

MODERN HEROISM

Inside the 2025 TOFF Awards



(FROM L-R) The Ten Outstanding Firefighters for 2025. FO2 Bernard P. Sureta, FO3 Dianne Daphne P. Bruno, SFO2 Donn Canlas Anloague, SPF01 Jan Vincent R. Alba, FCINSP Zardoz V. Abela, FSSUPT Bartolome O. Beliran, FSUPT Josephus Franco Alburo, FSINSP Kark Aerole M. Rojasles, FSINSP Julius R. Mangrubang, SFO2 Lloyd Casilao Francisco.

Firefighting has long been associated with bravery in moments of crisis, but the 2025 Ten Outstanding Firefighters of the Philippines (TOFF) show that heroism begins long before an alarm sounds. It also shows in the way they serve between emergencies.

This year's awardees drove digital, community, environmental and humanitarian initiatives while fulfilling their full-time roles as commissioned and non-commissioned officers of the Bureau of Fire Protection (BFP).

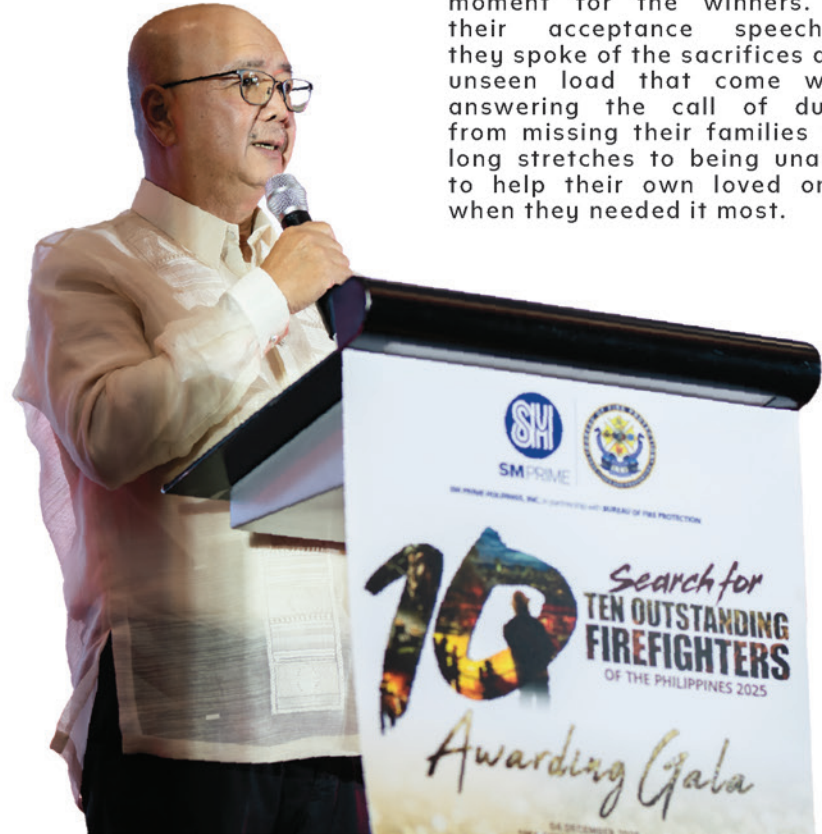
A PARTNERSHIP FOR RESILIENCE

Now in its second year, the TOFF recognition program is one of the cornerstones of the ongoing public-private partnership between SM Prime Holdings Inc. (SM Prime) and the BFP.

Since 2019, this partnership has strengthened community preparedness through capacity-building programs, safety campaigns and operational support for firefighters nationwide.

“Our collaboration began at a time when our communities were facing increasing risks. Since then, our shared purpose has remained clear: to help keep Filipino families safe, prepared, and resilient. That purpose is why this relationship endures.

JEFFREY C. LIM
SM Prime President



The 20 finalists of the 2025 Search for the Ten Outstanding Firefighters of the Philippines represent the country's 38,000 firefighters nationwide.



(From L - R) Atty. Pearly Joan Jayagan Turley, BFP Chief Jesus Piedad Fernandez, VAdm. Alexander P. Pama, AFP (ret.), Mr. Mel Senen S. Sarmiento, Mr. Ernie Cecilia, Ms. Rhoda Castro-Caliwara, Atty. Alexander B. Cabrera, Usec. Rolando C. Puno, Mr. Jeffrey C. Lim and FCSUPT Wilberto Rico Neil Ang Kwan Tiu.

HONORING BRAVERY AND SACRIFICE

During the 2025 Awards Night held at SMX Aura, 20 finalists were honored for their outstanding service and contributions, selected from a field of more than 38,000 BFP personnel nationwide. From this esteemed group, ten firefighters emerged as the year's most exemplary.

