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ANUAL REPORT 2021|2022



Photography Santiago Márquez - @santiagodesign_

INDEX

1 WHAT IS COLOMBIA CUIDA A COLOMBIA AND HOW DO WE OPERATE?

- What is Colombia Cuida a Colombia?
- How do we work?
- Governance Scheme

2 OUR IMPACT

- Summary of our humanitarian care impact 2020
- Assistance delivered during the COVID-19 emergency.
- Aid provided during the emergency caused by the winter wave in 2020
- Aid delivered during the COVID-19 and winter wave emergencies in 2020
- Summary of our impact on humanitarian care 2021
- Health strategies for communities in situations of poverty and vulnerability in 2021

3 SUMMARY OF OUR IMPACT CAUSES AND PROJECTS 2020 - 2021

- Summary of our impact causes and projects 2020
- Summary of our impact causes, projects and vehicles of collective impact 2021
- Promotion of Collective Impact Vehicles - CIVs
- Sustainable Solutions to Fight Hunger
- Strengthening social entrepreneurship by integrating community initiatives of vulnerable populations and scalable startups.
- Communications and social and cultural mobilization

4 INTERNATIONAL NETWORKS AND ORGANIZATIONS WE ARE PART OF

5 OUR ALLIES



SOLIDARITY AS AN ENGINE OF TRANSFORMATION AND AN OPPORTUNITY TO WORK TOGETHER

Solidarity, collaboration and empathy have been the driving forces that since the origin of Colombia Cuida a Colombia have allowed us to mobilize, connect, integrate and articulate volunteers, civil society organizations, businessmen and the media. All of them gave us the opportunity to help others, even in the midst moments of anxiety and uncertainty.

And it was in the context of the lockdowns, of the quarantine as a preventive measure due to the COVID-19 pandemic, when Colombia Cuida a Colombia was born. The collective thinking and action of thousands of Colombians, the business sector, civil society organizations and the media was integrated.

It was a moment in which the collective interest was on top of the individual interest. With an articulated work, based on trust, it was possible to move forward in a collaborative and fast way in order to provide aid for people in farther corners of the country. Those places where the aid was needed the most.

We trusted that those who were closer to the problems where the ones called to lead the change. Working with them allowed us to mobilize a network of allies and volunteers that took actions to benefit health workers, who were permanently risking their lives. Also, we were able to help millions of Colombians that, in the midst of the emergency, lost their jobs and saw their food security at risk or their businesses' loyal customers gone.



Santiago Márquez - @santiagodesign_

The urgency of showing solidarity with the situation of thousands of families and a deep sense of responsibility for our country brought us together. Since March 2020, it has been possible for us to amplify the power of our allies and join efforts to contribute effectively to close the inequality and poverty gaps in our country.

Today, almost two years later, we are still committed to take care of Colombia, honoring the trust placed in our movement by thousands of Colombians, companies and organizations such as the Skoll Foundation, which motivated us to continue adding allies, articulating efforts, demonstrating with results that the impact of collaborative work has the capacity to triple the aid and the impact of our work.

Therefore, our work is not finished yet and in 2022 we will continue working, thinking on new and creative ways to place aid in those regions that it is needed the most. We will keep promoting collective impact vehicles, generating sustainable solutions to fight hunger and promoting entrepreneurship for social innovation. We invite you to travel through this report, which seeks to show the powerful results of our joint efforts during 2020 and 2021.



WHAT IS COLOMBIA CUIDA A COLOMBIA AND HOW DO WE OPERATE?



WHAT IS COLOMBIA CUIDA A COLOMBIA?

On March 19, 2020, when the quarantine began in Colombia as a preventive measure for the COVID - 19 pandemic, many people were suddenly left without anything to survive. Red rags began to appear in the windows and doors of houses as a sign of another pandemic that emerged: hunger. This situation began to be evident in different areas of the country.

A group of colleagues who had worked in different organizations and social issues, with the spirit of solidarity during this situation that affected millions of Colombians, began to wonder how the aid is channeled and get to where it should. A collective movement was born with this concern on their minds. The movement started with a Whatsapp group which begins to link many people, organizations, companies and today there are about 400 allies. We were united by a concern and a purpose: help others and work together collectively to have a better impact.

This is how Colombia Cuida a Colombia (CCC) was born, as an alliance that today connects more than 400 partners and allies among associations, foundations, companies, academia, media, their guilds and networks. We all operate together to obtain integral attention of social problems, through Collective Impact Vehicles - VIC, that develop agile, systemic and digital solutions, based on collective work and innovation. All those actions allowed the implementation of coordinated strategies on a large scale with the purpose of impacting and transforming the lives of vulnerable communities.



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HOW DO WE WORK?

Colombia Cuida a Colombia has established itself as a platform, a movement that unites the strength of human networks and digital solutions connecting unattended social problems with the right solutions. This is a space where a systemic view and a participatory methodology are promoted, which allows the contributions of different actors from the business, social, civil society and media sectors, who jointly, articulated and transparently act towards common goals, applying the principles of co-creation and co-leadership.

Currently, Colombia Cuida Colombia develops its actions under an approach based on the theory of change and the co-construction model, in which it is essential to work together with communities and different allies to build sustainable solutions through the following:

- THE IDENTIFICATION OF PROBLEMS AND GAP CLOSURE
- THE CO-CREATION OF SUSTAINABLE, HIGH-IMPACT, SYSTEMIC AND AGILE SOLUTIONS
- TRUST BUILDING, COMMUNICATING AND ARTICULATING STAKEHOLDERS IN THE TERRITORIES
- STRAIGHTEN SKILLS AND PROMOTE THE AUTONOMY AND PARTICIPATION OF LEADERS, ORGANIZATIONS AND COMMUNITY NETWORKS
- CAPACITY BUILDING AND PROMOTION OF AUTONOMY AND PARTICIPATION OF LEADERS, ORGANIZATIONS AND COMMUNITY NETWORKS
- ADVOCACY TO IMPROVE PUBLIC POLICY
- AND MEASURING IMPACT AND DOCUMENTING RESULTS

In September 2020, with the participation in the strategic planning of several CCC allies and volunteers, members of the media, the business sector and civil society, we established CCC's purpose as "Promoting the social transformation of Colombia through articulated solutions of collective impact", by identifying the main social problems of the country in which CCC can promote solutions, articulating and systemically mobilizing various participants to support causes and co-construct programs and projects of high impact, measurable and lasting; as well as six strategic objectives that support the purpose and value proposition defined by our movement:

- GENERATE IMPACT IN PROGRAMS AND PROJECTS THAT SOLVE SOCIAL PROBLEMS
- ARTICULATE POWERFUL NETWORKS OF ALLIES
- MANAGE AND CHANNEL RESOURCES TOGETHER WITH PARTNERS
- GENERATE ACTIVE AND INCLUSIVE COMMUNICATION AND MOBILIZATION
- HAVE A CONSOLIDATED GOVERNANCE SCHEME IN A COLLECTIVE IMPACT VEHICLE – CIV
- MEASURING THE IMPACT OF CCC INITIATIVES



The roadmap established in 2020 was later complemented in September 2021, with the Colombia Cuida a Colombia's summit, in which allies and volunteers from different sectors participated once again. Through the methodology of appreciative inquiry, we established the shared path to keep moving forward on an operating model integrated, which develops our purpose and strategic objectives, by the following initiatives:

- **PARTNERS FOR COLOMBIA**, this initiative seeks the financial sustainability of our alliance and to create the first fund to finance high-impact collaborative projects.
- **COMMUNICATIONS AND SOCIAL AND CULTURAL MOBILIZATION**, seeks to position CCC, attract allies and donors and generate transformation of imaginaries and cultural change, conveying the message that we can work for the country together from the difference.
- **COLLECTIVE IMPACT VEHICLE MODEL FOR COLOMBIA CUIDA A COLOMBIA: TO BE A REFERENCE FOR SCALING IMPACT**, within the framework of this initiative, CCC's CIVs are implemented, in addition to designing a CIV model, systematizing and documenting good practices, which will allow us to scale impact.
- **MAPPING OF ACTORS COLOMBIA CUIDA A COLOMBIA**, this initiative seeks to have a technological platform that allows us to have information of the allied organizations, their projects and initiatives, classified by themes and territories and to have information on the VICs that we are implementing or accompanying from CCC.
- **TOGETHER FOR COLOMBIA TAKE CARE OF COLOMBIA**, this initiative seeks to develop a training, accompaniment and certification program as an agent of social change, both for grassroots organizations and allies and members of CCC.



STRATEGIC OBJECTIVES, INITIATIVES AND LINES OF ACTION OF COLOMBIA CARES FOR COLOMBIA

STRATEGIC OBJECTIVES	INITIATIVES	LINES OF ACTION
<p>Generate impact in programs and projects that solve social problems</p> <p>Articulate powerful networks of allies</p> <p>Manage and channel resources together with partners</p> <p>Generate active and inclusive communication and mobilization</p> <p>Have a consolidated governance scheme in a collective impact vehicle-civ</p> <p>Measuring the impact of ccc initiatives</p>	<p>Collective impact vehicle model for colombia cuida a colombia : to be a reference for scaling impact, within the framework, of this initiative, cccs civs are implemented, in addition to designing a civ model, systematizing and documenting good practices, which</p> <p>Stakeholder mapping: to have information in partner organizations their projects and initiatives and cccs vics</p> <p>Partners for colombia: seeks the financial sustainability of ccc and to create the first fund to finance high-impact collaborative projects</p> <p>Communications and social and cultural mobilization: seeks to position ccc, attract allies and donors and generate transformation aof imaginaries and cultural change, transmitting the message tha it is possible to work for the country together from the difference.</p> <p>Together for colombia cuida a colombia, a program for training accompaniment and certification as an agent of social change, both for grassroots organizations and for allies and members of ccc</p>	<p>Promotion of colletive impact vehicles</p> <p>Solutions to combat hunger</p> <p>Entrepreneurship for social innovation</p>



GOVERNANCE SCHEME

The guidelines that define Colombia Cuida Colombia's governance scheme are based on an inclusive, participatory, rotating, and flat government structure, with a high assignation of responsibilities and specialization in the areas where decisions are made.

During 2020, Colombia Cuida a Colombia's core team was integrated by team members from partner organizations and volunteers, who offered their professional skills, knowledge and time for the organization.

Since the beginning of the alliance, the Fundación Taller de Aprendizaje para las Artes y el Pensamiento –TAAP– has led the beneficiary population's targeting, verification and measurement of the impact of the alliance's actions.

The Food Bank Association of Colombia - ABACO–, which network has 22 food banks located in almost all the national territory, has led the initiatives and strategies related to food, nutrition, food safety and food recovery to avoid food waste.



Paulina Pastrana - @paulinapaztrana

In the area of health, CCC currently leads the Medicines Bank and in terms of mobilization and communication of the alliance during 2020, Mobilizatorio led this component, working together with Claro and the agencies MullenLowe SSP3, Detonante and Tank Comunicaciones, with the support of all media outlets, ASOMEDIOS, Giving Agency, Matrix, Global News, Búho, Agencia Si Señor, to give visibility to CCC's efforts and convince millions of citizens and hundreds of organizations to participate and consolidate donation campaigns through different channels.

Colombia Cuida a Colombia, with the articulation of all its allies, volunteers and network, was able to directly impact 3 million people in 2020, reaching 30 of the 32 departments of the country; thanks to the work of 55,000 Colombians and 400 organizations, it was possible for us to raise 2 million dollars and 30 million dollars in goods. This resources were invested in aid; 89% to address the impacts of COVID-19 and 11% to the effects of the winter wave.



ANUAL REPORT 2021|2022



All these resources allowed us to assist vulnerable populations in the country, providing food and nutrition, health, education and income generation. The Aid consisted in 54,776 tons of food, 60 tons of biosecurity, hygiene and personal hygiene items. 35.8 tons of medicines and formula milk. (<https://colombiacuidacolombia.com/wp-content/uploads/2021/05/Reporte-anual-2020-v11.pdf>)

The resources collected that made this effort possible are subject to all the legal mechanisms of transparency of non-profit organizations and tax regulations in Colombia. Today we are close to 400 allies from the business sector, the media and civil society www.colombiacuidacolombia.com/aliados/

After operating organically for some time, thanks to the work of several allies, Colombia Cuida a Colombia launched its formal organization just one year after its creation (March 19, 2021). The corporate governance is composed of the executive director, the executive committee and an advisory council (<https://colombiacuidacolombia.com/consejo-asesor/>), which is (<https://colombiacuidacolombia.com/consejo-asesor/>)

As we have been obtaining resources to finance our operation. Colombia Cuida a Colombia has progressively built a back bone that allows us to have a team fully dedicated to the implementation of our strategic planning and action plan.

Today we have an Executive Management, a Coordination of Communications and Digital Strategy, a Coordination of Cooperation and Alliances and a Coordination of Monitoring, Systematization and Impact Measurement of Causes and Initiatives, which carry out day-to-day actions such as communications, monitoring and management of allies, planning, coordination, presentation of projects, administrative management, among others.

CORPORATE GOVERNANCE STRUCTURE COLOMBIA CUIDA A COLOMBIA



Today, a year and a half after the creation of this alliance, where we could recognize and take advantage of the potential of its allies and their stronger initiatives, Colombia Cuida a Colombia has defined three lines of action that allows us to continue generating agile and systemic solutions: 1) Promotion of collective impact vehicles, 2) solutions to fight hunger and 3) entrepreneurship for social innovation.

