

Nomination: 20383

Of Purpose and Success: Serving Inspiration through Messages of Gratitude

Page: General Information
Name of Organization / Company Megaworld Foundation, Inc.
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Web Site Address https://www.megaworldfoundation.com/ (https://www.megaworldfoundation.com/)
Page: Entry Information
Entry Title Of Purpose and Success: Serving Inspiration through Messages of Gratitude
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

BUSINESS NEED OR OPPORTUNITY

Megaworld Foundation is dedicated to creating positive change and transforming the lives of Filipinos. As the socio-civic arm of real estate giant Megaworld Corporation, the Foundation has been building opportunities for the youth to succeed primarily through its Scholarship Program established over two decades ago.

At the heart of the alumni scholars' professions is their gratitude to the company, the Foundation, and the man who started them all—Megaworld Corporation Chairman and Megaworld Foundation Chairman Emeritus, Dr. Andrew L. Tan. Dr. Tan personally believes that education is the key to poverty, and many lives were improved by his philanthropy. This led the Foundation to look for an opportune time to give voice to its alumni scholars' gratitude to Dr. Tan as they share the immense impact of the Scholarship Program in their lives while also inspiring their fellow employees.

PLANNING AND EXECUTION

To give the scholars a grand opportunity to express their gratitude, Megaworld Foundation coordinated a presentation plan at Megaworld Corporation's Yuletide Ball, a year-end party attended by all including Dr. Tan and his family. After Dr. Tan's speech on stage, the hosts said that some Megaworld "employees" prepared a surprise video for him which shortly played on a massive LED wall for everyone to see.

The video started with questions on what gratitude meant for each one. The employees featured were from different departments, had varying tenures, and with unique perspectives. What binds them was the revelation that they were all scholars before.

The people were moved, with some brought to tears, when the alumni scholars shared the hardships they went through and how the Scholarship Program turned their circumstances around. The video ended with a collage of clips showing more scholars thanking Dr. Tan all at once which was greeted by a roar of applause.

With the lights still dimmed in the grand ballroom, all the alumni scholars now working in Megaworld stood up. They opened their flashlights as a way to say thank you to Dr. Tan for being their light when they were just once dreamers. As described by the hosts, it was as if countless "fireflies" filled the space.

Dr. Tan's philanthropy, through the Foundation, fueled them with hope. As they celebrate their successes, they look back to those who they reserve their utmost gratitude to while also inspiring those around them.

OBJECTIVES AND RESULTS

OBJECTIVE 1: To make Megaworld employees aware about Megaworld Foundation and its initiatives by at least 85% after watching the video.

RESULTS: EXCEEDED—After seeing the gratitude video, the employees had a notable increase in their awareness, from 79% to now 96%, about Megaworld Foundation and how it serves its fellowmen.

OBJECTIVE 2: To inspire Megaworld employees, with at least a 75% rating, to see the value of education and its positive impact to one's life after watching the video.

RESULTS: EXCEEDED—The employees were inspired by the positive impact of education as reflected on their 100% rating in the feedback forms. The heartwarming stories garnered appreciation from 97% of them while 94% applauded the impact of how the Scholarship Program played a pivotal role in transforming their lives.

OBJECTIVE 3: To ignite gratitude from Megaworld employees, with at least a 75% rating, for being a part of a socially responsible company after watching the video.

RESULTS: EXCEEDED—The video message talked about Dr. Tan, but it also spoke volumes to the workforce. They gave a 100% rating on how grateful they are for being in a socially responsible company. They also shared their own ways to express their gratitude with 97% doing their best at work, 88% supporting Megaworld townships and projects, and 91% embodying Megaworld's core values—integrity, creativity and innovation, excellence, and love for the company.

For this category please provide

An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2022 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[REDACTED]

[REDACTED]

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

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File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

No

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