



Corporate Citizenship Report



*Passionate for creating
change, committed to
make a difference*

About VBP

Vital Business Partners (VBP) is a Cebu-based, Philippine company that provides business growth, consulting, and developing capabilities to more than 200 financial service firms in Australia.

With over 1,100 Team Members as of writing, VBP has seen significant growth and improvement over the years in terms of its services, processes, culture, and most especially of its people.

With the passion to be a game-changer in the industry, VBP has provided countless opportunities to leverage the talents and capabilities of its Team Members to continuously serve its clients.

With the purpose of delivering a human-centered approach and creating opportunities for Team Members, VBP has been establishing the careers of its Team Members as they represent the company's DNA.

About this Report

This Corporate Citizenship report provides an annual summary of VBP's Corporate Citizenship initiatives for the environment, its governance, its community, and its people from October 2022 to September 2023 Report. This is the second Corporate Citizenship Report of VBP which captured its initiatives to fulfill one of its missions, ***"Passionate for creating change, committed to make a difference."***

This report is dated as of September 29, 2023, and unless otherwise noted, the information in this report is as of September 29, 2023.

Definition of Terms

Leaders (n) - refers to line managers regardless of job level. These are our support line managers, operation managers, client services manager, executives and other roles with direct reports. Our line managers, don't just supervise, they lead and empower our Team Members, thus, we don't call them supervisors, but leaders.

Team Members (n) - refers to our VBP's employees. VBP doesn't treat its employees as mere employees, VBP treats everyone as a family and as a team.

Caring Kangaroos (n) - refers to one of the interest groups in VBP composed of Team Members with the same interest - to help other people.



Message from the CEO

Through the years, VBP has shown its commitment to impact the lives of the people we come across with. Our Corporate Social Responsibility (CSR) has become the outlet of our Team Member's desire to be a positive influence to the community.

The different programmes initiated by our Caring Kangaroos, a team of highly involved people in the community, not only aims to impact the humans around us but also the environment we live in. This year alone, in partnership with our local government, we were able to do Mangrove Planting and two Coastal Clean-up Drives. As our company grows we strive to widen our reach by also initiating activities in our Cagayan de Oro Office with the help of Kagay-anon Team Members.

As we reach our ten years mark as a business I look back to what we have accomplished as a Team and I feel immensely proud of the activities we have run and what positive impact it might have had to the communities we served. As we go ten years more I'm excited to see how we, as a business and as a family, can further exhibit our "One World one Family" core value.


David Carney
Chief Operating Officer



Recognition and Certification



Core Values



Integrate
Work and Life

We don't think of work as work, and play as play - **it's all living.**



Release your
INNER CHILD

We have fun and **embrace inner child** in all of us and open ourselves to more possibilities.



One WORLD and
FAMILY SPIRIT

We **embrace diversity**, respect, and treat each other as family.



Be HUMBLE and
GRACIOUS

We strive to be the best **for the world.**

No Big
WOW



We strive to create a little **WOW moment** to differentiate oneself.

Your Opinion
MATTERS



We **contribute ideas and thoughts** on how things can be better.

Build Open and Honest
Relationships



We communicate and build **genuine and emotional connection.**

Find a BETTER way



We **spark change** to courage and resourcefulness to improve our service offering, our people and our place.

Corporate Citizenship Pillars



Our Policies

VBP is a value-driven organisation. We established policies and best practices that promotes living our core values, advances actions with integrity, and fosters responsible behavior to the company, to the clients, to colleagues, and to themselves.



Our Environment

As a way of supporting environmental causes and promoting sustainability in the hopes of lessening the unfavourable effects of climate change, VBP organises and conducts environmental-related activities and programs with the help of local government agencies.



Our People

VBPeepz are the best and significant resources that VBP have. To ensure that VBP captures our Team Members experiences, we have designed programs and initiatives to provide great experience to our Team Members.



Our Community

VBP also extends its passion and commitment to individuals in the community who are in need, and to charitable foundations and non-government organisations that need support and help in achieving their vision and mission.



Our Policies

We govern and comply



Committed to control and secure information

VBP is committed to control and secure all information that the organisation has access to. To realise this commitment, VBP established different policies protecting documentation and information.

Our Risk, Compliance, and Regulatory Affairs (RC & RA) Department ensures that all information collected from our stakeholders, clients and Team Members are secured and privacy is maintained.

Committed to control and secure information

Information Management and Privacy.

All of policies relating to information security and data privacy is applied to all Team Members. This is to protect the VBP information accessed, processed and stored at teleworking sites, and to protect all client information and all workings.

This also ensures that all confidential and sensitive information and materials being uploaded and stored are protected from any unauthorized access, changes, and breach. All Team Members are also required to reduce risks of unauthorized access, loss of and damage to information during and outside normal working hours.