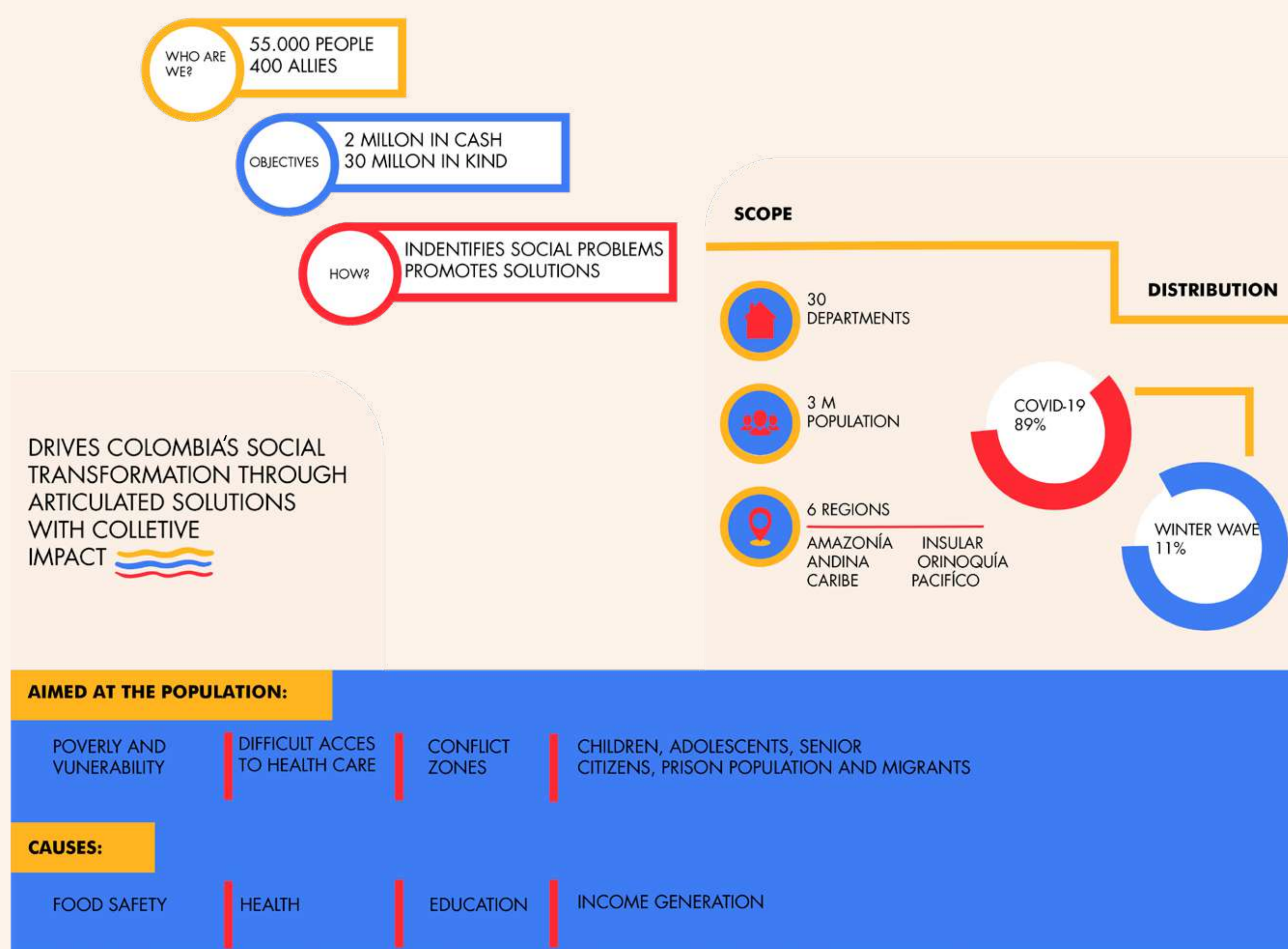
The following is a brief summary of the impact of our humanitarian management and the causes, programs and projects that we have been developing through collective impact vehicles during 2020 and 2021.

OUR IMPACT

The following is the report of Colombia Cuida a Colombia's management from March 2020 to December 2021, in emergency humanitarian aid, provided mainly in response to the effects of COVID - 19 and the winter wave. And a summary of our impact achieved through the causes, projects and initiatives that we lead or which we are part with some kind of support.

Colombia Cuida a Colombia has two mechanisms of impact in communities, the first one through the targeting of vulnerable population and direct articulation with allies and the second one through the national network of Food Banks of Colombia. Through both mechanisms, CCC assisted the population during the crisis generated by the COVID-19 pandemic and during the emergencies caused by the winter wave and hurricanes Eta and Iota.

SUMMARY OF OUR HUMANITARIAN CARE IMPACT 2021



ASSISTANCE DELIVERED DURING THE COVID-19 EMERGENCY

Particularly with the delivery of food, we impacted 36,124 families for a total of 180,629 people, who received a food kit of 20 kilos, with an average nutritional contribution for 30 days of 22% of the caloric requirement and 20% of macronutrients for a family of 4 people.

We delivered more than 60 tons of aid, including biosecurity items, hygiene items and personal hygiene items. And from the Medicines Bank, 35.8 tons of medicines, biosecurity items and infant formulas were delivered.



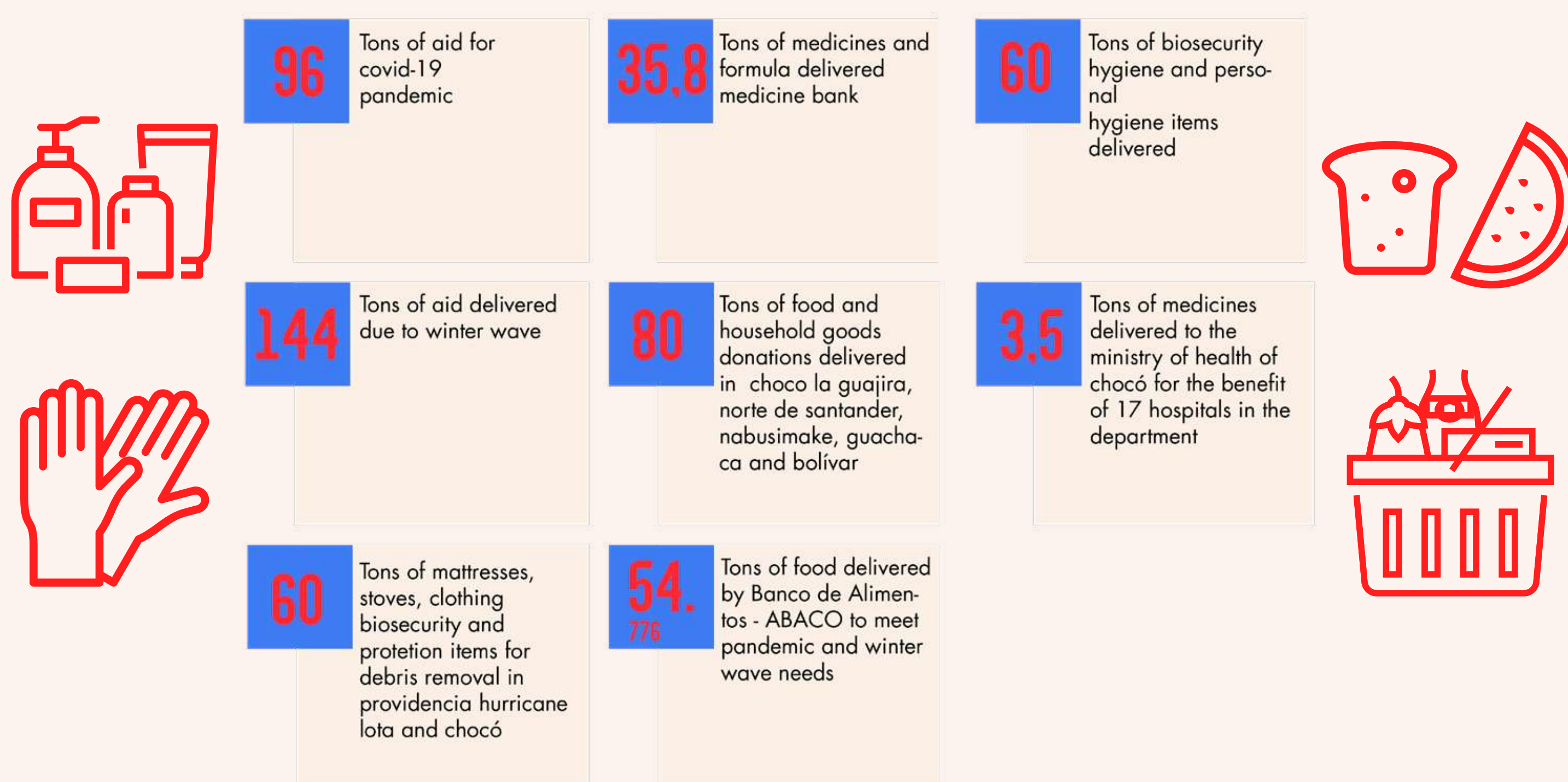
AID PROVIDED DURING THE EMERGENCY CAUSED BY THE WINTER WAVE IN 2020

In response to the weather emergency caused by the winter wave, CCC, through alliances with the National Media Association - Asomedios, the National Association of Colombian Businessmen - ANDI, the ANDI Foundation, ABACO, Belleza Express, BRAC, the TAAP Foundation, and in coordination with Colombia's National Unit for Disaster Risk Management - UNGRD and with allies in the territories, we managed to reach more than 23,000 people and 6,000 families, mainly in the departments of Chocó, La Guajira, the cities of Cúcuta, Cartagena and the towns of Nabusimake and Guachaca.



We sent 3.5 tons of medicines from the Medicines Bank to the Chocó Health Secretariat for the benefit of 17 hospitals in the department. We delivered 200 drinking water filters for the population affected by the flooding of the San Juan and Atrato rivers in Chocó. Also, with the support of the Raya Foundation, we were able to deliver 40 sacks of pet food and carry out vaccination and deworming campaigns.

55.015 TONS OF HUMANITARIAN AID DELIVERED IN 2020



AID DELIVERED DURING THE COVID-19 AND WINTER WAVE EMERGENCIES IN 2020

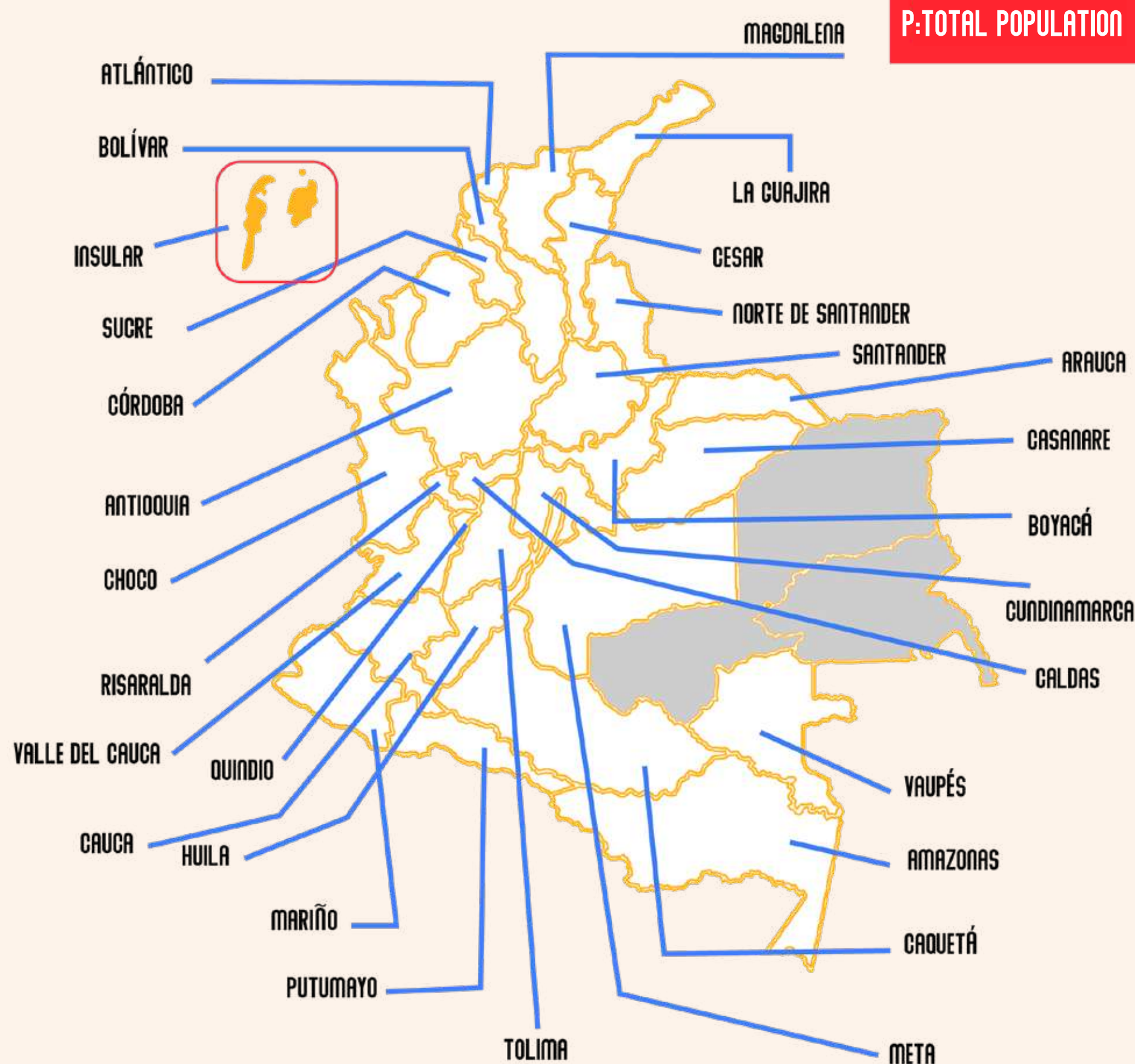
With the national network of the Food Bank – ABACO -, we delivered 54,776,495 kilos of aid equivalent to 54,776 tons of food that benefited more than 2,855,020 people affected by the emergencies of COVID-19 and the winter wave in 2020. This was supported by Colombia Cuida a Colombia, with funds obtained from donations campaigns and in-kind support provided by citizens, organizations and allied companies.

