



# 2025

## ANNUAL REPORT

Ripples of Impact

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ASSIST ANNUAL REPORT 2025

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Note: This page is intended exclusively for user orientation and instructional purposes.



## About the Cover

### A single action sends ripples outward. So does a life's work.

The concentric forms on this cover echo that movement — circles expanding from a center, carrying energy farther than the original source. It is a fitting image for 2025, a year shaped by both loss and momentum. ASSIST's Founding Director may no longer be with us, but the culture he built, the programs he championed, and the communities he believed in continue to move outward.

The photographs are a glimpse into where those ripples reach — the fields, the classrooms, the gatherings, the quiet work of people committed to something larger than themselves. Different countries, different contexts, one sustained direction.

The deep greens and warm yellows are the colors of the work itself: agriculture, sustainability, communities rooted in something that lasts. The forms connect and flow, because the programs do too.

2025 earned this report. This cover reflects why.



## About the Report

This report covers ASSIST's results and organizational developments for the period January to December 2025 across our offices in the Philippines and Vietnam.

Content is drawn from documentation of project activities, results monitoring data, multi-stakeholder feedback, community stories, and key learnings generated from the ground up. Financial figures are sourced from audited accounts and presented in summary form. ASSIST is currently enhancing its Organizational MEAL Framework to strengthen data quality and consistency in future reporting cycles.

This report is intended for our partners, funders, and the broader development community we are part of.

For questions, write to us at [info@assistasia.org](mailto:info@assistasia.org).





# Our Founder, Our North Star

**Sreenivas Narayanan — Sreeni** to everyone who knew him — founded ASSIST in 2003 with three things: vision, values, and velocity. He believed that development done well was not charity but partnership — genuine, rigorous, and built to sustain. That belief shaped every program ASSIST designed, every relationship we built, and every community we serve.

Sreeni left us in 2025, just as ASSIST was entering one of its most purposeful chapters. He did not see this report. But in many ways, every page here reflects what he spent two decades building.

He led by one principle above all others — **Be genuine and generous** — and it shows in the work, the partnerships, and the people he left behind.

We honor him with purpose — by ensuring what he started continues to grow, reach further, and matter more!





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## Message from the Leadership

Some years consolidate. Some years accelerate. 2025 did both.

Across 61 projects, in partnership with 530 organizations spanning every sector, our teams reached 908,892 beneficiaries — in communities navigating food insecurity, climate vulnerability, health gaps, and shrinking economic opportunity. 74,645 learners were upskilled for jobs that matter. 186 public facilities were enhanced with eco-efficient technologies. 83 municipalities felt the difference. Behind every number is a community that is more capable, more resilient, and better connected to opportunity than it was a year ago — and a team that made it happen quietly, consistently, and well.

This year marks our first without Sreeni. His principles — and his belief in this work — remain present in everything this report represents.

Organizationally, 2025 was a year of growth that matched the ambition of our programs. Achieving ISO 9001:2015 certification for the first time and continuing under active PCNC accreditation, ASSIST demonstrated the governance standards that partners and communities rightly expect. We hosted our first Partners Night — gathered the people who make this work possible, and simply said thank you — for trusting us. We had our strongest year yet of regional and global recognition for social impact. And an Annual Impact Report that has been on our horizon for some time — 2025 earned it.

**As we look toward 2028 and ASSIST's 25th year, the direction is clear: scale what works, deepen what matters, and grow the partnerships that amplify it all. The foundation has never been stronger.**

This report, and the work it reflects, carries the collective commitment of our Board of Trustees, our leadership team, and every member of the ASSIST family.

**Karthik Subburaman**  
*Executive Director*







# ASSIST in a Nutshell



# About ASSIST

**ASSIST** is a self-sustaining Pan-Asian non-profit headquartered in the Philippines, with a presence across South and Southeast Asia. Guided by the philosophy of “Partner for Progress,” we work at the intersection of social impact and sustainable transformation - collaborating with multilateral agencies, development finance institutions, governments, and the private sector to create lasting change in communities.

Over more than two decades, ASSIST has built deep expertise across five priority areas - Food Security and Agriculture, Sustainable Economy and Living, Health and Sanitation, Disaster Risk Management, and Skills, Education and Entrepreneurship - grounded in local context and driven by long-standing regional partnerships.

**23 years**

**3 Million+ people reached**

**500+ projects**

**100+ partners**

**25 countries**

**As a self-sustaining organization,  
we operate with the discipline of  
a professional enterprise and the  
mission of a development actor  
- ensuring impact is not only  
achieved, but endured.**





## Vision

Transformation through sustainable practices for our planet and people.

**People + Planet + Profit = Prosperity**

**Transformation = Meaningful Change**

## Mission

To achieve and witness meaningful changes to and for our planet and the people living within.

To develop and protect the economic, social and environmental conditions of society by employing innovative and sustainable practices.

To leverage technology as an enabler/driver of change.

To unite and capacitate key stakeholders to address societal and environmental problems.

To mobilize the public sector, the private sector, and the civil society as equal partners for progress.

## Goals

## Values and Principles

ASSIST's values and principles provide a necessary guide on the large scale as we create and implement programs that will propel us towards realizing the organization's vision and mission, and directs conduct on the individual level, ensuring that every member of the ASSIST team is cognizant of proper conduct and never loses sight of the organization's goals.

### Integrity

Respect  
Accountability  
Genuineness



### Innovation

Agility  
Creativity  
Collaboration and Partnership



### Excellence

Stakeholder Delight  
Process and Goal-Oriented  
Growth and Stability



### Empowerment

Trust  
Communication  
Passion





# History

For over two decades, ASSIST has grown through five defining chapters - each one building on the last, each one shaped by the communities, partners, and challenges that pushed us to go further.

**2003-2006**



## Establish

ASSIST is founded in the Philippines with a clear mandate: build partnerships that create lasting change, not just deliver projects. Anchored on Sustainable industry, the foundation for a multi-domain portfolio is set.

**2007-2012**



## Expand

A proven track record opens new frontiers. ASSIST establishes offices in Vietnam and India, wins six EU-SWITCH grants, and introduces skills and employment as a core domain - anchoring livelihoods at the heart of its work.

**2013-2017**



## Evolve

The portfolio deepens and diversifies. A new office in Cambodia is set up; ASSIST's work expands into Food security, Agriculture, and Disaster resilience. Crossing 100 projects and reaching one million beneficiaries, the case for scale is firmly made.

**2018-2022**



## Endure

Resilience is tested. With the evolving donor landscape and an impending pandemic, ASSIST pivots - leading COVID-19 response programming and mainstreaming health programs, expanding into mental health, nutrition, and maternal health. International accreditations follow.

**2023-present**



## Elevate

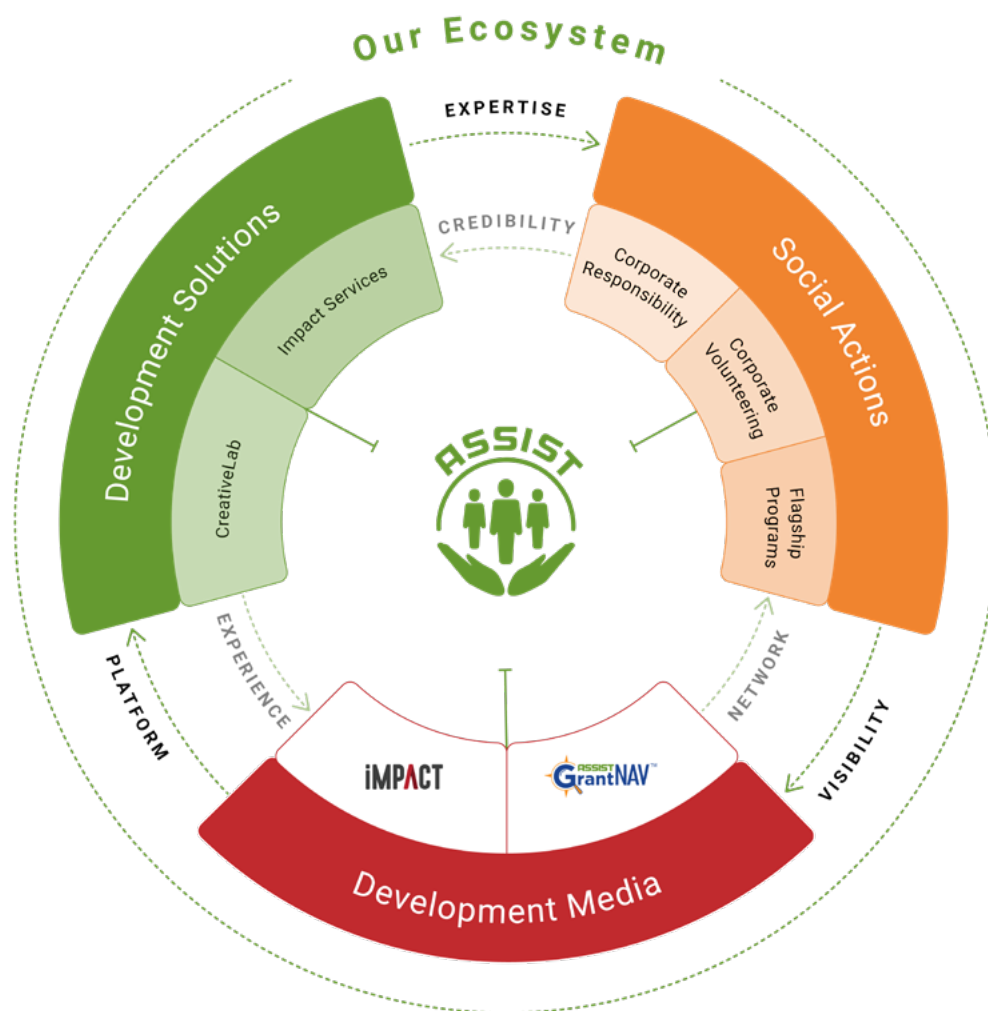
A mix of seasoned leaders and emerging talent now elevates the mission. A new Indonesia office expands the footprint; ISO certification, PCNC accreditation, and 10+ impact awards mark a coming of age - as ASSIST shapes next-generation interventions through catalytic funding models.





# Our Ecosystem

Through three interconnected arms, we deliver integrated solutions that drive sustainable transformation, social impact, and knowledge-sharing across Asia



## Development Solutions

We design and deliver across ASSIST's development pillars - bringing technical depth and implementation rigor to the challenges that matter most across South and Southeast Asia.

## Social Actions

We build and sustain programs that go beyond project cycles - creating interventions designed key to take root, adapt, and outlast the funding that started them.

## Development Media

We amplify development practice and equip social sector organizations with the tools, resources, and support they need to sustain and grow their impact.

**Together, these three units form a virtuous cycle: programs generate learning, development solutions amplify it, and media disseminates learnings with the community - strengthening the entire development ecosystem ASSIST operates within.**



# Our Priorities

ASSIST's work is organized around **five interconnected thematic pillars** - each one addressing a critical development challenge across Asia, and each one designed to generate impact that scales beyond any single project or partner.



## Food Security and Agriculture

Facing climate change and supply chain threats, Southeast Asian farming communities need resilient food systems. ASSIST and its partners build these from the ground up—equipping farmers with climate-smart skills, strengthening cooperatives, and empowering women and youth within the value chain.



## Sustainable Economy and Living

As economic growth pressures natural resources and threatens livelihoods, ASSIST works with businesses, governments, and communities to embed circular practices and promote responsible consumption. By building essential skills and systems, they make sustainable living economically viable, not just environmentally necessary.



## Health and Sanitation

Poor sanitation, unsafe water, and low health awareness fuel the spread of preventable diseases that disproportionately affect the most vulnerable. ASSIST addresses these inequalities by delivering clean water, sanitation improvements, and health education while tackling disease risks—from TB and COVID-19 to climate-driven health impacts.



## Disaster Risk Management

As one of the world's most disaster-prone regions, Asia faces events that can set back livelihoods for years. ASSIST builds a vital culture of preparedness by equipping communities, schools, and local governments with the training, tools, and awareness to anticipate, respond to, and recover from disasters.



## Skills, Education, and Entrepreneurship

As fast-changing labor markets outpace education systems, widening skill gaps leave youth and marginalized groups behind. ASSIST partners with governments, industries, and schools to bridge this divide—building pathways to employment and entrepreneurship through skills training, workforce upskilling, and TVET programs.



# Awards and Recognitions

Recognition doesn't come from doing good work alone - it comes from doing it well, consistently, and with partners who are equally invested in the outcome.



**AgriSagana - Silver, Best CSR & ESG Leadership**  
17th Annual Global CSR & ESG Summit and Awards · 2025

ASSIST was awarded the Silver prize for Best CSR & ESG Leadership at the 17th Annual Global CSR & ESG Summit and Awards for AgriSagana - developed in collaboration with Cargill. The event, hosted in Ho Chi Minh, Vietnam, recognized the project's impact in empowering farming communities across Cagayan, Isabela, and Quirino through sustainable agricultural training, six solar-powered post-harvest facilities, and the Corn Academy e-learning portal.



**ANNAKKO - Gold, Social: Human Rights and Labor Standards**  
Inquirer ESG Edge Impact Awards · 2025

ANNAKKO earned Gold in the Social: Human Rights and Labor Standards category at the Inquirer ESG Edge Impact Awards 2025 - recognizing the project's commitment to child labor protection, youth empowerment, and human rights advocacy.







**sustainABILITY - Silver, Social: Talent Management** *Inquirer ESG Edge Impact Awards · 2025*

In partnership with JP Morgan Chase, sustainABILITY earned the Silver Award in the Social: Talent Management category at the Inquirer ESG Edge Impact Awards 2025 - recognized for bridging the green skills gap by equipping Technical-Vocational Institutions across Metro Manila and Cebu with the competencies needed for the sustainable economy.



**Building Stronger Communities - Bronze, Health and Emergency Assistance** *AmCham Corporate Social Impact Awards · 2025*

Together with Texas Instruments Philippines, the Building Stronger Communities Project earned a Bronze Award at the AmCham Corporate Social Impact Awards 2025 - recognized for empowering Filipino youth across Baguio City and Pampanga through STEM education, disaster risk reduction, and career readiness programs.



