



ANNUAL MANAGEMENT REPORT 2022

• • Fundación
juanfe
Modelo de desarrollo social

CONTENT

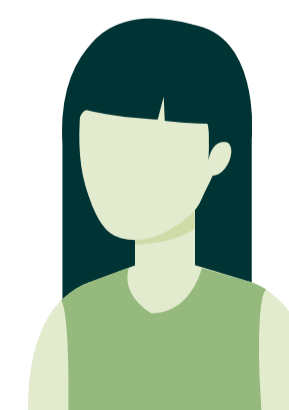
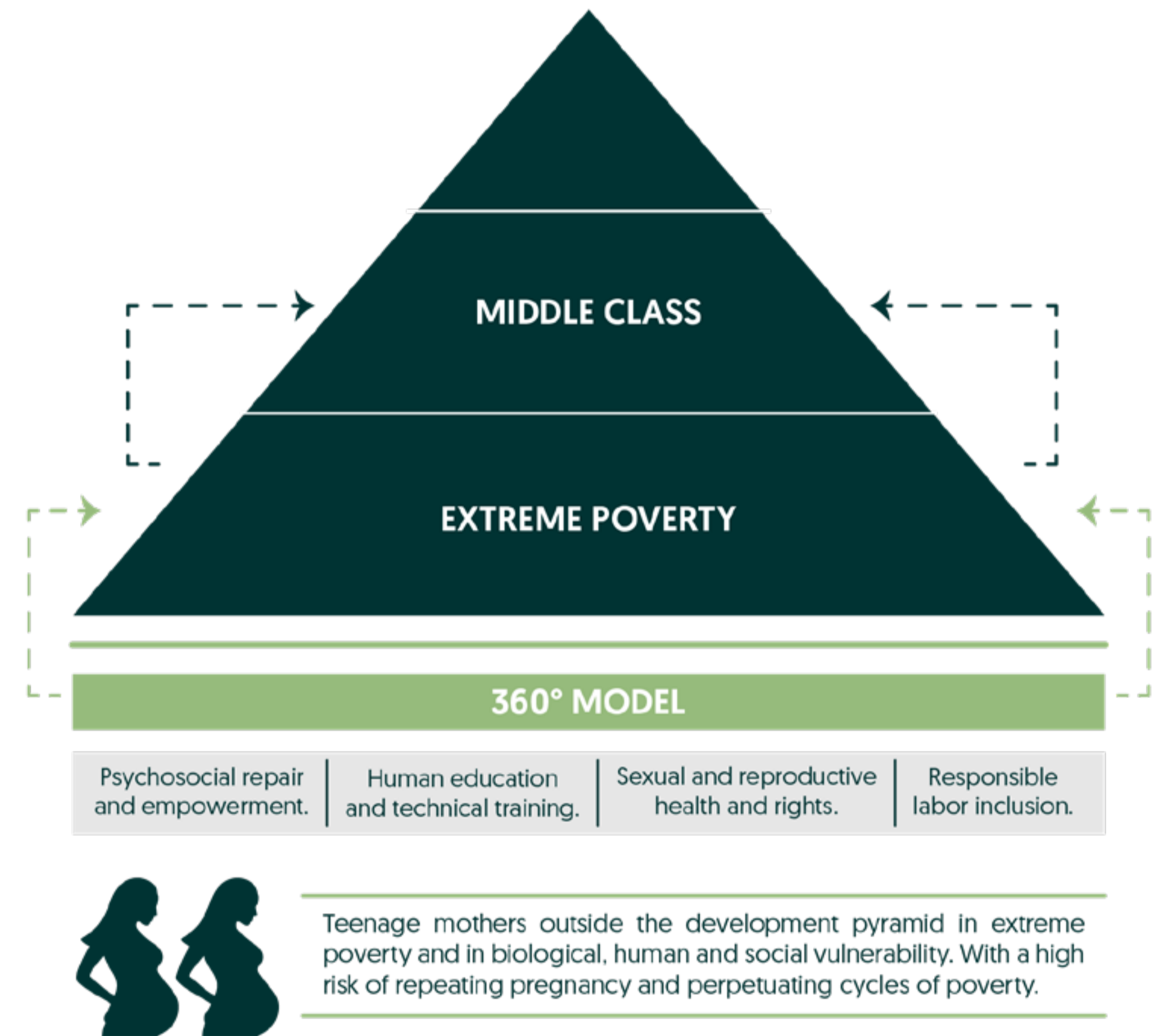
ANNUAL MANAGEMENT REPORT OF JUANFE FOUNDATION 2022

Introduction	03 - 04	Integral education	25 - 28
Letter from our president: Catalina Escobar	05 - 06	Sustainable employment: a long-term inclusion	29 - 38
Social Development Model: Impact	07	Strategy for institutional Strengthening	39 - 44
Strengthening of the being		Environmental sustainability strategy	45 - 46
We transform hearts	11 - 14	Platform WW4W and Events	47 - 50
A committed support network	15 - 16	News	51 - 54
Sexual and reproductive rights: a bet for the prevention of subsequent pregnancy	17 - 18	Impact Bonds	55 - 56
Community Work: A commitment to our society	19 - 20	Costs and expenses	57
Maternal role: A safe childhood for our children	21 - 23	Stories with a purpose	59
Psychosocial testimonials	24	To our Juanfe collaborators	60

INTRODUCTION

For 22 years, Juanfe has had a strong commitment to the woman of Colombia, which is why **our purpose has been to break cycles of poverty among extremely vulnerable teenage mothers.** Thanks to the 360° Model, we ensure the comprehensive provision of health services (mental, emotional, and physical), quality education (technical-labor and complementary), and integration into the formal labor market. This way, we contribute to the well-being of young women, their families, and their communities.

We have an innovative model of socio-economic development aimed at teenage mothers in vulnerable and impoverished conditions.



- The 360° Model integrates young people into the development pyramid in a sustainable manner.
- With education, psychosocial rehabilitation, a reinforced maternal role, and a dignified and stable source of income, they break the cycle of poverty and invest their income in their family and community.



LETTER FROM OUR PRESIDENT CATALINA ESCOBAR

DREAM BIG AND MAKE THOSE DREAMS A REALITY!

This phrase has defined us during these 22 years of work. But undoubtedly, **last year surprised us with great projects and great allies.** From the first day of operation, we set ourselves the goal of working tirelessly for a fairer, more equitable country, for the most vulnerable people, for those who need an opportunity, for women.

Last year, we impacted 12,351 people in Cartagena and Medellín. When I look back, I feel immense satisfaction for the impact. Changing the lives of 288,000 people, touching their hearts, changing their future, generating opportunities, and most importantly, continuing to make an impact for generations. There's still a lot to do because teenage pregnancy doesn't let up. In 2022, between January 1st and October 31st, 17% of births in Colombia were to teenage mothers - 16% were to mothers aged 15-19 and 1% were to mothers aged 10-14.

This is why our work can't stop!

Under a landscape of political and economic uncertainty, significant projects were consolidated: we had 4 new donors, entered one of the largest projects in the history of Juanfe with our friends at the Conrad N. Hilton Foundation, which will impact more than 750 Venezuelan women. We worked jointly with our ally Deloitte on institutional strengthening in Human Resources, investing in the well-being of our employees. We launched Salesforce to systematize our processes and information. We also entered the second Social Impact Bond as investors and operators.

None of this would have been possible without the commitment of more than 140 employees who put on the shirt every day to fulfill the purpose of this organization. To them, I express my admiration and gratitude. But this wouldn't be a reality without the determined support of the donors who bet on social transformation because they believe that the fight against poverty and inequality is a fight for all.

Social Development

Model: Impact

We are committed to reducing poverty.

▲
IN 2022
WE BENEFITED

12.351 PEOPLE IN
CARTAGENA & MEDELLÍN.



 **1.378** | Adolescent Mothers

 **1.380** | Children

 **4.134** | Family Members

 **5.512** | People from communities

Additionally, we assisted in health, family and community strengthening to **2,407 people from the Venezuelan migrant population in Cartagena.**

Calls and selections of Model 360°

To ensure the biannual entry of young people into the 360° Model, we have developed a successful selection process that allows us to link the most committed teenage mothers to their transformation.

CARTAGENA

Taking into account Juanfe's positioning in Cartagena, in recent years we have managed to attract a large number of applicants to our calls, with word of mouth being one of our most significant strategies.

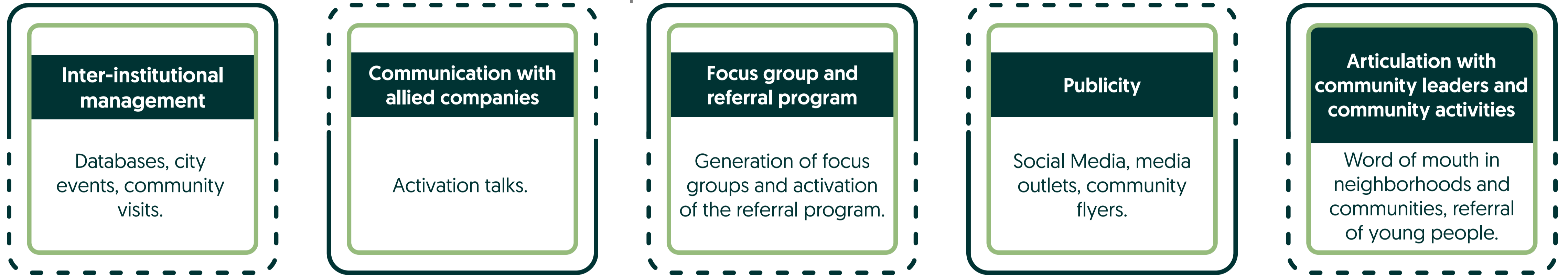
MEDELLÍN

We have the challenge of positioning ourselves in the city so that the population knows and trusts our model. That is why we have designed and implemented a strategy that includes specific actions to approach the community.



