



# QUARTERLY REPORT

## JULY - SEPTEMBER 2022

• • Fundación  
**JUANFE**  
Modelo de desarrollo social



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JUANFE FOUNDATION QUARTERLY REPORT | JULY - SEPTEMBER 2022



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# ALARMING NUMBERS OF TEENAGE PREGNANCY IN 2022

Adolescent pregnancy is the leading cause of death of mortality in the world in the 10 to 19 age group. It is a major problem in terms of public health, poverty, marginalization and violence.

**Colombia must stand up against teenage pregnancy and attack it forcefully!**

In the first half of the year, there were **57.173 TEENAGE PREGNANCIES.**

Of these:

**2.416 were from mothers aged 10 to 14.**

**and 54.757 of mothers between the ages of 15 and 19.**



## IN CARTAGENA

**THE FIGURE WAS 1.580**

Corresponding to 16% in the city. **56 of these births were in mothers aged 10 to 14 years** and 1,524 were in mothers between 15 and 19 years of age.



## IN MEDELLIN

**THE FIGURE WAS 1.547**

Corresponding to 12% in the city. **52 of these births were in mothers aged 10 to 14 years** and 1,495 were in mothers between 15 and 19 years of age.

**Source:** DANE, Vital Statistics - EEVV January 1 and July 31, 2022.



**CALL PROCESS**

# OUR COMMITMENT TO GIVE THEM BACK THE DIGNITY

This quarter we welcomed **232 new teenage mothers** to become beneficiaries of our 360° model.



**CARTAGENA:**  
123 teenage mothers.

We graduated 95.

**MEDELLIN:**  
109 teenage mothers.

We graduated 69.



**CARTAGENA**

How many teenage mothers have been called?

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**796** Enrolled.

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**400** With our criteria.

**120** young people who passed the selection process.



**MEDELLIN**

How many teenage mothers have been called?

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**2.544** Teenage mothers called up.

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**111** Entities with which we partnered for the call.

**283** Teenage mothers who participated in the selection process.

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**477** Teenage mothers who meet our criteria.

**233** Teenage mothers who passed the selection process.





# OUR ATTENTION BECOMES STRONGER

We have provided more than 269 individual psychological individual counseling in both cities.



## CARTAGENA

**119**  
Sessions

We attended 66 teenage mothers classified as special cases, according to the intervention plan defined by the severity of the case.

Among the most significant problems:

**37%**

**110 TEENAGE MOTHERS**

with economic difficulties.

**19%**

**56 TEENAGE MOTHERS**

with depressive symptoms.

**13%**

**50 TEENAGE MOTHERS**

with low self-esteem.

## MEDELLIN

**150**  
Sessions

53 teenage mothers classified as special cases were attended. There were teenage mothers who received from one to 9 therapy sessions. With a total of 116 sessions.

Among the most significant problems:

**28%**

**42 TEENAGE MOTHERS**

with family difficulties.

**24%**

**36 TEENAGE MOTHERS**

with mood changes.

**11%**

**17 TEENAGE MOTHERS**

with relationship difficulties.



# HOW DID WE DO?

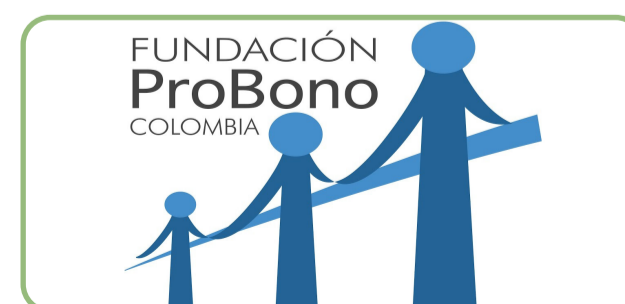
## INTERVENTION OF OUR PSYCHOSOCIAL TEAM

Route activations in psychiatric care programs. In Cartagena with Clínica La Misericordia and in Medellín with the "Medellín me cuida" program of the Mayor's Office.

Alliances to have legal advice for our young women [Probono Foundation].

Self-esteem activities in focus groups, using the Unilever - Dove "Confident Me" guide.

**Nine focus group sessions were conducted** to raise awareness about therapeutic spaces, mental health and coping tools.