**Circular Explorer - Silver, Environment: Waste Management** *Inquirer ESG Edge Impact Awards · 2025*

In partnership with Holcim, the Circular Explorer project earned Silver in the Environment: Waste Management category at the Inquirer ESG Edge Impact Awards 2025 - recognized for integrating circular economy concepts into public school curricula through the DepEd partnership and reaching students, educators, and personnel across Metro Manila.





**ANNAKKO - Gold, Social: Human Rights and Labor Standards** Asia ESG Positive Impact Awards · 2025

ANNAKKO earned Gold in the Social: Human Rights and Labor Standards category at the inaugural Asia ESG Positive Impact Awards 2025 in Kuala Lumpur - a regional recognition of the project's outstanding impact in child labor protection and youth empowerment across Asia.



**Master of Disaster (Special Edition) - Tokio Marine Group Award · 2025**

Malayan Insurance, in strategic partnership with ASSIST, received the esteemed Tokio Marine Group Award in Tokyo, Japan, for spearheading the Special Edition Master of Disaster initiative in the Philippines. This special edition incorporates insurance mechanisms into ASSIST's original gameplay to educate youth on disaster risk management and financial resilience, recognizing its successful rollout across schools and its ongoing impact on national disaster preparedness.







## 2025 in Action



# Year at a Glance



61

projects delivered



83

municipalities covered



186

public facilities enhanced with eco-efficient technologies



530

cross-industry, multi-sector partner organizations



3,200

volunteers engaged in community-based activities



74,645

learners upskilled to be job-ready



908,892

beneficiaries reached



Meaningful Digital Engagement

29.2 Million

audience members reached through various advocacy and awareness raising campaigns





# Our Projects and Programs

## - An SDG Lens



Sustainable development does not happen in isolation. Poverty, climate vulnerability, and inequality are deeply tangled — and interventions that address one almost always touch the others. ASSIST designs its programs with that interconnectedness in mind, ensuring every initiative is mapped to the SDGs it most directly advances while remaining conscious of the wider ripple effects it sets in motion.

Our agricultural and economic initiatives provide a clear blueprint for this cross-cutting approach. **AgriSagana** serves as a prime example of a multi-goal sweep, bridging immediate human survival (*No Poverty, Zero Hunger*) with long-term systemic empowerment (*Quality Education, Gender Equality*) and resilient livelihoods (*Affordable and Clean Energy, Decent Work and Economic Growth*). Similarly, **sustainABILITY** links industrial economic growth with foundational workforce training to foster long-term operational resilience across the sector (*Responsible Consumption and Production*).

We apply a similar holistic lens to human rights and structural protection. **ANNAKKO** addresses systemic vulnerabilities on the ground to counter exploitation (*Reduced Inequalities*) and uphold institutional safety (*Peace, Justice and Strong Institutions*). On a macro scale, **MOD** drives institutional climate governance, leveraging collective action (*Partnerships for the Goals*) to mobilize large-scale environmental resilience (*Climate Action*).

Finally, our environmental and technical portfolios use targeted innovation to shield natural

ecosystems. The **P4G-Alterno-ASSIST** partnership transforms industrial energy markets, combining infrastructure updates (*Industry, Innovation and Infrastructure*) with clean thermal storage to protect local populations (*Sustainable Cities and Communities*).

This structural work mirrors our targeted ecological interventions: **SPLASHED** secures community utility and health (*Clean Water and Sanitation, Good Health and Well-Being*), while **AquaXanh** protects marine biomes (*Life Below Water*), balanced by our **Corporate Volunteering projects** that physically restore terrestrial ecosystems (*Life on Land*).

Ultimately, this integrated approach ensures that our work leaves a lasting footprint on the ground. By refusing to treat development challenges as isolated problems, we provide communities with the layered support they actually need to thrive. When clean energy fuels a new job, or a climate intervention secures a family's livelihood, the community's overall resilience deepens. Designing with this interlocking lens is how we transform high-level global goals into real, everyday security for the people we serve.





# Disaster Risk Management

## BUILDING RESILIENCE THAT HOLDS

The Philippines is one of the most disaster-prone nations on earth. Twenty typhoons a year, an active position along the Pacific Ring of Fire, and thousands of coastal communities exposed to storm surges: when crises hit, the communities that fare best are never the ones that got lucky. They are the ones that were ready.

True readiness demands more than presence. An evacuation center without power becomes dangerous after dark. A neighborhood managing chronic food and water scarcity absorbs shocks that compound year after year.

ASSIST's disaster risk management work is built on a dual commitment: physical infrastructure and community knowledge. Rather than treating preparedness as a one-time intervention, ASSIST embeds both into the fabric of communities, so

readiness is something people carry, not something distributed after the fact.

In practice, this meant solar-powered lighting installed across evacuation centers in 20 municipalities, keeping them functional when the grid fails. It meant embedding rainwater harvesting infrastructure, community gardens, and health literacy programming directly into neighborhoods in Baguio and Clark. And it meant creating a one-of-a-kind board game that teaches disaster preparedness skills that children can learn and bring home.

The result: communities with both the physical systems and the practical knowledge to protect themselves when the next storm arrives.

### 2025 at a Glance

**65,500**

individuals reached



**100**

partner organizations engaged



**17,000**

solar lighting fixtures installed



**1,000**

MOD board games distributed



### Programs in this Section

Sinag Pag-asa  
Master of Disaster (MOD)  
Building Stronger Communities





# Changing the Rules of Readiness

Cagayan de Oro historically sat outside the traditional Philippine typhoon belt, but climate shifts have rewritten that narrative. Today, the city is a catch basin for rainwater pouring from the Bukidnon mountains, making severe flooding a recurring hazard. Traditional drills rely on a stressful script of sirens and dense lectures, which rarely translate into calm action for young children.

To break this pattern, the Master of Disaster (MOD) project—developed by ASSIST and supported by Shell Pilipinas alongside DepEd—transforms survival protocols into an interactive board game, shifting classroom learning from passive fear to active play.

By simulating crises, the game strips away panic and captures short attention spans. PJ, an educator at East City Central School, notes: *“The children will be more enticed because this isn’t just about reading and listening to lectures. Instead, they become much more engaged through the games.”*

This interactive format builds the exact mental frameworks required to navigate chaos calmly. *“By playing the board game, they can truly apply what they have learned and gain a clear idea of*

*the right actions to take,”* says Cherry, a teacher from EFr. William F. Masterson. Corazon, also from East City Central School, agrees: *“It is a fun game that we can easily apply to our classes.”*

Ultimately, the practical value of this strategy becomes clear when looking at long-term safety. *“I believe that the Master of Disaster board game will help a lot with our learners,”* explains Jeyan, a teacher from St. John Elementary School.

**“It will help them practice what to do when disasters strike in our area, especially in our school.”**

Cagayan de Oro may remain a geographical catch basin for regional storms, but its schools are no longer passive targets. Through active play, the city’s children have traded fear for strategy, mastering the exact instincts needed to weather the coming storms.





# Sinag Pag-asa

Resilient Communities,  
One Solar Lamp at a Time



There is a critical oversight in most disaster response plans. Evacuation centers are identified, stocked, and mapped years before a storm makes landfall. Yet, when a typhoon inevitably knocks out the power grid, these sanctuaries plunge into darkness at exactly the moment families arrive seeking safety.

Sinag Pag-Asa was built to solve that specific problem.

The initiative brought together ASSIST, the Signify Foundation, and the League of Municipalities of the Philippines to install independent solar-powered lighting across disaster-prone areas. Off-grid solar floodlights and portable units were chosen for a practical reason: they charge independently, endure extended power outages, and can be maintained by local communities without specialized technical expertise.

Implementation scaled across two strategic phases. The first targeted five municipalities in CALABARZON, where coastal flooding and storm surges pose recurring threats. The second phase extended into the Cordillera Administrative Region, Region I, and Region II, bringing equipment to isolated upland communities where energy access was already fragile before a crisis hit. Throughout the rollout, ASSIST partnered with Municipal Disaster Risk Reduction and Management Offices to validate sites, train local government staff, and ensure each community fully owned its new infrastructure.

Across 20 municipalities, the project secured 66 evacuation centers and 21 schools, protecting more than 90,000 community members. When the next storm cuts the power grid, these centers will be ready.



## GEOGRAPHY

Cordillera Administrative Region  
Region I  
Region II

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

90,000

community members reached



66

evacuation centers equipped  
with solar lighting



20

municipalities covered



21

schools supported







# Master of Disaster (MOD)

Building Disaster-Ready Communities Through Play

Disaster preparedness is a mindset and a vital life skill, one that must be acquired early. But education alone rarely sticks. Seminars are attended and forgotten; handouts are filed and lost. The safety knowledge communities need most in a crisis is often the least likely to survive the ordinary passage of time.

Master of Disaster started from a different premise: retention improves when education is engaging, interactive, and feels like play.

The program centers on a board game designed for children aged 9 and older. Players navigate realistic disaster scenarios, making decisions about preparation, response, and recovery that feel abstract in a lecture but immediate across a game board. The Filipino value of bayanihan (communal unity) is woven into the mechanics: survival requires cooperation, not just individual knowledge.

Throughout 2025, the program scaled by equipping schools and communities with tools to support and strengthen their own disaster resiliency programs. Shell Pilipinas brought MOD into schools across Cagayan de Oro City, building on a phase that had already reached 8,100 students and 300 teachers. Better With Water embedded a Training of Trainers session into its DRRM seminars. DOST-NCR and PTC RISE deployed the program through regional educational and community resilience initiatives.

Since its inception, Master of Disaster has reached over 10,000 beneficiaries, placed more than 1,000 board games across 20 schools, and partnered with over 100 organizations, because it transforms passive listeners into active, prepared responders.



## GEOGRAPHY

Philippines

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

10,000

people reached



1,000+

Master of Disaster board games distributed



20

schools reached



## AWARD

**Master of Disaster (Special Edition)**  
*Tokio Marine Group Award 2025*



# Building Stronger Communities

Water, Food, and the Foundation of Recovery



When a typhoon passes or a flood recedes, the immediate priority for a vulnerable family is not an evacuation map. Instead, it is clean water, food, and the basic certainty that the household can hold together. For communities already navigating structural water scarcity and volatile food security, a climate disaster does not create vulnerability; it brutally reveals it.

The Building Stronger Communities Program was engineered around this exact realization. Launched in partnership with Texas Instruments Philippines across Baguio City and Clark, Pampanga, the 2025 initiative intentionally pivoted from traditional STEM and career readiness toward a comprehensive community resilience model. The strategy deployed three interconnected interventions designed to reinforce local safety nets before crises hit: installing rainwater harvesting infrastructure to extend clean water access, establishing local community gardens through the “1, 2, 3 Grow!” initiative, and running integrated WASH (Water, Sanitation, and Hygiene) and nutrition workshops.

To ensure long-term sustainability, Texas Instruments employee volunteers worked directly alongside local residents. This co-implementation model deliberately fostered deep community ownership over the physical assets and agricultural systems built, rather than creating a pattern of institutional dependency.

By the close of the intervention period, the program had successfully equipped households with localized water security and climate-smart food systems. By embedding technical capacity and resilient infrastructure directly into the neighborhood fabric, the initiative ensured that these frontline communities possess a self-sustaining defense mechanism long after the formal project cycle concludes. ◀ ▶

## GEOGRAPHY

Baguio City  
Clark, Pampanga

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

1,000

community members reached



200

families with improved water access



40

community champions trained



## AWARD

**Bronze, Health and Emergency Assistance**

*AmCham Corporate Social Impact Awards 2025*





# Food Security and Agriculture

## FROM THE GROUND UP: BUILDING FOOD SYSTEMS THAT HOLD

Across Southeast Asia, food insecurity is rarely the result of a single failure. It is the accumulated weight of many - a typhoon that ruins a drying floor, a harvest that cannot reach a buyer, a cooperative unable to read its own balance sheet. Climate pressures, aging infrastructure, and markets that were never designed to include smallholders have left farming and aquaculture communities absorbing losses that compound year after year.

ASSIST's response is built around structural interventions - not training alone, but the institutional cooperatives, physical infrastructure, and direct market linkages that give training somewhere to land. Every initiative is designed to be replicable across geographies and adaptable to different crops and sectors, scalable beyond a single partner, and built to outlast the funding that started it. For communities navigating market

exclusion, industry decline, data poverty, and seasonal income collapse, that permanence is the point.

In 2025, that approach deepened across the Philippines and Vietnam - each geography presenting distinct pressure points in the regional food landscape. In the Philippines, our work stabilised volatile local supply chains and introduced climate-smart farming models across multiple value chains. In Vietnam, we scaled the same design philosophy into marine ecosystems - achieving historic global certifications that moved smallholders from market dependency into secure international trade pipelines.

This year, our impact reached from the soil to the sea. The pages that follow tell those stories in full.



### 2025 at a Glance

**57,370**

individuals from farming communities reached



**35**

cooperatives engaged



**41,435**

coconut seedlings planted



### Programs in this Section

AgriSagana  
CocoGrow  
Yabong  
KABUTEhan, EggSakto, and  
PIGbiagan  
AquaXanh

## FEATURE STORY



# Learning to Read the Land

Anita has been farming in Carupian, Cagayan her whole life. She knows the land, the seasons, and by now, the storms. In late 2024, six consecutive typhoons tore through the province within weeks of each other. Over 41,000 hectares of farmland were damaged. Tens of thousands of farming families lost harvests they had spent a season building. Anita's community was among them.

That was the year AgriSagana came to her cooperative. The program offered what farming communities in Cagayan had rarely been given: not just inputs, but knowledge on Good Agricultural Practices, soil care, and how to run a cooperative that could stand on its own.

Anita admits she was skeptical. *"I thought, maybe this is nothing. Maybe it won't amount to anything,"* she recalls. She had heard promises before.

It was not that the farmers of Carupian were doing anything wrong. Farming the way their parents had farmed was simply how it had always been done. Plant because it is planting season, harvest what comes. No one had taught them to read the soil or understand what the land actually needed.