ANUAL REPORT 2021|2022

During the pandemic, we attended the emergency in the Archipelago of San Andrés, Providencia and Santa Catalina, delivering 30 tons of food in May 2020, and later in November, we responded to the emergency caused by the hurricane Iota, the first category 5 hurricane in Colombia, which left the island of Providencia and Santa Catalina devastated. We will go in detail of this process in the management report of 2021.

ATLÁNTICO	KG:2.122.873 P:946
BOLÍVAR	KG:1.314.422 P:139.129
INSULAR	KG:37.058 P:5.896
SUCRE	KG:107.829 P:19.134
CÓRDOBA	KG:204.553 P:32.838
ANTIOQUIA	KG:11.531.020 P:480.524
CHOCO	KG:137.122 P:26.344
RISARALDA	KG:812.985 P:43.538
QUINDIO	KG:28.676 P:617
VALLE DEL CAUCA	KG:6.508.567 P:201.953
HUILA	KG:534.744 P:24.927
CAUCA	KG:43.756 P:6.361
MARIÑO	KG:380.799 P:50.741
PUTUMAYO	KG:3.8532 P:260
TOLIMA	575.495 P:30.906
META	KG:526.162 P:57.997
CAQUETÁ	KG:5.471 P:902
AMAZONAS	KG:19.980 P:6.975
VAUPÉS	KG:3600 P:620
CALDAS	KG:596.392 P:2727.609
CUNDINAMARCA	KG:25.010.790 P:1.270.362
BOYACÁ	KG:28.1806 P:789
CASANARE	KG:5.519 P:1.708
ARRAUCÁ	KG:7.320 P:946
SANTANDER	KG:829.096 P:67.318
NORTE DE SANTANDER	KG:1.451.083 P:41.762
CESAR	KG:250.537 P:47.165
LA GUAJIRA	KG: 871544 P:36.530
MAGDALENA	KG: 827.0691 P:29.737

AID DELIVERED DURING THE COVID-19 AND WINTER WAVE EMERGENCIES



TOTAL CCC: KG:943.912 P:141.934
TOTAL BDEA: KG 53.832.583 P:2.713.086
TOTAL KG:53.832.583

SUMMARY OF OUR IMPACT ON HUMANITARIAN CARE 2021

Throughout 2021, Colombia Cuida a Colombia delivered food and hygiene kits and biosecurity elements, and on some other occasions we supported citizens and organizations with the dissemination and promotion of the donation and with the receipt of aid. These actions supported different people left without access to food, drinking water and with damages on their homes due to the effects of the winter wave.

ANUAL REPORT 2021|2022

In Andagoya and Condoto, in the department of Chocó, two of the municipalities most affected by the rains, we delivered food kits, drinking water solutions (water filters) and household goods to 500 families and 1670 people between January and February of 2021. The aid was received thanks to the donation of the Nueva Granada School Class of 1984 and the work of volunteers and the team of the TAAP Foundation.

In the cities of Medellín, Cali, Ibagué, Manizales, Bucaramanga and Pereira, 1,000 families were assisted between February and March, of which 927 received night kits and 1,000 received food and hygiene kits. This assistance was possible thanks to the MAPFRE insurance company; donations were delivered jointly with the MAPFRE volunteer program, Colombia Cuida Colombia, Fundación TAAP and the Colombian Association of Food Banks (ABACO).



Photo: Antioquia Presente Corporation

In March, we shared and amplified the campaign that sought to benefit 135 families who were victims of forced displacement and victims of heavy rains in Pueblo Rico and 81 Emberá Chamí indigenous families who were sheltered in Cerrito, Pereira, in the department of Risaralda. Between May and June, we published several campaigns to help people in La Virginia, also in the department of Risaralda; Cartagena, in the department of Bolívar and people in the department of Chocó. All these campaigns were led by our partner, the TAAP Foundation.

On July 31, 2021, in the municipality of Briceño, department of Antioquia, there were torrential rains and the overflowing of three streams. The rains left more than 1.300 victims, more than 20 homes destroyed and 23 productive units lost. The situation affected the economic livelihood, infrastructure and caused the loss of the belongings of several families.

Along with Corporación Antioquia Presente and Asociación Banco de Alimentos - ABACO, we delivered food kits to 90 families in Briceño to help them face the post-emergency days, not only providing them with food aid, but also generating peace of mind in those difficult moments.

Subsequently, through publications in our social networks, lives and interviews in local media, on August we requested aid for the department of Arauca, which lasted nearly 30 days without electricity service and with floods that completely destroyed bridges, roads and agricultural production of farmers in the region.

This emergency was attended through the Food Bank - ABACO, as well as others that occurred on the region of the Middle and High Baudó, in the department of Chocó, on November. That emergency left 3,489 families affected in Medio Baudó, and 4,700 families in Alto Baudó. Nearly the 90% of the territory flooded and a declaration of public calamity was made. Thanks to ABACO's arrangements, to attend that emergency more than 92 million pesos in basic food baskets were donated along with 5 tons of oil, 275 kilograms of rice, food transportation and 100 boxes of snacks. All of that, thanks to the support of Jerónimo Martins, Team Food, Arroz Blanquita and Frisby.



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In October, we supported CorpoAyapel, to promote the collection of aid for the Ayapel region and the La Mojana sub-region that was seriously affected by the winter wave. The Cauca's River overflow in that region generated multiple floods in the departments of Bolivar, Sucre and Cordoba, with nearly 25,000 victims.

HEALTH STRATEGIES FOR COMMUNITIES IN SITUATIONS OF POVERTY AND VULNERABILITY IN 2021

Within the framework of the Health Committee of Colombia Cuida a Colombia, and thanks to the management of the Medicines Bank, which is an strategic ally in the Colombian pharmaceutical industry, it was possible to receive 2,667 million COP -equivalent to US\$665.024- between January and August 2021. The aid was represented in medicines, formula milks, food supplements, biosecurity elements, such as mask covers, antibacterial gel, personal hygiene products and other vital elements for health. The aid was delivered through allied foundations in order to give it to populations in situations of poverty and vulnerability in different corners of the country. In this way we guaranteed that the donated products reached the target population and were not given to unauthorized commercial purposes. Also we ensured to have fast deliveries to avoid expiration dates and guarantee the reception of products in optimal conditions.

In articulation with TAAP Foundation, between January and July 2021, the Medicines Bank delivered donations for a commercial value close to COP \$1,360 million, equivalent to US\$ 339,120. The donation consisted on 138 product references, including medicines, more than 9,000 food supplements, around 8,000 formula milks and personal hygiene products to attend migrant mothers in Bogotá, displaced families in Pereira, the population in Condoto (In Chocó) San Andrés, Providencia, and Manizales.



Photography: Santiago Márquez - @santiagodesign_

Also, 122 school kits were delivered for indigenous children in Amazonas, 1,200 masks and gels for the Arhuaca population temporarily located in the main square of Valledupar, 5,000 milks and nutritional supplements for the Fundación Clínica del Hogar, which assists homeless. All of the above was aid equivalent to \$265 million pesos at a commercial reference value.

Through the implementation of five Health Brigades in vulnerable areas of the country, with the leadership and work of the Manos Pintadas de Azul Foundation, of the Cienogroup - MedPluss Business Group, and with the support of Medicines Bank, it was possible to provide direct attention to 2,580 people and indirectly to 7,740. We benefited the general population, but especially, we did it for children, teenagers, pregnant women and homeless people in the towns of Orocué, Támara, Leticia, Soacha and Bucaramanga.

ANUAL REPORT 2021|2022

The contribution of Fundación Manos Pintadas de Azul, of the Cieno Group - MedPluss, was COP \$185 million per brigade, for a total contribution of COP \$925 million, equivalent to U\$230,651.

Specifically, the contribution in medicines and other health supplies for these brigades was made by the Medicines Bank or COP \$530 million, whose inventory value is COP \$1,300 million in commercial value, equivalent to U\$324,159, materialized in 159,000 units of medicines and 500 formula milks.

With the joint work and management of the Manos Pintadas de Azul Foundation, the Medicines Bank and Colombia Cuida a Colombia, through the health brigades we did, we were able to impact 10,320 people, including direct and indirect beneficiaries with an investment of COP \$89,631 per person.

Finally, we supported the purchase of 240 bottles of liquid milk for a malnourished indigenous baby born with a cleft lip and cleft palate, who was operated on by the Rotary Club through the Fundación Operación Sonrisa (Operation Smile Foundation).

HUMANITARIAN AID DELIVERED IN 2021

1.590

families

12.000

persons

\$665

024

In-kind managed by

500

Delivery of drinking water solutions (water filters) and equipment in Andagoya and Condoto - Chocó.

1.000

Medellín, Cali, Ibagué, Manizales, Bucaramanga y Pereira, night, food and hygiene kits. Markets with 35% of the nutritional value for one month for a family of 4 members.

90

Briceño - Antioquia, delivery of food kits

9000

suplementos alimenticios

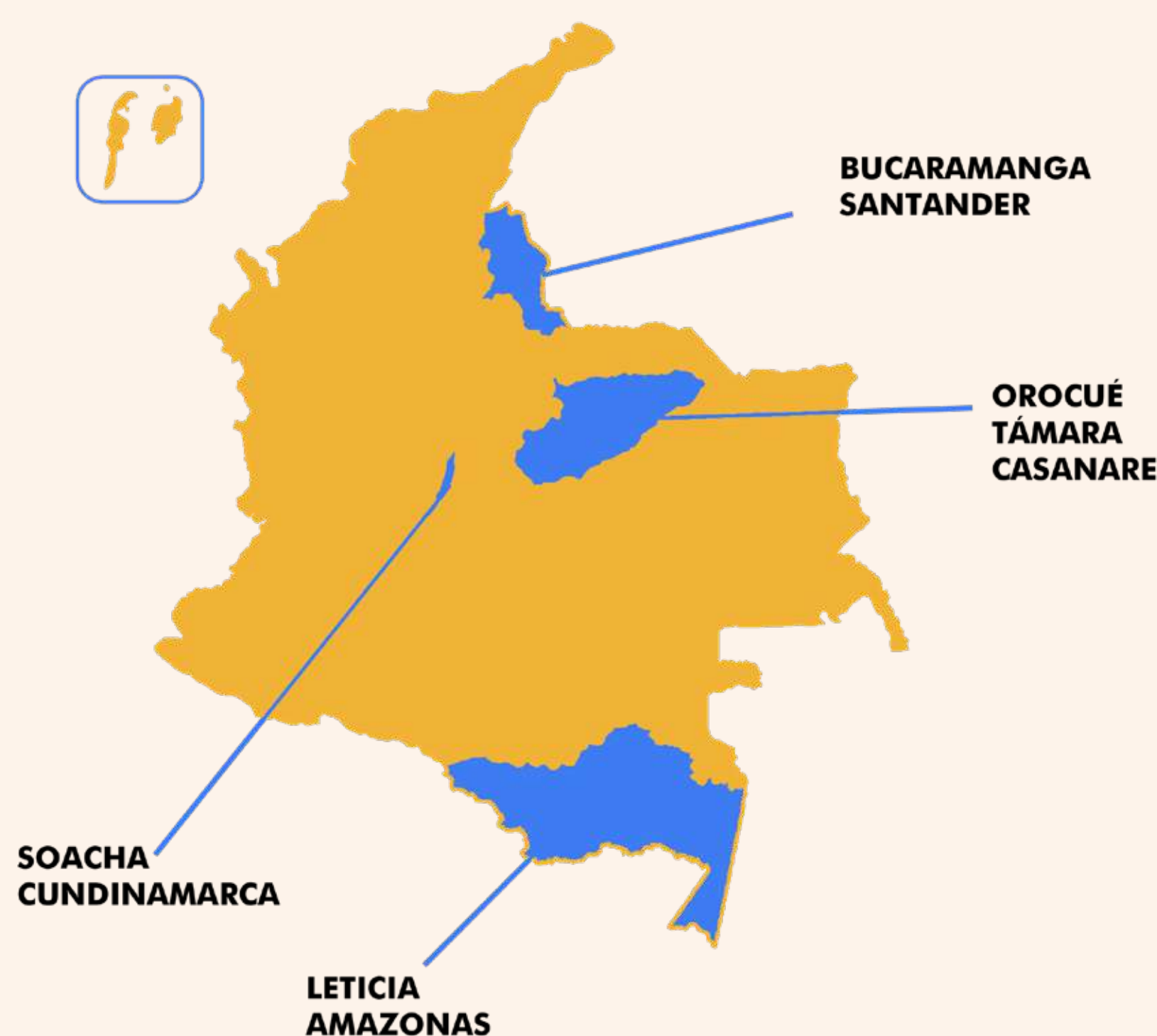
Attention to migrant mothers in Bogotá, displaced families in Pereira, support to the population in Condoto, San Andrés and Providencia, and Manizales.

8000

Formula milk and personal care

10.320 PERSONS

HEALTH BRIGADES



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SUMMARY OF OUR IMPACT CAUSES AND PROJECTS 2020 - 2021

In addition to providing emergency humanitarian aid, Colombia Cuida a Colombia has developed and supported causes and projects since its inception, through alliances and collective impact vehicles, whose management we will list below.

