



TikTok

QUARTELY REPORT DEC 2021 - MARCH 2022





COLOMBIA CUIDA A COLOMBIA BACKBONE

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Date: April 4th 2022
 Quarterly report: December 2021 – March 2022
 Bogotá, Colombia



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FOREWORD BY COLOMBIA CUIDA A COLOMBIA

Solidarity as an engine of transformation and an opportunity to work together

Solidarity, collaboration, and empathy have been the driving forces that have allowed to mobilize, connect, integrate, and articulate volunteers, civil society organizations, businessmen, and the media, giving birth to Colombia Cuida a Colombia (which in English means “Colombia cares for Colombia”) in the context of the quarantine decreed as a result to the COVID-19 pandemic.

It was a moment in which the collective interest prevailed over the individual, with an articulated work based on trust and social capital, moving forward in a collaborative and agile manner to provide aid in the corners of Colombia where it was most needed.

Based on the principle that those who were nearest to the crisis would lead the change, we were able to mobilize a network of allies and volunteers. This made possible to join efforts to send medical staff who were permanently risking their lives, and to support millions of Colombians who lost their jobs and saw their food security at risk.

The challenge of bringing relief and showing solidarity with thousands of families brought us together as a country, which allowed us, since

March 2020, to amplify the power of our partnerships and join efforts to effectively contribute to closing the inequality and poverty gaps in our country.

Today, almost two years later, we maintain our commitment to care for Colombia, honoring the trust that thousands of Colombians, enterprises and organizations have given to our initiative. This has motivated us to continue joining partners, articulating efforts, and keep working to show with results that networking and collective actions can triple the aid and expand the impact of our work.

Therefore, our work does not end, and in 2022, thanks to TikTok's contribution we will continue strengthening our commitment and impact. With the mobilizing power of the platform, we will seek to strategically mobilize our allies and civil society to create new and creative ways to reach the places in the country where our actions are most needed, promoting collective Impact Vehicles, generating solutions to fight hunger, and promoting entrepreneurship for social innovation.

-Colombia Cuida a Colombia Team

RELEVANT INFORMATION



budget

Donation Value: 100.000 USD
 Withholdings applied to bank movements: 15 USD
 Value entered after monetization: 99.985 USD
 Reporting period: Quarter 1 (December 27th, 2021 – March 31, 2022)
 Date of resources entry: 12/27/2021
 Date of resources monetization: 01/21/2022
 Validity of the donation agreement: 12/31/2022
 Enforcer Ally: Asociación Nacional Banco de Alimentos de Colombia - Association of Food Banks of Colombia - ABACO
 Relevant annexes: See annex (i) Updated TikTok donation

Indicative budget summary

	Line of action	Budget USD
Line 1 Collective Impact Vehicles (transversal) \$ 33.524 USD	Communitarian Training and Capacity Building Program for Social and Community Organizations	\$ 18.973 USD
	Systematization, monitoring and measurement of the impact of the initiatives	\$ 14.551 USD
Line 2 Sustainable Solutions to Fight Hunger \$ 23.429 USD	Strengthening Solidarity Stores	\$ 15.195 USD
	A Colombia without Hunger: 25 actions to make it a reality	\$ 5.701 USD
	"Reagro" programme	\$ 2.533 USD
Line 3 Entrepreneurship for social innovation \$ 21.526 USD	Banco de Hilos of La Guajira	\$ 14.436 USD
	E Commerce or social Marketplace	\$ 7.090 USD
	Mobilization, Communications and Digital Strategy (Transversal)	\$ 7.090 USD
	SUBTOTAL	\$ 99.985 USD
	Withholdings applied	\$ 15,00 USD
	TOTAL VALUE	\$ 100.000 USD

OUR IMPACT

This report seeks to account for the projects, programs, services, and other efforts financed with the resources provided by TikTok and executed between December 2021 and March 2022. The actions reported here were carried out in conjunction with different partners and allies, which has led to a collective impact, materializing national and other territorial strategies, carried out in departments such as Chocó, the archipelago of San Andrés, Providencia and, Santa Catalina, La Guajira and Magdalena, among other places in the country; carrying out initiatives and projects hand in hand with more than 100 allies, through Collective Impact Vehicles and collaborative work processes, some created and led by Colombia Cuida a

Colombia and others, in which we support and co-create initiatives with allies, honoring the commitment to continue caring for Colombia.

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

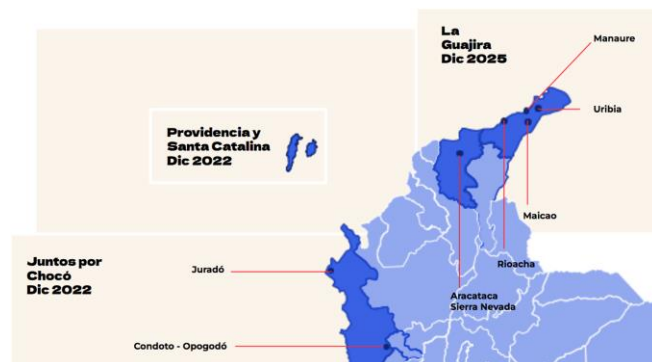


¹ See: World Bank. 2021. *Hacia la construcción de una sociedad equitativa en Colombia*. Banco Mundial.