But then the training in San Jose happened. She watched her fellow farmers lean in, ask questions, and take notes. For the first time, they were learning things that had always been missing: proper land preparation, pest and nutrient management, how to handle corn after harvest so quality holds through to the buyer. *"I realized that we really needed this,"* she says. *"Not just how to plant, but how to think about what we were planting into."*

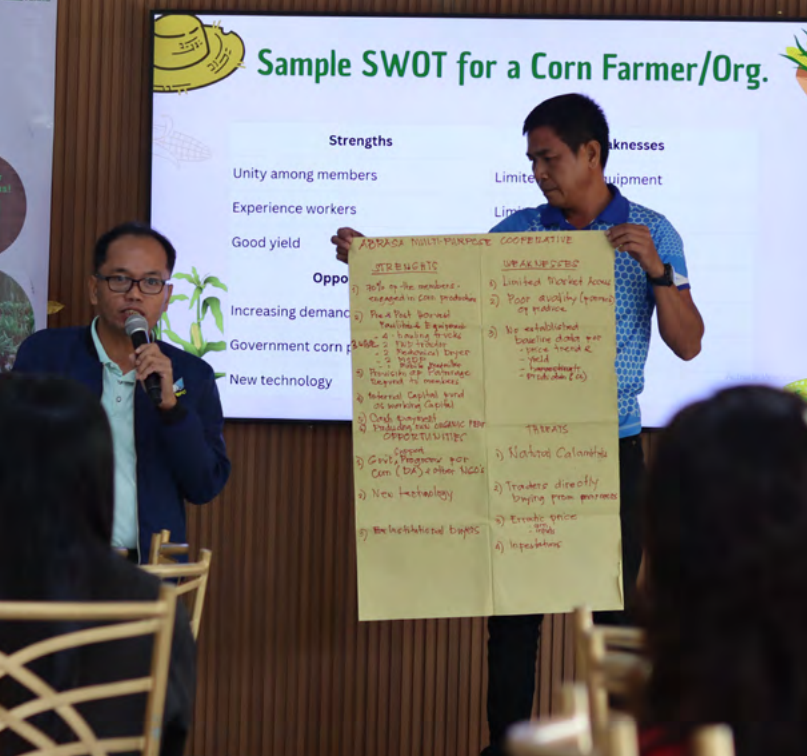
*"The feedback from our farmers has been good,"* Anita says.

**"They know how to take care of their crops now. They know what to do with the land. Even myself. I now plant rice alongside my corn, and I do it differently than I used to."**

In a season defined by loss, becoming a better farmer and steward of the land is the kind of help that stays. *"Thank you, AgriSagana,"* Anita says. *"It was a big help that you came into our lives."*







# AgriSagana

Building a More Sustainable  
Corn Supply Chain

In Cagayan Valley, corn is the economic backbone of entire communities - yet 34.3% of the farmers growing it lived below the poverty line, far above the national average of 21.6%. The reasons were structural: poor farm practices, inadequate post-harvest infrastructure, and no pathway into formal markets. Effort was not the problem. The system was.

AgriSagana was built to fix the system, and it did so in two deliberate phases. Phase 1, launched in 2022 with Cargill, trained farmers in Good Agricultural Practices, retrofitted post-harvest facilities into solar-powered Eco-Smart Hubs, and connected cooperatives to institutional buyers, delivering a 10 to 20 percent income increase for participants. On the strength of those results, Phase 2 shifted focus from physical infrastructure to learning infrastructure, equipping farmers and cooperatives with digital tools, financial literacy, and the capacity to sustain their gains independently.

By 2025, learning had become the program's most powerful infrastructure. The Corn Academy e-learning portal went live in March, making climate-smart farming knowledge accessible to any farmer with a phone. Financial management training reached 32 cooperatives across Cagayan, Isabela, and Quirino, several led by women managing collective funds for the first time.

AgriSagana was also awarded the Silver Prize for Best CSR & ESG Leadership at the 17th Annual Global CSR & ESG Summit in Ho Chi Minh City, an acknowledgment that the model ASSIST and Cargill built together had set a new standard for the region. For the farming communities of Cagayan Valley, AgriSagana is no longer a program. It is part of how they farm.

## GEOGRAPHY

Cagayan  
Isabela  
Quirino

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**12,000+**  
farmers reached



**32**  
cooperatives engaged



**20%**  
increase in farmer income

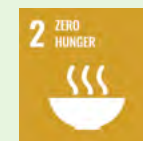


**6**  
eco-smart PHFs retrofitted  
with solar



## AWARD

**Silver, Best CSR & ESG Leadership**  
17th Annual Global CSR & ESG Summit  
and Awards, 2025



# CocoGrow

## Nurturing Roots, Harvesting Opportunities



In Sarangani Province, coconut farming is both livelihood and identity, contributing approximately 3.6% to the country's gross value-added and sustaining millions of farming families nationwide. But the industry had been quietly declining for decades. Senile trees, persistent pest infestation, poor soil health and immature agricultural cooperatives had left farming communities with shrinking returns from a crop they had tended for generations.

CocoGrow was designed to reverse that trajectory. Launched in August 2024 with Cargill and the Philippine Coconut Authority, CocoGrow was piloted across three municipalities: Alabel, Malapatan, and Malungon. These communities were a strategic choice: while they are among the hardest hit by aging trees and natural calamities, they also had existing farmers' cooperatives with the organizational readiness to absorb and sustain a large-scale intervention.

The program works on two tracks. The first is physical: 41,435 coconut seedlings of faster-growing, higher-yield hybrid varieties planted across 525 hectares, replacing trees that had long stopped being commercially productive. The second is institutional: seven farmers' associations and cooperatives being equipped with governance, financial management, and market linkage skills to ensure the community is organized enough to capture the harvest when it improves.

Together, the two tracks are building something the industry in Sarangani has not had in a long time: a coconut value chain that works for the people growing it.

For 500 farming families, the question is no longer whether the industry can recover. It is whether they will be ready when it does. CocoGrow is making sure the answer is yes. ▶

### GEOGRAPHY

Sarangani Province

### CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**2,500**

individuals from farming communities reached



**41,435**

coconut seedlings planted



**500**

farmers benefited



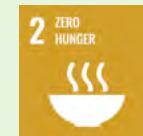
**525**

hectares of coconut farms covered



**50%**

women participants







# Yabong: Grow with Agritech

The Ground Beneath the Harvest

In most farming communities across Bulacan, the decisions that shape a season's outcome are made without reliable information about the ground beneath the crop. How much fertilizer is enough? When does the soil need water? For most farmers, the honest answer is: they do not know. Not because they are not paying attention, but because the tools to find out were never made available to them.

YABONG: Grow with Agritech was built to close that gap. Developed in partnership with Royal Eijkelpkamp and funded by DEG Impulse, the program equips farmers, extension officers, and agricultural institutions in Bulacan with digital, cloud-based soil and water sensors and monitoring systems. The goal was never to introduce technology for its own sake. It was to build the human capacity to use it, interpret it, and act on it.

By 2025, the program had delivered on that goal. Three demonstration farms were fully operational with agrometeorological stations collecting real-time field data. Thirty experts from Bulacan Agricultural State College and Municipal Agricultural Offices were certified on the Soil and Water Quality Management System. Over 1,044 farmers and agricultural students were trained through live demonstrations, surpassing the original target. A Knowledge Sharing Forum brought 1,018 participants together, each leaving with a case study report grounded in data from their own region.

Good soil does not happen by accident. In Bulacan, it now happens by design. Through YABONG, farmers and extension have the tools, the data, and the technical knowledge to care for their soil not just for this season, but for the harvests that follow.



## GEOGRAPHY

Bulacan, Philippines

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**5,220**

individuals from farming communities reached



**1,044**

farmers & students trained



**30**

expert trainers certified



**3**

demo farms with agromet stations



**1,018**

Knowledge Sharing Forum participants



# KABUTEhan, EggSakto & PIGBiagan

When the Off-Season Becomes  
the Opportunity



Farming in Ilocos Sur follows a rhythm most households have learned to live around. The harvest comes, and then the income stops. The question these programs set out to answer was simple: what can a family grow at home, with low capital and low risk, that earns income through the months that their regular crops do not?

The answer was pigs, eggs, and mushrooms. PIGbiagan came first, establishing backyard swine raising for 90 households as the foundation of this livelihood portfolio. EggSakto followed, setting up small-scale layer chicken production that generates daily income from egg sales to nearby households and local stores. KABUTEhan completed the portfolio by introducing oyster mushroom cultivation as a backyard enterprise, low-cost and fast-cycling.

In 2025, the programs collectively reached 236 farmers directly. Every committed beneficiary received a complete starter kit, and field validation visits in November confirmed that the majority had already transitioned into active production.

The visits revealed something beyond the output data. Women took primary responsibility for mushroom cultivation and poultry care. Youth helped with feeding, harvesting, and selling. The livelihood did not just supplement the farm. It became something the whole family built together.

For these farming households in Ilocos Sur, the months after the harvest now come with an income. The off-season looks different than it used to.

## GEOGRAPHY

Ilocos Sur, Philippines

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**1,180**

individuals from farming  
communities reached



**236**

farmers directly  
reached



**1,200**

indirect household  
beneficiaries







# AquaXanh

## Building a Climate-Resilient Shrimp Value Chain

In Cà Mau, Vietnam's shrimp farming capital, the local waterways sustain the entire economy while bearing its full environmental weight. Decades of intensive aquaculture, coupled with increasingly volatile climate patterns, have severely degraded water quality and destabilized local livelihoods. For generations, smallholder farming communities were trapped in a cycle of dependency, selling their harvests into an unpredictable spot market with no pricing leverage and no financial floor.

AquaXanh was engineered to disrupt this cycle by transforming both localized environmental practices and global market positioning simultaneously. Implemented by ASSIST in partnership with Cargill, the initiative focused on three structural priorities: upgrading cooperative governance toward international standards, establishing direct institutional market linkages, and piloting scalable wastewater reduction technologies.

The program achieved a historic milestone in August 2025 when the Tấn Hùng Shrimp Cooperative secured Aquaculture Stewardship Council (ASC) certification. This achievement represents the world's first ASC certification for an improved extensive shrimp farming model, immediately elevating 330 farmers managing 638 hectares into global supply chains. The economic impact was instant: the cooperative gained direct access to institutional buyers at a stable market price, supplemented by a sustainability premium for their environmental commitments.

To ensure this standard endures, 21 champion farmers completed a technical leadership program in September 2025, more than doubling the original target due to high demand from neighboring communities. Backed by three operational demonstration farms tracking wastewater reduction methods, Cà Mau now possesses a validated, self-sustaining model for climate-resilient aquaculture.

### GEOGRAPHY

Cà Mau, Vietnam

### CROSS-CUTTING THEMES

Community Engagement  
Sustainable Economy and Living

**1,650**

individuals from farming communities reached



**320**

farmers with increased income



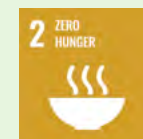
**638**

hectares ASC-certified



**330+**

farmers trained in sustainable shrimp farming practices





# Sustainable Economy and Living

## COMMUNITIES AS STEWARDS OF THE ENVIRONMENT

Sustainable living is not an abstraction. It is the quality of the water a community can safely draw from. It is the coastline that holds against the next storm. It is what the next generation understands about the resources they will inherit. It is the cost of the energy that powers the industries families depend on. It is whether the children of farming households grow up with choices.

In Vietnam and the Philippines, none of these conditions exist by default. They are built, deliberately, one intervention at a time.

ASSIST's approach treats ecological and economic health as inseparable. Physical restoration alone is not enough; communities need the knowledge, practices, and local capacity to make changes last.

Every program ASSIST designs pairs environmental infrastructure with the human systems that sustain it.

In 2025, five programs built these conditions across both countries: intercepting urban waterway waste before it reaches the sea, piloting zero-emission energy alternatives for factories and farms, training educators in circular economy thinking, restoring a coastal barrier protecting one of Manila's most vulnerable communities, and keeping children in school where harvest-season pressure historically drives child labor.

Different entry points. The same outcome: communities equipped to sustain what they depend on.



### 2025 at a Glance

**371,043**

individuals reached



**13,133**

youth reached



**356**

partner organizations engaged



**430 MT**

of waste collected



### Programs in this Section

CLEANSE Project  
Circular Explorer  
Mangrove Reforestation Program  
P4G-ASSIST-Alterno Partnership  
ANNAKKO



# The Teachers Closing the Loop on Plastic Circularity

These teachers know the estero. It runs through their students' neighborhoods, thick with trash. Manila Bay, to most of them, is someone else's problem. But these teachers understood: the pollution begins where their students live.

Out in the water, a solar-powered boat called the Circular Explorer was scooping up marine plastic. Its creators, Holcim Philippines and One Earth One Ocean, realized the bay could not be cleaned if behavior on land did not change. So they took the mission ashore.

Partnering with ASSIST and the Department of Education, they launched a circular economy curriculum in Las Piñas, Parañaque, Manila, and Pasay. This intensive program trained 130 educators, equipping them to teach circular economy principles in their classrooms through custom workbooks and comic books that traced a candy wrapper's journey from a neighborhood gutter to the sea.

*"It's very important that teachers are equipped for the circular economy concepts," says Teacher Kendrick, who led the sessions, "so they can better embody and share these with their students."*

Science teacher Joys Martinez understood the reality of marine pollution but needed a way to make young students care. Thanks to this program, she now has the tools to bring that urgency into the classroom.

**"We are stewards of nature, and protecting it is a shared responsibility. With research showing fish ingesting microplastics, the need for sustainable action has never been more urgent."**

Teacher Mark left with a specific lesson. *"Segregation is a significant problem,"* he says, *"but through this partnership and with the support of DepEd, we have learned how important it is to segregate. I hope that everyone can take away the lessons we have learned today."*

What the training makes visible is this: the water these students protect is the same water that feeds their families. It is a loop that we are all part of. For Master Teacher Buena Venturamata, that is exactly why this work cannot stop. *"Circular Explorer should continue its advocacy for sustainability,"* he says, *"which I believe is essential to increasing food production, enhancing natural resources, and providing livelihoods for people."*



# CLEANSE

## Toward a Cleaner Ho Chi Minh City



Hy Vong means hope. It is also the name of a canal in Ho Chi Minh City that has spent years collecting the overflow of a city growing faster than its waste systems can manage. Families live along its banks. The canal connects to the Saigon River. The river reaches the sea.