Innovation in call

Strategies exclusively developed in Medellín



Call for young people in Cartagena 2023-1

Youth summoned 796 - 1 st semester 1305 - 2 nd semester	2.101
Met the criteria 400 - 1 st semester 856 - 2 nd semester	1.256
Approved the selection process 120 - 1 st semester 168 - 2 nd semester	288
Began their intervention process (Phase I) 120 - 1 st semester 120 - 2 nd semester	240

48 young people are on the waiting list to start the following semester.

19%

of the young women who meet the selection criteria enter the Juanfe.

Call for youth people in Medellín 2023-1

Youth summoned 5.855 - 1 st semester 1.204 - 2 nd semester	7.049
Met the criteria 756 - 1 st semester 477 - 2 nd semester	1.233
Approved the selection process 201 - 1 st semester 223 - 2 nd semester	424
Began their intervention process (Phase I) 115 - 1 st semester 111 - 2 nd semester	226

18%

of the young women who meet the selection criteria enter Juanfe.

Strengthening of the being

We transform hearts

We work towards achieving emotional stabilization, empowerment, and building a life project for our adolescent mothers. We do this through psychosocial interventions designed according to the needs of each young woman, so they receive personalized attention and support.

We have a team of professionals dedicated to guiding young people on topics such as selfknowledge, personal vision, life projects, emotional management, sexual and reproductive health, citizenship skills, emotional bonds, and humanized upbringing.

We use effective tools to strengthen their personal and social skills.



CARTAGENA

579	Psychosocial Assesments.	202	Psychological Counseling.
231	Crisis intervention.	80	Group therapy meetings.
20	Mental health focus groups and resignification of experiences.		
40	<u>Sessions:</u> Life project, conflict resolution, citizen coexistence, emotional intelligence and social skills.		

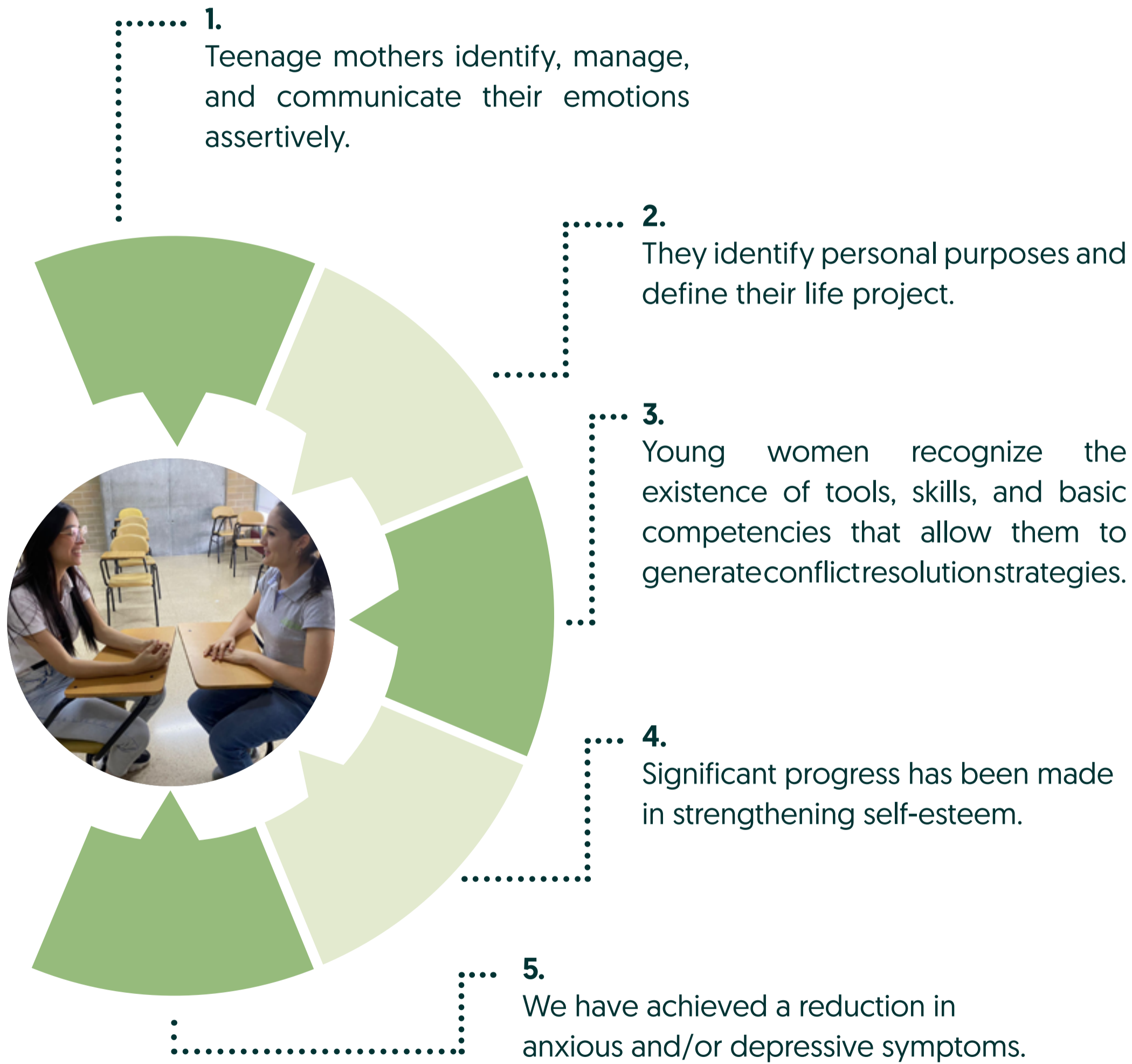


MEDELLÍN

422	Psychosocial assessments.	199	Psychological counseling.
145	Crisis Intervention.	80	Group therapy meetings.
18	Mental health focus groups and resignification of experiences.		
40	<u>Sessions:</u> Life project, conflict resolution, citizen coexistence, emotional intelligence and social skills.		