### VISITS

Through our work with families and home visits, we have recognized the contexts of our teenage mothers, identifying the following problems:

#### CARTAGENA

**14%**

**22 TEENAGE MOTHERS**

with critical overcrowding.

**37%**

**110 TEENAGE MOTHERS**

with economic shortcomings.

**7.5%**

**22 TEENAGE MOTHERS**

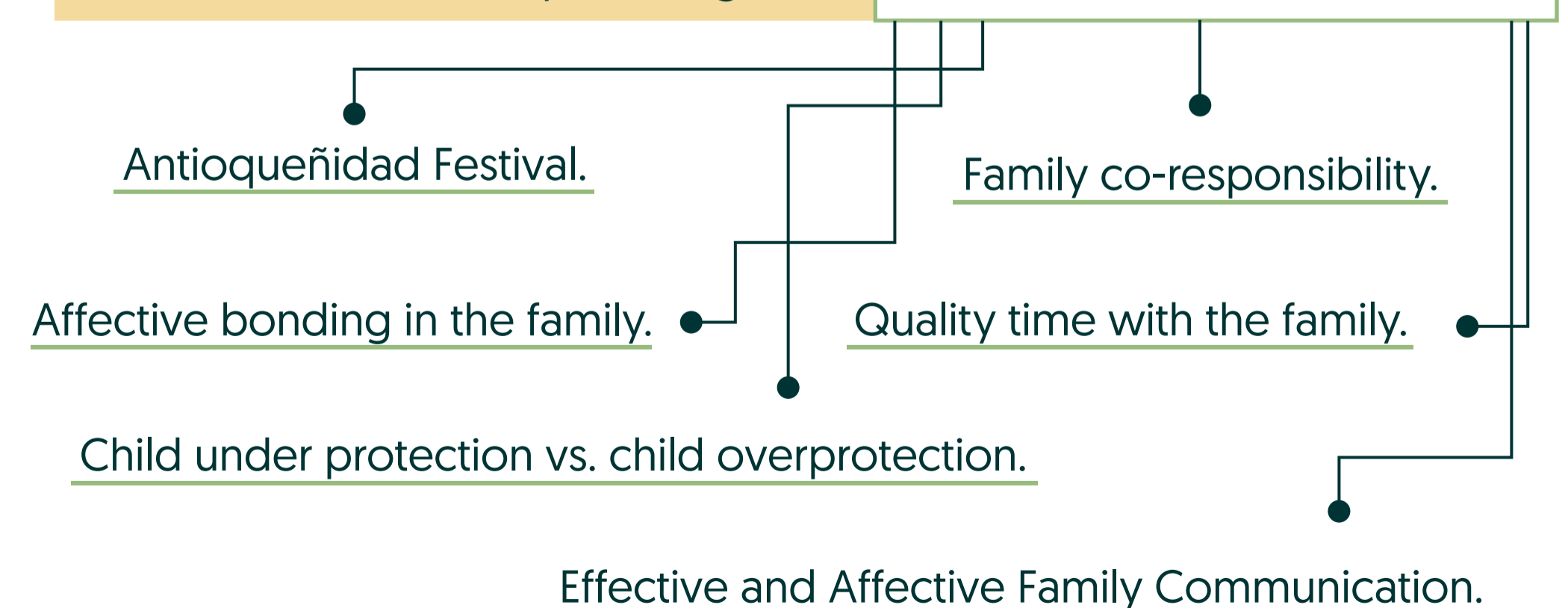
with distant ties in the families.

#### MEDELLIN

81% of families recognize types of violence, while 19% do not recognize types of violence.

**STRATEGIES:** Family Meetings

**TOPICS WORKED ON:**







# NEW OPPORTUNITIES

Strengthening the competitiveness of our young women in the workplace.

Thanks to our strategy we have been able to:

In Medellin we are opening new technical training offers in:

Commercial and services advisor.

Administration with emphasis on health.

We are proud because this quarter there are:

**206** Teenage mothers studying in Medellin.

**207** Teenage mothers studying in Cartagena.



6 young women who received scholarships from Viva Foundation graduated from the VIVA SIN LÍMITES program, in which they trained as flight attendants and started their first formal employment.