"COLOMBIA CUIDA COLOMBIA" ONLINE CONCERT MAY 1, 2020

The national recognition and visibility of Colombia Cuida a Colombia was achieved thanks to the generous support of all the media, who for the first time in the history of the country, supported a cause for a whole day in a unified and simultaneous way. The day ended with the transmission of a concert without precedent in the country, with the participation of famous artists. All of this was possible thanks to the leadership and creativity of Movilizadorio and MullenLowe, and the impeccable production of Detonante.

The concert promoted the collection of funds destined to support the program to help with food, health elements and care for the emergency attention of the pandemic. The concert raised COP \$3,091,165, \$796,573 and \$2,294,592 in-kind, during the week of April 24 - May 3, 2020.



It had more than 6 million views, 300,000 connected to the transmission, 300 allied organizations, it was trending topic on social networks, and managed to involve in the conversation about the concert to multiple influencers and a varied lineup of more than 70 artists such as Andrés Cepeda, Bomba Estéreo, Carlos Vives, ChocQuibTown and Yuri Buenaventura; reaching, via streaming, more than 115 countries and leaving a message that we can "Work Together as a United Country".

Subsequently, two more fundraising concerts were held to help the populations and territories affected by the winter wave, "SOS Proisland", held in November and "Un Canto por Colombia, Un Canto por las Regiones", held in December 2020; the profits were used to finance food aid, cleaning kits, biosecurity elements and other aid for different regions of the country, as well as resources for the construction of hurricane shelters for the islands of Providencia and Santa Catalina. Also, it was used to advance in a process about community strengthening and psychosocial care with the island community.

REACTIVATE COLOMBIA

This call developed by the National Association of Entrepreneurs - ANDI, Corporación Ventures and Colombia Cuida a Colombia, with the support of more than 40 organizations, sought to find projects capable of facilitating the reactivation of strategic sectors of the national economy impacted by the pandemic, to help different companies of the country's productive sector in crisis.

A total of 232 applications were submitted and 30 ventures were selected and accelerated to broaden their impact. These ventures showed the capacity to generate 20,000 jobs.

ANUAL REPORT 2021|2022

The call had a proportional participation of initiatives in 11 departments of the country, whose main trend was technology-based projects, with 14% female participation and with mature companies presenting projects, about 70% of the companies reported sales.

EDUCATION UNITES US

Led by Empresarios por la Educación (EXE), which joined during the pandemic Colombia Cuida a Colombia, an initiative whose purpose was to seek strategies to make home a safe and adequate place for children and teenagers in the country to continue with their educational process. This project was based on the demands and the new reality created by the COVID-19 pandemic.

This project managed to help around 240,000 people through 88 organizations in the country, through 8 content distribution channels with an estimated audience listening to the radio of more than 13 million people. To know all the partners of this initiative, please visit: (<https://laeducacionquenosune.co/nuestros-%20aliados/>)



WHAT IF CAMPAIGN...

With the leadership of Fundación Mi Sangre, Fundación Gratitude, Opepa and Fundación TAAP we joined the global movement promoted by Dream a Dream and the Weaving Lab, under the name "What if", (Y si en America Latina). The objective of this movement was to invite parents and teachers to prioritize the wellbeing of the millions of children and young people who experienced the anxiety of studying, completing their homework, exams and goals in the midst of the uncertainty of the crisis and the burden on their mental health.

SOLIDARITY MENU

With this campaign, the Sierra Nevada Hamburger Chain, an ally of Colombia Cuida a Colombia and other 50 restaurants, managed to transform the kitchens by placing them at the service of the vulnerable communities which situation increased with the COVID-19 pandemic. People bought menus for \$7,500 to donate to the people in need. Thanks to Sierra Nevada's leadership, 41,300 plates of hot, prepared food were delivered during the pandemic's lockdown.



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CARTAGENA SOS, SOLIDARITY FOOD AND RETURN ECONOMY ASER

With this initiative, 126,000 meals with balanced goods were delivered to vulnerable population of Cartagena and helped to preserve the business fabric of the restaurant sector, generating 120 direct jobs, 340 indirect jobs, and ensuring that 8 restaurants and production plants remained active and survived the economic emergency originated with the pandemic.

The ASER efficient cooking model mobilized \$504,000,000 pesos, US\$125,967 thanks to the donations of many citizens and the work and support of several foundations in Cartagena and the country, such as: Granitos de Paz, Fundación Serena del Mar, Alimentar Colombia, Cartagena Unida, Juanfe, Sueños Por Colombia, the Food Bank, the Archdiocese of Cartagena, with the support of Colombia Cuida Colombia, among other allies.

SUMMARY OF OUR IMPACT CAUSES, PROJECTS AND VEHICLES OF COLLECTIVE IMPACT 2021

All these projects and initiatives, conceived and led by different allies, where done with the support of Colombia Cuida a Colombia, and some other initiatives where repowered and strengthened by our alliance. All of that made it possible for us to focus our efforts in 2020 on trying to smooth the impacts of the pandemic on the most urgent areas and on vulnerable communities in the national territory. By working with our network of allies and donors, we came up with some solutions in health, food security and income generation for the people in the most critical situations.



Although we are now living "a new reality", the pandemic and its effects are still with us, profoundly affecting the country's social and development indicators, deepening poverty and inequality and placing Colombia as the second most unequal country in Latin America according to the World Bank¹. Colombia is the highest among the countries of the Organization for Economic Cooperation and Development (OECD) and the highest in Latin America, only surpassed by Brazil.

That is why we have continued working for the social transformation of Colombia, having with us the support of our allies, a well-organized management and articulation capacity that makes our presence valuable in the territories where it is needed the most.

Report: Towards the construction of an equitable society in Colombia. World Bank. The complete report is available at <https://documents1.worldbank.org/curated/en/602591635220506529/pdf/Main-Report.pdf>

ANUAL REPORT 2021|2022

Up to October 2021, we have impacted close to 1,300,000 people directly with resources provided by donors to our causes and initiatives, the management of our partners and the financing of the Skoll Foundation (<https://skoll.org/>) which supports transformative social change, connecting entrepreneurs and social innovators to advance bold and equitable solutions to the world's most urgent problems.

Taking advantage of Colombia Cuida a Colombia's great potential and capacity to connect and articulate solutions for the social transformation of the country, we have channeled our efforts through three lines of action:

- 1) PROMOTION OF COLLECTIVE IMPACT VEHICLES
- 2) SOLUTIONS TO COMBAT HUNGER, AND
- 3) ENTREPRENEURSHIP FOR SOCIAL INNOVATION



These Lines above are the ones around which we will present the following report of the impact of our causes, initiatives, projects and Collective Impact Vehicles - CIVs, in 2021.



PROMOTION OF COLLECTIVE IMPACT VEHICLES - CIVS

Colombia Cuida a Colombia created and implemented collective impact vehicles in different territories of the country such as La Guajira and the San Andres, Providencia and Santa Catalina Islands, and supported others, led by our allies, serving populations in situations of poverty, vulnerability and affected by the armed conflict and natural disasters. Some of the people affected belongs to ethnic and rural communities.

All the above, thanks to the collaboration of different organizations in which each one undertook a specific set of strategies from its expertise and coordinates them with the actions of other allies. From this point, we promoted agile and articulated solutions in 5 different Collective Impact Vehicles - CIVs, including one of a population-based nature called Weavers of Change. This one aimed at serving the youth population and whose origin responds to the social outbreak in which Colombia was immersed during the months of April, May and June 2021 and whose effects are still in force.

COLLECTIVE IMPACT VEHICLE: BACK BETTER TOGETHER FOR THE RECONSTRUCTION OF THE ARCHIPELAGO OF SAN ANDRÉS, PROVIDENCIA AND SANTA CATALINA.

After the Category 5 hurricanes Eta and Iota hit the San Andrés, Providencia and Santa Catalina Islands, 98% of the infrastructure of the island of Providencia was affected. This situation increased the emergency that was already in place due the lockdowns during the pandemic which had a negative impact on the tourism cluster, which generated 57% of the Gross Domestic Product (GDP) of the group of islands. The lockdowns originated a serious decrease on the commerce activities, and reduced the hotel and restaurant services for long periods of time. This caused situations of anxiety, hunger and need in this side of the that used to be recognized for being one of the departments with the lowest poverty rate.

This is how Colombia Cuida a Colombia, that was initially articulated to address the effects of the pandemic with partners such as ABACO, the TAAP Foundation and the Medicines Bank, ended up providing aid for the Islands after the hurricanes affected them. We were able to add allies such as the Food Bank of San Andrés, Rotary, ProArchiipiélago, World Central Kitchen, the Cadena Foundation, the National Navy of Colombia, the National Police and the Colombian Air Force; and attended the emergency in the Islands providing food solutions, water, electricity and shelter to the families of the island.



These joint efforts allowed us to delivery 30 tons of food and clothing, 309 biosecurity and cleaning kits, 70 packages of horse feed, 174 battery lamps, 1,800 items of equipment and debris removal and the installation of 82 tents with covers. The tends served as shelter and temporary housing for several families. Also, we delivered 250 portable filters and the loan of 4 desalination plants that worked in the Islands for 7 months. Thanks to the support of World Hope International, we could supply drinking water for people in Providencia and Santa Catalina during this period of time.



ANUAL REPORT 2021|2022



HUMANITARIAN AID DELIVERED BY COLOMBIA CARES FOR COLOMBIA
IN 2020 AND 2021 IN THE ARCHIPIELAGO OF SAN ANDRÉS,
PROVIDENCIA AND SANTA CATALINA

HUMANITARIAN AID

390 BIOSAFETY KITS

70 PACKAGES OF HORSE FEED

SUPPORT TO WORLD CENTRAL KITCHEN WITH
DELIVERY OF PREPARED AND HOT MEALS

30 TONS OF FOOD

1.309 MARKETS OF 22 KG EACH

+67 MARKETS OF VARIOUS WEIGHTS

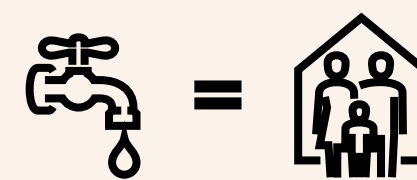
WATER



PORTABLE FILTERS

250

WATER SUPPLY



FOR THE ISLAND'S FAMILIES

LOAN OF DESALINATION
PLANTS

x4
x 7 MONTHS

IDENTIFICATION OF THE APPROPRIATE WATER COLLECTION SYSTEM

ENERGY



174 ELECTRIC LAMPS

TEMPORARY HOUSING



EQUIPMENT SET FOR THE
RECOLLECTION OF RUBBISH

82 TENDS

The magnitude of the disaster required an immediate and collaborative articulation to ensure that the aid reached those who needed it most. Thus, in February 2021, the Collective Impact Vehicle "Back Better Together" - BBT was born, which articulated 18 civil society organizations with the community to contribute with innovative ways to the reestablishment of decent living conditions for people in the islands.

BBT has medium and long term projects where each partner contributes the best of its knowledge and resources to guarantee the reconstruction of the Islands. BBT responds to the work of its different members on their own fields. An agreement made was made with the community, the Management for the Reconstruction of the Island, the National Government and the Mayor of Providencia and Santa Catalina to work on projects executed through the following four lines of action: 1) Humanitarian Help 2) Psychosocial Support 3) Economic Reactivation and 4) Community Social Infrastructure.

The joint actions of the 18 allies of "Back Better Together" - BBT, made it possible to reach 43,105 people with humanitarian aid, about 73% of the people living in the Islands of San Andrés, Providencia and Santa Catalina, providing them access to drinking water, food, medicines, biosecurity elements and supplies.

In addition, Colombia Cuida a Colombia, with the support of the Medicines Bank, delivered 14,000 medicines, an electrocardiograph and a fetal monitor to the Providencia Field Hospital, which particularly benefits the island's children and pregnant and lactating women.

The members who founded and formed the Back Better Together Alliance were: Corporación Antioquia Presente, Pro Archipiélago, the Association of Food Banks of Colombia-ABACO, Stand Up Providencia Renace, Give to Colombia, Taller de Aprendizaje para las Artes y el Pensamiento (TAAP), Fundación Cadena, Fi Providence, Tamarin Foundation, the National Association of Entrepreneurs-ANDI, Fundación ANDI, Colombia Cuida a Colombia, Rotary International and Rotaract- Rotary Club Partner, Corporación Minutos de Dios, TECHO, Aldeas Infantiles SOS Colombia, World Vision and AFE. The management reported within the framework of this alliance is the result of the joint efforts of all the partners.



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ANUAL REPORT 2021|2022

HUMANITARIAN AID DELIVERED BY COLOMBIA CARES FOR COLOMBIA IN 2020 AND 2021 IN THE ARCHIPELAGO OF SAN ANDRES, PROVIDENCIA AND SANTA CATALINA

In June 2021, delivery of supplies,
medicines and suture kits
to Providencia Hospital.



More than 14,000 medicines deli-
vered thanks to the Medicine Bank

ELECTROCARDIOGRAPH



FETAL MONITOR

Along with Antioquia Presente Corporation, the UNDP, the Tamarin Foundation, the Catalina Muñoz Foundation and the Andi Foundation, we supported the economic reactivation processes through the provision of 52 native inns, which consist of tourist lodgings for the Raizal community, and 77 productive units, including stores and bars. The inns already endowed are receiving social and technical support, their business model is being strengthened and support to develop business habits and digital skills is being encouraged.

With the purpose of having a shelter in case a new hurricane arrives, with Fundación Techo, Corporación Antioquia Presente, Fundación Andi and Proarchipiélago, we are in the process of building safe spaces for the community to be protected if a new emergency comes. Some examples of projects in that way are the construction of the Botton House Community Development Center and the adaptation of the Suoreste Catholic Church, which can be used for two purposes: for artistic, cultural and community activities and as a shelter and refuge for 100 people each. All of that in case a new hurricane arrives to the Islands.

