

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

Initiative	Beneficiary
<p>In 2016, AUB launched its financial literacy campaign as part of the Bank's corporate social responsibility programs. This was done through the production of "AskUrBanker", a banking infoseries aired on GMA News TV Channel 11 in partnership with Moneywise - a financial literacy program hosted by Chinkee Tan and Christine Bersola-Babao.</p>	<p>AskUrBanker's goal is to make banking more understandable and relatable to the masses. Through this program, AUB helps members of society understand the complexities of banking through the use of day-to-day scenarios that explain the different facets of banking. AskUrBanker has also been used as the main anchor of all the financial literacy programs of AUB, which includes mini-talks and customer engagement activities.</p>
<p>AUB also continued its partnership with Operation Smile by providing financial assistance for the surgery of those who needed cleft-palate surgery. AUB has been in partnership with Operation Smile for several years already and has already brought smiles to hundreds of beneficiaries of these restorative surgeries.</p>	<p>Operation Smile Philippines (OSP) is a medical charity organization that helps indigent children and young adults born with cranio-facial disorders like cleft palates or cleft lips and other facial deformities through reconstructive surgery. Their partnership with AUB included a donation of P1.5 million, which was used to sponsor the operation of 100 children who have cleft lip and palate. AUB also volunteered in several missions which included those held in Bacolod (November 28) and Bacolor, Pampanga (December 11). Here, its branch officers and staff from the nearby branches assisted patients during the pre-op procedures.</p>