## Teenage mothers in internships

**83**

In Cartagena

**92**

In Medellin





# NEW PARTNERSHIPS TO STRENGTHEN THE EDUCATION OF OUR TEENAGE MOTHERS



## CARTAGENA

- With the support of MasterCard was held the *Financial Education* course, in which 59 teenagers participated.
- SENA, with the *Food Handling* course certified 24 young people and 59 young people participated in the *Innovative* course.
- With the support of L'Oréal, the *Beauty Colorimetry* course for a Future Master Class, in which 55 young people participated.
- DADIS held the *Prevention workshop* with the participation of 123 young people and the *Tetatón workshop* with 30 teenage mothers.
- In the *Esika Social Makeup workshop*, 97 young people were trained.
- With the support of Natural Argus

with the course *Structural Change of the Hair* 95 young people participated.

## MEDELLÍN

- With the support of MasterCard *Financial Education* course was held in which 31 teenagers participated.
- In the course of the School of Engineering of Antioquia, *Virtual Advisories for Academic Strengthening*, 24 teenagers participated.
- In the mentorships for *strengthening in programming* at the Salazar y Herrera University, 44 young people participated.
- *Programming from zero* of Ruta N, 44 young people participated.
- Comfama offered an *English course* in which 30 teenagers participated.

In order to achieve a successful training process for the young women, we conducted some field trips so that they could interact with the working world:



In Cartagena, we organize educational outings in the productive sector, entrepreneurship shows in which they business ideas, an induction to the productive stage and work with the community.



In Medellín, through the internships, we want our teenage mothers could be able to identify the different work dynamics. With other cultural activities such as the closing ceremony or the celebration of Antioquia Day, they strengthen their interpersonal relationships and strengthen the bonds of support among them.



# SUSTAINABLE EMPLOYMENT

For the economic autonomy of our teenage mothers.

We made several bets during the quarter:



**In Cartagena we focus on** strengthening alliances with companies, as well as making ourselves known to new companies that may require job vacancies aligned with the profiles of our graduates. We also continued to strengthen the communication channel with our graduates.

**We have 1,911 graduates in our Employment and Opportunities Center and 798 who are in the process of finding their first formal first formal job.**

→ CEO has been able to generate tools for self-management and 110 teenage mothers have been able to self-manage their employment.

→ 66.9% [148 young women] of CEO's earn between 1 and 2 minimum wages after graduation.

15 Teenage mothers linked to their first job

Employees **299**

**221** Formal jobs

Casual jobs **28**

**50** Enterprises

**In Medellin, we are committed to job retention in order to improve the quality of life of our teenage mothers. We welcomed 69 recent graduates** and 16 who completed their internships. In addition, personalized are also undergoing personalized evaluations that the job profile according to the competencies and skills of each young person.

**We have 303 graduates.**

→ 22% [41 youth] of the young female employees earn more than 1 SMMLV.

→ Of the current employees, 77% have a retention period of more than 3 months.

45 Teenage mothers linked to their first job

Employees **184**

**171** Formal jobs

Casual jobs **6**

**7** Enterprises



# SUCCESS STORY

## CARTAGENA



### LISBETH PLANAS

The young Lisbeth Planas, a graduate of the Beauty program in 2022, did her internship at Paola Cortés Beauty Salon in July. Thanks to her good performance, responsibility and commitment, she finished her internship satisfactorily and had the opportunity to continue working directly with the salon, fulfilling our promise of finding her first job, managed by the CEO.

# SUCCESS STORY

## MEDELLIN



### *6 young Juanfe graduates are now in the air as flight attendants for VIVA.*

After graduating in August from Viva Foundation's Viva Without Limits program, now Natalia Lambertinez Berrio, Yudi Andrea Duque Barrera, Ingrid Córdoba, Astrict Yuliejt Sanchez, Rosa Cuervo and Liceth Vanessa Villa are formally contracted and working with the airline.



# MOVING FORWARD TO NEW ACHIEVEMENTS

## TVET



- We have been working in the construction of a new methodology to strengthen the 360° Model in relation of prevention gender-based in violence, with the support of the University of London School of Hygiene and Tropical Medicine, Tetrattech and the doctoral thesis of Laura Liévano [UCLA].
- We still working on building the KPI's Workshop with the support of the Universidad de Los Andes to improve the Juanfe's impact units.
- A Narrative Workshop was conducted for the Project Team in order to strengthen and acquire more tools and being more assertive for the formulation proposals.