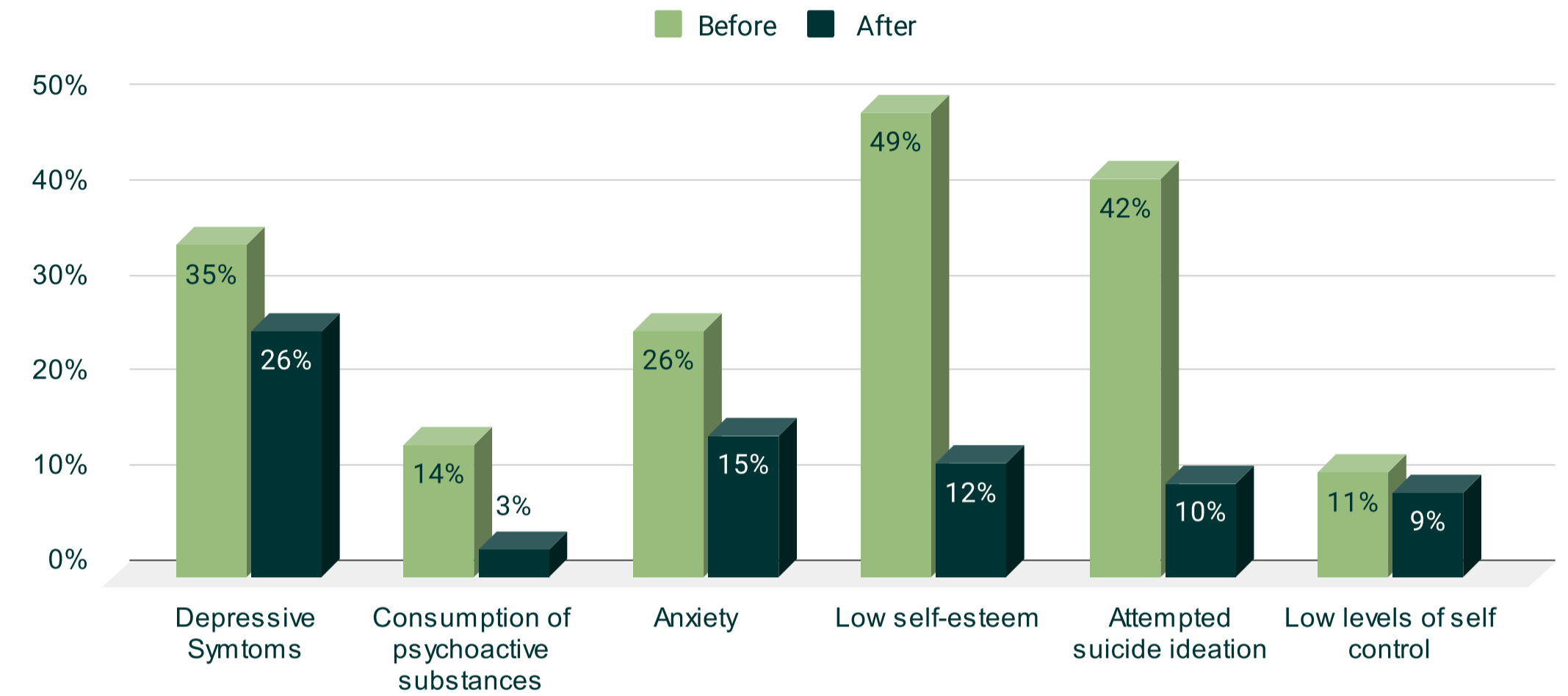


ACHIEVEMENTS



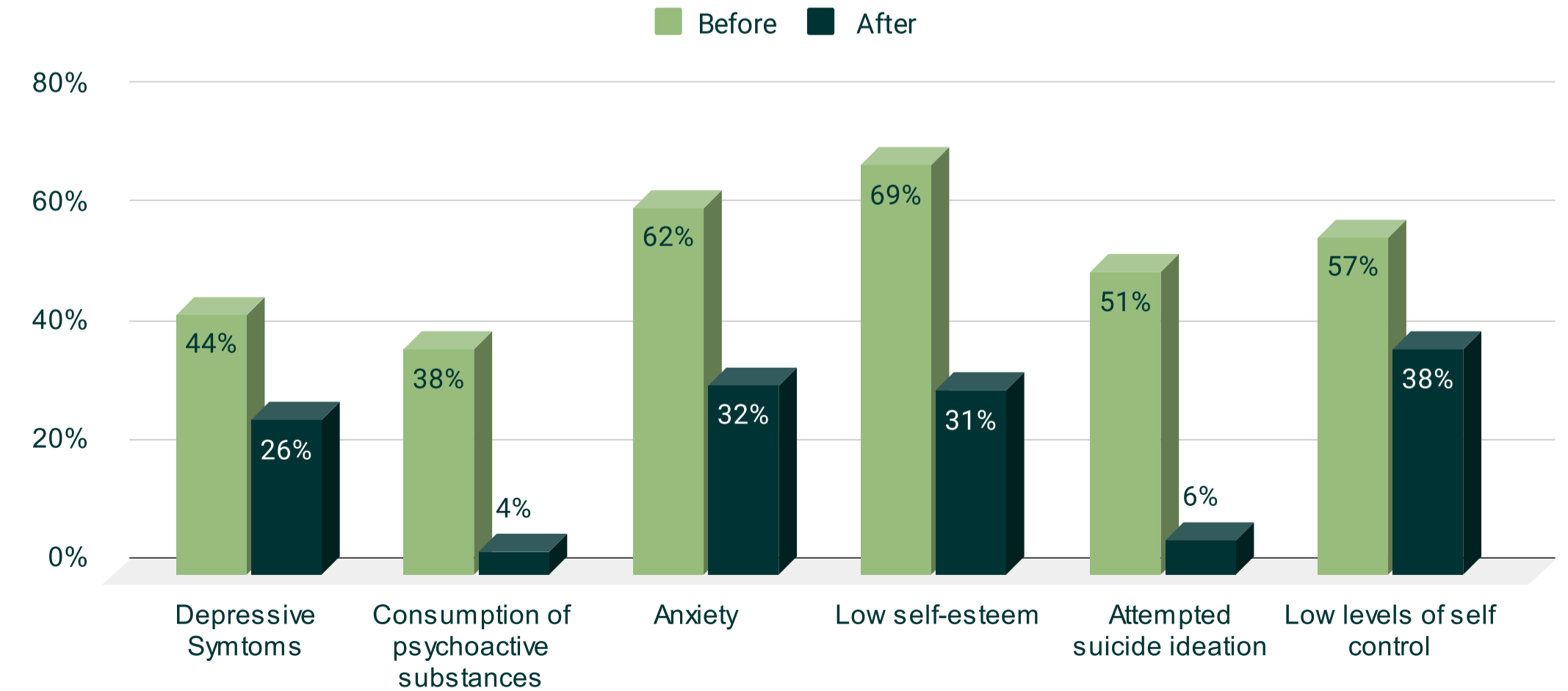
CARTAGENA

Evolution of symptoms after psychological follow-up



MEDELLÍN

Evolution of symptoms after psychological follow-up



A committed support network

Transforming their contexts

We work with the families of our young people through meetings, consultations, and home visits with the purpose of generating more assertive, positive, and healthy dynamics, strengthening their intrafamily relationships so that they can be a support network for them.

How did we achieve it?

CARTAGENA

- We recognize the socioeconomic and family context of the young people through **590 home visits**.

- **9 family gatherings:**

Themes: weaving ties in the family, dialogue: parents and children in adolescence, family entrepreneurship, gender equality, conflict resolution strategies.

- **80 family advisories.**

- **10 couple encounters:**

Themes: life project for couples, activating the senses in couples, responsible parenting, the challenge of maintaining a healthy relationship, strengthening bonds, love and friendship, good treatment, and positive parenting, responsible parenting.

MEDELLÍN

- We recognize the socioeconomic and family context of young people through **493 home visits**.

- **10 family gatherings:**

Themes: economic resolution, the four agreements, quality family time, assertive communication, lack of child protection vs. child overprotection, education in values and social norms.

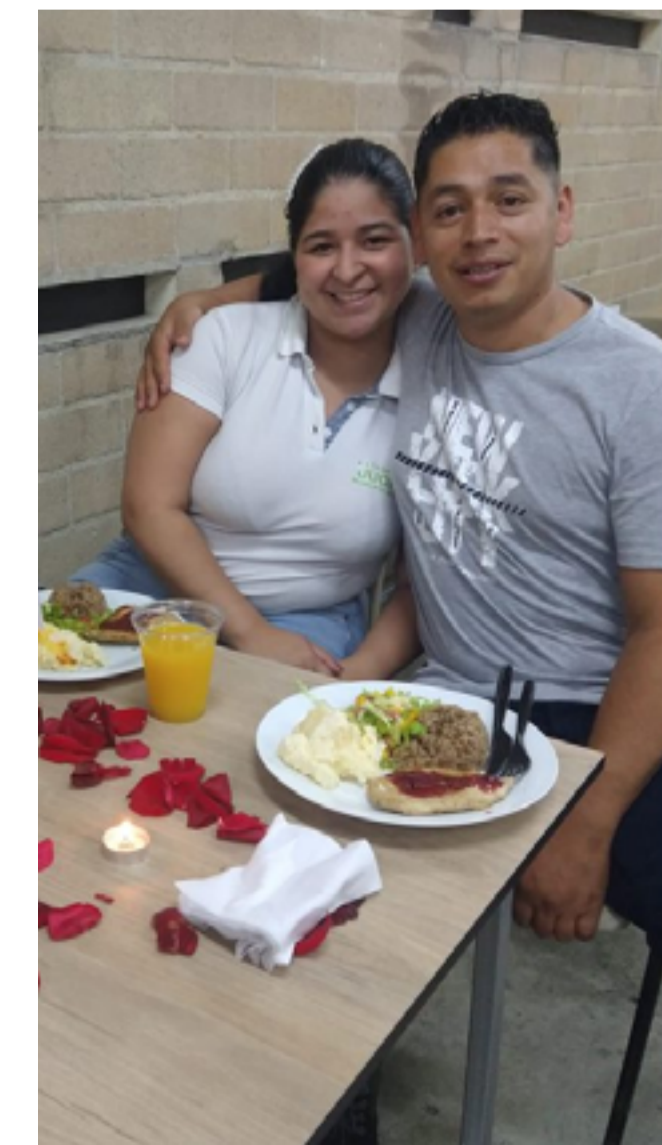
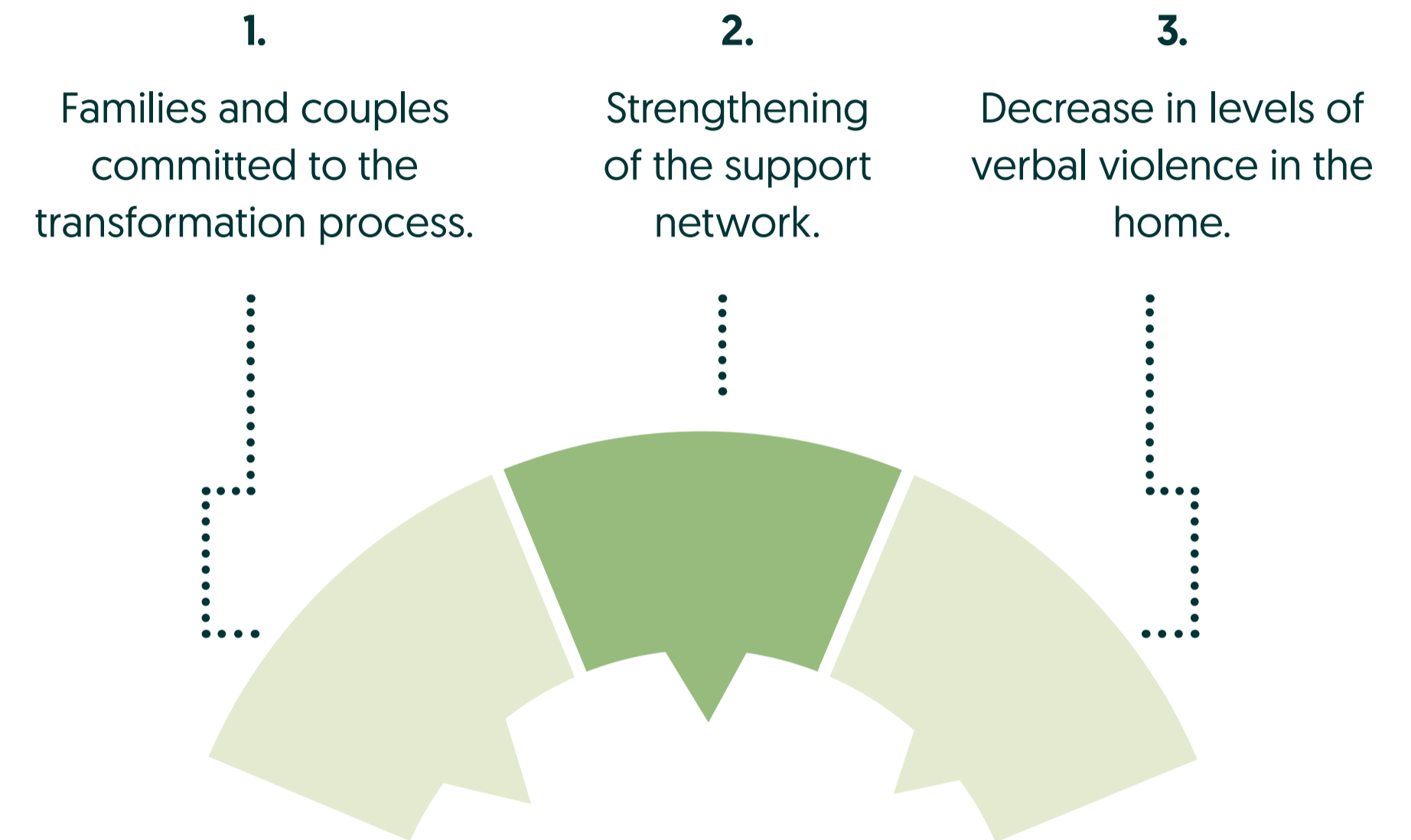
- **9 couple encounters:**