<https://documents1.worldbank.org/curated/en/602591635220506529/pdf/Main-Report.pdf>

Therefore, our action focuses on the following lines:

- 1) Promotion of Collective Impact Vehicles and collaborative work,
- 2) Solutions to fight hunger
- 3) Entrepreneurship for social innovation



LINE 1: COLLECTIVE IMPACT VEHICLES



Colombia Cuida a Colombia has established itself as a platform, a movement that unites the strength of human connections and social networks, articulating the demand and supply of social causes. We seek to create a space for articulation with a systemic perspective and a participatory methodology. With this we seek to promote the contributions of different actors from the business sector, civil society organizations, citizens, and the media, who jointly, articulated, and transparently act in favor of common objectives, applying the principles of co-creation and co-leadership.

Since 2020, together with our allies, we have established the purpose of "Promoting the social transformation of Colombia through articulated solutions of collective impact", accompanied by a value proposition: "Identify the main social problems of the country in which CCC can promote solutions, systemically articulating and mobilizing diverse participants to support causes and co-build high-impact, measurable and lasting programs and **projects**"; as well as six strategic objectives:

1. Generate impact in programs and projects that solve social problems
2. Articulate powerful networks of allies,
3. Manage and channel resources together with allies,
4. Generate active and inclusive communication and mobilization
5. Have a consolidated governance scheme in a Collective Impact Vehicle VIC
6. Measure the impact of CCC initiatives

Your donation contributes to our objective of:

Promoting the social transformation of Colombia through articulated solutions of collective impact, strengthening base social and community-based organizations, supporting causes and initiatives with a role of co-leadership and co-construction of programs and high-impact, measurable and long-lasting projects with different stakeholders.

Project	Activities	Budget	Implemente d so far	Status
1. Training and Capacity Building Program for Social and Community Organizations	1.1 Workshops for territorial dialogue with different stakeholders to map the situation, the institutional offer, prioritize problems and agree on strategic lines of action to close gaps.	\$8.843 USD	Upcoming implementation	Scheduled for 2nd semester 2022
	1.2 Impact acceleration strategy for base social and community organizations, through a matchmaking mechanism for projects and funds	\$10.130 USD	Upcoming implementation	Collective Social Investment Vehicle in Structuring stage
2.Systematization, monitoring and measurement of the impact of the initiatives	2.1 Design and implementation of the model for follow-up, monitoring and evaluation (impact measurement) of the initiatives supported by Colombia Cuida a Colombia:	\$14.551 USD	\$ 3.772,56 USD	Ongoing

1. TRAINING AND CAPACITY BUILDING PROGRAM FOR SOCIAL AND COMMUNITY ORGANIZATIONS



In 2021, of the 15 billion dollars available for social impact in Latin America, at least 5.4 billion did not reach impact initiatives and remained in transaction costs, costs that represent up to 33% of the resources available for social impact. This waste can be stopped by avoiding the dispersion of funders, automating processes with the help of technology, and agreeing on the rules of the game in the impact ecosystem.

Therefore, at Colombia Cuida a Colombia we find ourselves designing strategies to strengthen the capacities of community-based organizations that are in the territory and thus contribute to closing gaps. To do this, on one hand, is necessary to understand the needs of local organizations to identify what they need to strengthen, and on the other hand, a training strategy shall be designed that ultimately allows them to expand the scope and impact of their projects.

Activities carried out:

1.1 Workshops for territorial dialogue with different stakeholders to map the situation, the institutional offer, prioritize problems and agree on strategic lines of action

to close gaps.

During this reported period, we have been in the structuring stage and design for the execution of the upcoming workshops, we will be carrying out an exploratory phase in the Amazon, as well as a workshop in La Guajira and the archipelago of San Andrés, Providencia, and Santa Catalina.

- In the Amazon, we hope to understand the territory and its specific challenges and evaluate the pertinence of adding it during this year to the CCC prioritized territories.
- In La Guajira, we will identify the needs baseline of the 10 indigenous communities in which we have been working since 2021, and we will define the work, follow-up and monitoring methodologies for this project.
- In Providencia and Santa Catalina, we seek to understand how teenagers and young residents have been affected by the hurricane that occurred in November 2020; how the island's reconstruction process has affected their life projects and how can we promote processes and spaces that enable them to participate.

Together with several allies, we will seek to promote territorial dialogue between different actors that participate in the Banco of Hilos project and the Back Better Together alliance. For this, we are currently in the methodological design of the workshops, participatory activities that allow the different actors to co-create the diagnoses and discuss the different problems that are identified in the territory.

The foregoing also seeks to promote meeting spaces for the coordination, management, and

combination of technical and financial resources from the different sectors (private, public, international cooperation, foundational, community and social sectors) to achieve impact actions in the territories and reduce access barriers to the provision of goods and services. In this way, spaces are created for the understanding of the territories, their particularities, and challenges in the construction of solutions that guarantee the exercise of their rights and generate conditions for the reduction of poverty and inequality.