Ho Chi Minh City generates 14,116 tons of solid waste every day. Most of it is collected. Almost none of it is sorted at source. What slips through that gap finds the same path as everything else: the canal.

That is where ASSIST Vietnam, Grundfos, and Saigon Xanh began the work. In January 2025, 130 volunteers gathered at Hy Vong Canal to pull waste from the water, install garbage buoys, and treat the waterway with microbial solutions. Community awareness sessions ran alongside, addressing the behavior that keeps the canal full. CLEANSE operates this way across 20 water bodies, working on what is already in the water and on what keeps arriving.

By the Lăng Canal cleanup weeks later, 200 volunteers and 150 residents were working side by side, reaching 800 more community members through awareness sessions. In March, Capgemini brought its employees to Hy Vong Canal, the first new corporate partner the program had drawn in. By the end of 2025, roughly 430 tons of waste had been removed, over 2,300 meters of trash barriers installed, and 22,750 individuals reached, with 294 volunteers engaged directly in the work. Behind those numbers is a community that stopped watching the canal fill and started working to empty it.

Hy Vong still means hope. With the help of an empowered community, the river now begins to earn its name.



### GEOGRAPHY

Ho Chi Minh City, Vietnam

### CROSS-CUTTING THEMES

Community Engagement  
Environmental Stewardship

**22,750**

individuals reached



**430+**

tons of waste collected



**2,300+**

meters of trash barriers installed



**~294**

volunteers engaged







# Circular Explorer

Teaching the Next Generation to Protect the Ocean

Las Piñas City sits at the edge of Manila Bay. Ninety-one percent of what washes onto its shores is plastic. The children who grow up here see the water every day. Most of them have never been given a framework for understanding what fills it, or what their daily choices have to do with it.

ASSIST, Holcim, and One Earth One Ocean entered that gap with a different kind of intervention: not a cleanup campaign but a curriculum. Circular Explorer trains teachers across schools in Las Piñas, Parañaque, Manila, and Pasay in circular economy concepts, equipping them to carry that understanding into both their classrooms and the communities they serve.

In 2025, the program trained over 130 teachers across 20 schools, more than double its original target. Ninety-three percent rated the sessions excellent. Eighty-eight percent left better equipped than when they arrived. Those teachers went back to classrooms where more than 2,100 students were waiting, and to communities where 150 parents and out-of-school youth joined sessions of their own.

The next step is larger: integrating the program's toolkit into the Department of Education curriculum, taking circular economy thinking from 2- schools into the national system.

Circular Explorer earned a Silver Award at the Inquirer ESG Edge Impact Awards. This recognition is proof that corporations and advocacy groups make their deepest impact not by acting for communities, but by equipping the people within them.



## GEOGRAPHY

Las Piñas  
Parañaque,  
Manila,  
Pasay

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**30,000**

individuals reached



**2,000+**

students reached



**130+**

teachers trained across  
20 schools in Manila



## AWARD

**Silver, Waste Management**

*Inquirer ESG Edge Impact Awards 2025*



# Mangrove Reforestation Program

Growing Nature's Shield for Baseco's Families



Baseco Compound sits where the Pasig River empties into Manila Bay. The community was built on reclaimed land. Sand, fill, and accumulated waste form its foundation. Everything that flows through Metro Manila's waterways reaches this shore.

The land is low. Storm surges arrive without warning. Typhoons push seawater into homes. For the roughly 10,000 families who live in Baseco, flooding is seasonal and structural.

Mangroves change that. Planted at the shoreline, their root systems absorb wave energy, hold the soil, and create a living buffer between open water and the community behind it. But in a site like Baseco, they require sustained attention. Solid waste flowing downstream wraps around root systems and kills young saplings before they can establish.

In 2024, ASSIST and Wells Fargo began working to change the conditions on the ground. Three hundred Wells Fargo employee volunteers arrived at Baseco Beach to clear debris, plant saplings, and prepare the coastline for recovery. Learning sessions ran alongside the planting, equipping community members to monitor, maintain, and expand what the volunteers started. Through these combined activities, the program reached approximately 10,000 Baseco families. The work was designed to leave something behind: a community equipped to sustain the forest it helped plant.

Fifteen thousand mangrove saplings are now in the ground. A community built on reclaimed land is beginning to reclaim its coastline.



## GEOGRAPHY

Baseco Compound, Manila, Philippines

## CROSS-CUTTING THEMES

Community Stewardship

**13,100**

individuals benefiting from restored ecosystem services



**15,000**

mangrove saplings planted



**150+**

volunteers engaged



**~10,000**

families reached







# P4G-ASSIST -Alterno Partnership

Sand Batteries for Vietnam's  
Green Transition

Across Vietnam's coffee factories and food processing plants, production heat still relies heavily on burning fossil fuels, forcing local communities to breathe the environmental costs.

Alterno, a Vietnamese climate tech startup, set out to change this reality with a unique solution: a battery made of sand. By absorbing renewable thermal energy and storing it to release heat on demand, this technology replaces fossil fuel boilers with a zero-emission alternative that industrial users can financially justify.

Through an 18-month partnership funded by P4G, ASSIST acted as the strategic accelerator to bring this technology to market, guiding the startup's growth strategy.

The first major milestone occurred in July 2024 with the installation of the Alterno Standard system at PepsiCo's Hung Yen Factory, proving commercial scalability at a multinational level. Rapid diversification followed, with the Alterno Pro model launching at My Viet Coffee Factory by January 2025, and the biomass-integrated Alterno Hybrid reaching agricultural producers in Tra Vinh by September 2025.

The true value of ASSIST's acceleration lies in the resulting human and environmental footprint. By helping scale this thermal innovation, the partnership successfully built climate resilience for over 300,000 individuals in local communities. Furthermore, these deployments verified a practical pathway toward a low-carbon economy, securing a projected reduction of 482 metric tons of CO<sub>2</sub> emissions by 2027.

ASSIST's structural intervention bridged the gap between startup innovation and multinational operational compliance, establishing a verified, data-driven framework for regional decarbonization.

## GEOGRAPHY

Vietnam

## CROSS-CUTTING THEMES

Technology for Good

**481.95 MT**

of CO<sub>2</sub> avoided  
(projected to 2027)



**300,000**

individuals impacted by  
greater climate resilience



**\$2.8 Million**

raised from impact investors  
and grants



# ANNAKKO

## Nurturing Dreams and Safer Spaces in Ilocos Sur



In the farming municipalities of San Juan and Narvacan, Ilocos Sur, the harvest season brings a deeply ingrained socio-economic pressure. Local families rely entirely on the fields to survive, a reality that historically risks pulling youth away from classrooms and into illegal child labor.

Now in its second year, the ANNAKKO initiative, titled “Our Children, Our Future,” is fundamentally changing this dynamic. Rather than relying on simple restrictions, the project introduces structured, safe, off-farm alternatives. Young people are actively pulled out of hazardous environments and brought into creative poster-making and photography contests, self-defense classes, talent showcases, and traditional Larong Pinoy sports tournaments. These initiatives do not just protect youth; they actively build their confidence and life skills.

The program’s impact has drastically outpaced its initial goals, engaging 4,583 youth in off-farm activities against a target of 2,500. True systemic change, however, requires reshaping the entire community ecosystem. Through dedicated training of trainers, 533 local parents and cooperative leaders were equipped to cascade child labor laws and positive parenting practices across farming households.

Simultaneously, ANNAKKO is cultivating the next generation of rural advocates. At the Community Leadership Camps, youth leaders developed their own child labor awareness proposals, with five groups receiving catalytic funding to deploy their projects directly into their neighborhoods.

By empowering families as duty bearers and transforming youth from passive participants into proactive community architects, ANNAKKO is ensuring that education, safety, and opportunity dictate the future of Ilocos Sur.

### GEOGRAPHY

San Juan, Ilocos Sur  
Narvacan, Ilocos Sur

### CROSS-CUTTING THEMES

Community Engagement  
Youth and Women Empowerment

**4,583**

children engaged



**533**

parents and community  
leaders trained as TOT  
multipliers



### AWARDS

**Gold, Social: Human Rights  
and Labor Standards**

*Inquirer ESG Edge Impact Awards 2025*

**Gold, Social: Human Rights  
and Labor Standards**

*Asia ESG Positive Impact Awards 2025*





# From the Fields to Community Stage

Inside the beach resorts of Narvacan and San Juan, children's laughter filled the air at the ANNAKKO Community Leadership Camp and Talent Show. Organized by ASSIST Asia, the event provided a rare, safe space for young individuals to step away from daily agricultural labor and focus on their potential.

This stands in stark contrast to the everyday reality of these municipalities, where economic pressures have long normalized child labor as a hidden necessity for household survival, forcing children to sacrifice their education and health just to help their families survive.

To break this cycle, the ANNAKKO program shifted these youth into active community architects. In today's workshops, the children mapped out child labor awareness proposals, with five groups securing funding to launch independent campaigns within their barangays.

*"It's true that our children are our future," shared participant Antonette. "I learned valuable lessons that will change my life, and this experience will stay with me throughout my teenage journey."*

This newfound confidence took center stage by evening during a vibrant talent showcase, where 300 family members gathered to watch their children confidently sing, dance, and act. For coordinator Mark Gian, seeing them under the spotlight underscored the project's true impact:

**"The talent show provided a platform to encourage young people to express their creativity and build confidence."**

This tangible shift from passive survival to leadership is why the ANNAKKO program, meaning *"Our Children"* in Ilocano, earned Gold Awards at both the Inquirer ESG Edge Impact Awards 2025 and the 1st Asia ESG Positive Impact Awards. By matching harsh agricultural realities with structured support, the initiative proved that these children are fully capable of leading their region toward a safer future.







# Health and Sanitation

## BUILDING COMMUNITIES THAT STAY WELL

Health outcomes across much of Asia are shaped as much by daily nutrition, sanitation, and health knowledge as by access to medical care. Inadequate infrastructure, limited health literacy, and geographic barriers allow preventable diseases and health disparities to persist, with consequences that reach beyond illness into livelihoods, household economies, and the long-term resilience of communities trying to grow.

ASSIST's Health and Sanitation programs share a common orientation: meet health gaps where they actually exist, address both the physical conditions and the behavioral ones that sustain them, and build solutions designed to outlast the program itself. This means working alongside communities and local institutions, not in front of them, across the full arc from immediate daily vulnerability to long-term systemic resilience.

In practice, this meant building community-managed water and sanitation systems in rural and urban areas alongside health literacy programs that give communities the knowledge to protect them. It meant reaching vulnerable populations with targeted nutrition support and food donations. And it meant working at regional scale to standardize advanced cervical cancer radiotherapy and deploy cloud-based digital health platforms to monitor patient recovery across Southeast Asia.

From rainwater collection in remote communities to cancer treatment protocols across multiple countries, ASSIST's Health and Sanitation portfolio meets health gaps at the level where they actually live.

### 2025 at a Glance

**122,963**

individuals reached



**6,848**

cases of nutritious products distributed



### Programs in this Section

SPLASHED  
Ulang Alang sa Bantayan  
NutriKaalaman  
GoodsforGood  
ACTIVE





## FEATURE STORY

# Water When It Matters Most

Rosalie has lived through enough storms to know that recovery is not a single event.

Her community in Barangay Maricaban, Santa Fe, Bantayan Island was built for families like hers, people who lost their homes to Supertyphoon Yolanda and were relocated to new housing on what was once empty land. The houses are sturdy, but the power supply is unreliable. In Maricaban, a power cut also means the pump that feeds the community's regular water supply stops.

That is the gap Ulan Alang sa Bantayan was built to fill. Built in partnership with Pru Life UK, the program installed rainwater harvesting tanks and water filters across Barangays Maricaban and Sulangan, giving over 550 families a water source that holds through the dry season and the brownouts that cut their regular supply. Fifteen Pru Life UK employees volunteered on the ground, working directly with the communities they came to serve.

*"At times, we would suddenly lose power," Rosalie recalls, "but good thing it would be*

*raining. The tank would be full. We would use that water for drinking, for bathing our children, washing dishes, and cleaning the house. Everything the household needed."*

It held through storms, earthquakes, and brownouts that came without warning. For Rosalie, it is the one thing she can count on.

She reflects on what the program brought to Maricaban: the tanks, the filters, the water security that had never quite been there before.

**"We could never buy this ourselves. If not for you, we would not have this kind of water source."**

Recovery on Bantayan Island may come in pieces, but because of programs like Ulan Alang sa Bantayan, Rosalie and her community know that they do not have to rebuild alone.



# SPLASHED

## Safe Water, Empowered Communities



In Oriental Mindoro's more remote communities, getting water has long meant relying on whatever source was closest, whether it was safe or not. Most households had no way to treat what they collected or assess its quality. Waterborne disease was a predictable consequence. Changing that required two things: reliable filtration technology, and people within those communities trained to operate and maintain it.

SPLASHED, ASSIST's partnership with Vestergaard, was built around both. The program deployed LifeStraw Max Eco Water Dispensers across the province, providing disaster-resilient, sustainable water filtration suited to communities beyond the reach of grid infrastructure. The people came from those same communities: 50+ unemployed youth who were recruited, trained as LifeStraw Champions, and given responsibility for the dispensers in their own neighbourhoods. Local government partnerships provided the institutional backing to sustain the work.

In 2025, SPLASHED continued expanding. Twenty LifeStraw filters were installed across underserved schools and communities in Oriental Mindoro, supported by Royal Club Downtown Calapan, bringing clean water directly into the spaces where children learn and families gather daily.

The program has now reached over 60,000 community members. For those households, the person maintaining the water dispenser is often a neighbour, a young adult from the same community, trained to keep it running. That proximity matters: people know who is responsible for their water, and they can reach them.

Safe water is the foundation on which healthier communities are built. In Oriental Mindoro, that foundation now has people behind it.

### GEOGRAPHY

Oriental Mindoro, Philippines

### CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**50+**

youth trained as  
LifeStraw Champions



**60,000+**

community members with  
improved access to safe water







# Ulan Alang sa Bantayan

Water Security as Climate  
Resilience

Bantayan Island sits off the northern coast of Cebu, exposed to the storms that move through the region and dependent on freshwater sources that have historically struggled to serve its communities consistently. For the families of Barangays Maricaban and Sulangan, water insecurity has been a recurring reality. When typhoons come, what little infrastructure exists is often first to be disrupted. When the dry season sets in, sources run low. For most households, there was no reliable alternative.