Themes: 5 love languages, building our sexuality, bad habits as a couple, healthy coexistence, how much do we know about each other?

- **35 family advisories.**

- **Two family bazaars** with an approximate attendance of 120 people.

Through work with the family and partner of our young women we have achieved:



Sexual and reproductive rights: a bet for the prevention of subsequent pregnancy

We ensure the prevention of subsequent pregnancies. For this reason, we emphasize care and training in sexual and reproductive rights so that adolescent mothers are responsible with their sexuality and can achieve their life projects.

Thanks to the *Sexual and Reproductive Health Module*, **young people recognize the importance of knowing their sexual rights and show changes in their relationships based on the knowledge they have learned.**

IN CARTAGENA



1. Young women have knowledge about the prevention of sexually transmitted diseases.
2. 100% of adolescents are planning, they attended check-ups and talks on family planning.
3. We achieved great alliances to share information on sexual and reproductive health with our adolescent mothers: A Workshop on the proper use of condoms (Geps Foundation) and Workshop on non-communicable diseases (DADIS).

IN MEDELLÍN

- We managed to prevent 96.2% of subsequent pregnancies in our beneficiaries..
- 359 young people are planning with a safe contraceptive method, 9 of them were supplied by us.
- We have accompanied our young people in their responsible decision making processes through **counseling on Sexual and Reproductive Health.**
- We accompany the management of around **52 tubal ligation surgeries.**
- 100 young people managed to acquire knowledge of the health care of the **female reproductive organs** and the management of obstetric complications thanks to the talk given by the Colombian Federation of Obstetrics and Gynecology.



Community work: a commitment to our society

During 2022, we fostered in a group of **105 young people** the necessary skills to be ambassadors for the prevention of adolescent pregnancy and gender-based violence.



JUANFE AMBASSADORS

80 teenage mothers from Juanfe (30 in Medellin and 50 in Cartagena) received 12 training workshops on issues related to gender-based violence:

- Dismantling the genre.
- Gender stereotypes.
- Partner abuse.
- Prevention and identification of GBV.
- Development of personal resources to combat GBV.
- Sexual and reproductive rights.
- Ethnic, racial discrimination and self-recognition.
- Capacity building.
- Empowerment.
- Leadership as a subject of action.



CARTAGENA

Thanks to our alliance with the Santo Domingo Foundation, 25 ambassadors were trained in leadership and public management skills, strengthening their knowledge of sexual and reproductive health to become agents of change in their community.

They transferred their knowledge to more than 500 students from 3 public schools located in the Ciudad del Bicentenario neighborhood and surrounding neighborhoods so that from their experience as adolescent mothers they would carry a message of prevention of adolescent pregnancy.

“I feel super proud of what I am today as a woman, to understand that violence is not only acts of physical aggression, I really liked this whole process and today seeing myself here with my colleagues being part of this whole party makes me very emotional”

Vanesa Mosquera, Juanfe beneficiary.

Maternal role: a safe childhood for our children

Through the module in maternal role, the accompaniment and guidance to adolescent mothers was carried out, in the exercise of their early motherhood with the objective of strengthening the affective bond between mother and child.

CARTAGENA

Through the *Module in maternal role* an accompaniment and guidance to adolescent mothers was carried out, in the exercise of their early motherhood with the aim of strengthening the affective bond between mother and child.

The thematic axes worked were:

1. Good deal.
2. Adequate stimulation and reflexes of the baby.
3. Vaccination schedule and growth and development curve.



- We have achieved that young people have respectful and dignified treatment towards their children.
- We achieved articulation with the Bacteriology and Physiotherapy programs of the University of San Buenaventura, in order to provide them with knowledge on topics of interest in the care of minors and self-care of mothers.

Comprehensive Child Development Center – CIDI

In 2022, the post-pandemic operation was resumed. We had to work on strategies for adaptation to space and the social development of children.



- 100% of the children participated in music therapy days, stimulating logical thinking, concentration, and language skills in the baby.
- We achieved that 100% of the children belonging to the CIDI program had advances in the socio-affective dimensions, language, cognitive and motor skills.
- 100% of the children made progress in the communicative dimension, achieving gestural interaction and paraphrasing.



MEDELLÍN

Through the Module on the maternal role, the young women have identified the negative impact that physical punishment has, both on the development of their children and on the bond with them. In this way, **they have implemented responsible parenting strategies such as dialogue and agreements.**



We managed to consolidate an institutional alliance with early childhood education centers:

- CCF “Aragüaney”
- CCF “Estrellitas de Niquitao”
- PAN Corporation.
- “Gotas de Leche” Nursery Garden
- Ximena Rico Llano Foundation.

With the objective of guaranteeing the duties and rights of minors, strengthening and accompanying the evolutionary development of the children of young people through integral development in their social environment.



10% of the young women in the *phase 1* **managed to enroll their children in the different child centers.**



We articulated with the **León de Greiff Library Park** and held **3 meetings** aimed at the young people of Phase I of the model where tools were developed for shared reading at home, so that they can replicate the readings and dynamics with their children.

PSYCHOSOCIAL TESTIMONIALS

Click on the PLAY button and watch the testimonials of some of our students and their mothers during their training and integration processes.



KATHERINE JULIO

Integral Beauty Student.



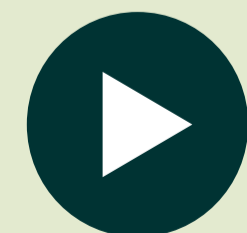
JULIET OLIVERA

Cooking student.



GLEILYZ TORRES

Mother of a Hotel Services student.



Integral education

- In Cartagena we are a training entity for work and human development, **certified by the District Education Secretariat.**

Young people can choose between the Beauty, Gastronomy and Hotel Services programs, **obtaining a technical labor certification at the end of their training.**

- In Medellín, **technical training is provided through our strategic ally CESDE**, developing technical labor programs such as: Administrative Assistant and Administrative Assistant with an emphasis on health, Marketing Assistant, Software Development Assistant and Assistant as Commercial and Services Advisor.

Additionally, they receive training in transversal areas such as English, productive skills, mathematics, oral communication, introduction to working life and office skills.



CARTAGENA

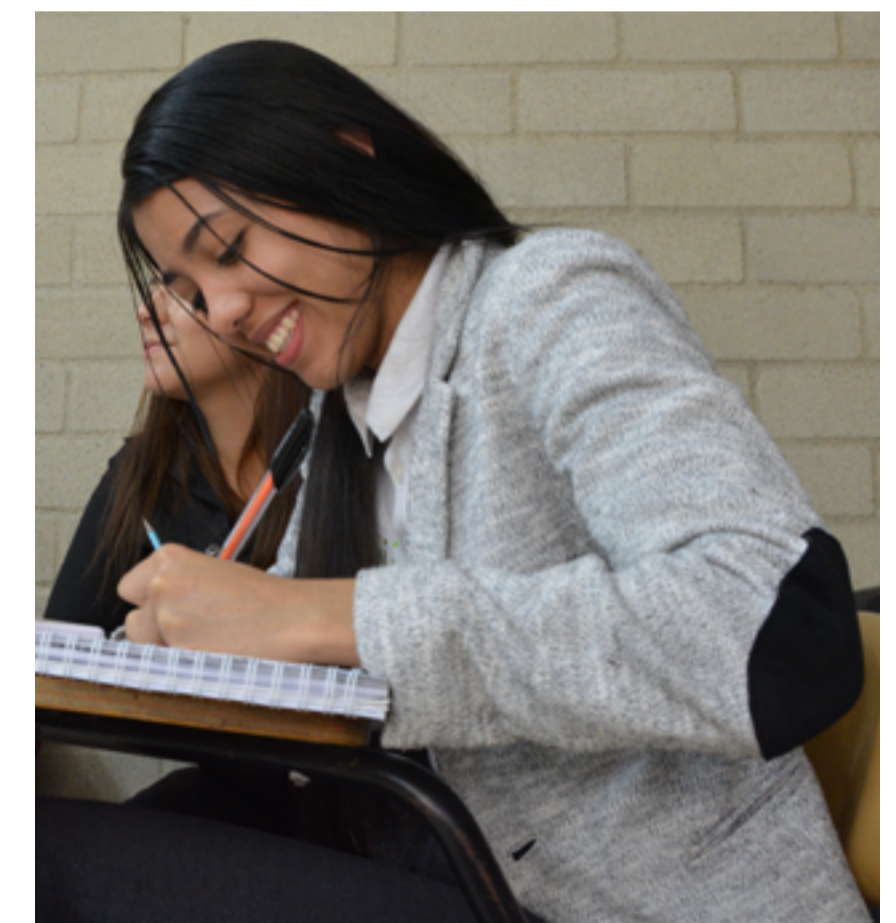
We increased the percentage of attendance and commitment of the young women, we remained between 92% and 95% on average.