Coming up:

Location	Dates	Stakeholders involved
Territorial dialogue Amazonas	April 3rd 2022	Antioquia Presente, FUCAI, VIVA AIR, local organizations, community leaders, institutional actors, businessmen
Territorial dialogue la Guajira	April 21st 2022	TECHO, Fundación TAAP, Asociación de Bancos de Alimentos de Colombia, Food Bank of la Guajira, organizations, community leaders, institutional actors, businessmen
Territorial dialogue archipelago of San Andrés, Providencia, and Santa Catalina.	April 18 2022	TAAP, ECOPETROL, ROTARY, CORALINA, organizations, community leaders, institutional actors, businessmen

1.2 IMPACT ACCELERATION STRATEGY FOR BASE SOCIAL AND COMMUNITY ORGANIZATIONS, THROUGH A MATCHMAKING MECHANISM FOR PROJECTS AND FUNDS

With the aim of designing a co-financing mechanism that allows financing and strengthening initiatives of base communities and social enterprises in various territories of Colombia, from CCC we allied with Innacia to implement a Collective Social Investment Vehicle. These mechanisms have four pilots carried out in 2021 as antecedents in rural and ethnic communities and in areas affected by the Colombian armed conflict. Other organizations such as the United Nations Development Program, the Farmers Society of Colombia, the International Organization for Migration, USAID, among others, have worked together in this type of funding schemes.

The Collective Social Investment Vehicle will be developed through the following stages:



- 1) Preparation and instrument design (co-funders' roundtable), with a duration of two months.
- 2) Massive strengthening, aimed at at least 300 social and grassroots organizations, with a duration of one month.
- 3) Personalized accompaniment to 30 projects, duration: one month.
- 4) Investment round aimed at 10 projects, duration: one month.
- 5) Contracts and portfolio launch with social and grassroots organizations, duration: one month.
- 6) Technical assistance (de-risking), impact follow-up and disbursement management, duration: 18 months.

This project will promote new practices in the impact ecosystem that tend to:

- Strengthen capacities, in hand with financing.
- Leverage resources for funders and support organizations.
- Innovate in social co-investment vehicles.
- Simplify processes of access to financing, in hand with solid projects.
- Decrease in resource operation costs, taking advantage of savings in scale and allocating more resources to strengthening and to the projects themselves.
- Increase the impact of social enterprises or organizations that are supported.

For this, during the reported period we are in the preparation phase, designing the co-financing instrument, the amounts to be financed, the evaluation criteria, defining the training and capacity building program, as well as the preparation of a map of potential co-financers.

Coming up:

We hope to achieve the mobilization of technical and financial resources from different partners. This will allow us to provide training



to 300 organizations on topics that will strengthen their capacities in terms of project formulation, project management and collaborative work. We will also provide personalized technical assistance to 30 projects in order to advance in the structuring and improvement of their projects and carry out an investment round. Finally, 10 of the 30 projects will be selected to receive personalized mentoring to guide the implementation of their initiatives, mitigate risks and provide advice that will help expand the impact on their communities.

2. SYSTEMATIZATION, MONITORING AND MEASUREMENT OF THE IMPACT OF THE INITIATIVES

The monitoring and systematization of the initiatives, causes and projects of Colombia Cuida a Colombia based on results is one of the priorities for the year 2022; Therefore, it is essential to develop a measurement system that manages to capture how to define and quantify the success of each one of the initiatives, and projects based on management, result and impact indicators, using reports from the different operating partners in the territory.

We must measure the effects and added value of the different alliances and vehicles of collective impact for each of the actors involved in the processes we carry out. For this, a professional was linked to the CCC base team, since January 2022, who will oversee the coordination of the design, monitoring, and the systematization of the initiatives that we develop. Likewise, he will oversee creating the tools and instruments to monitor the implementation of the initiatives and projects led or supported by the alliance. Likewise, he will oversee the implementation of the methodology that allows documenting good practices, and systematizing the experiences of the projects.



Coming up:

- Design of tools for monitoring the implementation of ongoing initiatives and projects (process and result indicators)
- Beginning of the collection of information to document good practices and systematize the experiences of the territorial Collective Impact Vehicles (VIC, acronym in Spanish).
- Structuring of the thematic documents on the implementation of the initiatives with the VIC theory.
- Beginning of the methodological design for the semi-structured interview protocol, as well as the design and adjustment of data recollection instruments.

LINE 2: SUSTAINABLE SOLUTIONS TO FIGHT HUNGER

In Colombia, about 7,691,340 households, equivalent to 54% of the country's households, live with food insecurity. 650,000 boys and girls 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 eating three meals a day.

Ending malnutrition could generate an increase in per capita income between 4.3% and 6.5% per year (World Bank, 2017). Therefore, within the framework of the CCC Food Security Committee, led by the Network of Food Banks of Colombia - ABACO, activities are carried out to generate sustainable solutions to combat hunger.

Your donation contributes to our goal of:

Ensuring access for people in Colombia, especially children, to sufficient and nutritious food throughout the year, promoting sustainable agricultural and productive practices by supporting small producers, to contribute to compliance with SDG 2 "Zero Hunger".