Judging was anchored on rigorous criteria—from operational readiness and civic involvement to innovation and professional performance—reviewed by leaders across government, academe, business and disaster resilience.

The top ten firefighters received P250,000 from SM Prime, while the other finalists were given P25,000 each. They also stayed for two nights at Lanson Place Mall of Asia. The BFP also awarded them the "Medalya ng Natatanging Gawa"

The formal program, which drew around 350 people, turned into a deeply personal moment for the winners. In their acceptance speeches, they spoke of the sacrifices and unseen load that come with answering the call of duty, from missing their families for long stretches to being unable to help their own loved ones when they needed it most.

Their honesty gave deeper weight to the exceptional work they accomplished.

MODERNIZING THE FRONTLINES OF SERVICE

FSUPT Josephus Alburo modernized emergency response through pioneering digital systems such as FIREWATCH and an NFC-based Automated Check-In System, bringing precision and accountability to field operations. FSINSP Karl Aerole Rojasles strengthened the BFP's internal capability by building a national Training Database System and providing lifesaving medical care as a registered nurse. In Nueva Ecija, FSINSP Julius Mangrubang mobilized local resources—upgrading stations with solar power, CCTV, and repurposed vehicles to improve provincial readiness.

PREVENTION THROUGH EDUCATION

The sole female awardee, FO3 Dianne Daphne Bruno achieved a remarkable 54% drop in fire incidents in Santiago City by drafting the Oplan Ligtas na Pamayanan Ordinance, while also using her writing platforms to educate the public. SFO1 Jan Vincent Alba invested in the next generation through the Kiddie Fire Marshal, Junior Fire Marshal, and School First Responder programs—building a pipeline of young safety advocates.

ADVANCING COMMUNITY READINESS

FCINSP Zardoz Abela, a former Typhoon Yolanda EMS responder, helped establish the Biliran Fire Safety Education Center to deepen community preparedness. SFO2 Donn Anloague strengthened disaster readiness across Davao through rope-rescue and water-safety training. FO2 Bernard Sureta, a K9 handler who once disliked dogs, served in the BFP's first international humanitarian mission in Myanmar and now trains pet owners in his community.

PASSION DRIVING CHANGE

FSSUPT Bartolome Beliran led "Bumbyahero," a fitness and environmental initiative that promotes biking, tree planting and ecological awareness, resulting in 10,300 trees and 6,300 mangroves planted to date. SFO2 Lloyd Francisco supported Aeta communities through Hands Across the Border, pairing educational assistance with a sustainable goat-raising livelihood program.

“This remarkable event is not just a personal achievement for the awardees but a powerful recognition for the entire Bureau of Fire Protection. Your [SM Prime] support will not only help us to enhance our capabilities but also strengthen our commitment to serve the public and ensure safety at all times.”

FIRE DIRECTOR JESUS PIEDAD FERNANDEZ
Bureau of Fire Protection Chief

SM Prime is proud to partner with the BFP in celebrating the firefighters whose work continues to protect and uplift communities across the Philippines.



BOARD OF JUDGES

Usec. Rolando C. Puno Public Affairs and Communications Department of Interior and Local Government (DILG)	Mr. Mel Senen S. Sarmiento Former Secretary of DILG Chairperson of Galing Pook Foundation
Mr. Ernie Cecilia TWG Chairperson on Labor and Social Policy Issues, Employers Confederation of the Philippines	Ms. Rhoda Castro-Caliwara Governor, Employer Confederation of the Philippines President, Women's Business Council of the Philippines
Atty. Alexander B. Cabrera Chairman Emeritus PwC Philippines	VAdm. Alexander P. Pama (ret.) SM Prime Consultant and ARISE Global Board Member Former Administrator, Office of Civil Defense

NATIONAL SELECTION JUDGES

Dr. Ronnalee N. Orteza Executive Director Philippine Science High School System	FSSUPT Richard R. Arbutante Directorate for Plans Bureau of Fire Protection
Mr. Silvestre Barrameda Jr. Executive Director National Resilience Council	ASec. Rodolfo J. Calzado Jr. DOST Development Cooperation
Engr. Francis Mapile Chairman, Professional Regulatory Commission Board of Electrical Engineering	Dr. Ma. Teresita P. Medado President Asia Pacific College
Mr. Charles Anthony C. Vega Local Government Operations Officer VI DILG Bureau of Local Government Supervision	FCSUPT Wilberto Rico Neil A Kwan Tiu Deputy Chief for Operation Bureau of Fire Protection
	Engr. Bien C. Mateo Senior Vice President, SM Supermalls