Ulan Alang sa Bantayan, launched with Pru Life UK in 2024, started by building what was missing. Two rainwater harvesting systems were installed, capturing what the island receives in abundance and storing up to 2,000 liters of clean water. Two community LifeStraw filters followed. Over 550 families across the two barangays now had access to a water source they could depend on.

In 2025, the program shifted from building to equipping. WASH training sessions reached over 290 community members with practical knowledge in water management, sanitation, and hygiene. Resilience on a typhoon-exposed island, though, extends beyond knowing how to manage a water system. A pilot financial literacy initiative from Prudence Foundation ran alongside, helping households build the economic preparedness to absorb and recover from future disruptions.

Infrastructure holds only as long as the people using it know how to maintain it. On an island where water security has always been weather-dependent, both the infrastructure and the people to sustain it are now in place.



## GEOGRAPHY

Bantayan Island, Cebu, Philippines

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**2,735**

individuals reached



**290**

community champions trained



**2**

water filters installed



**2**

rainwater harvesting  
systems installed



# NutriKaalaman

Smarter Nutrition for Athletes, Families, and Workplaces



Sports performance is inseparable from nutrition, yet most youth sports programs in the Philippines focus almost entirely on technique and conditioning. The parents responsible for household food decisions are often left without guidance on how to support their children's training. NutriKaalaman was designed to close that gap.

Implemented in partnership with Allianz PNB Life and the Alyssa Valdez Youth Volleyball Camp (AVYVC), the program delivered practical nutrition education across two community sessions in Pasig (September 2025) and Quezon City (November 2025). The sessions reached 180 young athletes and 103 parents with practical nutrition education: how food fuels performance and recovery, and how to make smarter daily choices. For the parents who attended, what they learned was as relevant to household decisions as it was to their children's performance.

The same thinking extended to the offices of Allianz PNB Life. Two Lunch and Learn sessions in November brought nutrition and circular economy education to 71 employees, facilitated by Coach Jah Agcaoilli and Mr. Rhemjohn Miranda of Kids Who Farm Inc.

Across four sessions, NutriKaalaman reached a total of 346 participants with a consistent message: that nutrition knowledge is practical, applicable, and worth building at any stage of life.

## GEOGRAPHY

Philippines

## CROSS-CUTTING THEMES

Community Engagement  
Youth and Women Empowerment

1,415

individuals reached



180

youth athletes trained



71

employees engaged







# GoodsforGood

## Wholesome Nutrition for Vulnerable Communities

Quality nutrition should not be a privilege determined by economic standing. Yet, for thousands of public school students, marginalized out-of-school youth, and rural farming families across the Philippines, consistent access to wholesome, natural health products remains structurally out of reach. This dietary gap directly impacts classroom performance, youth development, and the overall well-being of the country's most essential sectors.

To address this systemic imbalance, ASSIST expanded its partnership with Arla Foods in 2025 through the GoodsForGood Product Donations Program. This corporate-NGO initiative establishes a responsive distribution network designed to deliver premium, natural dairy products directly to communities navigating deep economic and food security challenges.

The program's targeting strategy intentionally channels resources where they can generate the highest social impact. In the high-density public schools of Parañaque and Pasay, the intervention supplies clean dairy to bridge nutritional gaps that hinder student learning. For out-of-school youth in Metro Manila, the program provides high-quality sustenance to a demographic often overlooked by traditional feeding campaigns. Furthermore, by expanding distribution to agricultural hubs in Bicol, Cagayan, Isabela, and Quirino, the initiative supports the very farming families who sustain local food systems yet remain highly vulnerable themselves.

By transforming corporate gifts-in-kind into an organized public health tool, the collaboration demonstrates how strategic private-sector alignment can directly safeguard community health, enhance food security, and uphold human dignity.



### GEOGRAPHY

Metro Manila  
Bicol Region  
Cagayan  
Isabela  
Quirino

### CROSS-CUTTING THEMES

Community Engagement  
Youth and Women Empowerment

**6,848**

cases of products donated



**50,000**

beneficiaries reached



# Project ACTIVE

Bringing Advanced Cervical Care  
Closer to Home



Cervical cancer remains a major public health challenge in Southeast Asia, where high mortality rates highlight an urgent need for enhanced radiation oncology services. Remote patients frequently face geographic barriers, traveling long distances to major urban centers to access advanced radiotherapy treatments.

To address this, the Project ACTIVE initiative establishes a structured framework to improve treatment capacity and support patient recovery. Launched as ACTIVE 1.0 in Vietnam, the project built three fully equipped training facilities at K Hospital, Ho Chi Minh City Oncology Hospital, and Da Nang Oncology Hospital. This phase introduced an international curriculum for Image-Guided Adaptive Brachytherapy (IGABT) and trained 205 healthcare professionals, successfully reducing the need for patients in the Central and Central Highlands regions to travel to major cities.

ACTIVE 2.0 scales this model across Indonesia, Thailand, Malaysia, Laos, and Cambodia. Backed by DEG Impulse, Elekta, and FARO, the project will establish 11 new training centers to train 360 additional healthcare professionals. The initiative expands the project's scope to target patient recovery by rolling out a cloud-based hospital-to-patient platform across 25 hospitals, enabling clinicians to remotely monitor 1,000 existing cancer patients.

This digital transition marks a profound shift from episodic hospital treatment to continuous, personalized support. By strengthening precision treatment and extending care beyond hospital walls, this regional network establishes a continuous lifeline designed to reduce mortality rates and deliver lasting hope to women and families across Southeast Asia.



## GEOGRAPHY

Indonesia  
Thailand  
Malaysia  
Laos  
Cambodia  
Vietnam

## CROSS-CUTTING THEMES

Youth and Women Empowerment  
Technology for Good

**8,813**

individuals trained



**205**

HCPs trained on Image-Guided  
Adaptive Brachytherapy (IGABT)



**3**

training centers equipped to  
deliver IGABT







# Skills, Education, and Entrepreneurship

## SECURING SKILLS AND TOMORROW'S LEADERS

The future economy runs on skills that most education systems are still learning to teach. Digital fluency, technical expertise, financial literacy, and entrepreneurial thinking are no longer specialized competencies — they are baseline requirements for economic participation. For communities historically farthest from opportunity, the gap between what schools deliver and what the world demands keeps widening. Across the Philippines and Vietnam, ASSIST's education work in 2025 was aimed at exactly that gap.

ASSIST's approach starts from a simple premise: future-ready skills are not one thing. Green, digital, financial, and entrepreneurial competencies are interconnected, and the communities that need them most require all of them as a coherent foundation for economic participation. Equally

important are the systems that outlast the training: curricula embedded in institutions, employment pipelines connecting graduates to jobs, and educators equipped to keep teaching what they have learned.

In 2025, this meant establishing renewable energy curricula across technical institutions in the Philippines and Vietnam, delivering digital and financial literacy to students and educators in underserved communities in Mindanao, and training displaced persons in technical skills alongside job placement support.

Across seven programs, the work reached more than 220,000 people, equipped over 5,000 educators, and embedded new curricula into institutions that will carry them forward for years.

### 2025 at a Glance

**309,655**

individuals benefiting from greener, locally-led economies



**74,645**

learners upskilled



**93**

TVIs equipped



### Programs in this Section

sustainABILITY  
NextGen Workforce  
Adopt-a-Madrasah  
emPOWER  
WorldClass  
Center of Excellence (CoE)  
RENEW Skills



# The Gap Between Knowing and Doing

Engr. Ricmart taught electrical engineering at Batangas State University the way most educators in the Philippines did, and the way he himself was taught: through theory, simulation, and equipment the industry had long since moved past. His students were not failing. *“They were strong in calculations, circuit analysis, and control theory. But they had limited exposure to actual industrial-grade systems. They could explain concepts, but struggled to implement them in a real operational environment,”* he says. The gap between knowing and doing was something most graduates would only close after they left his classroom.

The emPOWER laboratory, established at BatStateU through a partnership between ASSIST and Schneider Electric, changed that. Equipped with Schneider Electric industrial systems including PLCs, automation platforms, and integrated energy management technology, it replaced simulation with equipment graduates would encounter in the field. *“Instead of teaching outdated or purely simulated systems, which is what we’ve been doing for the longest run, we can now expose students to technologies that are actually used in modern energy systems and automation,”* Engr. Ricmart says.

The shift in students was not immediate. *“Initially, we observed that many were cautious and hesitant.”* The equipment was real, the problems operational, and confidence had to be built. *“Once they started experimenting, they became more curious and proactive. They began asking more practical questions, troubleshooting on their own, and collaborating more effectively as a team.”* For Engr. Ricmart, watching it happen carries its own weight.

**“Seeing today’s students work directly with modern equipment systems,” he says, “is really fulfilling.”**

The lab resolves something personal as much as pedagogical. He learned his trade the way his generation did: theory first, application years later. *“It feels like we are finally able to give the students the kind of training we once had to learn only after entering the workforce.”*





# sustainABILITY

Green Skills,  
Expanded Horizons



When sustainABILITY launched in April 2024, the Philippine green jobs market already existed. Employers in renewable energy, sustainable construction, and green agriculture were hiring. What did not yet exist was a pipeline delivering qualified candidates to them. Technical-vocational schools were teaching curricula built for an economy the country was already moving beyond. sustainABILITY was designed to fix that at the source.

The program embedded green skills curricula into institutions rather than running standalone training events, working across Metro Manila, Cebu, and Mindanao through TESDA and technical-vocational associations. Over two years, 750+ instructors were trained across green competencies in construction, automotive, agriculture, fishery, and forestry, reaching 12,000 TVET students across 20 institutions.

Trained graduates still needed somewhere to go. Throughout 2025, employer forums in Navotas, Muntinlupa, and Cebu brought HR managers from more than 50 companies into the initiative, orienting them to green skills roles. The Cebu Chamber of Commerce committed to mobilizing member companies into the hiring pipeline. GreenJobsPH.com launched to connect green-certified graduates with employers in sustainable industries. By project close, more than 6,000 graduates had been placed in green jobs.

Behind those numbers sits a system that did not stop when the program did. Twenty institutions are still teaching green curricula. The instructors trained across five industries are still in classrooms. GreenJobsPH.com remains live, connecting graduates with employers in sustainable industries. The Philippines' green workforce pipeline now has qualified candidates to deliver.

## GEOGRAPHY

Philippines

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**12,000**

TVET students trained



**750+**

instructors trained



**20**

institutions equipped



**6,000+**

graduates placed in  
green jobs



## AWARD

**Silver, Social: Talent Management**  
*Inquirer ESG Edge Impact Awards 2025*





# NextGen Workforce

Industry Knowledge, Built Into Every Classroom

Filipino TVET graduates arrive with solid technical competencies. The qualities employers increasingly screen for alongside those — digital literacy, sustainability awareness, the ability to think critically and work in professional environments — sit outside most vocational curricula. However, these are not supplementary qualities. They are sometimes baseline expectations of many sectors.

NextGen Workforce was built on a direct exchange: EY GDS Philippines has employees who work daily at the frontier of digital and sustainability practice, and TVET institutions have instructors who can cascade what they learn at scale. Through a Training of Trainers model, EY GDS workforce delivered modules on digital literacy, green skills, and workforce readiness to instructors across TESDA and DepEd, who then brought that content into their own classrooms.

The 2025 phase launched in September and moved quickly — several Training of Trainers sessions brought together instructors from TESDA and DepEd across NCR, CALABARZON, and beyond, with laptops donated to Science High Schools in the region during the sessions. The program has now expanded into Cebu and breached the targets set by reaching more than 30,000 learners through more than 500 instructors — it leaves behind a curriculum built by the employers for students who will join them one day.

As digital and green skills continue to redefine workforce expectations, NextGen Workforce is positioned to deepen its reach — bringing industry knowledge closer to the institutions that shape the next generation of Filipino professionals.



## GEOGRAPHY

NCR  
CALABARZON  
Cebu

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**30,000+**

individuals reached



**500+**

TVET instructors engaged



**100**

EY GDS Trainers engaged





# Adopt-a-Madrasah

Supporting Muslim  
Mindanao's Schools



The madrasah is the oldest educational institution in the Philippines, predating the national school system by centuries and serving as the only formal education Muslim Filipino communities had before the state arrived. Today those same schools remain among the most underfunded in the country. Teachers rarely receive professional development. Classrooms have operated without basic technology for generations. Their students grow up navigating financial exclusion, limited digital access, and mounting climate risk.

Managed with support from and in partnership with Pru Life UK, Adopt-a-Madrasah was designed around a specific commitment: to bring these schools the investment they have not received, with curriculum designed for the communities they serve. Modules covered Islamic finance and Takaful (the Islamic model of insurance and financial protection), digital literacy, and climate and health awareness. For many of these classrooms, the program's provision of laptops, projectors, and printers marked the first time technology had ever been part of the teaching environment.

The program launched in Davao before expanding to Zamboanga and Cagayan de Oro in the second half of 2025. Across the three cities, sessions drew in a range of specialists — including a planetary health expert from SingHealth Duke-NUS and digital literacy trainers from DICT, alongside Takaful practitioners from markets where Islamic finance has been standard practice for decades — bringing the outside world into classrooms that had long been left outside of it.

Thirteen madaris, three cities, 1,500 students. The madrasahs served by this program have their most formally equipped teachers. The next generation of Muslim learners in Mindanao will be taught by them.



## GEOGRAPHY

Davao City  
Zamboanga City,  
Cagayan de Oro City

## CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**7,500**

individuals reached



**13**

islamic schools reached



**1,500+**

students trained





# emPOWER

From Conflict to Career:  
Restoring Opportunities in Marawi

The 2017 siege of Marawi left a city to rebuild, and rebuild it has. Eight years on, recovery is visible and real, driven by the determination of communities, the work of local government, and a growing body of development investment committed to the city's future. Employment for its Internally Displaced People remains one of the sharpest remaining gaps in that recovery. Beyond building skills readiness, connecting IDPs to employers willing to hire from Marawi required active intervention. emPOWER was designed to deliver both.

emPOWER was designed as one part of that larger recovery effort. Co-funded by the Schneider Electric Foundation and the develoPPP program of DEG — a development finance institution and subsidiary of KfW Group, Germany — it delivered a bundled skills intervention to IDPs in post-conflict Marawi: 160 hours of electrical installation and maintenance, 24 hours of soft skills, and 40 hours of on-the-job training. Six learning labs equipped with Schneider Electric technology were established across seven TVIs, with 48 trainers certified to sustain delivery after the program closed.