Project	Activities	Budget	Implemented so far	Status
1.Strengthening Solidarity Stores	1.1 Technical assistance and training for communities in topics such as budgeting, inventory management and basic accounting.	\$ 15.195 USD	Upcoming implementation	Preparation phase
2. A Colombia without Hunger: 25 actions to make it a reality	1.2 Workshops with stakeholders to create an operative and financial action plan to develop some of the 25 actions to eradicate hunger in Colombia	\$5.701 USD	To be implemented in May	Preparation phase
3.Reagro programme	1.3 Support to Reagro Programme in the recovery of more than 4,600 tons of fruits and vegetables annually and distributing them among vulnerable people to improve their nutritional conditions.	\$2.533 USD	Upcoming implementation	Scheduled for 2nd semester 2022



1. STRENGTHENING SOLIDARITY STORES

In alliance with the Colombian Food Bank Association - ABACO, we have been working on store constructions, which seek to reduce the deficiency in access and variety of food, such as proteins, grains, legumes, fruits, and vegetables among the Arhuaca, Kankuama, Wiwa and Kogui indigenous population. Given the poor access roads and the long distances they must travel to populated centers, these communities have difficulties in acquiring food other than what they produce themselves.

For this reason, Colombia Cuida a Colombia, in hand with ABACO, carry out this initiative in the pursuit of guaranteeing these communities access to food. The initiative seeks delivery of an initial endowment for the stores (gondolas, shelves, and market), as well as technical support in administrative and accounting matters and the provision of low-cost food on a regular basis, by the Diocesan Food Bank of Santa Marta.



Coming up:

Based on the experience of implementing a first store in the community of Gúnmaku, an hour and a half from Aracataca in Magdalena, the Tiktok resources will contribute to the construction of a new solidarity store construction in the community of Gotzetchi El Encanto, a Wiwa indigenous village of the Sierra Nevada de Santa Marta. Through this strategy, we seek to train the community in (i) good manufacturing and storage practices, (ii) inventory control, financial inputs, and outputs, and (iii) monitoring of store operations. At CCC, we have been working on a second shop.

For the preparation of this activity, a first visit was made on January 11, 2022, with the objective of evaluating the infrastructure and we are in negotiations with the indigenous authorities for the implementation of this store.



1. A COLOMBIA WITHOUT HUNGER: 25 ACTIONS TO MAKE IT A REALITY



Over the last three years, the Colombian Food Bank Association – ABACO has undertaken a study based on an extensive documentary review on successful interventions of nutritional programs at an international and national level. As a result, they are about to publish the working paper "A Colombia without hunger: 25 actions to make it a reality" with the aim of understanding the problem of child malnutrition in the country by regions, departments and municipalities.

This study allows us to conclude that public policies in Colombia should be carefully reviewed in order to complement and reinforce them with the operational and financial plans that enable their implementation in the territory.

Accordingly, with a clear understanding of the role of the private sector, civil society, social organizations, international cooperation, and experts from different sectors to address this challenge, Colombia Cuida a Colombia and ABACO will be holding working sessions for the coordination and co-construction an action plan.

Based on the identification and prioritization of problems and gaps, we will carry out a first sit down with different multisectoral actors in order to present the working paper and carry out a prioritization exercise of said strategic actions that shall be addressed first. Solutions will be identified in the following lines of action:

- Strengthening governance and accountability,
- Sustainable and resilient food systems for healthy diets,
- Social Protection Programs,
- Nutrition education and information programs,
- Water, hygiene, and basic sanitation WASH interventions,
- Aligned health systems capable of providing universal coverage of essential nutrition actions,
- Actions for the prevention and treatment of malnutrition.

Coming up:

At this moment we are in the planning of these meeting spaces, defining the participation methodology and identifying the key actors that must be present in this conversation. As a result of the research and the working sessions with experts, we expect to have a roadmap or strategic plan for 2030 in order to fight hunger in Colombia.

1.REAGRO PROGRAMME

Reagro is a program that rescues fruits and vegetables that for reasons of price, shape, size and quality will not be commercialized by producers, even though they are suitable for human consumption. With the objective of distributing them to the most vulnerable population in Colombia, through the Food Banks, this initiative seeks to promote food and nutritional security and the use of food.

Colombia Cuida a Colombia supports this program which annually recovers more than 4,600 tons of fruits and vegetables, which are distributed to improve the nutritional conditions of the most vulnerable population, thanks to the support of farmers and members of the agribusiness sector.

Coming up:

With the resources of TikTok, a co-financing pool is being set up to invest in the acquisition of trucks to collect, transport and distribute the collected food. With these resources we hope to support the recovery of a greater number of foods, expanding the scope of this strategy, which in 2021 rescued 5,279 tons of products.

LINE 3: ENTREPRENEURSHIP FOR SOCIAL INNOVATION

With this third and final line of action, led by the Entrepreneurship Committee of Colombia Cuida A Colombia, we seek to highlight the power of entrepreneurship, technology, and social innovation, using the relationship and articulation networks of our alliance to make empowerment and capacity building of vulnerable communities possible.

With your donation you contribute to our objective of:

Developing a pilot project on one of the CCC's focus topics (food security, environmental sustainability, health, education, among others) to validate a model that allows supporting the intervention of communities in situations of vulnerability with self-sustaining models starting in La Guajira with the Banco de Hilos project.