Work from Home Policy.

During the pandemic, VBP implemented workplace hybrid arrangement. Such arrangement is still executed as of writing. This policy ensures that all Team Members take reasonable precautions to protect the security of VBP IT Equipment, documentation and information being accessed.

Annual refresher training on the policies relating is being conducted as one of our strategies in maintaining confidentiality and integrity of the information across company.

RC & RA Department continuously conduct period reviews of our policies and proactively assess privacy risk.

Safe workplace for all

In VBP, we ensure the safety and health of our Team Members. In line with this, we have curated different policies aligning with the Occupational Safety and Health.

Safe workplace for all

HIV/AIDs Workplace Policy. VBP supports the national efforts to curtail the severity of the HIV/AIDS epidemic and its impact on the workplace. Thus, we develop awareness programs, prevention, non-discrimination, and health support.

COVID-19 Safety Plans. VBP takes healthy and safety of employees seriously. Prevention, preparedness, and response plans are implemented throughout the company and all of the facilities according to the guidelines of the different government agencies.

Hepatitis B Workplace Policy & Program. VBP aims to address the stigma attached to Hepatitis B and to ensure that the team member's right against discrimination and confidentiality is maintained.

Drug-Free Workplace Policy & Program. VBP maintains a safe and drug-free workplace. VBP conducts random drug testing of Team Members in its efforts to maintain a safe and drug-free workplace.

Lactating/Nursing Policy. VBP cares for their team member- mothers, This grants all lactating team members an additional forty (40) minutes of break to breastfeed or to express milk on top of the existing two fifteen-minute breaks.

Health Lectures. VBP believes that awareness is important, thus OSH Officers provided video lectures that are shown to team members on topics such as: Family Planning, HIV/AIDS, Tuberculosis and Hepatitis.



Our Environment

We preserve and conserve



Environmental Training

VBP recognises the importance of educating and raising awareness to our Team Members about natural resources, environmental laws, and individuals impact to the environment. In VBP we encourage sustainable behaviors among our Team Members.

To heighten the awareness of environmental issues and encourage environment-friendly practices, VBP deployed our Environmental Training Learning Course and an external session with Department of Environment and Natural Resources.

Environmental Trainings

Environmental and Natural Resources Management

This is an internal and self-paced sessions which captured general knowledge of Environmental and Natural Resources Management zooming into the basic Environmental Laws which can be applied in your everyday lives; VBP's Environmental Initiatives through Corporate Social Responsibility; theories, government systems, and applications in managing the environment, and natural resources.

1,178 of our Team members completed the said internal course.

Empowering Environmental Stewardship

Last June 26, 2023, Region VII Environmental Management Bureau (EMB) conducted a 2-hour session entitled “Empowering Environmental Stewardship: Exploring EMB 7’s Mandates and its Societal Impact in the Region” among 37 leaders of VBP.

The said session conversed about different environmental laws and how we can positively contribute and comply with those environmental laws in an organizational and personal level.

VBPeeps Testimonies



It was really a fun learning experience. The key thing I remember is the fact that environmentalists do not aim to eliminate plastics in our day to day functions, but only to limit it to a level that is healthy for our environment. And each one of us creates waste, so we all have to help in managing it.

- Israel Ballena, Client Service Manager 2



“The session was very insightful and we have learned a lot from it. The trainers also praised that VBP has been very compliant with the JEG setup specially on using Led Lights and is very environmental friendly. They have also discussed on ways wherein we can help in our own way by bringing our own spoons rather than buying the plastic ones. Overall, it was a nice and useful training experience.”

- Christian Butch Labasbas, Client Service Manager

VBPeeps Testimonies



"I'm a member of TARSIER Philippines - Terrestrial and Aquatic Resources by Students Immersed in Environmental Reforms. As a member, we did rehabilitation project on watersheds in Camotes and areas in Leyte and as a young learner years ago I was part of yearly YES-O conventions. I have been disconnected to these causes and the session has reinvigorated my passion into helping restore the environment in my own little way.

Always, act local, think global."

- Ronnette Turpias, Lead Corporate Trainer



"For an external training that deals with the environmental concepts, it was able to hit its sweet spots especially for us, in the financial planning industry. It enabled us to find the alignment in understanding how these concepts can play a critical role in the promotion and of application of this environmental laws and regulations in our day to day operations."

- Francis Dominic Lo, Client Service Manager



"One of my key takeaways in the Environmental training is DENR's solid waste segregation policy. It's a positive step in the right direction. It has the potential to make a significant impact on the environment, and it can help to educate the public about the importance of waste reduction and recycling.