By April 2025, 631 IDPs had completed the program, surpassing the original target of 500. A dedicated job portal was built to connect graduates with employers directly — designed to bridge what regional stigma makes difficult to close through training alone. Of those who completed, 231 found employment. For families still rebuilding in post-conflict Marawi, those are livelihoods that did not exist before.

The program's reach extended further in August 2025, when a lab turnover at Batangas State University carried its model beyond Marawi — a sign that the infrastructure built for one community's recovery has value well beyond it. The work continues.



## GEOGRAPHY

Marawi, Lanao del Norte

## CROSS-CUTTING THEMES

Community Engagement

631

IDPs trained



231

graduates placed in  
employment



48

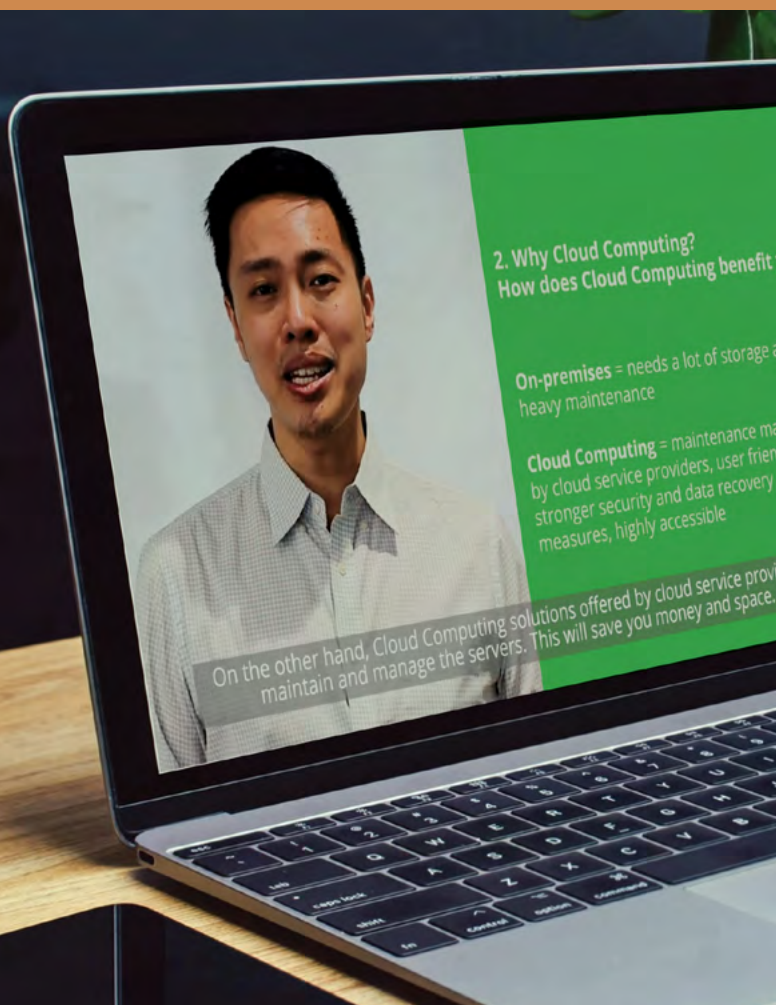
TVTIs equipped with  
training labs





# WorldClass

## Skills and Money Sense for the Next Generation



A certificate in cloud computing or cybersecurity opens a door. What happens after, whether a first paycheck turns into savings or disappears within the week, depends on a different kind of literacy altogether. Deloitte's WorldClass initiative, running globally to 2030, was built on the premise that young people need both, and that neither does much good without the other.

In the Philippines, that meant putting Deloitte's own practitioners in front of a camera. Under the Ready4Work track, in-house experts in cloud architecture, cybersecurity, mobile development, and business continuity management built a video learning series around their daily work, then trained local educators to carry it into classrooms through a Training of Trainers model, backed by more than 800 volunteer hours from Deloitte professionals. To date, 129,000 Filipino youth have engaged with the program, and over 25,000 have completed it and earned certification.

What those learners do with their first earnings is the question MoneyAce was built to answer, and the lessons start younger than a first paycheck. In Tra Vinh, Vietnam, the ASSIST team carried that idea into six schools, where back-to-school notebooks came wrapped with a MoneyAce comic book on financial management, tucked in beside the usual pencil cases. A handout meant for the new semester became a student's first lesson in budgeting before they had a budget to manage.

Together, the two programs treat employability and financial security as one problem, training the same generation to both get the job and keep what they earn from it.

### GEOGRAPHY

Philippines

### CROSS-CUTTING THEMES

Community Engagement  
Technology for Good

**129,000**

individuals engaged



**25,000**

certifications issued





# Center of Excellence

The Factory is the Classroom

Vietnam's transition toward green energy and Industry 4.0 is opening up technical careers that have historically been closed to women. To change who fills these roles, the Center of Excellence at Ly Tu Trong College in Ho Chi Minh City was designed to look less like a classroom and more like a live workspace. Students train directly on smart factory equipment, solar energy systems, EV charging stations, and smart building controls — giving young Vietnamese, and particularly the women entering these male-dominated fields, their first hands-on experience with the technology their industry actually runs on.

Funded by Schneider Electric Foundation, the center anchors a network expanding to 20 vocational colleges across Vietnam — each one building the green electrical and smart energy skills the country's net-zero transition will require. ASSIST leads implementation, ensuring the program's design translates into consistent, quality delivery across the network.

The center opened in early 2025 and moved quickly. By year end, eleven equipment packages had been delivered to the main center and seven satellite schools, with 353 instructors completing training sessions across the network. Now, 2,514 students have trained on live industrial systems — including many young women who previously had no pathway into technical education.

Employers draw a clear distinction between graduates who have configured real solar systems and those who have only read about them. This center is where that difference is made.



## GEOGRAPHY

Ho Chi Minh City, Vietnam  
(Nationwide Network)

## CROSS-CUTTING THEMES

Young and Women Empowerment

**12,570**

individuals reached



**2,514**

student trained



**353**

instructors trained





# RENEW Skills

## Training to Power Vietnam's Turbines



Vietnam's wind energy sector is expanding at a pace that outstrips the country's ability to train the workforce to run it. Backed by a national net-zero commitment and the Just Energy Transition Partnership, wind farms are being commissioned faster than institutions can build the curricula to match. Operating a turbine is not generic electrical work — it demands specialised knowledge of grid integration, system maintenance, and safety protocols for working at extreme heights. That skills gap is exactly what RENEW Skills was built to close.

ASSIST leads implementation of this three-year initiative, in partnership with and support from GE Vernova Foundation; Electric Power University is the technical anchor. The program works on two fronts: building pathways for 4,000 students across five universities and colleges — many from economically disadvantaged communities for whom wind energy represents a route into stable, well-paying careers — while simultaneously retraining 500 working technicians already in the field whose original training lacked wind-specific competencies.

By the end of 2025, four specialised courses had been developed covering turbine operations and maintenance, grid integration, and occupational safety. Training equipment was delivered to all five partner schools and 50 faculty were trained to teach the new curriculum — the foundation from which student and technician training will accelerate through 2026 and beyond.

The turbines are already spinning. RENEW Skills is ensuring the people maintaining them have the training to keep them running safely.



### GEOGRAPHY

Vietnam

### CROSS-CUTTING THEMES

Sustainable Economy and Living

**20,000**

individuals reached



**4,000**

students upskilled



**50**

faculty trained



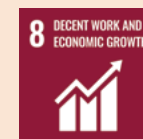
**5**

learning labs established



**4**

new wind energy courses developed



# Creativity as a Catalyst for Change

## WHEN COMMUNICATION IS THE INTERVENTION

Development breakthroughs often stall because they fail to reach the people they were meant to serve. A child protection law passes but stays locked in language ordinary citizens cannot parse. A medical training program launches but its content is too dense for a clinician on a grueling shift. A judicial office modernizes while frontline staff struggle with new systems. The gap between doing the work and the work being understood persists across the sector.

ASSIST CreativeLab (ACL) exists to close that gap. Its work spans three dimensions: translating complex information into forms people can actually use; building learning tools that make critical knowledge stick; and shaping communications that make development impact visible to the people it is meant to serve. The starting point in each is the

same: communication is not the wrapper around the intervention. It is the intervention.

In practice, this meant building eLearning platforms and mobile tools to train pediatric healthcare professionals across Europe in antimicrobial stewardship; designing a multimedia campaign that brought a landmark child protection law to over two million people; overhauling a development donor's communications to drive an 85% engagement increase reaching 2.1 million; and developing eLearning courses that upskilled frontline judiciary staff in ICT and cyber safety.

Across every project, the measure of success was never content produced. It was whether the right people understood, retained, and acted on what they received.

### 2025 at a Glance

**29.2 Million**

audience reached



**2.1 Million**

professionals and youth trained



**37.6 Million**

impressions on socials



**60-90%**

learning completion rates



### Programs in this Section

TEAM COACH  
Supporting Strategic Communications  
Anti-OSAEC Public Campaign  
GOJUST





# TEAM COACH

## Digital Infrastructure for Safer Pediatric Care



Antimicrobial resistance (AMR) is accelerating faster than the medical community can contain it. In Spain, Italy, and Greece, which face some of Europe's highest AMR rates, the challenge is acute in pediatric care, where precision is critical and the stakes of antibiotic misuse are highest. The bottleneck is rarely a lack of scientific data. Instead, it is whether exhausted clinicians can actually access and absorb that knowledge within the relentless pace of hospital shifts.

To bridge this gap, Fondazione Penta ETS led TEAM COACH, a three-year, EU4Health-funded initiative establishing structured training in infection prevention and antimicrobial stewardship. ACL joined as the digital development partner, transforming complex medical data into a responsive, Moodle-based Virtual Learning Environment hosted on the PentaTr@ining platform. The system featured 18 interactive clinical modules, built-in assessments, and a mobile application for iOS and Android.

The platform was engineered to meet clinicians exactly where they work. Cloud-based and accessible across multiple devices, it features offline functionality so doctors and nurses can continue learning in low-connectivity hospital zones. To ensure seamless adoption, all content was deployed in English, Italian, Spanish, and Greek. Furthermore, a train-the-trainer component was integrated directly into the curriculum to ensure long-term impact.

When TEAM COACH concluded in December 2025, it stood as a definitive proof of what targeted digital infrastructure can accomplish in high-stakes medicine. It left behind a better-prepared pediatric workforce across Europe, equipped not just with static knowledge, but with a permanent platform to keep learning.

### GEOGRAPHY

Spain  
Italy  
Greece

### CROSS-CUTTING THEMES

Health and Sanitation

**12**

hours of multi language  
eLearning



**2,000+**

medical professionals  
trained



**60%+**

learning completion rates





# Supporting Strategic Communications

Communicating EU's Commitment to the Philippines

The European Union has invested significant resources into the Philippines across climate action, green energy, justice, and trade. The funding is real; the public awareness of it, however, has historically been fragile. For many Filipinos, the EU remained a distant institutional acronym rather than an active partner in local progress. This stark gap between high-level policy and public perception was the specific challenge Particip GmbH was contracted to resolve.

To implement the EU Delegation's Strategic Communications Plan on the ground, Particip GmbH partnered with ACL. This collaboration combined international development expertise with the local fluency and creative infrastructure required to translate complex institutional mandates into narratives that actually resonate with the public.

Over twelve months, ACL executed a multi-channel campaign across the EU's five thematic pillars. Rather than relying on standard corporate broadcasting, the strategy prioritized community-centric media. ACL produced localized graphic materials, dynamic audiovisual content, and specialized podcasts, while simultaneously running media workshops to equip journalists to report accurately on EU policy. Hybrid webinars, on-ground activations, and a dedicated Youth Champions program pushed the campaign directly into the community fabric, turning passive messaging into active advocacy.

The resulting metrics indicate a profound shift in digital and physical presence. The campaign generated 35 million impressions, expanded the EU Delegation's total reach to 27 Million people, grew Facebook followership by 35%, and triggered an 85% surge in overall engagement. By the close of the initiative, the EU's presence had successfully shifted from top-down reporting to an ongoing, inclusive conversation.

## GEOGRAPHY

Philippines

## CROSS-CUTTING THEMES

Strategic Communications and Public Advocacy

**27 Million**

audiences reached



**35 Million**

impressions on content across social media



**30 Million**

video plays in 6 months



**20**

KOLs, and influencers engaged





# Anti-OSAEC Public Campaign

## From Legal Texts to Public Protection



When the Philippines passed Republic Act 11930 in 2022, it created one of Asia's most comprehensive legal shields against the online sexual abuse and exploitation of children. The law itself is powerful, but its language is not. Written for legislators rather than the parents, teachers, and neighbors it was designed to protect, the statute required a different kind of translation to make its mandates clear to ordinary citizens.

To close this gap, child-protection NGO Stairway Foundation Inc. launched a major public campaign aiming to reach 500,000 people. ACL was brought on to design and execute the creative and digital strategy, transforming dense legal text into accessible media that communities could easily understand, share, and act upon.

Adapting the foundation's existing educational storybook, *For Your Eyes Only*, ACL developed a digital version and produced an array of social media-ready videos. These included animations, live-action clips, and non-voice formats tailored for broad digital distribution. A targeted digital marketing campaign then pushed these assets outward, maximizing engagement across diverse demographics.

The campaign ultimately reached 2.1 million people—more than four times the original target—while generating 2.6 million impressions, 1.3 million interactions, and over 2.4 million video views. Beyond the metrics, these numbers show that a critical law finally reached the public, shedding its sterile legal phrasing to become a story that families could truly understand and share.