95 TEENS Graduated from their technical labor training.

82 TEENS Finished their training and will be certified in February 2023.

We create alliances with external entities to strengthen the skills of young people in:

- Personal Finance (*MasterCard*)
- Customer service and entrepreneurship (*SENA*)
- Electoral Pedagogy (*Citizen Participation Secretariat*)
- Reading and creative writing (*Fundación Telefónica*)
- Female empowerment (*Grupo Nutresa*)



We developed workshops with Promigas where the adolescents learned about **Community Development | Commercial Techniques | Basic Finance | Customer service.**

25 young people participated in the She Is global forum and strengthened their learning about Gender-Based Violence prevention (GBV).

MEDELLÍN

Between 80% and 90% on average of our young people attend their classes and activities.

114 TEENS Graduated in labor techniques as marketing assistants.

We increase the offer of technical labor training:

- 2 Software Development groups with approximately **56 young people**.
- 1 group of Commercial and Services Advisors with **61 young people**.
- 1 administration group with an emphasis on health for **25 young people**.

The young women strengthened their English skills, gaining confidence to improve their learning and teaching process:

- **25 young people** studying at the Colombo-Americano in Medellín.
- **60 young people** accessed the license on Comfama's *SLANG* platform.

200 TEENS Beneficiaries of extracurricular courses.

90 TEENS Participants in external mentoring and advising.

We trained 300 adolescent mothers in complementary skills:

- Personal finance.
- Nutrition.
- Electoral pedagogy.
- Incursion to work environments.

We strengthened the skills of young people in Software Development:

- **25 young people** completed Ruta N's Programming from Zero course.
- **50 young people** completed courses on the Arcos Dorados (McDonald's) Campus Hamburger University platform.

Alliances with entities to strengthen the skills of young people who require reinforcement such as:

- Mathematics.
- Programming.
- Office.
- English.
- Nutrition.

Allies:



46 young people took a tour of the ARUS company facilities and learned about the work dynamics.



A group of women programmers from the Salazar y Herrera University Institution strengthened the skills of 53 young people.



35 young people had the opportunity to visit companies in the productive sector of Medellín and the Aburrá Valley.



Sustainable employment: long-term inclusion

First formal, dignified and stable job

After graduation, the young women begin phase III of the 360° Model, where they receive professional support until they achieve labor inclusion. **We have the Center for Employment and Opportunities (CEO), which is the unit in charge of directing this phase.**



CARTAGENA

We strengthened our alliances and generated new business contacts, with the aim of generating job opportunities for our young people.

EMPLOYMENT

Active youth: Graduates who continue to receive the benefits of the foundation through CEO:

Employment | Training | Accompaniment | Events | Others: 810 teens.

Young employees: 177 | 60% have a retention of more than 3 months.

Managed jobs: 222 | These jobs correspond to:

58% Fixed term contract | 11% Indefinite term contract | 31% labor contract

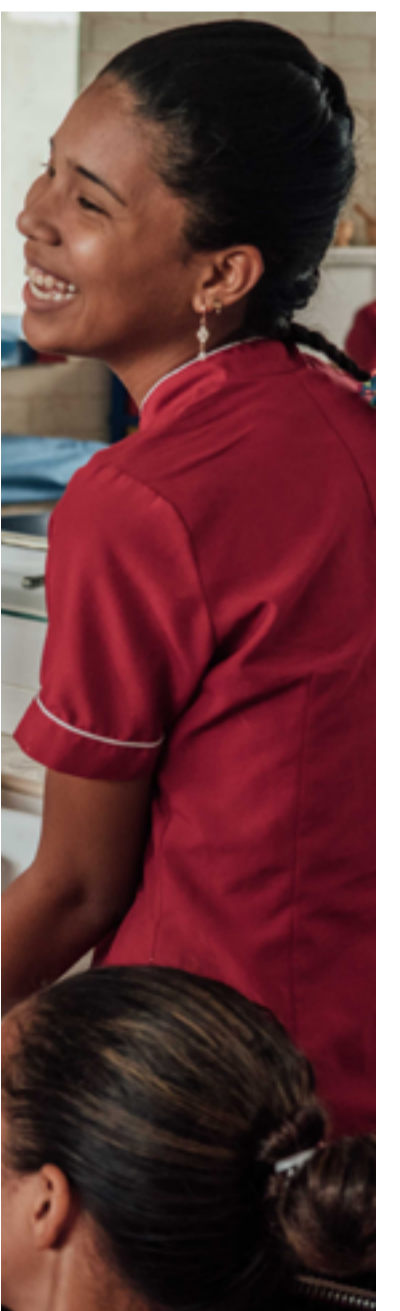
1st JOB:

- **34 young** people obtained their first job in 2022 | young people obtained their first job in 2022.
- **90% of the current employees** for the 1st time **earn between 1 and 2 SMMLV.**

Average to be placed in the first job 4 to 6 months

Subsequent jobs: Young people who have already had more than 1 job

- Young people included in the labor market in the year: **143**
- Of the 143 employees at the end of the year, **50% have a job retention of more than 3 months.**
- **70% of the employees in subsequent employment** earn between 1 and 2 SMMLV.



COMPANIES

Total allied companies	262
Companies sensitized in the year	180
New alliances	50
Managed vacancies	291
Managed jobs	222



Employer sectors: restaurants, hotels and beauty centers.

Positions held by young women: waitresses, waitresses, service assistants, manicurists, and beauty assistants, among others.

FORMATIONS

Young people trained in complementary areas for their labor insertion	261
Courses taken	10
Workshops carried out	12



Topics covered: Trends to improve skills in technical labor programs and soft skills.

The satisfaction of the young people in relation to the training shows that **90% of the expectations are met** and 31% of the young people trained were employed after finishing the training carried out.

EVENTS

1 business breakfast was held with new companies in the productive sector, interested in social and economic development; 14 employers participated.



We achieved **2 job fairs**, where it was possible to keep in mind the active job offers of allied organizations.

Activities aimed at the graduates that generate an important contribution in the labor insertion and development of the same:

Labor Closet: Participation of 102 young people in the first and 68 young people in the second among graduates and students.



The Annual Meeting of Graduates was attended by 161 young people.

We deliver Esika beauty kits, Maizena laundry, HND milkshakes, Distanco S.A.S antiseptic alcohol, Almirante Hotel bedding, Crepes and Waffles ice cream.

MEDELLÍN

We strengthened the job profiling process, to achieve greater motivation for selfmanagement of employment, better retention in their jobs and a satisfaction rate for the tasks they perform above 80%.

EMPLOYMENT

Active youth: Graduates who continue to receive the benefits of the Foundation through CEO:

Employment | Training | Accompaniment | Events | Others: 324 teens.

Young employees: 232 | 70% have a retention of more than 3 months.

Jobs Managed: 180 | These jobs correspond to:

56% Fixed term contract | 17% Indefinite term contract
| 18% Labor contract | 9% Other contracts

1st JOB:

- **104** got their first job in 2022 | 60% have a retention of more than 3 months in employment.
- **84.5% of current employees earn 1 SMMLV.**
- **15.5% of the current employees** for the 1st time **earn between 1 and 2 SMMLV.**

Average to be placed in the first job 2 to 4 months
[National average of 4 to 6 months]



Subsequent jobs: Young people who have already had more than 1 job

- Young people included in the workforce in the year: **76**
- Of the 135 employees at the end of the year, **78% have a job retention of more than 3 months.**
- **41.5% of the employees in subsequent employment** between 1 and 2 SMMLV.