It's important to do our part to protect the environment, and this is a small way that we can all make a difference. It always starts within ourselves at home, in the office, and in our community."

- Oscar Balatero, Client Services Manager 2

Environmental Initiatives



Solar Panel at Jeg Tower

JEG is the first solar-powered commercial building in Cebu City. JEG Development Corporation (JDC), in partnership with Vivant COREnergy Inc. (COREnergy), launched on 26 January 2023 the 37kWp (kilowatt peak) rooftop solar installation that powers the daytime energy demand of the 22-storey JEG Tower.

JEG Tower is the second site of VBP in Cebu. It aims to attract more knowledgeable prospective Team Members while highlighting more of our state-of-the-art facilities and sustainable building.

To express the alignment towards green offices and spaces in Cebu, VBP Representatives attended the JEG Solar Panel Launch.

Environmental Initiatives



Tree Planting

The effects of global warming and climate change have been evident. To contribute in mitigating climate change, VBP organised a Tree Planting Activity last 08 October 2022 in Barangay Kalunasan, Cebu City. The activity was in partnership with the Department of Environment and Natural Resources (DENR) and local residents of the barangay. 80 VBP Team Members participated the activity.

Over 200 guyabano seedlings were successfully planted in the assigned area. VBP hopes that these trees will not only be beneficial to Mother Earth but also help the local community in Barangay Kalunasan.

Environmental Initiatives

Coastal Clean-up

The coastal clean-up activity helps with the removal of any threats to marine and human lives which will benefit not just the marine ecosystem but also to locals living around the area for them to have a safe environment.

Last 26 August 2023 a clean-up drive took place in the shore of Barangay Dumlog in Talisay City, Cebu where 20 VBP Team Members volunteered. This was followed by another clean-up drive in Cordova Port Cebu last 16 September 2023 which was a response to our partners in JEG to participate in the International Coastal Clean-Up activity spearheaded by the Philippine Coast Guard. This was participated by 35 VBP team members



Environmental Initiatives



Mangrove Planting

Operation ROOTS was a Community extension program of VBP which provided aid to Laray Barangay Jugan Consolacion Cebu last April 22, 2023 and helped reinforce the place by planting 350 pieces of Mangrove seedlings in order to create a safety net from floods, soil erosions and help create areas that nurse fisheries while raising awareness about the benefits of mangroves and taking care of our environment.

Aside from its environmental benefit, the said initiative was also one of VBP's wellness programs for support leaders.

99% of the volunteers were satisfied of their Volunteer Experience.

VBPeeps Testimonies



"I'm nothing but happy volunteering for the initiatives organized by the company knowing that with the time and effort I'm devoting, I'm able to make an impact to the community. I truly appreciate VBP for giving us an avenue to extend our help and I hope that we'll continue to receive the company's unwavering support. "

-Minard, Financial Planning Assistant



"As one of the active volunteers of VBP's initiatives in doing community service activities such as Coastal Clean-up and Mangrove planting, I felt blissful and overjoyed knowing that I was able to help the environment at the same time I was able to engage with others by doing so. I was also fascinated by other volunteers who are turning their passion into purpose. I hope that VBP will continue their initiatives in doing those activities."

- Jake, Financial Planning Assistant



"It gives me joy to know that there are people who care about our environment and want to keep our communities clean. I appreciate having these clean up drives as I find them fun and fulfilling because I can meet new people and also help our environment. "

- Alyssa, Senior Paraplanner



"As a volunteer, I felt fulfilled as this is one of my personal advocacies. I appreciate every time VBP does this because this gives people like me an opportunity to participate."

- Bea, Paraplanner II



Our People

We celebrate, engage, and develop



We Value Open and Honest Relationships

Onboarding Survey. VBP conducts onboarding survey to our newly hired Team Members. The data gathered were used to understand their experience and analyse what VBP can provide to improve the onboarding experience of our Team Members.

In this survey, we measured:

- Overall experience
- First week orientation
- Technology and software
- Talent and Acquisition Process
- Training Experience

Results are shared to respective teams to action the areas for improvement.

Satisfaction Rate of New Hired Team Members per Factor

99%	Onboarding experience
99%	First week orientation
96%	Technology and Software
98%	Talent and Acquisition Process
100%	Training Experience

We Value Open and Honest Relationships

Team-based engagement surveys. We have other surveys requested by respective departments. These surveys measure the team effectiveness and performance that assess areas for improvement.

Engagement Survey. A bi-annual engagement survey is launched every first or second and fourth quarter of the year. This survey generally measures the engagement of our Team Members and other factors such as but not limited to leadership, learning and development, and enablement. In our recent engagement survey launched last April 2023 showed that **81% of our Team Members** are engaged and enjoys their roles.