Management carried out in the Back Better Together Alliance

COMMUNITY SOCIAL INFRASTRUCTURE

43.105

People
benefited



Construction of a Community
Development Center
Hurricane Shelter



ECONOMIC RECOVERY

73%

Inhabitants of the archipelago of San
Andres, Providencia and Santa Catali-
na receive humanitarian aid thanks to
the joint work of 18 partners of "Back

The BBT Alliance's Economic Reactivation
Committee will support 52 native inns and
77 productive units (neighborhood stores)



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ANUAL REPORT 2021|2022

In 2022 Colombia Cuida a Colombia, along with the TAAP Foundation and the Fundación Un TECHO para Mí País Colombia, are planning to develop a psychosocial care and community strengthening project aimed at 400 children, teenagers, young people and community leaders. The majority of them live close by the Suoreste Catholic Church, whose lower part of its infrastructure will be adapted as a hurricane shelter by the TECHO Foundation.

Precisely to establish the relevance of the psychosocial care and community strengthening project, in July and August 2021, with the support of the Ombrella Foundation and through the TAAP Foundation, a series of meetings were held with the community in which it was determined that the greatest concern of Providencia's parents and teachers was a situation of hopelessness and sadness within the children.

In response to this situation, a series of workshops were proposed for children and young people to work on their life projects and provide them with psychosocial support through painting, photography and video. The first two workshops were held with the TAAP Foundation team during the month of August. Almost fifty children and young people between the ages of 4 and 18 attended the workshops where gave us the opportunity to motivate some of them to return to school.

In 2022 we will continue with the construction processes of the Botton House Community Development Center, hand by hand with the different partners involved in this initiative.

COLLECTIVE IMPACT VEHICLE: THREAD BANK OF LA GUAJIRA

63.3% of the population of the department of La Guajira lives in monetary poverty and 30.5% in extreme poverty. The food insecurity index for the department's population is 69.3%, higher than the national average (54.2%).

Twenty percent of the country's total indigenous population, with 380,000 Wayuú Indians, is in La Guajira. The children of this community are 6 times more likely to die of malnutrition than other Colombian children, and 96% of Wayuú children are living in rural areas that don't have access to drinking water.

In addition, La Guajira has a well-known handicraft tradition such as Wayuú weaving. When studying in depth the situation of these families we found that access to threads to sew the handmade backpacks bags, is difficult. The Wayuú weavers receive 10,000 pesos per backpack, equivalent to US \$3, since the intermediary keeps most of the profit. The baskets are being sold in the market between US \$13 to US \$100.



Therefore this initiative arises as "Banco de Hilos de la Guajira", led and coordinated by the Food Bank of La Guajira and the Food Bank Association of Colombia - ABACO, which seeks to the following: 1) To eradicate deaths from malnutrition and chronic malnutrition in children under 5 years of age, 2) to enhance the productive capacities of the communities, improving as well, their income respecting the average income per backpack in the market. Women receive the threads at a fair price and the backpack is purchased directly to them at almost 5 times the value paid by intermediaries and 3) to promote the integral development of the communities, through their empowerment and respect for their cosmogony. In this project we articulate allies and the existing institutional offer.



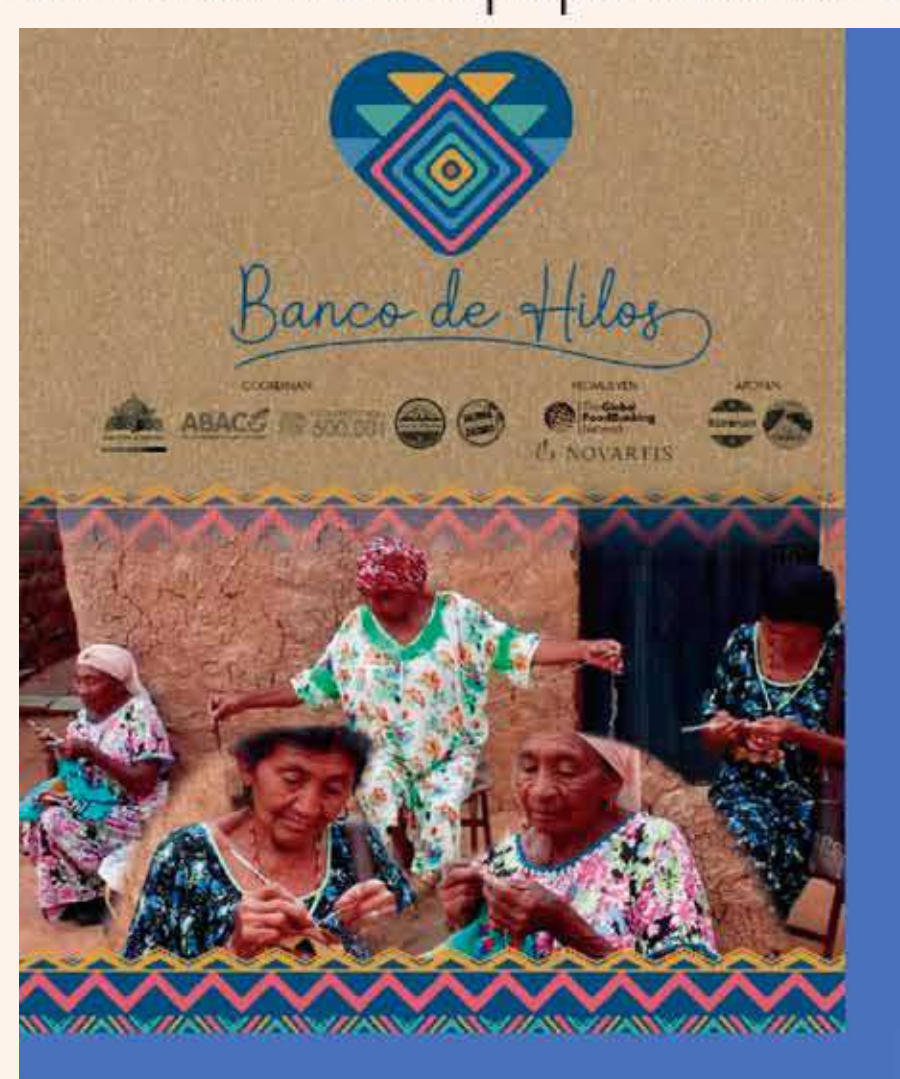
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ANUAL REPORT 2021|2022

This pilot project, led by the Food Security and Entrepreneurship Committees for Social Innovation of Colombia Cuida a Colombia, seeks to be replicable in other communities and territories of the country.

The project includes nutritional support, which began with weight and height screening and anthropometric measurements of 391 children, 15 pregnant mothers and 97 nursing mothers, along with the delivery of goods that provides 70% of the energy and nutrient requirements for the family. All of the above was made in order to fight chronic malnutrition rates in children, pregnant and nursing women weavers.

The direct population benefited by this project is 389 men and women weavers, of which 219 are women weavers, pregnant and lactating mothers of 306 children aged between 0 to 5 years, at risk of chronic malnutrition. And 219 families and 1,925 people in conditions of vulnerability were involved, which are the direct and indirect population of the project.



1.925
PEOPLE

219
FAMILIES

389
WOMEN AND MEN WEAVERS

219
WOMEN WEAVERS, PREGNANT
AND LACTATING MOTHERS

306
CHILDREN FROM 0 TO 5 YEARS
OF AGE, AT RISK OF CHRONIC
MALNUTRITION



For the time being, the project has been financed with resources managed by ABACO and Colombia Cuida a Colombia, materialized in contributions from the Global Food Banking Network, Novartis, the Skoll Foundation, the Huge Inc. Agency and donations from citizens.

It also has the advice and permanent support of Construyendo 500,001, Sierra Nevada and Colombia Cuida a Colombia in entrepreneurship, marketing and resource management. And with the participation of allies such as the Empathy Store and Kaironare.

Particularly in terms of marketing and thanks to the management of the Food Bank of La Guajira and Construyendo 500,001, it was possible for the Banco de Hilos de La Guajira to participate in exhibition fairs held in December, such as Distrito Quantica and Expoartesaniás. These fairs allowed us to spread our project's goals and at the same time to sell the stock of backpacks that were available.

COLOMBIA CUIDA PEREIRA - BIKING FOR COLOMBIA

After the displacement of 82 families from the community of San Isidro in Puerto Caldas, that involved a large group of indigenous people, the TAAP Foundation mobilized efforts along with 10 allies, of which Colombia Cuida a Colombia is part, to develop an urban planning and housing project in coordination with the business sector, the Government of Risaralda and the Mayor's Office of Pereira. The project benefits 292 people, 124 of whom are children. This effort will be financed in part with the campaign "Biking for Colombia", which will feature nationally prominent cyclists, several of them Olympic medalists, to raise funds through a virtual cycling race that will allow us to build 82 houses. These new homes mean new opportunities for these evicted families.



By February 2022, the official launch of the fundraising campaign is expected to take place, as well as the delivery of the property housing titles for the families. Their dream of having a home of their own will be materialized.

Colombia Cuida a Colombia's contribution to this initiative was the design of the image of the fundraising campaign, which was initially scheduled for May 2021, but due to the national strike had to be rescheduled for 2022. Also, we helped with the contacts with different stakeholders to invite them to participate with their donation.

WEAVERS OF CHANGE

This initiative was born in the context of the social outburst of May 2021, where the protests from young people without employment and study opportunities were the protagonists.

As a response to build trust and bridges of dialogue between key actors of the country's strike; in alliance with seven organizations, we set out to open channels of dialogue and joint work. All of that seeking to connect the ecosystem of supply and demand of employment, education and training for young people as well as to promote conversations to weave change in Colombia.

In the second half of the year we connected more than 90 youth leaders from 12 different regions of the country with 60 representatives and senior executives from major business associations, media directors and relevant public actors such as former ministers, CEOs and presidents and executive directors of companies such as ECOPETROL, ISA, ANDI, Telefonica, USAID, and others.

We set up meetings between youth leaders with executives, businessmen and senior public sector officials. The purpose of them was rebuilding trust between these relevant actors for the present and future of the country; facilitating agreements between people with different visions, interests and backgrounds and promoting collaboration and leadership networks.

In November, a pilot project was launched in the border city of Cúcuta, the third city in the country with the highest indicators of informality and unemployment, where 60 young people that were linked to employability processes of the local mayor's office and the Minuto de Dios Corporation, learned about tools for self-knowledge and inner leadership. All of that, under the Tribu program of the Transformación Humana Foundation. Those skills are key in the process of adaptation to the working environment.

SUSTAINABLE SOLUTIONS TO FIGHT HUNGER

In Colombia 7,691,340 households, equivalent to 54% of the total households in Colombia live with food insecurity. According to The National Nutritional Survey ENSN 650,000 children under 5 years of age suffer from chronic malnutrition, 6.5 million people in the country have insufficient food consumption and 5,269,993 households, equivalent to 37%, do not have the possibility of eat three daily meals.

Ending malnutrition in Colombia could generate an increase of 4.3% and 6.5% per year in the per capita income (World Bank, 2017). The cost of malnutrition in Colombia is estimated at 11% on the country's GDP per year (ENSIN, 2015). According to the data and the evidence, solving hunger in the country must be a priority task. That is the reason why, along with different allies from the business and social sector, and with international cooperation organisms, we seek to join efforts to advance in the fulfillment of Sustainable Development Goal 2: Zero Hunger and fight food insecurity in Colombia.

Moreover, within the framework of the Food Security Committee of Colombia Cuida a Colombia, led by the Colombian Food Bank Network - ABACO, we have supported and promoted the following strategies:

Between January and October 2021 with resources managed by Colombia Cuida a Colombia we mobilized 30.7 tons of food in 7 different cities benefiting 8,174 people who were in emergency. With the management of ABACO about 32,033 tons of food were distribute through the Food Bank Network in 23 cities in the country, impacting 1,117,179 people.

SUSTAINABLE SOLUTIONS TO FIGHT HUNGER

FOOD SAFETY IMPACT

8.174 PEOPLE BY CCC EMERGENCY CARE

30,7 TONS

7 CITIES

1.117.179 FOOD BANKS OF COLOMBIA

32.033 TONS

23 CITIES



Delivery of infant formulas and nutres Junior to more than 300 children

Emergencies were attended in cities where there is Food Banks of Colombia

* Delivery of infant formulas and nutres Junior to more than 300 children

** Emergencies were attended in cities where there is Food Banks of Colombia



ANUAL REPORT 2021|2022

From Colombia Cuida a Colombia we have supported the strategy led and implemented by ABACO and 19 food banks, which seeks to rescue and prevent food waste and recover agricultural surpluses from farm to farm. Through the REAGRO program it has been possible for us to rescue 5,335,441 kilograms of food in 2020 and 4,368 tons of fruits and vegetables by November 2021, benefiting about 128,672 people, in 99 municipalities. All those actions where possible thanks to the participation of 681 farmers and agricultural entrepreneurs.

FOOD RESCUE – REAGRO

33.387.276 KILOGRAMS OF PRODUCT
RESCUED FOR 9 YEARS

REAGRO IN FIGURES

2020

5.335.441
KILOGRAMS OF PRODUCT RESCUED FROM
JANUARY TO OCTOBER
17
LINKED FOOD BANKS
835
FARMERS AND RELATED AGRIBUSINESSES
3.937.384
KILOGRAMS OF PRODUCT RESCUED FROM
JANUARY TO SEPTEMBER

2021

128.672
PEOPLE BENEFITED FROM JANUARY TO
99 MUNICIPALITIES
681 FARMERS AND RELATED AGRIBUSINESSES

4 TRUCKS FOR FOOD RESCUE IN AGRICULTURE



Furthermore, as a strategy to mobilize and raise awareness about the serious situation of food insecurity that affects 54% of the households in the country, the Documentary Paisajes del Hambre (Landscapes of Hunger) was created and produced. With three chapters, this audiovisual production shows the beautiful landscapes of the Colombian geography with the serious situation of food insecurity. This is an ABACO production, promoted and supported by Colombia Cuida a Colombia, with the support of more than 20 national and international partners, and broadcasted on 20 national and regional television channels and 9 platforms.