Project	Activities	Budget	Implemented so far	Status
1. Thread Bank of La Guajira (Banco de Hilos de La Guajira)	1.1 Support and training for communities in budgeting, inventory management, basic accounting, quality and production of handbags, innovation for the creation of new product lines.	\$9.877 USD	\$2.127 USD	Ongoing
	1.2 Design and implementation of the marketing strategy and opening of marketing channels for backpacks.	\$4.559 USD	\$1.263,83 USD	Ongoing
2. Implement an E-commerce System or a Social Market Place	2.1 Create and Implement an e-commerce webpage or a Social Market Place of Colombia Cuida a Colombia, to sell products from community based and social organizations from rural areas (ethnic communities and allies of CCC) Start with the commercialization of products from the Thread Bank of La Guajira project (Banco de Hilos de La Guajira)	\$ 7.090 USD \$1.554 USD	\$1.554 USD	Ongoing

1.BANCO DE HILOS OF LA GUAJIRA

The initiative “Banco de Hilos of la Guajira”, led and coordinated by the Food Bank of La Guajira and the Colombian Food Bank Association – ABACO, seeks to: 1) eradicate deaths from malnutrition and chronic malnutrition in children under 5 years of age, 2) enhance the capacities productive communities, improving their income with respect to the average income per handbag. The women weavers receive the threads at a fair price and the backpack they make is bought directly from them for a value 5 times higher than that paid by intermediaries and 3) to promote the integral development of the communities through their empowerment and respect for their cosmogony.

The latter has been achieved by articulating our allies and the existing institutional offer to serve this population.

With this project from Colombia Cuida a Colombia and its allies, we seek to design a replicable pilot in other populations and territories of the country.



Activities carried out:

1.1 Support and training for communities in budgeting, inventory management, basic accounting, quality and production of handbags, innovation for the creation of new product lines.

During the first quarter of the year, the Food Bank of La Guajira identified the capacities to be strengthened to train the weavers and likewise, possible allies were identified to strengthen this component. In February, the quality and design training process began in the Baylor community in La Guajira.

In 2022 so far, 209 mochilas have been manufactured and 17 leaders of these indigenous communities have been trained.



INDICATORS

Handbag production 209

Trainings carried out 1

Trained people 17



1.2 Design and implementation of the marketing strategy and opening of marketing channels for handbags.

On March 2, the launch of the Banco de Hilos project was celebrated, a space that was conducive to convening allies, companies, media, and civil society organizations, among other actors, to summon them to work together on solutions to combat hunger. through this project.

We had the participation of more than 90 attendees who committed themselves, from their different roles, to support the Guajira Banco de Hilos with dissemination and resources. With this event, the initiative was announced, as well as the channels currently enabled for the marketing of handbags.



Coming up:

Currently, at CCC we are planning a marketing strategy for handbags and opening new sales channels, together with the entrepreneurship committee.

1.E – COMMERCE OR SOCIAL MARKETPLACE

As a marketing strategy and opening of sales channels for the handbags, an e-commerce or Social Marketplace was set up that is hosted on the page of the Association of Food Banks of Colombia – Ábaco, <https://tienda.abaco.org.co/>, which, since its launch, has sold 85 backpacks.

Likewise, from CCC we are identifying other marketplaces to consolidate alliances that contribute to opening channels for the commercialization of products from base, and social communities, from rural areas, ethnic communities and CCC allies, starting with the commercialization of the products of the Banco de Hilos of La Guajira.



INDICATORS:

Handbags sold 85

Marketplace in operation <https://tienda.abaco.org.co/>

TRANSVERSAL STRATEGY OF MOBILIZATION, COMMUNICATIONS AND DIGITAL STRATEGY

Through the mobilization, communications and digital strategy, we seek to position Colombia Cuida a Colombia to attract allies and donors. Likewise, we seek to generate the transformation of imaginaries and cultural change, transmitting the message that we can work for the country together.

With your donation you contribute to our mission so that:

Colombia Cuida a Colombia is recognized nationally and internationally as the best vehicle of collective impact for the social transformation of Colombia, in the prioritized issues; publicizing and amplifying our actions; generating remembrance and empathy in the audience; consolidating ourselves as a movement that promotes hope, help, well-being and optimism in Colombians; and motivating people, organizations and companies to join and contribute with time or money in order to reach more Colombians.

Project	Activities	Budget	Implemented so far	Status
1. CONTEXT: Disseminate and amplify CCC actions generating remembrance and empathy	1.1 To bring the CCC closer to the civil society, to show the actions we do and how we do it so that they see us as close, generous, empathetic, and supportive.	\$7.169 USD	Upcoming implementation	Ongoing
2.CONNECTING: consolidate CCC as a movement that promotes hope, help, well-being and optimism in Colombians	1. Tell stories of how CCC's alliances helps the growth of the country, 2. Produce audiovisual content with stories that inspire and have to potential to become a reference of solidarity, 3. Show what CCC do, how we do it, how we support Colombia and how we connect people willing to help with the ones needing it, 4. Create alliances with traditional media, social media influencers to communicate key messages about CCC.	\$7.169 USD	Upcoming implementation	Ongoing
3.CARE: motivate people, organizations, and companies to join and contribute time or money to CCC to reach more Colombians	1. Sensitize the public about Colombia Cuida a Colombia 's work, 2. Create digital donation campaigns, 3. Create messages to explain people how to donate time or money.	\$7.169 USD	Upcoming implementation	Ongoing

1. CONTEXT: DISSEMINATE AND AMPLIFY CCC ACTIONS GENERATING REMEMBRANCE AND EMPATHY

Communications, social networks and particularly TikTok as a dissemination tool, constitute an essential element for the fulfillment of CCC's mission objectives. The three C's of Colombia Cuida A Colombia are directly related to communications as an enabling strategy for each of our lines of action.