Actionable team-based insights are addressed through our Action Champion Program.

Great Place to Work. Aside from the internal engagement surveys, we also have GPTW Annual Trust Index Survey partnered with **Great Place To Work** to also measure the engagement of our Team Members. The results of this survey allowed us to see what we are doing and what are our top opportunities. The most recent survey released in June 2023 showed that 88% of our Team Members believe that VBP is a great place to work.

Actionable insights are addressed through our Action Champion Program.

Fostering performance and self-awareness through reviews



Fostering performance and self-awareness through reviews

Performance Review Cycle. This is VBP's regular performance review wherein managers are assessing and/or quantifying the performance of their Team Members. This is an avenue for the leaders and the Team Members to see the progress towards individuals and organisational goals. These reviews are also calibrated to ensure that biases are being mitigated and to ensure that reviews are given in a fair and equitable manner. After curating the performance reviews for the Team Members, leaders should discuss them with their respective Team Members for them to gain insights about their performances in a certain period of time.

360 Reviews. This is an annual review used by VBP to its Executives and Leaders, which incorporates the self's direct reports', peers', and managers' feedbacks. This explores leaders' strong points and focuses on their areas for improvement. Leaders are encouraged to create action plans to improve areas of opportunity.

Empowering our Team Members for their own growth and development

Goal Setting. As part of empowering our Team Members in becoming self-leaders and to aid them with their career aspirations, we are encouraging them to set either business or development goals. Creating goals allows the Team Members to check their progress and evaluate themselves based on their own progress which would help them in increasing Team Members' motivation and organisational commitment. As of September 2023, there are **2,717 goals created, 17% are in progress, 82% were accomplished, and 0.29% were blocked.** To achieve their goals, our leaders are in constant communication with our Team Members to see where they can help in achieving their desired result.

1:1 Conversations. Our leaders are practicing **regular 1:1 conversations with their Team Members.** This is a confidential conversation that builds a critical connection between a leader and a Team Member. Check-ins on the wellbeing, experiences, goals and development are some of the parts of the conversation that help our leaders assess the areas that need improvement and the areas that need to be sustained.

Empowering our Team Members for their own growth and development

Development Plans. In VBP, we recognise that development plans aid our Team Members to be empowered and accountable with their own skills and competencies. It equips themselves for future career trajectories. For this year, we have established our Develop Program through an external platform that encourages our Team Members to build on their strengths and to take actions on their areas of opportunity. Internal trainings are provided to achieve the objective of the development plans of our Team Members, and the platform we are using also provides different resources such as playbooks, skills coach and other resources that are vital for our Team Members' growth.

Continuous Feedback. In VBP, we value an open and honest relationship. Having this kind of relationship allows any VBPeepz to give or receive feedback at anytime from anyone. These continuous feedbacks enable the development of our Team Members.

Continuous Learning and Development for all Team Members



Continuous Learning and Development for all Team Members

VBP values continuous learning and development to our Team Members. We provide various internal and external development programs, training courses, and resources to equip Team Members with the knowledge and skills they need professionally and personally; to aid them reach their full potential and to equip them with the right skills for the careers. VBP creates opportunities for our Team Members to grow and develop as self-leaders.

In our April 2023 Engagement Survey, **86% of our Team Members** believe that VBP is a great company that contributes to their development. **88% of our Team Members** agree that they have access to the learning and development they need to do their job well. **87%** believe that they are given the opportunities to develop their skills relevant to their interests.

Continuous Learning and Development for all Team Members

Human Skills Trainings. These are the internal trainings provided by our dynamic Learning and Development (L&D) Department. All of our Team Members regardless of tenurity have the opportunity to learn and hone their skills necessary for their roles.

Human Skills Academy Program. To help our Team Members build the skills that are supplementary to their roles, L&D offers Human Skills Academy Program which trains Team Members - regardless of their tenure - different significant knowledge and skills, such as but not limited to **Effective Communication Skills, What Success Looks Like,** and **Attention to Details.** These trainings are still on-going.

Training Requests. At VBP, we empower Team Members to be accountable with their continuous learning. L&D caters different training requests from our Team Members to aid them in building their skills, to support them with their development, and to prepare them for future career endeavours. Training requested includes **coaching and feedback, team communication, work pride, verbal and written communication, and personality development.**

Continuous Learning and Development for all Team Members

Structured and Technical Trainings. Specialised trainings in a job-related field (some with certifications) are provided to our Team Members to ensure that they are equipped with the right skills to do their job well and to give them the strong foundation they can use throughout their career in VBP.

These structured and technical trainings are provided during the onboarding of our newly hired Team Members. Refresher trainings are also given to our existing frontline Team Members.