### GEOGRAPHY

Philippines

### CROSS-CUTTING THEMES

Child Protection and Digital Safety

**2.1 Million**

youth reached



**2.4 Million**

video views





of 50

MODULE 1: INTRODUCTION



COURSE FLOW



# GOJUST

## Building the Bench's Digital Strength

Behind every court ruling in the Philippines are the people who make the system move: clerks processing documents, staff managing schedules, and administrators handling sensitive legal records. The Governance in Justice II (GOJUST II) program, managed by the British Council and UNOPS, identified a common gap among these personnel — navigating an increasingly digital workplace without the foundational ICT skills to do so confidently or safely. The challenge was not willingness, but training built for them.

To bridge this gap, ACL developed five self-paced, interactive eLearning courses covering Basic Computer Skills, Office Productivity Suites, Cybersecurity and Data Privacy, Video Conferencing Tools, and Cyber Safety — hosted on the Philippine Judicial Academy's (PHILJA) Moodle-based LMS using Articulate Storyline 360.

Because the modules target working professionals, accessibility mattered as much as content. Each course utilizes animated scenarios, branching interactivities, flip cards, and hotspots to keep learning active and relevant to situations judiciary staff encounter daily. Human voice-overs transform the technical material into an engaging conversation, while AI tools supported rigorous quality assurance throughout development. The design reflects a simple premise: a justice system is only as capable as the people who run it day to day.

These five courses directly empower the frontline staff at the center of the Philippine justice system — the people who process and protect the records of millions of cases. When they work confidently with technology, the benefits flow downstream: faster hearings, more secure records, and a more efficient process for ordinary Filipinos awaiting a decision.



## GEOGRAPHY

### Philippines

## CROSS-CUTTING THEMES

Technology for Good

6

hours of content created



25,000+

court staff trained



90%+

course completion rate







# Corporate Volunteering

## MORE THAN A DAY'S WORK

The most visible form of corporate volunteering is the one-day activation: employees, a morning of effort, photos for the newsletter. It tends to move faster than the problems it addresses. Coastal debris accumulates again within days. Farming communities return to the same constraints. What many communities receive is a day of attention.

ASSIST's corporate volunteering programs are designed around a different question: what does this specific community need, and how can a corporate partner's people contribute something that holds? This produces two distinct models. The first brings volunteers back to the same community across months, each visit building on the last. The second concentrates a large workforce on one well-defined intervention that leaves a lasting result. Both are deliberate choices, driven by what the

community requires rather than what is easiest to organize.

In 2025, both models were at work. In Cebu, repeated visits to one community delivered a refurbished center, solar lighting, waste catchments, bamboo planting, and employees trained as disaster preparedness facilitators. In Metro Manila, volunteers painted a daycare center, returned to run a children's feeding program, and trained students in digital citizenship. Farming communities in Batangas received hands-on support during planting and harvest season. Four coastal cleanup events across the year cleared 2.6 metric tons of waste from Manila Bay-area shorelines.

Designed this way, corporate volunteering leaves the community with something to carry forward.



### 2025 at a Glance

**9,134**

individuals reached



**523**

corporate volunteers engaged



**1,358**

saplings prepared and planted



**2.9 MT**

of garbage collected



### Programs in this Section

Grow Agri 2.0  
Coastal Clean Up  
Project Palibot  
Catalyst for Change

# A Cleanup That Ran Deeper

Each year, Wells Fargo brings its employees to the Las Piñas-Parañaque Wetland Park as part of its commitment to environmental stewardship and community engagement. The activity is simple on the surface: a coastal cleanup, organized with ASSIST, on one of Metro Manila's most vulnerable shorelines. But the impact on those who show up runs deeper.

Among the volunteers was Julie Ann. The ocean has been with her since childhood. She arrived excited. "But when I started walking down the shoreline, it really made me sad," she said. "I grew up by the sea. Seeing it this dirty was really sad. I wish we can do more." That sentiment is where most meaningful environmental action starts.

Corporate volunteering, done well, moves it further. It turns a single morning's realization into a clearer sense of what individuals can do. Michael, a regular volunteer at events like this, has watched that shift happen. "Small as the trash we collect might seem," he reflects, "when you add it all up, you realize how much less goes into our rivers and seas. That waste is what causes flooding, what triggers the disasters that affect real people."

For Renz, it was his first coastal cleanup. The physical effort, as most first-timers discover, comes as a surprise. 'It was physically tiring,' he said.

**"But internally, emotionally, there is a sense of fulfillment of having contributed something to the environment."**

He left wanting others to experience it. "I hope more people find the courage and interest to get involved in activities like this."

When employees leave an event like this changed, it redefines what their company's commitments mean. Wells Fargo's volunteers came to clean the coastline. They left with a deeper understanding of what it means to be part of a company that shows up for the world around it.





# Grow Agri 2.0

## Agriculture as Common Ground



Agriculture in Lian, Batangas works on narrow margins. The farming families of the Malaruhatan Family Farm Association have productive land and years of collective experience, but limited access to the sustained investment that could take both further. What corporate volunteering can offer a community like this is not another day of awareness but a sustained contribution to what the farm actually needs.

GROW Agri 2.0 (Greater Role of the Workforce in Agriculture) connects S&P Global employee-volunteers with MAFFA farmers through a model built around direct participation in farm work. Volunteers engage in actual field work alongside farming families and share practical skills from the corporate sector, while the program simultaneously invests in the farm's physical and educational infrastructure: pig farming facilities to expand livelihood options, and a refurbished farm school to anchor ongoing training.

In November 2025, thirty S&P Global employees spent a day in the fields of Lian alongside MAFFA farmers, combining planting and harvesting into a single shared activity. For a company that works in financial data, the encounter with what agriculture actually demands was part of the design. Construction of the pig farming facilities and refurbishment of the farm school carried into 2026 as the program's next phase continued.

The work begun in 2025 is designed to compound. A farming community with better infrastructure and a stronger support network is better placed to manage its own growth, one growing season at a time.



### GEOGRAPHY

Lian, Batangas, Philippines

### CROSS-CUTTING THEMES

Community Engagement

**420**

individuals reached



**30**

corporate volunteers involved



**1**

cooperative benefited





# Coastal Clean Up Drives

Action on a Shared Shoreline

Manila Bay's coastlines carry a problem that no single cleanup can solve. Plastic waste accumulates along shorelines that communities in Las Piñas, Parañaque, Noveleta, and Tondo depend on for fishing and daily life. Inland drainage and rivers continue to deliver new waste faster than any single effort can remove it.

ASSIST's role in these activations goes beyond logistics. Getting volunteers briefed, waste properly segregated, and sites coordinated is one part of the work. The other is environmental education: guiding volunteers through the ecological stakes of coastal pollution, how different waste types affect marine ecosystems, and why the shoreline in front of them looks the way it does.

Throughout 2025, that dual role played out across four events and three corporate partners. Sun Life Foundation opened with the most ambitious activation: back-to-back cleanups at the Las Piñas-Parañaque Wetland Park and Barangay San Rafael in Noveleta, where 170 volunteers cleared 2.2 metric tons of waste. Canon Marketing Philippines followed in April at Baseco Beach in Tondo, bringing 50 employee volunteers to a cleanup paired with on-site environmental education. Finally, Ajinomoto Philippines closed the year at the same beach, collecting 360 kilograms of solid waste.

Across all four events, 250 volunteers cleared 2.6 metric tons of waste from three shorelines that communities along Manila Bay depend on. The tide will bring more. The case for going back is the same as the case for going in the first place.



## GEOGRAPHY

Las Piñas-Parañaque Wetland Park  
Barangay San Rafael, Noveleta, Cavite  
Baseco Beach, Tondo, Manila

## CROSS-CUTTING THEMES

Community Engagement

**3,714**

individuals reached



**250+**

volunteers mobilized



**2.6 MT**

of waste collected





# Project Palibot

Building Safer, Cleaner Urban Spaces



In the upland neighborhood of Sitio Napo, Cebu City, systemic environmental challenges hit close to home. Dimly lit pathways, choked waterways, and landslides are daily risks for local families. Recognizing these interconnected vulnerabilities, ASSIST and JP Morgan Chase (JPMC) GoGreen launched Project Palibot, turning corporate volunteerism into an immediate engine for neighborhood transformation.

The project focused on highly visible, practical solutions that immediately elevated daily life. To brighten dark corridors and champion renewable energy, volunteers installed five solar streetlights, slashing municipal electricity expenses by over 10%. Down in the rivers, the team deployed three innovative trash traps. These structures now intercept 50 sacks of floating waste every week, stopping pollution before it travels downstream. Up on the slopes, volunteers anchored the loose soil by planting 1,000 native bamboo saplings.

Because infrastructure is only as strong as the people maintaining it, the partnership invested heavily in human capital through “Master of Disaster” learning sessions. This program trained 33 local residents in vital emergency response and disaster preparedness, transforming them into firsthand neighborhood responders.

By pairing concrete environmental cleanups with life-saving education, Project Palibot did not just patch up local infrastructure. It fundamentally changed how Sitio Napo navigates adversity. This partnership gave the neighborhood with real, lasting solutions for energy, waste, and safety.



## GEOGRAPHY

Sitio Napo, Cebu City, Philippines

## CROSS-CUTTING THEMES

Community Engagement

**5,000**

individuals reached



**200+**

community members engaged



**1000**

bamboo saplings planted



**0.3 MT**

of trash collected and segregated



**10%**

electricity cost savings from solar panels installed





# Catalyst for Change

Holistic Skills for Urban Communities

Digital isolation, hunger, and deteriorating public spaces do not happen in a vacuum. For underserved families across the National Capital Region, these compounding barriers form a complex web that stalls community progress and locks the youth out of modern economic opportunities. Addressing these deeply rooted challenges requires looking beyond isolated relief efforts.

To disrupt this cycle, ASSIST and Capgemini Philippines launched Catalyst for Change, a holistic initiative targeting the root causes of urban poverty. In the classroom, the partnership rolled out the “i2Can” program, equipping children and youth with essential digital literacy, financial management, and workforce readiness. This values-based curriculum ensures that the younger generation can bridge the digital divide and confidently enter the modern economy.

Simultaneously, the project delivered immediate, tangible relief to the surrounding community. In Pateros, over 100 corporate volunteers refurbished a vital community development center, turning a deteriorating space into a vibrant hub for local learning. Within this new center, a targeted feeding program served 200 nutritious meals to children, integrating crucial health and hygiene training into daily routines. To secure the region’s environmental future, volunteers expanded their footprint to the La Mesa Nursery, planting 150 tree saplings to anchor the local watershed.

Ultimately, Catalyst for Change is about rewriting the narrative for these neighborhoods. By connecting immediate care for the hungry with digital paths for the youth, the partnership plants the seeds of a resilient community that can stand strong and face the future with confidence.



## GEOGRAPHY

National Capital Region (NCR), Philippines

## CROSS-CUTTING THEMES

Community Engagement

**100+**

volunteers engaged



**150+**

tree saplings planted



**150+**

students trained on digital citizenship



**200+**

meals served to children and family members



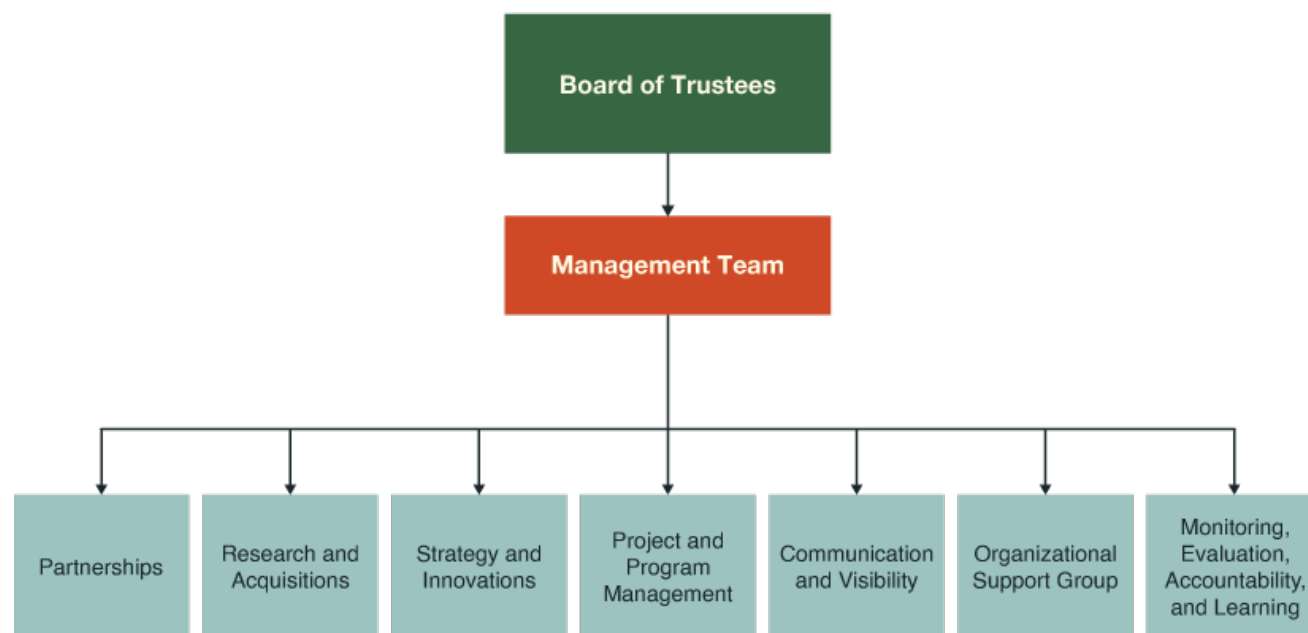




## Governance and Accountability

# Governance and Accountability

ASSIST is governed with the same rigor and intentionality that we bring to our development work. Our governance structure is designed to ensure accountability to our mission, our partners, and the communities we serve - built on clear lines of oversight, transparent operations, and a culture of continuous improvement.



## Governance Model

ASSIST's Board of Trustees provides independent oversight of the organization's strategic direction, ensuring that all activities remain aligned with its development purpose and mission. The Board comprises five trustees who serve without remuneration, bringing diverse expertise and an independent perspective to organizational stewardship.

The Management Team is responsible for translating strategic direction into operational reality - overseeing program delivery, financial management, risk, and safeguards across all geographies. Together, the Board and Management Team meet regularly to review progress, address emerging priorities, and provide direction for ASSIST's Strategy 2028.