To promote the distribution of this production we created a landing page <https://lospaisajesdelhambre.org> that became the the first platform in the country where people could create their own campaigns to fight hunger in Colombia.

#UNIVERSALPLATE - SOCIAL GASTRONOMY MOVEMENT

Simultaneously with 33 cities around the world and within the framework of the World Food Day (October 16), we joined the global campaign #UniversalPlate, designed and promoted by the Social Gastronomy Movement (SGM). This movement aims to join efforts to address Sustainable Development Goal No. 2: Zero Hunger and collectively, for the year 2021, achieve the goal of serving 1 million plates of food around the world to those who need it the most.

The Movement was composed by a global network of chefs, organizations, farmers, academics, activists and social entrepreneurs, which seeks to jointly drive positive change in society through food.



Paulina Pastrana - @paulinapaztrana

With this objective, Platos Sin Fronteras, Sembrando Confianza, Arroz Pa Todos, Sierra Nevada, Griffith Foods, Fundación Toma un Niño de la Mano, La Movida para Todos, Fundación Soy Doy; Casa Mamá Luz; Colombia Cuida a Colombia; Slow Food, and ACNUR, ABACO, Alimentos Polar, Gato Dumas, Instituto Superior Mariano Moreno, Fundación Universitaria San Mateo, Centro de Innovación Gastronómica-IPES, and the gastronomy program of Universidad de La Sabana hold this event in 2021. With the goal of provided 10.000 plates of nutritious traditional food cooked with local ingredients in the cities of Bogotá and Medellín.

We chose Bogotá's Plaza de Bolívar in downtown to deliver 10,000 plates of food and sign the #PorElHambreCeroYo manifesto as a commitment to continue fighting hunger in the country and reducing food insecurity.

STRENGTHENING SOCIAL ENTREPRENEURSHIP BY INTEGRATING COMMUNITY INITIATIVES OF VULNERABLE POPULATIONS AND SCALABLE STARTUPS

In this third and last line of action led by the Entrepreneurship Committee of Colombia Cuida a Colombia and Construyendo 500.001, we sought to add the power of entrepreneurship, technology and social innovation to generate change. We used the relationships and networks of our alliance to enable the empowerment and capacity building for vulnerable communities. We wanted them to have a complete care system (health, education, food and nutritional security and income generation services) and the development of socially and profitable projects or initiatives where the people in the community are their own problem solvers that could come up with sustainable solutions to have autonomy.

In addition to this purpose, there is the articulation of a call for social innovation entrepreneurship to find and accelerate the ten best startups in Colombia on CCC's main topics (food security, environmental sustainability, health, education, among others). The objective is to inspire the country on how entrepreneurship can help the most vulnerable people.

In this sense, during the last months of 2021, with Construyendo 500,001 and the firm Rockstart Impact, we were preparing the implementation of the Entrepreneurship Program for entrepreneurs with social and environmental impact, "Impact 2021 Program". In order to promote the work of entrepreneurs with high impact on society,, we created a virtual acceleration program of four (4) months in which ten (10) startups will be selected to receive the support to achieve accelerated growth for their business.

The acceleration program only supports startups and technology-based companies that solve problems of society and generate impact on society, addressing some of the country's most difficult challenges.



The selected startups will be included on an ecosystem of specialized mentors that allows them to validate their business model through a business and organizational diagnosis. The startups owners will be able to put their knowledge into practice through the development of strategies, they will obtain and initiate investment rounds, and will be prepare to grow.

Currently CCC, through the Entrepreneurship and Food Security Committees, as it was previously mentioned when explaining the Collective Impact Vehicle of "Banco de Hilos de La Guajira", is developing a pilot project that seeks to be replicated on other territories and communities of the country.

This initiative conditions the enrollment of the weavers women to the project to their mandatory participation on education and nutritional programs that helps them to overcome chronic malnutrition or the risk of suffering it within kids of 0 to 5 years.

A final purpose in the framework of this line of action is to launch our Startups For Good Program, which objective is to find companies with high potential for sustainable social impact and help them to grow. Also, this line looks to continue strengthening the startup EatCloud, that fights hunger in Colombia and benefits 1 million people. Using their technology EatCloud is able to recover food that hasn't been sold such as production surpluses, short dates expiring products or imperfect items and delivers it on time to be consumed by communities with food insecurity.

COMMUNICATIONS, SOCIAL AND CULTURAL MOBILIZATION

Throughout 2021 we lead campaigns, mobilization strategies and opened conversation spaces that sought to connect, generate transformation of imaginaries and cultural change in the country. Consolidating ourselves as a movement that promotes hope, help, wellbeing and optimism within Colombians has been the main goal. We have been motivating people, organizations and companies to join us and contribute with their time or money to CCC in order to reach more Colombians.

We have been sharing the message that it is possible to work together, even from different perspectives, to benefit the country. Also, we have putted on the conversation table innovative ways to address sensitive topics such as hunger, unemployment, displacement (made by conflict issues or natural disasters), and the social outbreak, materialized in the national strike of 2021.



ORGANIZATION AND PARTICIPATION IN FORUMS

VIRTUAL FORUM: HOW TO BUILD FROM DIFFERENCE?

Between May and July of 2021, Colombia experienced a social outbreak that led the country to live on a complex situation of confrontation, fear and polarization. This added up to an unprecedented economic and social crisis that was deepened by the COVID-19 pandemic.

This is how we opened the virtual conversation space 'How to Build from Difference', in response to the situation that the country was going through. The objective of the forum was to have a better understanding the nonconformity expressions and, at the same time, rejecting all violent manifestations. Meanwhile we were inviting to defend life and promote dialogue.

Seeking to contribute to the change of narratives and promoting those conversations that build, unite and invite the collective action, we sat on our Forum actors with different points of view to share their testimonies so that we could promote reflections around the importance of building social transformation from the difference.

This space was possible thanks to the participation of more than 20 allied civil society organizations, including Ashoka, Skoll Foundation, The Wellbeing Project, Fundación TAAP, Fundación para el Perdón y la Reconciliación, Fundación Origen and artists such as Cesar López. Our digital space allowed us to share experiences with more than 1.400 people in order to promote sustainable changes that came from a place of hope rather than from fear.

COLOMBIA CUIDA A COLOMBIA

FORO VIRTUAL

¿CÓMO CONSTRUIR DESDE LA DIFERENCIA?

JUEVES 27 DE MAYO 6:00 P.M. A 7:45 P.M.

COMO UN PAÍS UNIDO, SALDREMOS ADELANTE

CONVOCAMOS A TODA COLOMBIA A PARTICIPAR EN EL FORO EN EL QUE ESTABLECEREMOS MECANISMOS Y ACUERDOS PARA TRABAJAR JUNTOS DESDE LA DIVERSIDAD

#ConstruyamosDesdeLaDiferencia

INSCRÍBETE EN:

www.COLOMBIACUIDACOLOMBIA.COM

Logos of partner organizations: Ashoka, Skoll Foundation, Fundación TAAP, Fundación para el Perdón y la Reconciliación, Fundación Origen, and others.

FESTIVAL DE LA BUENA VOLUNTAD

SE PARTE DEL CONCIERTO DONDE SE BUSCA CULTIVAR EL ALTRUISMO Y LA COMPASIÓN

Báez @cristianboezofficial

Silvia O @silviaomusica

Carlos Palacio @epalobrasola

Victoria Sur @victoriasmusic

César López @cesarlopez1

Cantoalegre @cantoalegre

Naty Botero @natybotero

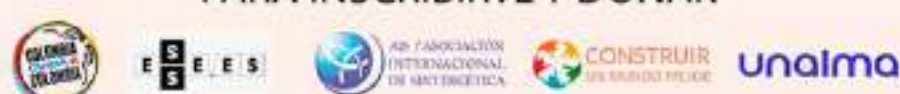
Araceli Lavado @allcoachingvocal

PRESENTADORAS

Gloria Echeverry **Flavia Rojo** **Vero Fernández**

SÁBADO 26 DE JUNIO
12:15 PM

DESILIZA HACIA ARRIBA
PARA INSCRIBIRTE Y DONAR



GOODWILL FESTIVAL (VIRTUAL)

In June 2021, the second version of the Festival of Goodwill was held. We invited experts from different countries to share their visions on topics such as compassion, goodwill and service to others. The event also included poetry and music. Along with the activities, an invitation to a collective action was made and an active network of service that invites reflection was created.

People from Spain and Colombia shared virtually inspiring stories. A live concert took place and the opportunity to join a global movement through volunteering was made. During the festival, the opportunity to join a community of entrepreneurs and social innovators to generate lasting impacts on communities was open. This initiative led by the International Association of Sintergetics, the organization Build a Better World, Unalma and ESSES, also sought to promote donations to the causes implemented by Colombia Cuida a Colombia.



ANUAL REPORT 2021|2022

COLLECTIVE IMPACT ACTION SUMMIT

From April 27 to the 29th we participated, as members of the Skoll Network, on the annual Collective Impact Summit. presenting the collective impact model and the collaborative mobilization of Colombia Cuida a Colombia during the pandemic.

The Collective Impact Forum, an initiative of FSG and the Aspen Institute Forum for Community Solutions, aimed to share lessons learned about the role of cross-sector collaboration in contributing to the COVID-19 response and rebuilding, promoting racial justice, and addressing other urgent challenges of our time. This space brought together over 1,000 cross-sector leaders from around the world to share ideas and use their influence and networks to shape the future of collective impact practice.



Nuestra charla es de
11:30am a 12:30pm
y se enfocará en la

COLABORACIÓN EN TIEMPOS DE CRISIS



Nuestra representante será
CONSTANZA GÓMEZ
Directora Ejecutiva de CCC

BRAZILIAN COLLECTIVE IMPACT FORUM

Between September 29 and 30th we participated of the First Edition of the Brazilian Collective Impact Forum, hosted for the first time in Brazil. The Forum has been consolidated internationally since 2014. This initiative was developed by United Way Brazil, in strategic partnership with the Collective Impact Forum, FSG, Aspen Institute and Global Opportunity Youth Network.

This online event presented the concept of collective impact as an effective methodology to solve complex problems, addressing then through two blocks, "The Future is Collaboration", in which a contextualization and examples of collective impact vehicles was given. And a second block, "Collective Impact is the Solution" in which we talked about collaborative processes, evaluation of collective impact initiatives and collaboration in times of crisis. We presented the experience of Colombia Cuida a Colombia on that last block.

LIVE TRANSMISSIONS

During the year 2021 we used the power of digital networks to reach and get closer to people committed to look after Colombia. Through different virtual spaces from our social networks and online forums we seek to overcome geographical distances and try to close them. For this reason, we created spaces to share knowledge and to be a platform that offers the experience and opportunity to create lasting impact solutions that could be spread.

We made 7 live broadcasts: 'Earth Day - Together for Chocó', on April 22; 'Women's Leadership as a tool for Social Transformation', on May 13; 'Human connection with the environment and the search for conservation', on June 3; 'Empowering Colombia with social entrepreneurship', on June 9; 'Youth in the social situation', on July 1; 'Impacts and challenges left by the pandemic of COVID-19', on August 26; and 'Christmas Campaign: Together multiplying smiles-toys to heal', on December 8.

@LIVE
DÍA DE LA TIERRA
Juntos x Chocó



MODERADORA
Gaby de Meneses
@gabydemeneses

INVITADA
Carolina Guerra
@carawar

HOY JUEVES 22 DE ABRIL
7PM COL
conéctate en
@colombiacuidacolombia

TECHO BLOOM SPECTRUM ABACO

@LIVE
LIDERAZGO FEMENINO
Como Herramienta de Transformación Social

INVITADA
Eglantina Zingg
Fundadora de Coleadoras
@eglaninzingg

INVITADA
Nadia Sánchez
Fundadora de She In
@nadiasanchez89

MODERADORA
Gaby de Meneses
@gabydemeneses

HOY JUEVES 13 DE MAYO
7:00PM COL
conéctate en
@colombiacuidacolombia

TAAP

@LIVE
CONEXIÓN DEL SER HUMANO
CON EL MEDIO AMBIENTE
Y LA BÚSQUEDA POR LA CONSERVACIÓN

CLAUDIA BAHAMÓN
@claudiaabahamon

TOYA MONTAÑA
@toyamontana

SANDRA VILARDY
@parquecomovamos

SANTIAGO GIRALDO
@globalhantagelund

RODRIGO BOTERO
@rbotero

DANIEL GUTIÉRREZ
@danielgutierrez

MODERADORA ALEXANDRA BEJARANO
HOY JUEVES 3 DE JUNIO
7:00PM COL
conéctate en
@colombiacuidacolombia

@LIVE
JÓVENES EN LA COYUNTURA SOCIAL

INVITADA
Camilo Forlán
@camiloforlan

INVITADO
Sebastián Ospina
@sebastiánospina

INVITADO
Mares Ortiz
@maresortiz

MODERADOR
Juan David Contreras
@juandavidcontreras

JUEVES 1 DE JULIO
6PM A 7PM COL
#CONSTRUYAMOSDESDELA DIFERENCIA
Conéctate a través de
@colombiacuidacolombia

@LIVE
IMPACTOS Y RETOS
QUE NOS DEJA LA PANDEMIA DEL COVID 19
EN LA SEGURIDAD ALIMENTARIA Y LA NUTRICIÓN

INVITADA
Michele Espinosa
Reyes
@michelespinosa

INVITADO
Juan Carlos Buitrago
@juancarlosbuitrago

INVITADA
Carolina Turriago
@carolinaturriago

MODERADORA
Constanza Gómez
@constanzagomez

JUEVES 26 DE AGOSTO
6:00PM A 7:15PM COL
Conéctate a través de
@colombiacuidacolombia

CAMPAIGNS

CAMPAIGN #WITHOUTVIOLENCETHEREISFUTURE

Based on the complex situation of confrontation that Colombia experienced during the months of May, June and July of 2021 due to the national strike, Colombia Cuida a Colombia proposed a strategy that invites collaborative work, bringing together actors and organizations with different experiences and commitments, who, from their differences, would work on a common purpose: transform the social reality of the country.