Trainings during onboarding. VBP also offers different training courses during the onboarding session of the Team Members on **Internal Policies, Goal Setting, Anti-Money Laundering, Mental Health and Wellbeing**, and other corporate policies, and human skills and technical trainings.

External Trainings. VBP invests external trainings to Team Members which focuses on competency development that are useful for their current roles and future career paths.

Continuous Learning and Development for all Team Members

Management and Leadership Development. Learning and development programs are also given to our leaders to give them foundation about their roles and to help them develop. These programs were mixed of in-person delivery, virtual and hybrid. Examples include:

- **Leaders Onboarding.** Newly hired and newly promoted leaders undergo onboarding sessions, leader skills training, tools trainings, and other relevant information that provide learning and understanding about their roles
- **Leaders Conference.** Annual conference of our leaders avenue to learn best leadership practices both from internal and external resources.
- **BRIDGE.** This is a monthly avenue of the leaders to know the status of the business goals; to share their respective departmental goals and updates.
- **Development Coaching Cycle.** VBP's Development Coaching cycle aims to foster empowerment and growth among our leaders.
- **Refresher Training.** A training program attended by all of our leaders which refreshed their leadership roles in the goal setting and development plans for their Team Members.
- **Skills Training.** Human Skills Training are provided to our leaders to bridge cross-background differences, to leverage empathic leadership, to optimise their interpersonal and innovative skills and to be an effective leader for our Team Members.

Mental Health Services in VBP. VBP acknowledges the importance of psychologically safe workplace. To ascertain that our Team Members are flourishing, VBP provides Team Members with the access to psychological aid through an external provider.

- **Sessions with third party licensed psychologists for all Team Members.** The psychotherapy sessions serves as an avenue for our Team Members to open up about their personal or professional lives, may it be positive thoughts or struggles. From October 2022 - September 2023, we have 447 booked sessions, and 54% of them were completed.
- **Wellness Communications.** Continuous awareness on mental health and wellbeing are being practiced in VBP through internal communications and Wellness Wednesday of the third party. Such communications tackled different wellness topics such as but not limited to stress, emotions regulations, and mental health. We also release internal communications encouraging our Team Members to book a session with our external wellness provider regardless if they are in struggle or not.
- **Wellness Webinars.** Our external wellness provider also gives webinars which are open to all of our Team Members. Our Team Members strongly agree that the webinars provided are informative and their knowledge and understanding about mental health are improved.

Our Wellness Approach

93%

Of Team Members agrees that their line managers genuinely cares about their wellbeing

- **Wellness Trainings.** VBP also provides management and leadership training to our leaders. This training is conducted by an external provider educating our leaders about their roles on the mental health of their Team Members.
- **Pharmacological Intervention.** Flagged as High-risk Team Member by our external psychologists are given pharmacological intervention by VBP. VBP funds the psychiatric evaluation of our team members amounting to **15,000.00 per person.** VBP also helps Team Members with their expenses in buying prescribed medications to those clinically diagnosed Team Members.

Our Wellness Approach

Extended Mental Health Services to Team Member's Dependents. Here in VBP, we believe that we extend our services to not only our Team Members but also to their kin. Since family is important to us, we want our Team Members to look out for each other by allowing **2 dependents per Team Member to avail the Mind You Services.** This is a session held with psychologists to discuss about anything.

Mental Health Assessment. An annual mental health assessment conducted by our third party partner. The goal of this assessment is to evaluate the work health, level of presenteeism, and assess the stressors of our Team Members. The Mental Health Assessment is a proactive program of VBP since the results of the assessment are our baseline in initiating programs.

World Mental Health Month Celebration 2022. We celebrated last year's Mental Health month with series of free webinars for our Team Members. We also added the Mental Health Wall where Team Members shared their positive thoughts. We revamped our Safe Space group to welcome and nurture more Mental Health advocates.

Our Wellness Approach

Mental Health Officers. In VBP, we certified selected Team Members as Mental Health Officers (MHOs). Our MHOs champion wellness programs for our Team Members, collaborate with our stakeholders to identify who need professional help, communicate for psychoeducation, and provide psychological first aid when necessary. As of September 2023, we have **four (4) certified Mental Health Officers**, and an additional one (1) is currently in training.

Psychological First Aid Training. Psychological first aid training was given to our Mental Health Advocates, 10 members of our KangPanions (*an interest group advocating wellness and mental health*).

Leadership and Management Training. A training provided to leaders in the organisation which aims to equip them with knowledge on mental health and mental healthcare. This training also furnishes the leaders with skills in providing support to their Team Members that will aid their team members in maintaining positive mental well-being. This training also zooms in on cultivating the skills of the leaders in crisis management and in flourishing their skills in moulding Team Members' professional and personal growth.

