.</p> <p>Research and groundwork were dedicated to identifying these impact stories. Interviews were conducted, and multiple coordination meetings with the different stakeholders were also executed to represent the different partners involved in the projects. After rendering the storyboards, scripts, and schedules, the media partner began filming and producing these narratives in video format.</p> <p>The SM Foundation Social Good Feature Videos reached over 48.4 million viewers, while maintaining an average viewership of 3.3 million per episode.</p> <p>Beyond its impressive viewership, the social good narrative video features also fulfilled its primary purpose of inspiring and rallying corporate partners to join SMFI's journey of nurturing and spreading social good. Through the video features, SMFI successfully accumulated 34 new corporate partners that significantly contributed to sustaining and expanding SMFI's social good programs, yielding a total of USD 23,864,289.64 – or PhP 1,338,535,988, worth of monetary and in-kind donations.</p> <p>Following its online postings, SMFI has also received a significant increase in the number of inquiries for both beneficiary applications and potential partnerships from both the public and private sectors, ensuring the public that more projects will be yielded for the betterment of the country.</p> <p>This interest and unwavering support drive the SM Foundation to becoming catalysts that scale positive change, growth, and inspiration. As witnessed by its viewers and experienced by its beneficiaries, the foundation's unwavering dedication translates into real progress, transforming the educational, health, and economic landscape for the Filipino people.</p>

URL 5

<https://youtu.be/ZdJm-M-rEU8> (<https://youtu.be/ZdJm-M-rEU8>)

URL 6**URL 7****URL 8****URL 9****URL 10**

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