We started running the strategy on Thursday, May 27, with the Forum "How to build from the difference", and continued it after we launched, on June 3, the non-logo digital campaign #SinViolenciaHayFuturo #WithoutViolenceThereIsFuture. The propose was to raise awareness on the importance of developing spaces for non-violent communication and to build trust between different interest groups. We wanted to change the narrative of destruction and division, and replace it for one that builds, unites, and invites to generate positive action. The campaign had 7.5 million impressions and a reach of 3.4 million people on social networks.

CORRIDORES FOR LIFE CAMPAIGN

This non-logo campaign was developed within the framework of the national strike, and sought to raise awareness among those participating in the protests. We wanted them to allow trucks carrying basic goods such as food, groceries, medicines, oxygen and priority medical attention items to pass through the roads that were blocked by the protesters.

The campaign was delivered without logos and reached 11 million people via social media networks.

Although no organization was featured during the campaign, thanks to several allies that were supporting it on the background, it was possible to deliver and amplify it.



VACCINATION CAMPAIGN

In June and July of 2021 we supported a campaign led by Mobilizatorio that invited people to get vaccinated and to deliver the sensibility test. The campaign run with thanks to an alliance between GSK and Momentum/McCann. CCC participated as one of the partners in charge of amplifying the messages.

The main objective of the campaign was to demystify the fear of getting vaccinated for general purposes and, not specifically for the COVID-19 virus. Generating knowledge about the value of vaccination in all stages of life was one of the objectives that we wanted to accomplish and we did it through influencers that shares the campaign's messages and using citizen social mobilization platforms.

CCC was in charge of generating traffic to the informative test platform, amplifying reach and sharing informative pieces that could increase visits to the following site: <https://www.mevacunopor.com>

The campaign captured the attention of the audience and generated good interaction with results of 685,008 users reached, 196 comments and more than 8,600 clicks on the link.



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#VACUNADOSCUIDAMOSCOLOMBIA



**MÁS DE
20 MILLONES
DE DOSIS DE VACUNAS
SE HAN PUESTO
LOS COLOMBIANOS,
PUEDES CONFIAR
EN SU SEGURIDAD.**

THE LANDSCAPES OF HUNGER DOCUMENTARY CAMPAIGN

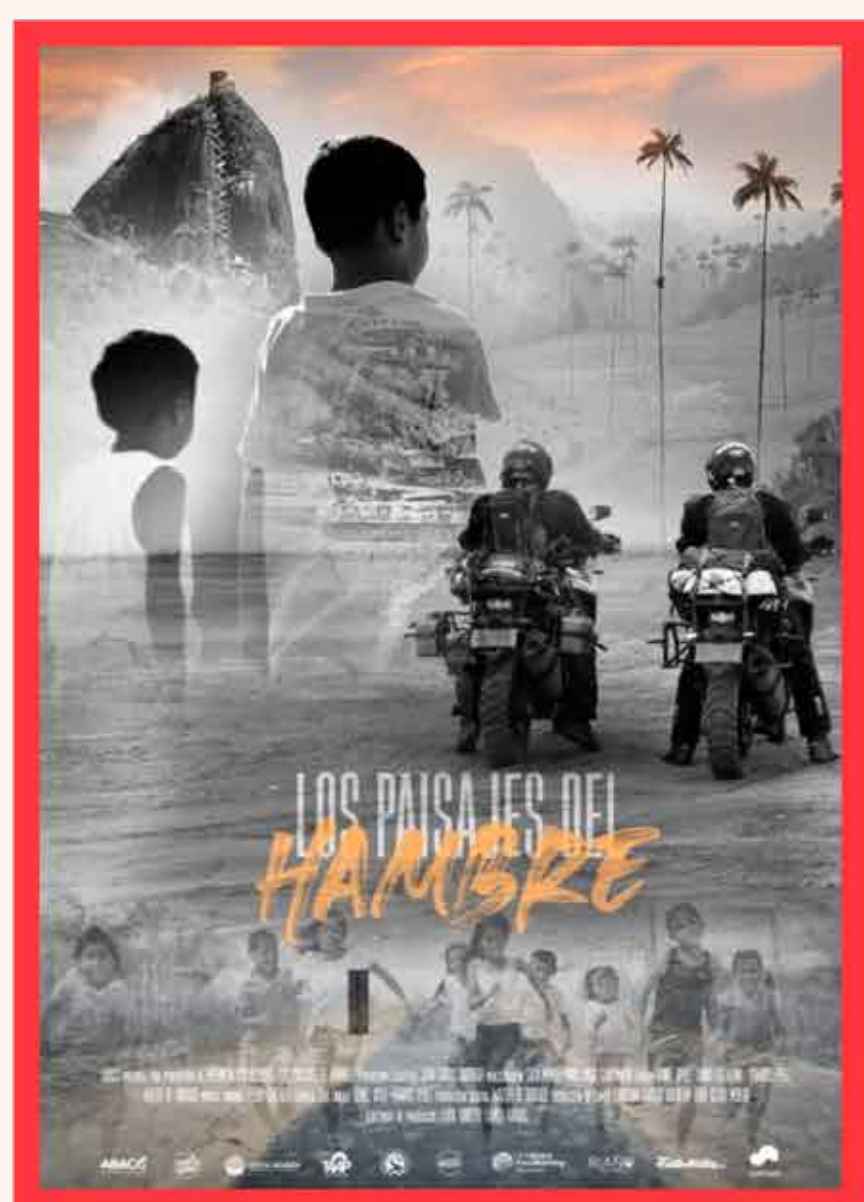
Since October, during the framework of World Food Day, the Association of Food Banks of Colombia -ABACO- in alliance with Colombia Cuida a Colombia, brought the topic of food insecurity on the discussion table, with a three-episode documentary called "The Landscapes of Hunger", an audiovisual project of ABACO.

Since its launch, "The Landscapes of Hunger" aims to activate a large social mobilization that brings together people and organizations from all sectors to work hand by hand with the Food Banks in order to fight hunger problems in the country.

This campaign had a "landing page" <https://lospaisajesdelhambre.org> which not only included the behind the scenes of the documentary but also gives to users, individuals and companies the opportunity to choose, among several projects, how to help to improve the nutritional conditions of the most vulnerable population in Colombia. "Los paisajes del hambre" has been broadcasted on 29 national television channels, regional channels, and 9 digital platforms.



DOCUMENTARY THE LANDSCAPES OF HUNGER



To make visible the problem of hunger and the consequences on the development of human capital and the country's economy

Invite to donate and work together to eradicate hunger in Colombia.
www.lospaisajesdelhambre.org

Gathering allies to implement the 25 things that need to happen in Colombia to fight hunger

19
CHANNELS

9
MANAGED CHANNELS
AND PLATFORMS LATAM
INTERNATIONAL FLIGHTS

3
AIRPORTS: MEDELLÍN,
BOGOTÁ, CALI WILL
BROADCAST TRAILERS



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CHRISTMAS CAMPAIGN

The campaign "Multiplying Smiles, Toys to Heal" was born as an initiative that seeks to reach nearly 9,000 children in different corners of Colombia.

On this occasion, several partners joined forces with the purpose of giving Christmas gifts to offer kids an experience that contributes to the recirculation of toys and will strengthen the emotional connections between children, their parents, caregivers and the community.

This campaign sought to provide an experience to children from San Andrés, Providencia and Santa Catalina Island, Condoto in Chocó, Barranquilla, Cúcuta, La Guajira, Pereira, Dabeiba, Ituango, Sogamoso, Ibagué, Tumaco, Ipiales, Manizales, La Calera, Puerto Colombia, Leticia and Santiago del Putumayo in the region of Valle del Sibundoy, department of Putumayo.

The initiative sought to develop cultural, artistic, and gardening activities (vegetable garden) led by members of the community or by allies that already have experience on those fields. We wanted to deliver gifts and toys with a sense of learning. Also, "Toys to heal" generated sharing spaces between adults and kids through games and collective activities so that they could interact with each other (baseball game, soccer, cooking a stew with children and their families).

For this campaign we joined several organizations, instead of running this campaign individually. This fact made the process of delivering this campaign more enriching. The joint work of was composed by ABACO, Corporación Antioquia Presente, Closeando, Comparte Por Una Vida, Corporación Organización Minuto de Dios, Fundación Catalina Muñoz, Fundación TAAP, Fundación Viva Air, Global Humanitaria, La Patrulla Aérea, Rappi, Rotaract and Rotary Isla de San Andrés, She Is Foundation, Stand Up Providencia, Súmate al Juego, Tamarin Foundation, Un TECHO para mi país, La Tienda de la empatía, Toma un Niño de la Mano, Toyново and Viva Centro Comercial.



JUNTOS MULTIPLICANDO SONRISAS

Esta Navidad regala sonrisas a niños y niñas en todos los rincones del país

Necesitamos recursos para poder comprar:

- Kits escolares
- Instrumentos musicales
- Material deportivo

HAZ TU DONACIÓN AQUÍ

Con esta donación harás feliz a niños y niñas de comunidades en diferentes lugares del país



JUNTOS MULTIPLICANDO SONRISAS

JUQUETES PARA SANAR

Un juguete puede hacer feliz a muchos niños si lo cuidamos bien y lo donamos cuando ya no lo utilizamos. Dona aquí tus instrumentos musicales, material deportivo o Kits escolares

¡RECIRCULEMOS EL JUEGO!

Kits escolares, Instrumentos musicales, Material deportivo

toynovo, Rappi, ABACO, Súmate al Juego, Un TECHO para mi país, La Tienda de la empatía, Toma un Niño de la Mano, Toyново, Viva Centro Comercial, and many others.

INTERNATIONAL NETWORKS AND ORGANIZATIONS WE ARE PART OF

CATALYTS 2030 - COLLABORATING TO ACHIEVE THE SDGS

Since February of 2021 Colombia Cuida a Colombia has been part of the Catalyts 2030 Network. At the time we have led the Articulation and Communications Group of the LATAM chapter and participated with organizations from Argentina, Venezuela and Colombia in the formulation of a conscious food project called "From seed to table".

Being part of the Catalyts 2030 Network reaffirms our commitment to the achievement of the Sustainable Development Goals (SDGs), the generation of enabling environments for entrepreneurship to flourish and the promotion of collaborative action for systemic change.

We are currently part of Catalyts 2030, LATAM chapter, with 30 organizations from Argentina, Brazil, Chile, Ecuador, Guatemala, Paraguay, Peru, Mexico, Panama, Venezuela and Colombia.

SKOLL FOUNDATION NETWORK

Since November 2020 Colombia Cuida a Colombia, has been supported and promoted by the Skoll Foundation which catalyzes transformative social change by investing, connecting and advocating for social entrepreneurs and other social innovators who together advance bold and equitable solutions to the world's most pressing problems.

This is an opportunity to strengthen our management, but also to learn and incorporate into Colombia Cuida a Colombia the values that guide Skoll's organizational culture:

1.- WE TRUST THOSE CLOSEST TO THE PROBLEMS TO LEAD THE CHANGE.

2.- WE BELIEVE THAT DIVERSITY IS A STRENGTH AND DIFFERENCE IS A TEACHER.

3.- WE CAN'T DO IT ALONE. IT TAKES A COMMUNITY TO DRIVE LASTING IMPACT.

4.- WE STRIVE TO PERFORM ABOVE PERFECTION.

5.- WE LEARN FROM OUR SUCCESSES AND FAILURES AND ADMIT WHEN WE DON'T HAVE THE ANSWERS.

6.- WE EMBRACE A DEEP SENSE OF RESPONSIBILITY..



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OUR ALLIES

Thanks to our volunteers, and allies from the business sector, civil society organizations, the media, networks and unions, for making our work possible. Their support, donations, funding and volunteer work for Colombia Cuida a Colombia during 2020 and 2021 was essential to keep our projects up to date.