Our Wellness Approach

We provide

VBP provides and invests in our team members through competitive benefits designed to attract, engage, motivate, and retain our team members.

Equal Pay. Our team members are paid equally for equal work without regards to gender, sexual orientation, and other characteristics. Our annual increment is linked with performance and other factors considered.

HMO Coverage. VBP also provides statutory benefit and other array of benefits to support the health, wellness, and financial stability of our Team Members and their families. Our regularized Team Members are eligible for medical plan, life insurance, mental health and dental insurance as part of our HMO. Our HMO also covers HIV/AIDs Package and Mental Health Coverage. VBP also deploys telemedicine check ups powered by our external provider.

Parental Leave. On top of the government-mandated maternity and paternity leave, VBP also offers parental leave to Team Members who have certain circumstances such as unmarried or not eligible for paternity leave.

Mental Health Services. Furthermore, in relation to health and wellness, we provide Team Members and up to three (3) family members access to a mental health platform where they can book a session with licensed counselors and psychologists, and can read resources and watch webinars related to wellness. On top of our HMO Mental Health Coverage, VBP also assists Team Members who are recommended for pharmacological intervention.

BHAG. This is VBP's Big Hairy Audacious Goal Bonus given to all regularized Team Members once company's long term goals are achieved. Bonuses varies according to tenurity.

We provide

GGOB. Share in the Gain is also one of the benefits of VBP given to all regularized Team Members given in a quarter basis.

Client-Based Tenure Benefits. One of our clients in VBP initiated a tenured benefit for Team Members who works in VBP for a long period of time. The benefit varies depending on the Team Members' number of years in service.

Company Emergency Loan. VBP also provides temporary assistance to Team Members who are under financial hardship.

Team Member Borrowings. Team members may borrow funds accrued through the Team Member savings plans.

Team Member Savings Plan (TMSP). To financially equip our Team Members, VBP offers TMBS where the contribution is matched by VBP.

VBP perks you can enjoy.

At VBP, we stay true to our commitment of putting our people first, thus we offer a range of perks to ensure that they are happy and healthy.



Financial Perks

- Team Member Saving Plan
- 30 days leave (Vacation, Sick, and Holiday Pay)
- Corporate Tie-ups
- 25K Educational Assistance
- Interest-free company loans
- Referral Bonus
- Hybrid-work Allowance
- Quarterly Bonus



Medical and Dental Perks

- HMO Coverage
- Group Insurance
- Annual Physical Examination
- Onsite Health Screenings
- Dental Services



We provide

VBP perks you can enjoy.

At VBP, we stay true to our commitment of putting our people first, thus we offer a range of perks to ensure that they are happy and healthy.



Fitness and Nutrition

- Company sponsored events
- Onsite cafeteria



Additional Perks

- Team building activities
- Recognition & Rewards
- Pet Friendly Office
- Chips and Beer Friday
- No dress code
- Children's Playground
- Unlimited Coffee
- Mind you: Mental Wellness Platform (extended to family members)



Educational Assistance. Eligible Team Members are aided by VBP to pursue future studies for further development of their careers.

Hybrid Work Arrangement. VBP adopts hybrid work arrangement. All Team Members are eligible to the hybrid work set-up. They also receive hybrid allowance to assist with their electricity and internet bills.

Additional benefits that VBP provides to our regular Team Members include:

- paid company holidays
- paid sick leave
- paid vacation leave
- paid bereavement leave
- Paid company assistance leave



We celebrate every WOW moments

In VBP, Team Members are encouraged to create little WOW moments, inspiring them to go over and beyond what is expected. VBP recognizes these series of remarkable WOW moments

Recognize. It is a social Team Member recognition platform which promotes the power of positivity and cultivates VBP culture through empowerment and motivation. We continue to find ways to celebrate wins and provide recognition for their works.

Team Members can receive different recognition badges from their leaders, colleagues, and clients. The badges can be used for redeeming different vouchers and rewards.





We make dreams come true

Dream On Project. The "Dream On" project initiated by our CEO David Carney goes beyond the year-end bonuses as it grants Team Members' wish. This project does not only ignites engagement, but it gives VBP an opportunity to give back to the people who help bring the business to success.

The Dream On Project turn dreams into reality. It grants the simple wish of Team Members who doesn't have enough financial capacity to make their wishes come true. Dream requests could range anywhere from a simple Jollibee birthday Party for a Team Member's grandmother to providing a hearing aid for Team Member to help him continue his passion for music as a choir conductor. Many of the requests received are doable without having to spend a lot.

By having a culture of compassion, this Dream On Project gives happiness to every Team Members that inspires them to make simple things that also brings contentment to the company.