## Governance Process Framework

ASSIST operates on a structured review cadence to ensure accountability and alignment at every level of the organization. Monthly reviews keep the Management Team aligned on progress, priorities, and emerging issues. Quarterly reviews provide a deeper assessment of performance against goals across all business units and country offices. Annually, the Board and Management Team convene to set direction, review organizational goals, and align on the strategic priorities that will guide the year ahead.





## Safeguarding & Policies

ASSIST recognises its responsibility to protect the people it works with and those who work for it. Our safeguarding framework reflects a zero-tolerance commitment to sexual harassment, exploitation, abuse, and child abuse. All allegations are examined seriously, investigated thoroughly, and met with appropriate action.

Our policy framework covers the following areas: data protection and privacy, environment, health and safety, diversity and inclusion, anti-money laundering and anti-terrorism, anti-bribery and corruption, and whistleblower protection - all aligned with national requirements and international best practice.



## Operations Framework

ASSIST's operational effectiveness is built on **three mutually reinforcing pillars** - each one strengthening the others, and together enabling the organization to deliver consistently across a multi-country, multi-sector portfolio.

### Learning & Growth

ASSIST invests deliberately in its people - developing leaders from within regardless of tenure or seniority. Through structured learning sessions and ASSISTalks - a peer exchange program that cuts across teams and geographies - the organization builds the capabilities it needs while fostering a culture of curiosity and shared growth. Every new team member enters through a structured orientation that covers not just their role, but the full organizational ecosystem they are joining.

### Systems & Standards

Good processes are the foundation of consistent impact. ASSIST's Operations Manual guides all organizational functions - from project management and business development to finance, HR, and communications - built on the framework of ISO 9001:2015 and continuously refined through feedback and audit cycles. This process discipline is not administrative overhead; it is what enables a lean team to operate across multiple countries with reliability and accountability.

### Technology

ASSIST uses fit-for-purpose technology to keep operations lean, connected, and scalable. Collaboration, data management, and process automation tools support a distributed team working across time zones and geographies. Beyond internal operations, ASSIST has developed technology for the sector - the ASSIST-ed LMS enabling scalable program delivery, and GrantNAV equipping social sector organizations with the tools to find and secure funding. AI adoption is an emerging frontier that ASSIST is beginning to explore as part of its operational evolution.





### Certifications & Accreditations

ASSIST's commitment to quality, accountability, and good governance is formally recognised through a set of certifications and accreditations that reflect the rigour embedded in its operations.

ASSIST holds ISO 9001:2015 certification - the internationally recognised standard for Quality Management Systems - affirming the reliability and consistency of its operational processes. In the Philippines, ASSIST is accredited by the Philippine Council for NGO Certification (PCNC), the sector's self-regulatory body that validates adherence to standards of governance, financial accountability, and program implementation. ASSIST also holds a Social Welfare and Development Agency (SWDA) registration issued by the Department of Social Welfare and Development (DSWD) since 2024, authorising it to implement social programs in the country. Additionally, ASSIST is registered as a Donee Institution by the Bureau of Internal Revenue (BIR) - enabling corporate and individual donors in the Philippines to claim tax deductions on contributions, an important signal of credibility and compliance for CSR partners and foundations.

### How We Are Funded

ASSIST is predominantly funded through institutional grants and corporate partnerships - a model that reflects both the trust placed in us by our partners and our commitment to remaining a self-sustaining, mission-driven organization. This funding model gives ASSIST the independence to stay true to its development mandate while maintaining the financial discipline and accountability that partners and communities rightly expect.





# Our Partners in Development

## Academe

Ateneo Institute of Sustainability  
 Batangas State University  
 Bulacan Agricultural State University  
 Cagayan State University  
 Isabela State University  
 John B. Lacson Foundation Maritime University (Arevalo), Inc.  
 Quirino State University  
 Taguig City University

## Government

Agricultural Training Institute  
 Commission on Higher Education  
 Department of Agriculture  
 Department of Education  
 Department of Environment and Natural Resources  
 Department of Labor and Employment

Department of Social Welfare and Development  
 Disaster Risk Reduction and Management Offices  
 Philippine Coconut Authority  
 Public Employment Service Offices  
 Technical Education and Skills Development Authority

## Corporations / Corporate Foundations

Ajinomoto Philippines Corporation  
 Allianz PNB Life Insurance, Inc.  
 Amway Philippines  
 Arla Foods Corporation  
 Babymama  
 Better with Water  
 Canon Marketing Philippines, Inc.  
 Capgemini Philippines Corporation  
 Cargill Philippines, Inc.  
 Coca-Cola Europacific Aboitiz Philippines  
 Del Monte Philippines, Inc.  
 Deloitte Touche Solutions (Deloitte Indonesia)  
 Deloitte & Touche Management Services Pte Ltd (Deloitte SEA)  
 Deloitte Touche Tohmatsu Jaiyos Co., Ltd. (Deloitte Thailand)

Emma - The Sleep Company  
 Ernst & Young Global Services (Philippines), Inc.  
 Glenmark Pharmaceuticals Limited  
 Holcim Philippines, Inc.  
 Golden Donuts, Inc.  
 IBM Philippines Inc.  
 Johnson & Johnson (Philippines), Inc.  
 JP Morgan Chase  
 JT (International) Philippines, Inc.  
 Malayan Insurance Company, Inc.  
 Philippine Spring Water Resources, Inc.  
 ON Semiconductor Foundation  
 Philippine Association of Agriculturists, Inc.  
 Personal Collection Direct Selling, Inc.  
 Philip Morris International  
 PMFTC, Inc.  
 Pru Life Insurance Corporation of U.K.  
 Shell Pilipinas Corporation  
 S&P Global Foundation  
 Shinagawa Healthcare Solutions Corporation  
 Stellantis N.V.  
 Sun Life Assurance Company of Canada - Regional Office Finance  
 Sun Life Financial Asia Services Ltd



Sun Life Financial Philippines - Foundation, Inc.  
 Sun Life of Canada (Philippines), Inc.  
 Texas Instruments (Philippines), Inc.  
 Tomoro Coffee Philippines, Inc.  
 VFS Services Philippines Private, Inc.  
 Viatris Pharmaceutical, Inc.  
 Wells Fargo International Solutions  
 LLC - Philippines  
 Wheyl Nutrition Co.

Japan International Cooperation Agency  
 KFW DEG  
 The OPEC Fund for International Development  
 Partnering for Green Growth and the Global  
 Goals 2030  
 The Global Fund  
 United States Agency for International  
 Development  
 World Bank

United Nations Development Programme  
 United Nations Educational, Scientific and  
 Cultural Organization  
 United Nations Environment Programme  
 United Nations Office for Project Services  
 United Nations University  
 World Vision  
 World Wide Fund for Nature

### International Organizations / International Financial Institutions

Asian Development Bank  
 Association of Southeast Asian Nations  
 Ministry of Foreign Affairs of Denmark  
 Department of Foreign Affairs and Trade  
 of Australian Government  
 Danida Green Business Partnerships  
 European Union  
 German Cooperation Deutsche  
 Zusammenarbeit  
 Global Green Growth Institute  
 GIZ  
 International Finance Corporation  
 Japan International Cooperation Agency

### International Non-Government Organizations

American Red Cross  
 Catholic Relief Services  
 Fundación Educación y Cooperación – EDUCO  
 German Red Cross  
 Habitat for Humanity  
 International Labour Organization  
 International Organization for Migration  
 Jhpiego Philippines  
 Oxfam  
 Penta Foundation  
 PLAN International  
 Project HOPE  
 United Nations Children's Fund

### Development Consulting

Chemonics International Inc.  
 DAI Global, LLC  
 GFA Consulting Group GmbH  
 International Capital Market Association  
 Joint Development Associates International  
 Palladium International, LLC  
 Particip GmbH  
 Tetra Tech, Inc.  
 Veolia Environnement S.A.





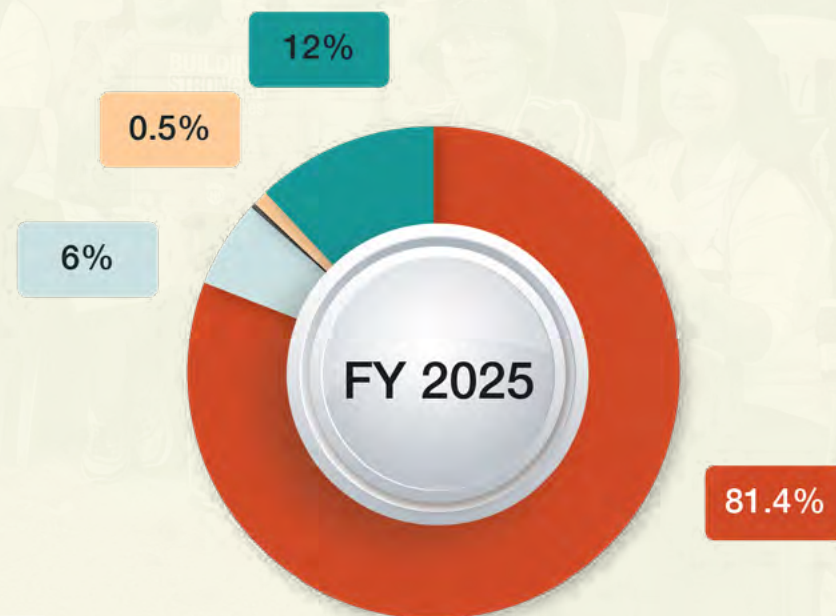
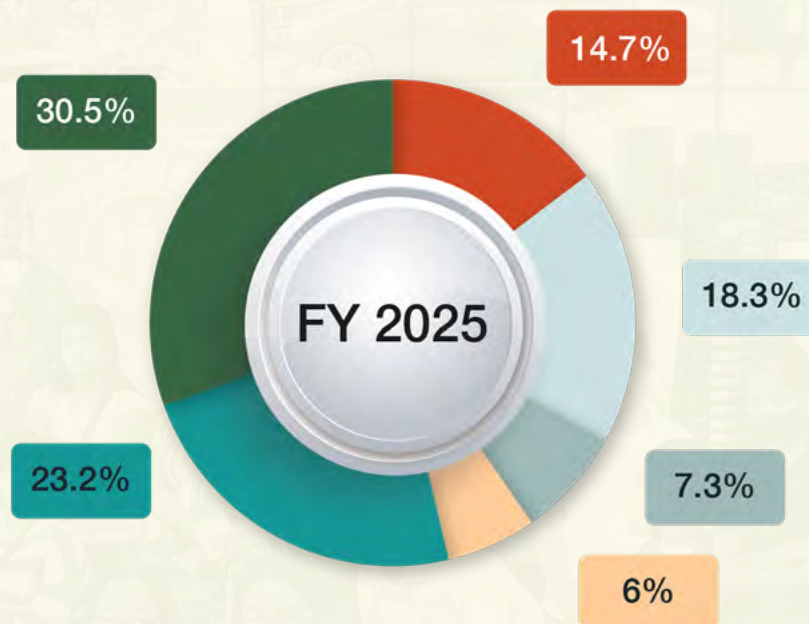
# Financial Summary

## FUNDS MOBILIZED

|                                         | FY 2025<br>(PHP)   |
|-----------------------------------------|--------------------|
| Skills, Employment and Entrepreneurship | 87,586,637         |
| Sustainability Economy and Living       | 66,688,336         |
| Disaster Risk Management                | 17,192,121         |
| Food Security and Agriculture           | 20,933,795         |
| Health and Sanitation                   | 52,478,431         |
| Goods In-Kind                           | 42,155,874         |
| <b>TOTAL</b>                            | <b>287,035,194</b> |

## RESOURCES EXPENDED

|                                  | FY 2025<br>(PHP)   |
|----------------------------------|--------------------|
| Program Delivery                 | 222,406,659        |
| Fundraising                      | 16,336,291         |
| Advocacy and Campaigns           | 457,414            |
| Consultancy and Professional Fee | 1,275,669          |
| Admin and Support                | 32,844,998         |
| <b>TOTAL</b>                     | <b>273,321,031</b> |



Note: Figures are derived from our audited financial statements, condensed to directly highlight programs invested and our commitment to mission delivery.



# Road to 2028



The Road to 2028 is governed by a Balanced Scorecard approach to excellence - keeping People, Stakeholders, Processes, and Finance & Governance in deliberate balance as ASSIST grows. Eight strategic priorities will guide this journey.

**01** Strengthen stakeholder dialogue and engagement

**02** Elevate strategic visibility through branding and advocacy

**03** Stream-based diversification of funding and delivery models

**04** Incubate mission-aligned innovations to broaden impact

**05** Strengthen stewardship through a high-impact Advisory Board

**06** Embed governance discipline to match organizational growth

**07** Nurture leadership culture to/and “Walk the Talk”

**08** Integrate and tighten systems for knowledge, projects, and impact

Looking ahead to 2028 - and ASSIST’s 25th year - the direction is clear: deepen what works, strengthen what sustains it, and expand what amplifies it.





Across its five development pillars, ASSIST will pursue more integrated, replicable programming - moving from project delivery toward scalable models that outlast individual funding cycles. The dual approach of project-centric and programmatic work remains central, but with greater intentionality around what gets built to last.

Organizationally, the focus turns inward as much as outward. Governance structures will be strengthened through a Board of Advisors that brings independent perspective and specialised expertise. People development - growing the

next tier of leadership from within - remains a defining commitment. Systems, standards, and technology will be upgraded to match the ambition: a strengthened M&E function, improved financial management, and deeper adoption of digital tools including AI will give ASSIST the operational backbone that impact at scale demands.

On the external front, ASSIST will invest in its voice - a renewed brand, a sharper communications presence, and a more deliberate pursuit of recognition that reflects the quality of work the organization has long delivered quietly. Fundraising

will evolve: alongside institutional grants and corporate partnerships, ASSIST will begin building the foundations for individual giving - a new frontier that reflects growing confidence in the organization's public standing.

By 2028, ASSIST will mark 25 years not with fanfare, but with evidence - of an organization that has grown with integrity, adapted without losing its identity, and built something worth continuing.









**Asia Society for Social Improvement and  
Sustainable Transformation**



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