CIVIL SOCIETY AND INTERNATIONAL COOPERATION ORGANIZATIONS

- 1- Acción go
- 2- Acinpro
- 3- Acodem
- 4- Acumen
- 5- Afidro
- 6- Agencia Social
- 7- Aid Live Foundation
- 8- Argentinos por Colombia
- 9- Arte de Vivir
- 10- ASEC – Asociación de Emprendedores de Colombia
- 11- Así Vamos en Salud
- 12- Asinfar
- 13- Asociación AMESE
- 14- Asociación Bancos de Alimentos de Colombia - ABACO
- 15- Asociación Chevening Colombia
- 16- Asociación Colombiana de Contact Centers
- 17- Asociación Colombiana de Gerontología y Geriátrica
- 18- Asociación Colombiana de Ingeniería Biomédica
- 19- Asociación Colombiana de la Orden de Malta
- 20- Asociación de Bananeros de Colombia (Augura)
- 21- Asociación de Pequeños productores de la comunidad de Membrilla
- 22- Asociación Internacional de Sintergética
- 23- Asociación Internacional de Sintergetica.
- 24- Ayuda en Acción
- 25- Banco de Alimentos de La Guajira
- 26- Banco de Medicamentos
- 27- Cine Sobre Ruedas
- 28- Colectivo Poder Mestizo
- 29- Colegio Colombiano de Psicólogos
- 30- Colombia Líder
- 31- Colombia Vive Cali
- 32- Comité Intergremial de Caldas
- 33- Comité internacional de Derechos Humanos (CIDH PAX CULTURA)
- 34- Confecoop
- 35- Connect Bogotá
- 36- Consejo Empresarial Colombiano para el Desarrollo Sostenible (CECODES-Desarrollo Sostenible)
- 37- Construir un Mundo Mejor
- 38- Construyendo 500.001
- 39- Corpoeducación
- 40- Corporación Antioquia Presente
- 41- Corporación Biointropic
- 42- Corporación Granja Agrícola de Fómeque
- 43- Corporación Minutos de Dios
- 44- Corporación Ventures
- 45- Defencarga
- 46- Derechos Para Todas
- 47- Educapaz
- 48- Endeavor
- 49- Enseña por Colombia



50- Entropika
51- Fana
52- Fenavi
53- Focsa
54- Foro de Presidentes
55- Frena la Curva Colombia
56- Friends of Colombia for Social Aid
57- Fundación Acción Interna
58- Fundación Aires de Esperanza
59- Fundación Alquería Cavelier
60- Fundación América Solidaria
61- Fundación Andi
62- Fundación Arturo Calle
63- Fundación Arturo y Enrica Sesana
64- Fundación Atención a la Niñez
65- Fundación Autogermana
66- Fundación Ayuda en Acción
67- Fundación Bavaria
68- Fundación Carlos y Sonia Haime
69- Fundación Carulla
70- Fundación Carvajal
71- Fundación Comparte por una vida, Colombia
72- Fundación Compaz
73- Fundación Corbanacol
74- Fundación Corona
75- Fundación Ellen Riegner de Casas
76- Fundación Empresa Privada Compartir
77- Fundación Empresarios por la Educación
78- Fundación Fiambre
79- Fundación Frisby
80- Fundación Golondrinas
81- Fundación Gratitud
82- Fundación Hospital San Carlos
83- Fundación JEYMAR
84- Fundación JuanFe
85- Fundación la Cayena
86- Fundación Malpensante

87- Fundación Manos Pintadas de Azul
88- Fundación Mapfre
89- Fundación Meditech
90- Fundación MI Sangre
91- Fundación Natalia Ponce de León
92- Fundación Nutrinfantil
93- Fundación Opepa
94- Fundación Orígen
95- Fundación Origen
96- Fundación País XXI (PAIS21)
97- Fundación Pies Descalzos
98- Fundación Planeta Rural
99- Fundación ProBono
100- Fundación Procaps
101- Fundación Promigas
102- Fundación Proyecto de Vida
103- Fundación Recón
104- Fundación Reka- Red Empleo con Apoyo
105- Fundación Restrepo Barco
106- Fundación SalvaTerra
107- Fundación Santa Fé
108- Fundación Saving the Amazon
109- Fundación Selección Colombia
110- Fundación Social Colectivo
111- Fundación Solidaridad por Colombia
112- Fundación Suramericana
113- Fundación TAAP
114- Fundación Tiempo de Juego
115- Fundación Tirando por Colombia
116- Fundación Transformación Humana
117- Fundación Tres Colibrís
118- Fundación United Way Colombia
119- Fundación WWB Colombia
120- Fundaciones Challenger
121- Fútbol con Corazón
122- Gaia Cultura

- 123- Give To Colombia
- 124- Grupo de Gestión del Riesgo de Desastres en el contexto hospitalario (GRIDCH)
- 125- Grupo Distri
- 126- GVNG
- 127- HandsOn
- 128- Ingenia Fundación
- 129- Innspiramed
- 130- Kitum:Activismo Humanitario
- 131- La Academia Latina de la Grabación
- 132- La Liga de los Múltiples
- 133- Litro de Luz
- 134- Médicos de Antioquia
- 135- MIT Harvard Club
- 136- Movilizatorio
- 137- Movimiento Querendona Cívica
- 138- Newfield
- 139- NewField Network
- 140- NU3
- 141- One Laptop per Child
- 142- Organización Artemisas
- 143- Organización para la Excelencia de la Salud
- 144- Pan de Vida Cer
- 145- Patrulla Aérea Civil Colombiana
- 146- Plan Mayor
- 147- Primero lo Primero
- 148- Proarchipiélago
- 149- ProBarranquilla
- 150- ProBogotá
- 151- Programa Pisotón- Fundación Universidad del Norte
- 152- ProPacífico
- 153- ProSantander
- 154- Proyecto de conservación de aguas y tierras
- 155- Proyecto social para la primera infancia en Gachancipá
- 156- Proyecto Vive
- 157- Querendona Cívica

- 158- Recicla Pues
- 159- Rotary International/ Colombia Rotaract Colombia/ Interact Colombia
- 160- Sayco
- 161- Somos Uno
- 162- Soy Doy
- 163- Tamarin Foundation
- 164- Tayrona Sostenible
- 165- TECHO Colombia
- 166- Tirando X Colombia
- 167- Toma un Niño de la Mano
- 168- Tras La Perla
- 169- United Way
- 170- World Hope International
- 171- World Vision
- 172- Ziggy



Photography: Santiago Márquez - @santiagodesign_



BUSINESS SECTOR AND GUILDS

- 1- Acesco Colombia SAS
- 2- Agora Comunicaciones
- 3- Ajoever
- 4- Aldeamo
- 5- Alpina
- 6- Alquería
- 7- Amarilo
- 8- América Móvil – Claro por Colombia
- 9- Andercol
- 10- ANDI
- 11- Andrea Freydell
- 12- Arkal escuela escalada y montañismo
- 13- Arroz Diana
- 14- Ashmore Management Company Colombia
- 15- Asocaña y Licorera de Cundinamarca
- 16- Audifarma
- 17- Augura
- 18- Automotora Toyota
- 19- Avantel
- 20- Avianca
- 21- Aviatur
- 22- Banco W
- 23- Bancolombia
- 24- Bandido Hostels
- 25- Bavaria
- 26- Beeconsciouzz
- 27- Belleza Express
- 28- Bio Rad Medical Services SAS
- 29- Biocovid
- 30- BMakers
- 31- Bochica Network
- 32- Brigard y Urrutia
- 33- Bsmart
- 34- buho media
- 35- Caimán Digital

- 36- Cámara Colombiana de Informática y Telecomunicaciones
- 37- Cámara Colombo China de inversión y Comercio
- 38- Cámara de Comercio Colombo Francesa-CCI France Colombia
- 39- Cámara de Comercio de Bogotá
- 40- Cámara de Comercio de Santa Marta para el Magdalena
- 41- Casa Luker
- 42- CEMEBI SAS
- 43- Cementos Argos
- 44- Cencosud
- 45- CENTELSA
- 46- Centro de Pensamiento Así Vamos en Salud
- 47- Chapman y Asociados
- 48- Cibernettic – Seguridad, Redes y Tecnología
- 49- Cisco
- 50- Coca Cola Company
- 51- Colsubsidio
- 52- Comercializadora Arturo calle SAS
- 53- Corbeta
- 54- Corporación YPO Colombia
- 55- Cyan
- 56- Dasigno
- 57- Datasketch
- 58- Dersa
- 59- Desarrollarte Plus Bogotá
- 60- Detonante



61- DHL
62- Directv
63- Domicilios.com
64- E3 – Ecología, Economía y Ética
65- Eat Cloud
66- Ecohome
67- Ecoterra
68- Ecoworks
69- Egon Zehnder
70- Empleados/amigos de Laboratorios Siegfried
71- Enel Colombia
72- Enel Green Power Colombia
73- Enel-Codensa
74- Enel-Emgesa
75- Energicol
76- Engrafito
77- EPM
78- Equitrónica
79- Escala Consulting – EcO
80- EW Tech
81- Extituto
82- Facebook
83- Farmalogica
84- Fasecolda
85- Frisby
86- Frubana
87- GAIA
88- Giving Agency
89- Google
90- Grupo A
91- Grupo Alsea
92- Grupo Argos
93- Grupo Aval
94- Grupo Colpatria
95- Grupo de Energía Bogotá
96- Grupo Nayib Neme
97- Grupo Nutresfa

98- Grupo Semana
99- Grupo Spira
100- Grupo Takami
101- GVNG
102- Hielo Iglú S.A
103- Hogaru
104- Home Burgers
105- Huge Inc. Digital Agency
106- Icare Medical Services
107- Ideo
108- Ifood
109- IMOCOM
110- Impact Hub
111- Invest in Bolívar
112- Invest in Cartagena
113- Invest In Santa Marta
114- ION Heat SAS
115- Isa: interconexión eléctrica s.a. e.s.p.
116- Italcol
117- Jerez & Sandoval-Medios y Responsabilidad Social
118- Kaironare Tienda Solidaria
119- Keralty - Sánitas
120- Kuantum -si
121- Laboratorio Siegfried SAS
122- Lisim
123- Listos
124- Logyca
125- Makand
126- Mapfre Seguros
127- Mastercard
128- Maverick Latam
129- Mdm digital solutions
130- MedPluss - Cieno Group
131- Mensajeros Urbanos
132- Meráki SAS
133- Mercadolibre

134- Mi Doctor
135- Modum
136- MullenLowe SSP3
137- My Ecohome SAS
138- Natumalta
139- Organización Roa Florhuila
140- Pagos Inteligentes.com
141- Pastaio
142- Pepsico
143- Picap
144- Pollos Bucanero
145- Procaps
146- Puntos Colombia
147- R A Bussiness Services Management Company
148- Rappi
149- Rational Software
150- Redes Eléctricas
151- Reflejarse SAS
152- Ryanlab
153- SAP Colombia
154- Sempli
155- Servinformación
156- Severo Grupo SAS
157- Sí Señor Agencia
158- Sierra Nevada Hamburguesas
159- Sistemas automáticos de Colombia SAS
160- Sístole S.A.
161- Smart valley S.A.S
162- Sociedad de mejoras públicas de Pereira
163- SOS Asistencia
164- Soy Yo- Servicios de Identidad Digital SAS
165- Spotify
166- Talento y Efectividad
167- TANK Comunicaciones estratégicas
168- Terpel
169- Think Big Consulting
170- Todos Comemos

171- Toynovo
172- Transelca s.a. e.s.p.
173- Transhuella
174- Transportempo SAS
175- Unidossis
176- Universo Nova
177- Vaki
178- Valor y Estrategia
179- Velasquez & Company
180- Visión & Marketing
181- Vita
182- Vive Agro
183- We Push
184- WeAct360 SAS
185- Wework
186- Win Sports
187- World Tech
188- XM compañía de expertos en mercados s.a. e.s.p.
189- Yoactuo
190- YouTube
191- YUPI



MASS MEDIA

- 1- ADN
- 2- As
- 3- Asomédios
- 4- Banasan
- 5- Blu Radio
- 6- Canal 1
- 7- Caracol Radio
- 8- Caracol Televisión
- 9- City TV
- 10- Claro Música
- 11- Cromos
- 12- Direct TV
- 13- El Espectador
- 14- El País
- 15- El Tiempo
- 16- El Universal
- 17- Kien y Ke
- 18- La República
- 19- Olimpica Stereo
- 20- Portafolio
- 21- Publimetro
- 22- Pulzo
- 23- Radiópolis
- 24- RCN Radio
- 25- RCN TV
- 26- Red +
- 27- Revista 15 minutos
- 28- Semana
- 29- Vea
- 30- Vibra
- 31- W Radio
- 32- Win Sports

NETWORKS

- 1- El Avispero
- 2- FOLU – Colombia

- 3- Hilando la Crisis
- 4- One Young World
- 5- Plan Mayor
- 6- Red Colombiana para el Servicio Público
- 7- Red de apoyo Teusaquillo
- 8- Red de huerteros de Bogotá
- 9- Red de voluntariado de Teusaquillo
- 10- Red de Voluntarios Galeras
- 11- Red LRA
- 12- Red Nacional del Agua y Cantoalagua
- 13- Redcol
- 14- Sistema B

CONCERTS AND ARTISTS

- 1- 70 artistas del Concierto Colombia Cuida a Colombia – Mayo 1 de 2020
- 2- Un Canto por las Regiones, Un Canto por Colombia
- 3- SOS Proisland
- 4- Carolina Guerra
- 5- Cesar López
- 6- Naty Botero
- 7- Alejandro Riaño

HIGHER EDUCATION INSTITUTIONS

- 1- Escuela de Administración de Negocios – EAN
- 2- Idartes
- 3- SENA-Urabá
- 4- SingularityU Colombia Summit
- 5- Universidad Autónoma de Occidente
- 6- Universidad CES
- 7- Universidad de Caldas
- 8- Universidad de Los Andes
- 9- Universidad del Rosario
- 10- Universidad EIA
- 11- Universidad el Bosque
- 12- Universidad Javeriana
- 13- University of Pennsylvania, Wharton School of Business



ANUAL REPORT 2021|2022

THANK YOU



All the actions on the document above contributed to the construction of a better country, a place where the civil sector, the business industry and the mass media worked together to help other Colombians and try to close social inequality gaps. Thank you Skoll for making all this possible, for supporting our activities and our allies' projects. Working together allowed us to offer a powerful aid for communities in need during 2020 and 2021. Having with us hands that supports our project is a big privilege that has improved life quality for thousands of people in Colombia.



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