Contextualize: It has to do with our mission of implementing diagnoses as a response to a comprehensive and sensitive reading of the territory and its context, identifying and prioritizing problems, closing gaps (social mapping and territorial dialogues). For this we need to communicate with allies, organizations, and beneficiary populations to build trust and co-build timely and relevant responses.

Therefore, for us it is key to generate content through social media networks and exclusively through TikTok, to bring the CCC alliance closer to Colombians, to show the actions we do and how we do it so that they see us in a close, generous, empathetic and solidary way.

During the reported quarter, the publication and content generation agreements were fulfilled for:

1. Making the stories of the beneficiaries of the programs visible.
2. Showing how the programs have a positive impact on the construction of the country's social structure.
3. Showing that the projects CCC supports offer sustainable solutions for vulnerable communities.
4. Telling the stories of the country through its inhabitants, community leaders, ordinary citizens.
5. Telling the stories of the country through the management and work of allies.
6. Accountability, showing the actions of the country, the results, the aid, generating trust and transparency

TIMELINE

DECEMBER 2021

JANUARY 2022

FEBRUARY 2022

MARCH 2022

01 - Gracias tik tok
04 - Paisajes del Hambre
06 - Braulio Spjogreen
07 - Toynovo Donar<
11 - Banco de Hilos Expoartesanias

15 - Iniciativa CCC
18 - Tienda de la empatía
21 - Juntos x Chocó
22- Que nos mueve en CCC
23 - Alianzas Providencia

24 - Feliz Navidad
28 - Reflexión Donar Navidad
30 - ¿Cómo inspiras a Colombia?
31 - Despedida 2021

04 - Deseos para 2022
06 - Paisajes del Hambre
06 - Cuidarse Covid 19
07 - Gracias Tik Tok
12 - Banco de Hilos
13 - TBT concierto CCC

14 - Tienda de la empatía
15 - Identificar niños con Desnut
18 - Reagro
20 - CCC Presente en dif municipios
22 - Informe Navidad
23 - 1 día con CCC ´Parte 1

23 - 1 ´día con CCC Parte 2
26 - Universal Plate
27 - Construir desde la Dif
29 - Manos Pintadas de Azul
30 - Aminta Robinson
31 - Alianzas

02 - Manos pintadas de azul
04 - Que piensan nuestros aliados de CCC
06 - Evitar Desperdicios
09 Pereira Nos necesita
10 - Antioquia Presente
14 - Colegios y Covid 19

15 - Emprendimientos con Enfoque +
18 - Que piensan nuestros aliados de CCC
20 - Maria José Rubio Mujer Cafam Bogotá
28- Como donar

01 - All for One
02 - Diócesis de Pasto Ayudar
07 - Banco de Hilos
08 - día de La mujer
08 - Mujeres que inspiran
09 - Mujeres que inspiran
16 - Camila Cooper Mujer Cafam
17 - Gaby Arenas Mujer Cafam
17 - Invitación Live Mujer Cafam
22 - Emprendedor siglo 21
23 - Thomas Quintero Donar
24 - Tips de Emprendimiento

2. CONNECTING: CONSOLIDATE CCC AS A MOVEMENT THAT PROMOTES HOPE, HELP, WELL-BEING AND OPTIMISM IN COLOMBIANS

Connecting is the reason for being of CCC, on March 19, 2020, when the quarantine was decreed in Colombia as a preventive measure in response to COVID-19, many people were suddenly left without the means to survive. Emerging in consequence, Colombia Cuida a Colombia, within the framework of this crisis in which red rags begin to appear in the windows and doors of the houses of Colombian men and women, in different corners of the country, as a sign of another pandemic: that of hunger.

In response to this concern, Colombia Cuida a Colombia was born as a collective, a movement, through a WhatsApp group to which citizens, organizations, companies and the media began to link, which today add up to about 400 allies and that since then have worked together for a single purpose, to serve the most vulnerable in the country.

Today CCC connects associations, foundations, companies, academia, the media, their unions and networks. Our challenge and at the same time, our added value lies in articulating and getting the best out of our allies to motivate them to work together, facilitating spaces to define common agendas, with the aim of co-creating sustainable, systemic and agile solutions.

During the reported period we have generated content to connect CCC's allies and audience through the socialization of our own experiences but also being an articulator of other initiatives that our allies ask us to help make visible.

Coming up:

Over the next few months we will hold three national events to connect allies and potential donors, in which TikTok will be strategic for our consolidation as a movement that promotes hope, help, well-being and optimism in Colombians.

Sounds Providence Concert:

In November 2020, the passage of hurricanes Eta and Iota devastated the Archipelago of San Andrés, Providencia and Santa Catalina. In its wake, it left 98% of the infrastructure of Providencia and Santa Catalina affected, 700 families affected in San Andrés, 5,000 people and 2,000 families affected in Providencia and 1 in Santa Catalina. This emergency was added to the pandemic causing the suspension of tourist activity on the island since March 2020, economic activity on which it depends.

