



# Corporate Social Responsibility

In 2014, the Bank continued to pursue corporate social responsibility (CSR) initiatives and implement programs and projects under the framework that promotes shared responsibility, respect for people and culture and sound governance. Through partnerships and linkages with the various sectors of the society, PNB made significant contributions through its ongoing scholarship programs, campaigns in environmental protection and philanthropic initiatives.

## PROMOTING EDUCATION OF THE YOUTH

PNB strengthened its investment in the youth and the marginalized through the continued support of poor but deserving young Global Filipino Scholars. The scholarship program started in 2012 through a nationwide search of outstanding high school graduates and children of overseas Filipino workers (OFWs)

who wish but could not afford to pursue college education.

With the initiative of its branch personnel, the Bank also conducted the Books Across The Seas (BATS) Project nationwide in line with its mission of empowering the youth and uplifting the standards of education through book donations to public schools and libraries.

Meanwhile, the Bank has started to draw a Financial Literacy Volunteer Program for its employees and continued to support the campaign of the Bangko Sentral ng Pilipinas in promoting savings consciousness among the youth.

## PROTECTING THE ENVIRONMENT

Committed to the cause of environmental protection, PNB launched the Greener Path project last June 7, 2014 in partnership with the Manila North Tollways Corp. (MNTC). Around 200 Philnabankers and MNTC personnel gathered in the Mindanao Avenue section of

the Northern Luzon Expressway (NLEX) to plant thousands of Dita tree saplings.

Following the launch of the Greener Path, PNB branches nationwide conducted their tree planting activities to help and support their respective communities. Last October 6, 2014, PNB branches from North Luzon spearheaded the planting of 500 Kakawati seedlings in Barangay Dona Josefa, Sitio Baccao, Palayan City, Nueva Ecija.

On October 18, 2014, the PNB South Luzon branches participated in University of the Philippines – Los Baños' (UPLB) COCOperation: Tree of Life Rehabilitation project of planting Coconut seedlings at Barangay Imok, Calauan, Laguna.

Philnabankers also volunteered in the Tan Yan Kee Foundation's Dr. Lucio Tan Legacy Forest Project by replanting young tree seedlings in bags at the Tree Nursery in Sta. Fe, Nueva Vizcaya last October 25, 2014. The Project





involved the planting of 15 million trees in 10 years or 1.5 million trees a year nationwide.

In Negros Oriental, Philnabankers pursued their tree planting mission in Barangay Silab, Amlan. The activity was in cooperation with the Municipal Government of Amlan, Negros Oriental and the local unit of the Department of Environment and Natural Resources (DENR) which provided several Mahogany seedlings.

Tacloban-based employees also helped rehabilitate a Mangrove as they remember super typhoon Yolanda, a year after it hit Visayas. On November 8, 2014, personnel of three Tacloban branches as well as those from the Head Office units, conducted a tree planting activity at Barangay 83-A Burayan District, Tacloban City.

The Cebu-Visayas Region offices also heeded the call and planted more than 1,600 Mangrove seedlings along the coastline of South Road Properties (SRP), Mambaling, Cebu City.

#### PHILANTHROPIC ACTIVITIES

In partnership with the People Management Association of the Philippines (PMAP), PNB extended financial and medical assistance to Yolanda victims last year in Tacloban City. The Bank also helped repair part of the Tacloban Central School and sent token cash gifts to the graduating elementary students in April 2014.

In June 2014, the Bank mobilized its Pagtutulungan Ng Bayan volunteers to gather all available relief goods and assorted items and sent them to the Caloocan Business Center for turn over to the city's fire victims in cooperation with the Caloocan City department of public safety and traffic management.

During the latter part of the year, employees from various units of the Retail Banking Group, led by the Southern Luzon region officers, turned over cash donations to the Sisters of Mary Banneux in Silang, Cavite. The institution serves as a school and a home for about 12,000 deserving students coming from the poorest

families in the country. The Bank, through this charitable institution, helped lift the youth out of poverty by providing them with food, clothing, shelter, medical and dental services and high school and vocational education. The Sisters aimed to provide graduates with values and knowledge that will lead them to a better life.

Inspired to make the celebration of a "different" Christmas this year, employees from the Metro Manila 5 Area and the Special Assets Management Group donated their Christmas allowances by providing donations of food, clothing, toiletries, toys and cash to various charities such as the Hospicio de San Jose in Quiapo, Manila and Pampanga.

**"It's not how much we give  
but how much love  
we put into giving."**

- Mother Teresa