We make dreams come true

"Year 2022 has been a blessed year for me and my family. Aside from the opportunity given to visit my client in Australia, VBP also granted my wish to give my father a dream vacation who is working all his life as a taxi driver. My Father was able to enjoy an all expense paid trip to Pescadores Moalboal for two nights with great food and relaxing experience.

He was very thankful because during the vacation he was able to visit his older sister whom he hasn't seen for more than 5 years.

Thank you VBP for this once a lifetime experience. I feel truly valued, recognized and appreciated. It is really a great place to work here in VBP and its CERTIFIED."

- Sunshine Badilles, 1st Dream On Winner



“Having been chosen as one of the recipients in the last Dream On Project was really life-changing. The Jollibee kiddie party experience given to celebrate the 81st birthday of my beloved grandmother was truly magical not only to her but to our whole family. It brought smiles to our faces, solidified the bond that we have as a family, and created a lasting moment for my Lola whom I love so dearly. That party was intended as my way of showing gratitude to her for being my source of strength and inspiration.

Thank you, VBP for allowing my Lola to unleash her inner child, and to celebrate a milestone that we value so much. It was a core memory worth remembering. “

- Cobbie Bryant Ybañez, 2nd Dream On Winner

We make dreams come true

We continue to cultivate our culture

Culture Ambassadors. A team of volunteers from the different departments across the business. They help maintain the framework of the VBP culture by leading a positive influence towards it – being visible to engage, being welcoming to make conversations, and being eager to organise and facilitate venues for everyone to build genuine relationships.

Most important of all, the Culture Ambassadors is the voice of the business living to our culture and values.





Our Community

We aid and provide



VBP Matching Program

VBP values being humble and being gracious. We recognise that *“life is not just about being the best in the world but being the best for the world”*, therefore, we are generous of our time to help others. This core value is continuously manifested in the humility shown by our Team Members and VBP as we believe that humility is not thinking less of ourselves, but it is thinking of ourselves less.

VBP opened donation drive through salary deductions and recognise points convertible to cash. Our Team Members donated any amount of money through their salary or through converting their recognise points to cash.

The total donations from our Team Members are being matched by VBP. The proceeds of the donations from our Team Members and the matched donation were given to one (1) institution last December 2022 and one (1) non-government organisation last May 2023.

In VBP, we believe that everyone matters and everyone is valued. The hands of our Team Members and VBPs' are continuously holding to expand our commitment to make a difference to our community.

There are 119 team members who donated through salary deduction and recognise points.

A Christmas to remember



Pasko sa Kabataan. Last December 2022, VBP extended its helping hands to Don Bosco through the ‘Pasko sa Kabataan Program’.

Don Bosco is a religious organisation working through schools, technical-vocational training centers, orphanages, youth centers, parishes and centers for youth in conflict with the law to accomplish their mission which is to form the young to become Good Christians and Honest Citizens.

In order to contribute to their mission, VBP opened “Pinaskuhan Drive” - a donation drive for a cause to help their *boys’ home (orphanage) in their need for food and toiletries*. The amount raised from our Team Members was matched by VBP.

VBP and our Team Members was able to give Christmas Hampers to 300 children. During the giving of our gifts, we also had parlor games with the children to give them a Christmas to Remember.

We serve with and for the community

Blood Donation. In collaboration with VBP's Medical Team and Red Cross, team CeBlue drove a Blood Donation Drive that helped save lives and brought hope to those in critical need.

Donation Drive for Breast Cancer Awareness by Rotaract Club of Cebu South. Caring Kangaroos spearheaded a donation drive in collaboration with Rotaract Club. The proceeds were given to all indigenous breast cancer patients through iCanServe Foundation.

Donations for fire victims in Mandaue. Spearheaded by our Caring Kangaroos, VBP successfully handed over in-kind donations to the fire victims in Sitio Paradise, Barangay Looc, Mandaue City, Cebu.

Gift of Love. Last December 2022, VBP Team Members spearheaded by Caring Kangaroos initiated a donation drive to raise funds for the elderly residents at Gasa sa Gugma Home for the Aged Centre. Gasa sa Gugma is a local charitable facility cares for the abandoned elderly and sick members of Cebu City society, under the supervisor of the Sisters of Mother Teresa of Calcutta. Our Team Members handed over the gifts which included in-kind donations and monetary assistance.

CeBlue in DSWD. As part of one of our client's community initiative, team CeBlue volunteered at Department of Social Welfare and Development (DSWD) Region VII Warehouse in Labanongon Cebu City aided preparing 900 family food packs for the most susceptible household when calamity strikes last March 2023.