For this reason, we will carry out the great concert *Suena Providencia*, where we will seek the participation of civil society, artists and sponsors to raise funds that contribute to the construction of a shelter that will house 100 people, the construction of a new development that allows rebuilding and strengthening the community structure and providing psychosocial support, in addition to supporting the economic reactivation of the Island.

Weaving Lab

Colombia Cuida a Colombia will connect with the Weaving Lab network of weavers by the end of October to continue learning to co-build, share and develop new methods of collaborative work and systemic change. The Weaving Lab is a space to interconnect people, projects and places, generating synergies through the transfer of skills that seek collaboration.



Collective Impact Forum

With the aim of becoming a benchmark in Collective Impact Vehicles, in the second half of the year we will organize a forum to connect our allies with issues, good practices and experts in Collective Impact

1. **CARE: MOTIVATE PEOPLE, ORGANIZATIONS, AND COMPANIES TO JOIN AND CONTRIBUTE TIME OR MONEY TO CCC TO REACH MORE COLOMBIANS.**

The third C of Colombia Cuida A Colombia has to do with **CARE**. Through the generation of content, we want to move the fibers of the different actors that are part of the alliance, motivating the private, public, social, community, international cooperation, people, organizations and companies to join, and/or contribute time or money to CCC.

Throughout 2022 we have carried out 3 campaigns:



The first of these was the delivery of school kits in Providencia and toys that we collected during December that were delivered in January.



The second campaign, which is still in effect, is "Back to School" where we want to bring school kits to boys and girls in two departments: Chocó and Amazonas.



¡Pereira nos necesita!

Cuando un desastre natural nos golpea está en nuestra naturaleza ayudar

Dona ahora

Alimentos no perecederos

- Agua
- Arroz
- Pasta
- Aceite
- Lenteja
- Frijol
- Garbanzo
- Arveja
- Enlatados (atún y sardina)
- Harina de trigo
- Harina de maíz
- Frutos secos

Kits de aseo personal

- Jabón
- Cepillo de dientes
- Crema dental
- Toallas higiénicas
- Papel higiénico
- Pañales

Alimentos listos para consumo

Productos con empaque individual, que no requieran refrigeración como leche líquida UHT 200ml)

Otros

- Ropa para todos los grupos poblacionales (Solo nueva)
- Elementos de cocina comunitaria
- Elementos para dormir (sábanas, colchonetas, carpas)
- Elementos de bioseguridad (tapabocas, gel antibacterial y alcohol)

ABACO
Asociación de Bomberos de Colombia

Datos de contacto para donaciones en producto: Laura Bejarano, +57 3132457978, mercadeo@abaco.org.co

COLOMBIA CUIDA A PEREIRA

TAMBIÉN PUEDES DONAR A TRÁVES DE LOS CANALES DE COLOMBIA CUIDA A COLOMBIA

1. Ingresa a nuestra página web www.colombiacuidacolombia.com
2. Elije el monto de dinero que quieres donar
3. Selecciona la campaña 'Alimentación y Mercados'

Lo que se recolecte a través de esta campaña será redireccionado para ayudar a superar la emergencia en Pereira.

¡El Chocó nos necesita!

Nuestro departamento se encuentra bajo las aguas por la crecida del Río y la ola invernal.

Necesitamos tu apoyo en

- Alimentos no perecederos
- Sábanas
- Filtros de agua
- Cobijas
- Ropa de niños
- Colchonetas

ABACO EL TEATRO CO. RIAN TECHO

And lastly, the campaign "Chocó con todos sus cuadernos" was created to raise money and provide humanitarian aid in an emergency situation, due to the Winter Wave that the country experienced at the beginning of the year, mainly affecting the departments of Risaralda, Chocó and Nariño.



NUMBER OF ALLIES, VOLUNTEERS AND DONORS PARTICIPATING AND LINKED

Below we present a list of our most active allies in the different actions deployed:

ABACO
 ACNUR
 AFE
 Alcaldía de Condoto
 Alcaldía de Pereira
 Alcaldía de San José de Cúcuta
 Aldeas Infantiles SOS Colombia
 All4One
 Arroz Blanquita
 Arroz Pa Todos
 Asociación Nacional de Empresarios – ANDI
 Avianca
 Banco de Alimentos de la Guajira
 Banco de medicamentos
 Banco Diocesano de Alimentos de Santa Marta
 BBVA
 Bio Conexión
 Bloom
 Cablecol

CAFAM
 Canal 1
 CaracolTV
 Casa de Paz
 Casa Mamá Luz
 Catalyst
 CENCOSUD
 Centro de Innovación Gastronómica-IPES
 Clinica del Hogar
 Colegio Nueva Granada
 Collective Impact - FSG
 Construyendo 500.001
 Corpoayapel
 Corporación Antioquia Presente
 Corporación Minuto de Dios Cúcuta
 Corporación Minutos de Dios
 Dunkin Donuts
 EatCloud
 ECOPETROL

Esses
Fi Providence
Frisby
FUCAI
Fuerza Aérea Colombia
Fundación ANDI
Fundación Bolívar Davivienda
Fundación Cadena
Fundación Catalina Muñoz
Fundación Challenger
Fundación Éxito
Fundación Grupo Argos
Fundación Mapfre
Fundación Puntos Verdes
Fundación Skoll
Fundación Soy Doy