COMPANIES

Total partner companies **277**

Companies sensitized in the year **191**

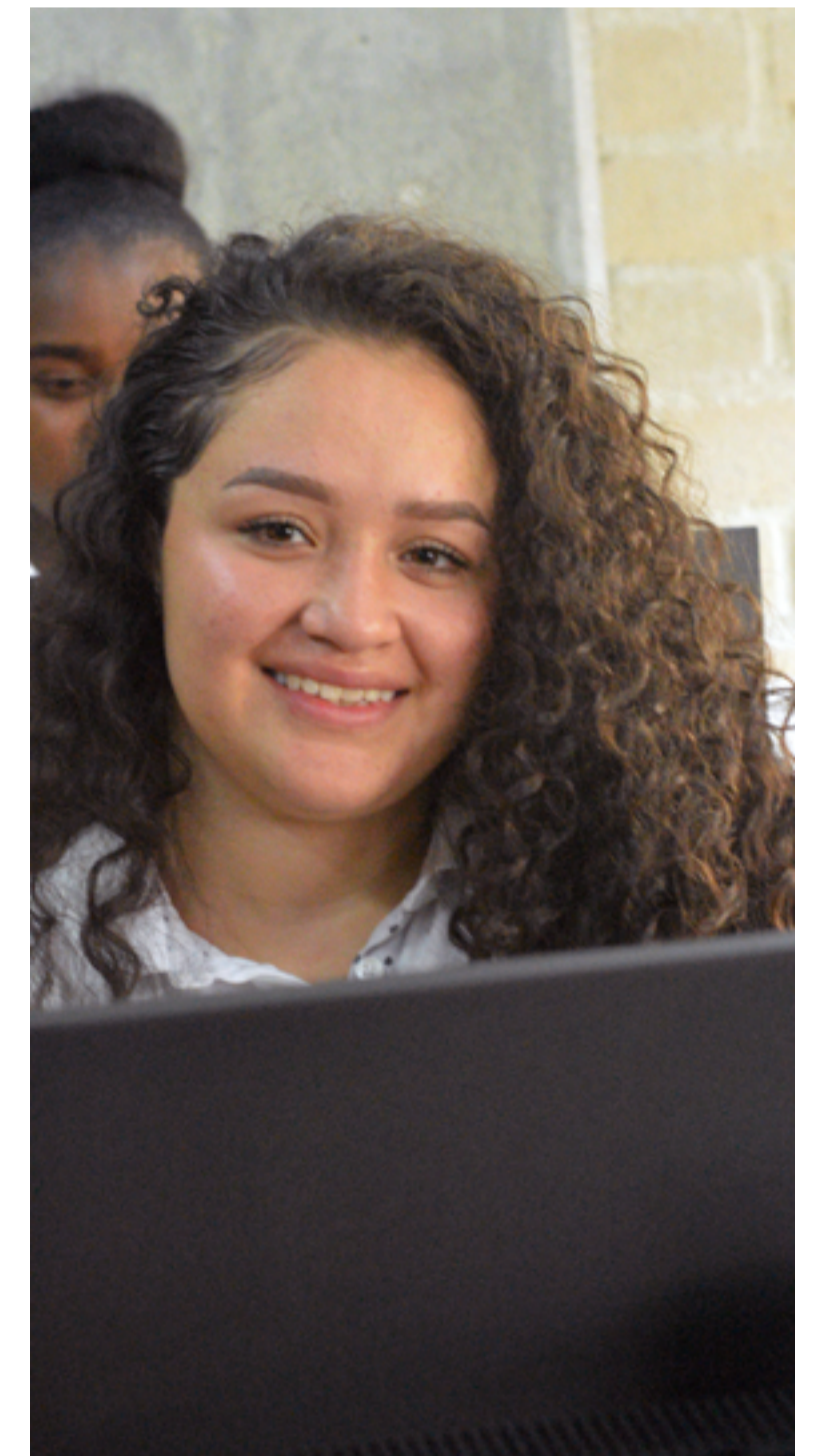
New alliances **71**

Managed vacancies **518**

Managed jobs **1.276**

Employer sectors: Services, commercial, BPO.

Positions held by young women: Commercial advisers, administrative assistants, call center advisers, operators.



FORMATIONS

Young people trained in complementary areas for their labor insertion

356

Courses taken

4

Workshops carried out

8

Talks

7



Topics covered: Motivation for employment | Business behavior | Financial education | Effective image for employment.

The satisfaction of the young people in front of the training spaces was 4.7 out of 5. **90% state that they have improved their job profile or have been able to apply the knowledge in their jobs after finishing the training.**



EVENTS

Meetings with companies in the city: breakfasts were held with the Endeavor Group to sensitize attendees about the importance of including women and understand the needs of the labor market.



2 days of the Closet Laboral were held, an academic space and access to clothing for the effective image in the work environment of young people.



Total young people impacted: 196 | Total garments delivered: 1.400

More than 100 young people and 80 of their children participated in **the first meeting of graduates.** In this they accessed different discounts and benefits: optometry, nutrition, beauty, health and psychology.



4 business visits were made where more than 80 young people had the opportunity to see the operation and interact with different people from the company.



SENA FEE

After carrying out a SENA Quota sponsorship pilot *(A model where companies carry out apprenticeship contracts and support the training of apprentices so that they acquire practical knowledge)* for some young people from Juanfe, it yielded excellent results.

In 2022, the strategy was consolidated so that more beneficiaries could be sponsored from the beginning of their studies, which brings the following benefits:

- Less dropout.
- Receive income and learn to manage it.
- Build a link with sponsors.
- Better academic performance.
- Higher attendance rate.
- Better performance in its practical stage.



13 partner companies for sponsorship.

179 young people signed the SENA Quota contract from their studies.

Strategy for Institutional Strengthening

In 2022 we are prepared to be better and we are ready!

The pandemic generated some changes not only in the product markets but also in the new generations. For this reason, we have taken a step forward and have faced new challenges. **We have been preparing ourselves to respond to the needs of the population and direct our efforts with the excellence that characterizes us.**

In this strengthening process we had great allies:

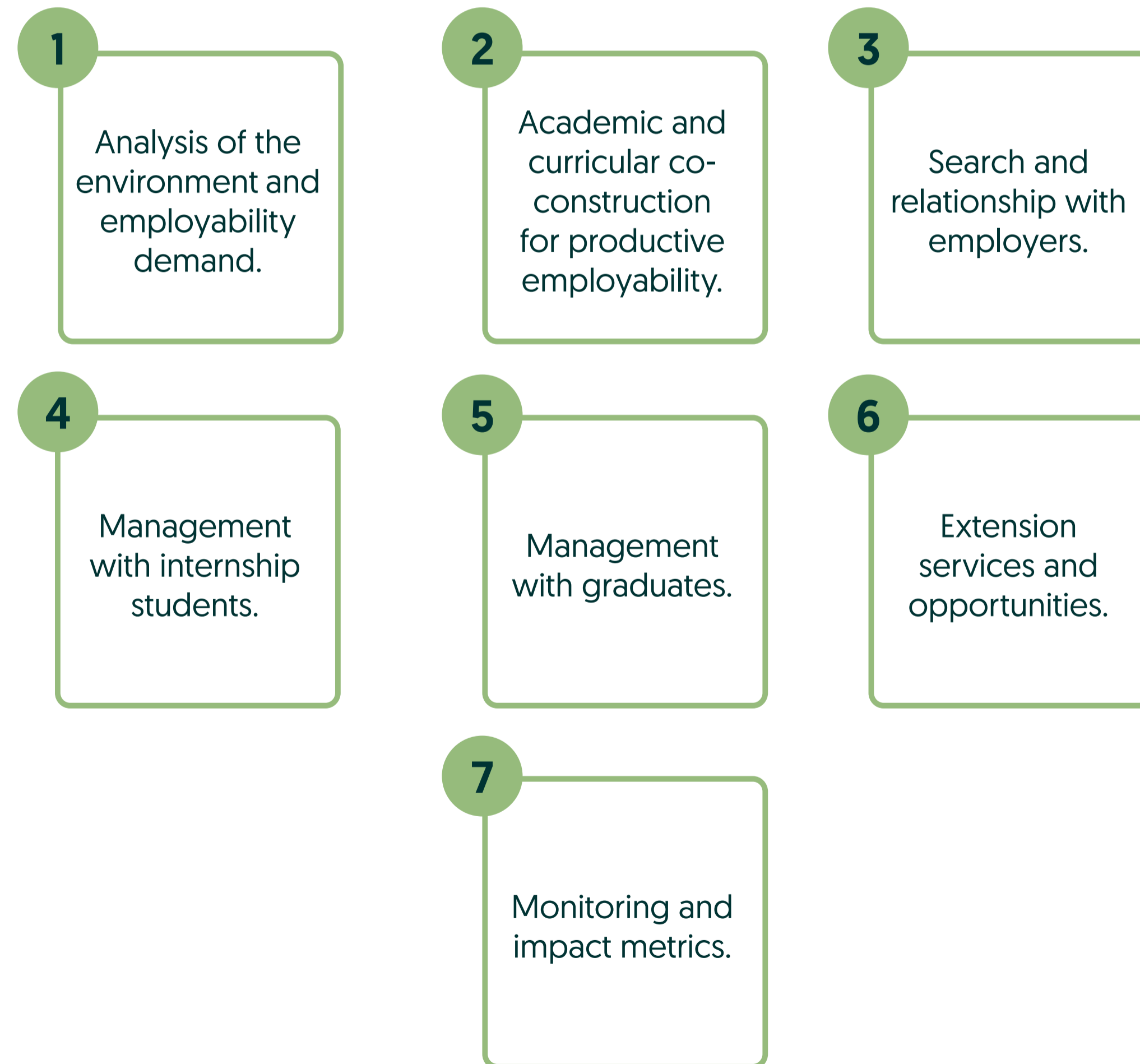


What did we do?

We identify opportunities for improvement in the 360° Model taking into account the educational macro-trends and the human and productive skills of adolescent mothers. **Hand in hand with our ally Clase, we strengthened 9 ideological aspects (I AM)** which is based on the recognition that the skills of BEING and productive skills are essential for the integral development of young people and for their ability to transform into agents of positive change in their communities.



From the OEE to the CEO: Taking into account that our purpose is to break cycles of poverty, and that the employability phase of the Model's value promise is to get the first quality job, which responds to market demands, **a restructuring of form and substance of the Employment and Entrepreneurship Office was made**, which today is called Employment and Opportunities Center, which through 7 pillars will allow a more assertive and adaptable labor linkage, which means more opportunities for the beneficiaries.



Deloitte.