Gawad Kalinga. With the myriad of challenges, the country has recently faced - both natural and manmade, there is a need to strengthen our cause. Through Bayanihan, Gawad Kalinga or GK believes there is hope and courage to overcome these challenges. When we come together and build solidarity, nothing is impossible. We believe that VBP shares the same vision of creating a better future for our country and its people. Hence, VBP raised funds through salary deduction and recognise reward redemption. Raised amount was raised by VBP. Through the Bayanihan Challenge of VBP, as a family, we have contributed to the community though giving our proceeds for school repainting and tree growing.

Equipment Donations for Education

For the youth in Don Bosco. Our Caring Kangaroos, one of our interest groups has partnered with Don Bosco Youth Center in Pasil, Cebu City and with Don Bosco Boys Home - Liloan, Cebu last December 2022. VBP donated five (5) computer sets to each institutions. This is to bring growth to their education, provide new innovative solutions and improve learning, as well as promote community engagement.

For the students in Adlaon Integrated School. In our continuous efforts to reaching out to our community, we held another partnership with Adlaon Integrated School, a 25.4 kilometer public school which offers kindergarten to high school education located at Cebu. We have donated 15 computer sets to the school to aid the children with their studies. The purpose of the effort is to give back to those in need and to build ways and pave the path for the betterment of our society.



Equipment Donations for Education



For the students in Abellana National High School. Last year, Parents Teachers Association of Abellana National School came up with a Smart TV Project that would help students in the modernize way of learning. As a public school, not all parents can afford the contribution to but one smart TV for each classroom in the RSD building of the said school. A Team Member who is part of the Parent Teacher Officers reached out to the company for this request. The request has been granted and VBP Donated P10,000 for the smart TV and upon the official turnover of the smart TV, VBP has been recognised as one of the sponsors and the school was very grateful for the help we have extended to them. Because of that, VBP has been known to their students and a lot of senior high showed interest in joining the company in the future because of good values we have embodied.

Clients involvement

Crazy Hat / Hair Day. Spearheaded by one of our clients, VBP participated in the Crazy Hat / Hair Day - a fundraising activity which creates a positive impact by supporting and creating awareness for causes that are close to the hearts of the said client. The proceeds were donated to The Children of Cebu Foundation, Inc. - Parian Drop-in Center, which helps children who needs special protection.

Bukas Palad Cebu Foundation. During the annual client conference, it is part of the program to involve our clients in our corporate citizenship initiatives. Last August 2023, we conducted our client conference. We have invited clients to join with us in giving school supplies to 50 children of Bukas Palad Cebu Foundation and 50 sacks of 5 kg rice to 50 parents of Bukas Palad Cebu Foundation. During the program, our clients and their families were immersed with the different programs offered by Bukas Palad to the children and their parents, they were also able to meet some of the children and parents aided by Bukas Palad.





Message from the Head of People and Culture

As our business grows we are also making sure that we give back to our community. It will always be our commitment to operate in sustainable and ethical manner while also being accountable for social and environmental impact. This goes beyond just simply complying with the laws and regulation which means that this will include actions taken by VBP to voluntarily contribute to the well being of the society and environment.

Our program encompasses a wide range of initiatives and as we evolve we then likely to see a shift towards innovative and technology driven CSR programs.

Our potential programs will include:

Sustainable and responsible supply chains ensuring suppliers and partners adheres to ethical and sustainable practices such as fair labor conditions, human rights , environmental management. It is always our priority to conduct operations with integrity, honesty, transparency. This will involve ethical sourcing and responsible marketing practices.

Team Member well-being we provide a safe and inclusive working environment supporting work life integration , training programs and developmental opportunities, We will also develop innovative wellness programs such as virtual mental health support , mindfulness app and a robust hybrid work arrangement

Diversity, Equity and Inclusion our CSR program will focus more in fostering diversity, equity and inclusions. This will include unconscious bias trainings and inclusive hiring practices


Tara Calalang
Head of People and Culture

Education and Skill Development investigating in continuous learning will always be the focus. We will establish partnership with schools and educational institutions to support vocational training and, digital literacy program

Ethical AI and Data Privacy as they continue to evolve. Our CSR program will contribute to address AI ethics guidelines and responsible data usage and regulation.

Environmental Sustainability the global efforts to climate change are inevitable. This program will prioritise climate action initiatives, carbon neutrality and support local communities for clean energy.

Community Engagement focus on building stronger connections with local communities, such as developing community development projects and centers and encourage employee volunteering.

Overall the future of CSR programs is driven by technologies, sustainability, employee well-being and social impact. This is increasingly seen as fundamental aspect of business strategy as we have a broader responsibility beyond profit making. By incorporating CSR in our operations we build trust, strengthen reputation, attract and retain talent, and what matters is we contribute to a sustainable future.