## Social Impact Bonds



- In this new iteration of the bonus, which began in July, we could highlight:
- Increased operational efficiency thanks to the expertise in administrative management of the team.
  - Increased efficiency in the eligibility of selecting the teenage mothers to be part of the program.
  - We are working hard on categorization of the sisbén for all of our teenage mothers.
- Employed to date: 14 young women [Target: 60]

No retentions have been reported yet, as the process of labor intermediation has begun in august after the previous training and enrollment assessments.

## Salesforce



- The Foundation is in the process of migrating the information to Salesforce. The system already has 300 beneficiaries the 2 cities, allowing us to make some reports on the characterization of the population.
- On august, the official launching of Salesforce, Deloitte, trained the Juanfe's team.



# IMPACT UNITS



Bakery



Social Complex



WW4W Platform and Events



Communications and Advocacy

## BAKERY

Units sold:

**82.426** which represents:

**\$251.801.842**

for the Bakery through the following sales channels:

- Store to Store
- Business
- Internal Point of Sale (Kiosk)
- JUANFE internal sales channel
- Among others



### Achievements

- Opening of JUANFE Internal Point of Sale.
- 27.98% increase in total revenues compared to the results of the second half of this year.

## SOCIAL COMPLEX

- Updating database of current and potential customers.
- Commercial visits with portfolio of services.
- Sending bakery products to existing customers as a loyalty strategy.
- More than 15 corporate events managed and closed during this quarter of time.
- Generation of revenues of more than 30 million pesos in space rental.



### Achievements

- **Solar panels:** % reduction of energy
- Production over 11,400kw of energy.
- Energy reduction: 34% energy reduction.
- Savings in \$: More than \$7,400,000 which equivalent to the amount absorbed by 47 trees.
- Preliminary studies to install 100% of solar panels according to capacity on the roof.



## WOMEN WORKING FOR THE WORLD AND EVENTS



Women Working for the World is a content platform that reflects and generates debates on gender equality and women's rights, a space from which Juanfe does social activism and generates key resources for its sustainability.

In the last three months we developed virtual conferences such as:

Let's challenge machismo: learn how to hack your macho.

Breastfeeding: an experience to overcome fears and connect with your baby.

Let's talk about teenage pregnancy: a phenomenon that perpetuates poverty in Colombia.

Events in which we have:

**1.500 PEOPLE CONNECTED**

and the participation of public figures such as Andrea Serna, Valentina Lizcano, María Clara Rodríguez, Daniela Salazar, Lina Arbeláez, among other guests who support the women empowerment.

Thus, with 123,000 unique users on the website and a community of 10,500 followers on our social media accounts,

the platform continues to consolidating itself as a space in which through articles, podcasts, videos and graphic content, we unite the private sector, NGOs and civil society around the interest of raising our voice around gender equity and social transformation.

2022-10-13 CIENCIA Y TECNOLOGÍA, DESTACADAS, PODCAST

**Cómo dar el primer paso hacia la transformación digital de tu empresa**

“La transformación digital no es sólo un cambio de software, es un cambio de mentalidad y cultura que arranca con el liderazgo”.

@ww4w.co

**INSTAGRAM LIVE**

¿Cómo influenciar para promover el amor propio?  
La historia de Ana Listas y Juan José Tejada

JUAN JOSÉ TEJADA  
Creador de Contenido y Comunicador

ANA MARÍA VILLALBA  
Creadora de Contenido y Comunicadora Social

Moderadora: MÓNICA FONSECA  
Periodista y ambientalista

Jueves 27 de octubre | 7:00 p.m.  
Conéctate en @ww4w.co

Dove W//

**Mi sala es tu sala**  
PODCAST

@ww4w.co

Conoce las artesanías llenas de historia del emprendimiento:

**HERENCIA WAYUU**  
Emprendimiento del mes

W//

## COMMUNICATIONS AND ADVOCACY

### TOP CUP JUANFE

We held our Golf Tournament with more than 100 players at the Fundadores field of the Country Club of Bogota.







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### Follow us on Social Media

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