Salesforce: In order to measure our impact more accurately and immediately, **in partnership with Deloitte, we have invested in designing, configuring, and implementing the first phase of Salesforce.** With a team of more than 20 people, Deloitte accompanied us in this process of technological transformation, which will allow us to centralize information, trace each beneficiary from start to finish, and have real-time analysis reports.



Our technical team, who work directly with the population, received methodological transfers that will allow them to implement the strengthened 360° Model adequately. The transfers were aimed at the Management, Administrative, and Teaching teams, providing them with pedagogical resources as tools to develop their classes more creatively and assertively. **Also, with a group of expert mentors, mentoring sessions were held with the area leaders to help them in this process of change and growth of the organization.**

HUMAN MANAGEMENT

Our employees are the pillar of success and results, which is why as an organization, we are making great efforts to continue contributing to the well-being, development, and training of each one of them.

Our department was transformed into:

¡Gerencia de Gestión de la Felicidad y Desarrollo Organizacional!

Our department's strategy is focused on productivity and the well-being of our employees, through happiness, mental health, compensation, and emotional salary. These elements contribute to our brand and consolidate us as a pleasant place to work.

The main objectives of our strategy are:

- Work-life balance.
- Retention and attraction of high potential talents.
- Strengthening the sense of belonging.
- Prepare and be productive to assume and achieve the new challenges and strategic objectives of the organization.

In 2023 we will continue generating opportunities and tools so that our collaborators are happy in their work, achieve their goals, continue to be inspired and contribute to strengthening our culture of well-being and happiness.



GBV social standards

In 2022, based on the need to reinforce gender-based violence prevention strategies, strengthening processes were developed together with the psychosocial team, under the accompaniment and advice of the School of Government of the Universidad de los Andes. A proposal was co-created to strengthen, in young people, the knowledge on this topic, integrated both into their training process and intervention. This has been carried out from the following moments:

- Training the psychosocial team in identifying social norms through research tools.
- Creation of a research and/or intervention proposal.
- Application of research instruments to young beneficiaries and their support network.
- Analysis of data.
- Creation of GBV prevention proposal.



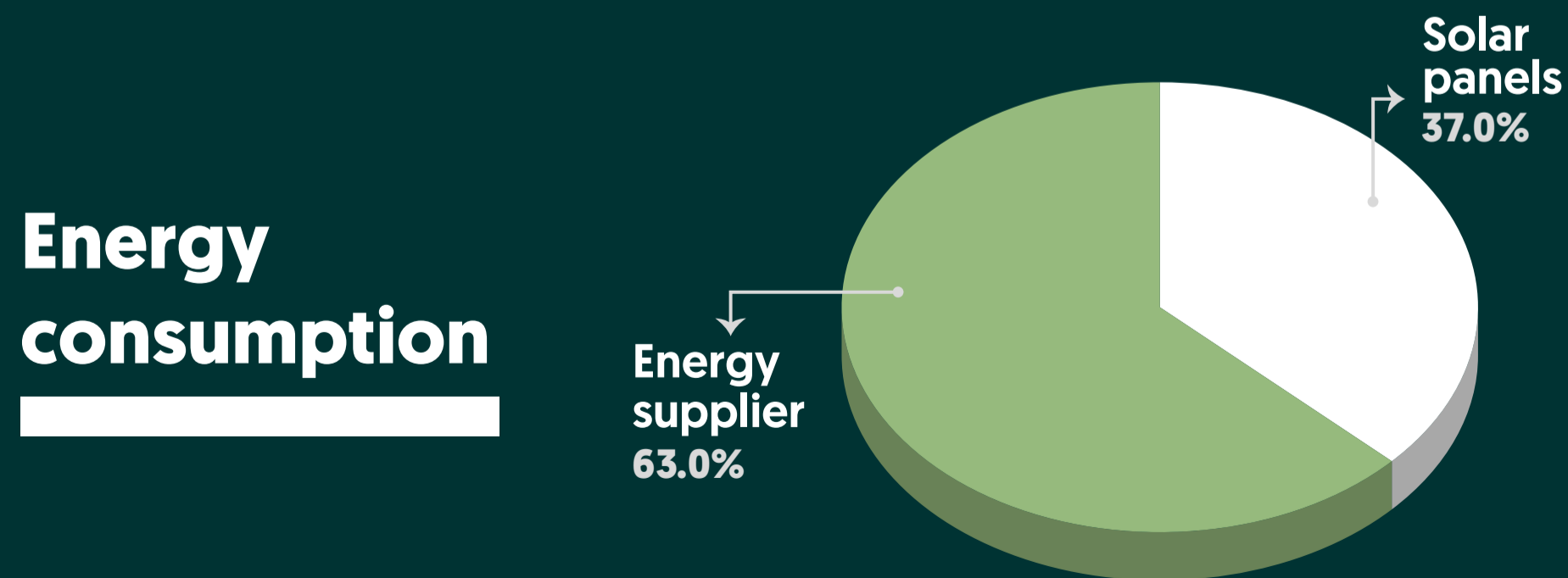
This 2023 will consolidate this proposal for the work of prevention of Gender-Based Violence, contextualized to the reality identified from the information collected, and its application will be carried out intervening on fronts such as:

- Addition of themes to the curricular mesh from the formation of the being.
- A group of ambassadors as a permanent seedbed for internal and external prevention activities when required.
- Alliances with groups and/or collectives that work with these themes.

Environmental Sustainability Strategy

Our Social Complex in Cartagena develops its activities taking into account the proximity to protected sites, wetlands, and bodies of water, in addition to carrying out a **rigorous environmental management plan which includes protection of the vegetation layer, prevention of sedimentation of storm drains, reduction of air pollution by dust and particulate matter.** In addition, we have a water and energy-saving system through solar panels.

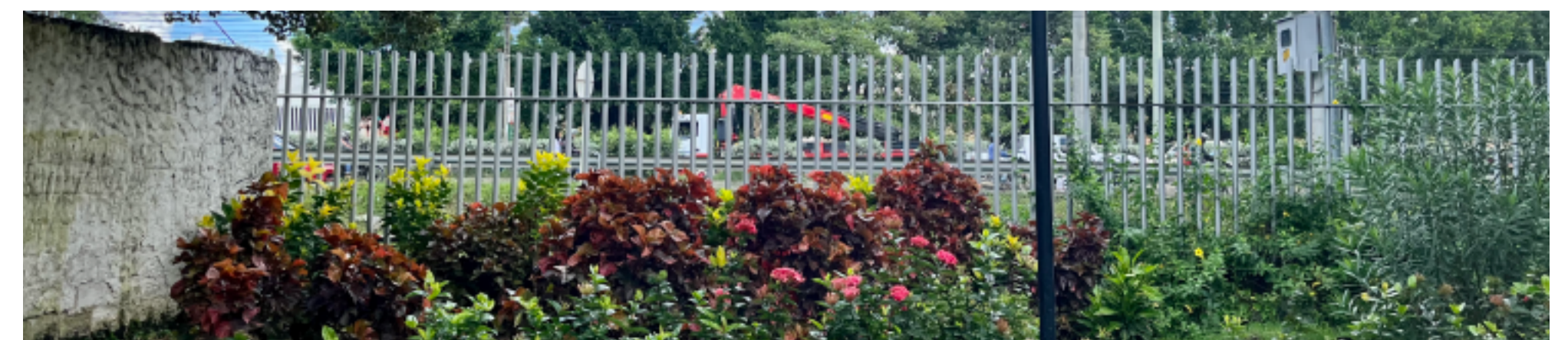
Thanks to the installation of solar panels we have achieved savings of 37% in energy, which is equivalent to more than 33 million pesos during the year 2022, with these savings we have increased our social investment. The roofs still have space to install more than 335 solar panels and we are taking steps to continue contributing to the environment and increasing our impact:



A nursery is currently being developed for the reproduction of species in the area with a capacity for more than 500 plants per month, thus contributing to the interaction of fauna and flora in our sector, in addition to encouraging the care of nature for our beneficiaries.



At the beginning of 2023, the recertification process in Leed on Operation and Maintenance will be completed, which shows the commitment that we have year after year to minimize our negative impact on the environment, from aspects related to energy consumption, purchase of low-impact supplies environmental, potable and residual water management, waste management, garden management, among others.



WW4W Platform and Events

The Women Working for the World community continues to grow!

Women Working for the World is a digital content platform that reflects on female empowerment and women's rights. After more than a year and a half on the air, the figures show the great reception it has had: **it closed 2022 with 140,000 unique users who have entered the website and more than 11,000 followers on its social networks.**

INSTAGRAM LIVE

Las claves para potenciar tu perfil profesional y encontrar el trabajo que deseas.

- ANA MARÍA DIAZGRANADOS**
Mentora de Empleabilidad & LinkedIn.
@diazgranadosana
- MARIA PAULA ALONSO**
Mentora de Comunicación y Relacionamento.
@mapaalonso
- LAURA ARISTIZÁBAL**
Creadora de @jobtips, consultora y cofundadora de ProTalento.
@jobtips

Martes 7 de febrero | 4:00 p.m.

Conéctate en @ww4w.co

EN ESTA NAVIDAD BRINDAMOS POR:

¡NO TE PIERDAS!

RUIDO

La película de Netflix basada en hechos reales sobre la desaparición de mujeres en México.

¡Escucha un nuevo episodio de

MI SALA ES TU SALA con Ail Viviam Villafañe

para conocer más sobre la importancia de construir puentes con los pueblos indígenas!

140.000
USERS

11.000
FOLLOWERS

8^{vo} FORUM WOMEN WORKING FOR THE WORLD | 2022 “The power of using our voices”

Under the motto “The power of using our voices”, the eighth version of the Women Working for the World Forum was held at Ean University. **An event that had the participation of 300 attendees and 31 national and international speakers, who reflected on the incredible initiatives that they are leading in favor of gender equality and social change.**



Likewise, within the framework of this event, **we received a delegation of 13 philanthropists who contributed financially to Juanfe** after attending the Forum and traveling to Cartagena and Medellín to learn about the work we do with adolescent mothers and their social reality.

The Women Working for the World Forum and platform are made possible thanks to the support of 11 sponsors who, like us, speak up for the girls and women of the world.



DINNER “NOCHE DE SUEÑOS”

This year our “Noche de Sueños” dinner had two versions, one in Bogotá and one in Medellín.

BOGOTÁ

With more than 200 guests, 4 sponsors, and 5 allied brands, we reactivated our dinner after a year of being in a pandemic.

Thanks to our sponsors, we were able to have a magical night where guests resonated with our social mission.



MEDELLÍN

For the first time, we held this version in Medellín, with more than 70 guests and more than 6 allied brands.



GOLF TOURNAMENT

We held our golf tournament with more than 100 players on the Founders course of the Country Club of Bogotá.



News



We have news!

Our impact breaks boundaries

We are happy to share with you **the recognition and financing from the Hilton Foundation to make an adaptation of our 360° Model aimed at the population of Venezuelan migrant mothers, in the cities of Cartagena and Medellín.** This new adaptation will begin its implementation in 2023 and we hope that throughout its two-and-a-half years of implementation, we will be able to impact close to 720 women, through a process of emotional repair and training in job skills that will allow them to count with the necessary tools for them to achieve employment.



We have a new internationally recognized credential, CAF America:

The credential provides validation that our organization is structured and operates as a non-profit entity and that grant funds provided to our organization will be used exclusively for charitable purposes



News allies 2022:



During the year 2022, the Juanfe Bakery faced several challenges:

- **Achieve market positioning**, specifically in the store-to-store, Corporate and Supermarket channels, the latter without good results, which led to the decision to withdraw from the channel, focusing the sales strategy on the TAT and Corporate Channel.
- **Unregulated rise in the prices of baking supplies**, considerably affecting the final value of the product and influencing the decrease in the profit margin.
- **Very low offer price in the market by the competition.**

Identifying the previous challenges, **Juanfe Bakery for the month of July refocused its sales strategies and took actions** that would minimize the results and achieve the break-even point:

- Execution of an internal point of sale with a greater offer of products.
- Refocusing of the sales strategy on the Business and Institutional Sales channel.
- Negotiation with existing suppliers and new suppliers.
- Aggressive price increase strategy.
- Evaluation of the current production capacity for the opening of new lines of business.
- Creation of a filter for the TAT channel in order to have coverage of the stores with the highest sales volume.

Despite the actions implemented and the analysis of the business, the financial results for the year 2022 of the Juanfe Bakery were:

SALES	COSTS	DEFICIT
\$ 669.872.530	\$ 886.502.921	-\$ 216.630.391

The decision, after an executive review with senior management, was to close the business in a responsible and organized manner, always having as a priority not to affect the processes inherent to this impact unit, such as feeding the beneficiaries, for which hired a new supplier, who, as of the closure, supplies daily food for our young people as the bakery had been doing



Impact Bonds

In August, the implementation of the CREO 1 Social Impact Bond was terminated:

This project, in partnership with Comfama, managed to close with 109% compliance with the placement goal and 97% of the job retention goal for three months.

With the gender approach in our intervention model, 81% of those placed are women, where 60 are beneficiary adolescent mothers, of which 30% continue in employment. In addition, the payment of the investment was achieved and a return of \$300 million obtained in the collaborative financing model with A2censo on the Colombian Stock Exchange.



Taking into account the success of the first phase, the Social Impact Bond phase 2, also called CREO 2.0, is continued.



For this new phase we continue to be present as investors and operators. **This bonus will be carried out until July 2023, contributing to the global goal 60 young people in job placement and 50 beneficiaries in retaining their jobs for three months.**

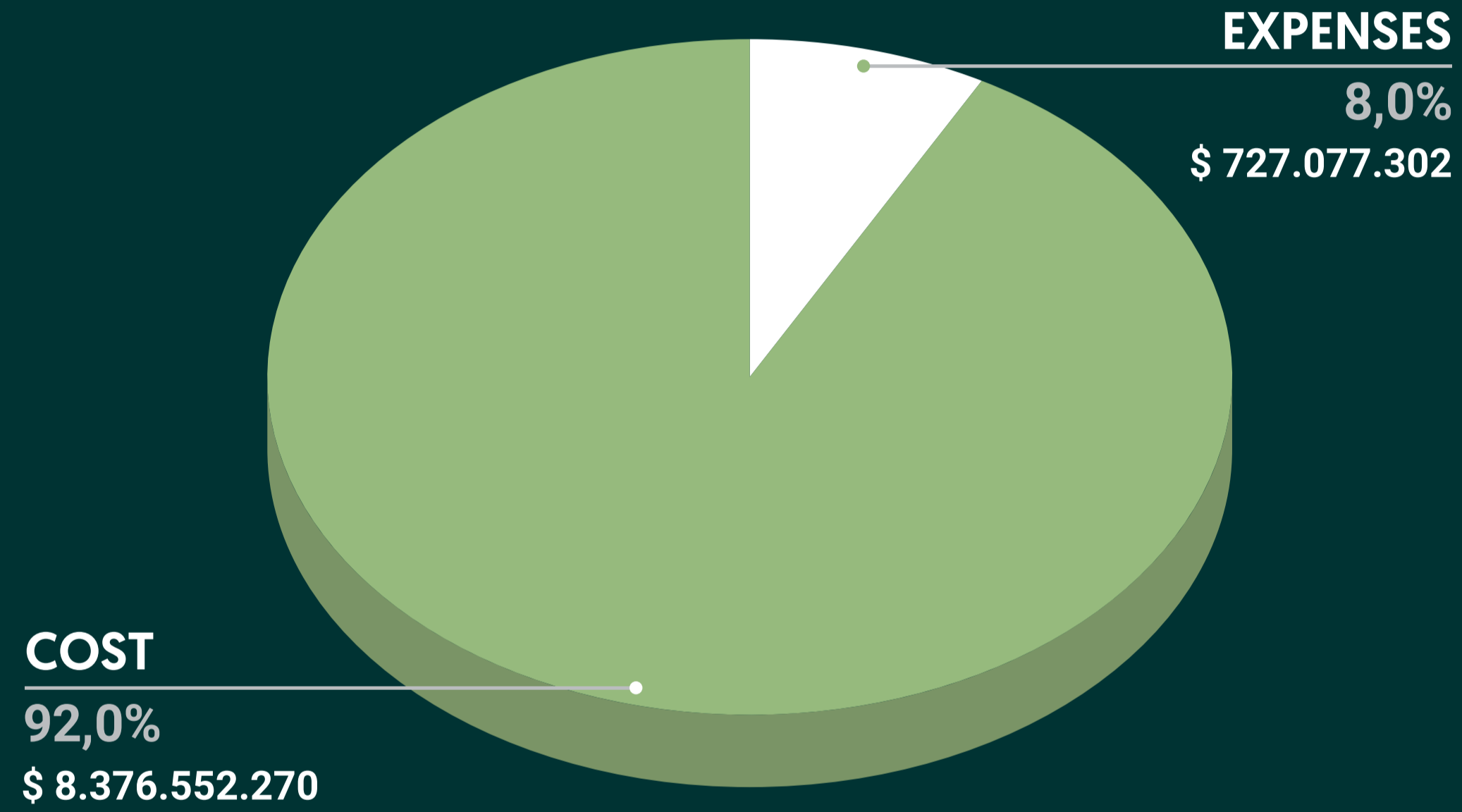
With the experiences and learning from bonus 1, an intervention plan was structured that will improve the effectiveness of the job placement and adaptation process of young people. Considering the changes in the labor market, short training sessions will be carried out on topics such as:

Office automation | Communications | Customer service | Business behavior

Today companies are preferring the strengthening of soft skills or being, which is the added value of the model proposed by Juanfe.

With the active participation that we have in this payment mechanism for results, and the added experience both in social investment issues and in the operation, **we are being part of spaces for learning and socializing innovations with different companies, social organizations, operators, investors and all the actors who participate or want to participate in these mechanisms that are gaining more and more strength.** Among them we highlight: **1st Congress of payment for results** and the event at **The orange economy summit: Implementation of innovative mechanisms for the financing of social projects.**

Costs and expenses



Stories with a purpose

MEDELLÍN

6 young Juanfe graduates are now in the air as VIVA flight attendants



After graduating in August from the Viva Foundation's Viva Unlimited program, Natalia Lambertinez Berrio, Yudi Andrea Duque Barrera, Ingrid Cordoba, Astrict Yuliet Sanchez, Rosa Cuervo and Liceth Vanessa Villa are now formally hired and working with the airline.

CARTAGENA



Yorleidis Torres

Click on the image and learn about the success story of our Juanfe 2021 graduate, Yorleidis Torres.

To out Juanfe collaborators

Each one of you has consolidated what we know today as the “360° model”, each one is part of that model of social development. Thank you for having the courage to be here, and for believing that we have a higher purpose, you are a fundamental piece in this construction of the country and in the transformation of each of the young people and families that we impact, thank you for taking her out of the stadium every day, thank you for deciding to be DNA Juanfe.



• • Fundación
JUANFE
Modelo de desarrollo social

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