Fundación Toma un Niño de la Mano

Fundación Transformación Humana
Fundación Umbrella
Fundación Universitaria San Mateo
Gato Dumas
Give to Colombia
Global Humanitaria
Gobernación del Risaralda
Griffith Foods
Home Burguer
Hospital de Providencia
HUGE
Ifood
Innpactia
Instituto Superior Mariano Moreno
Jeronimo
Kaironare
La Movida para Todos
La Tienda de la Empatía
Manos Pintadas de Azul
Medplus
Métale Pedal

Movilizadorio
Mullen Love
Newfield Network
NOVARTIS
OpEPA

Origen - Comunidad de Liderazgo

Patrulla Aérea Civil Colombiana
Platos Sin Fronteras
Polar

Policía Antinarcóticos de Colombia

Pro Archipiélago
Programa de gastronomía de la Universidad de La Sabana.
Rappi
Riaño Producciones
Rockstart
Rotaract
Rotary Internacional y Rotaract- Rotary Club Partner,
Sembrando Confianza
She is
Sierra Nevada
Sintergética
Slow Food
Spectrum
Stand Up Providencia Renace
SYNNEX WESTCON
Taller de Aprendizaje para las Artes y el Pensamiento (TAAP)
Tamarin Foundation
Tank
TeamFood
TECHO

The Global Food Banking Network

TikTok
Toynovo
Toyota SAS
Trabajo y Persona
Universal Plate

NUMBER OF UNIQUE DONORS LOYAL AS RECURRING DONORS

The campaigns to convert single to recurring donors will be carried out in April in commemoration of International Children's Day with the sponsorship program for Wayúu indigenous children from La Guajira,



Apadrina un niño

Con un aporte mensual se patrocinará la entrega de un almuerzo diario durante 20 días al mes, que aporta mínimo el 30% de las necesidades diarias de energía y nutrientes de un niño o niña menor de 5 años.

QUIERO APADRINAR

together with our partner ABACO. This strategy seeks to sensitize donors and motivate a greater commitment than they currently have.

IV.TIKTOK PLATFORM MANAGEMENT

TikTok as a social network and as a platform has become an essential tool for our digital, communications and mobilization strategy. That is why through this gift agreement we find not only an ally, but also a tool to show the most human face of our management, as well as giving a voice to the protagonists of what is being done at CCC, in search of having more engagement and being more strategic in coordinating our communications.

The CCC communications team is currently undergoing a strategic overhaul looking to bring players to the table to leverage what we have learned through this partnership.

Management strategy to the reported date has had 2 phases:

2. Within the framework of the Agreement, CCC undertook to update this social network with four weekly videos that had the hashtags, #TiempoDeDar #TikTokPartner. Colombia Cuida a Colombia presented in January 2022 to this organization the work plan in which these resources will be invested.

BALANCE GENERAL TIK TOK

Fecha de Creación:

17 de Noviembre de 2021

Fecha primer video Publicado:

1 de Diciembre 2021

Control de Publicaciones:

3 a 4 videos por semana

435 seguidores

54 videos Publicados

52.530 visualizaciones

103 shares

825 likes

BALANCE DE SEGUIDORES POR SEXO Y UBICACIÓN



MUJER
64.8%

HOMBRE
35.2%

44% **COLOMBIA**
9% **ECUADOR**
8% **PERÚ**
8% **REPÚBLICA DOMINICANA**
5% **ARGENTINA**

VIDEOS MÁS VISTOS



**Toynovo
Multiplicando
Sonrisas**
30.1K Views



**Banco de
Hilos
Corferias**
20.3K Views

VIDEOS MENOS VISTOS



Invitación Live Mujer Cafam
12 Views

TIK TOK BALANCE SHEET

2. After finishing the agreed terms for the publications of #TiempoDeDar #TikTokPartner, we are in a constant search to determine the best strategies and dynamics of TikTok. We seek to identify the best times to publish, we make use of the trends on the platform as well as music and challenges that become popular among the audience to mobilize our content and grow in the number of people who view our content, since during the reported period it has diminished. Therefore, we

are currently restructuring our communications team to make strategic use of the resources to be execute

V. TIK TOK FINANCIAL REPORT

Grant income			Execution in USD (RMR (3,948,51))	Note	Execution percentage
Tik Tok gift		\$ 100.000,00	\$ 100.000,00		100%
Bank discounts		-\$ 15,00	-\$ 15,00	1	
Total			\$ 99.985,00		
Line 1: Collective Impact Vehicles	Training and Capacity Building Organizations	\$ 18.973,00	\$ -		0%
	Systematization, monitoring and measurement of the impact of the initiatives	\$ 14.551,00	\$ 3.772,56		26%
Total Line 1		\$ 33.524,00	\$ 3.772,56	2	11%
Line 2: Sustainable Solutions to Fight Hunger	Strengthening Solidarity Stores	\$ 15.195,00	\$ -		0%
	A Colombia without Hunger: 25 actions to make it a reality	\$ 5.701,00	\$ -		0%
	"Reagro" programme	\$ 2.533,00	\$ -		0%
Total Line 2		\$ 23.429,00	\$ -		0%
Line 3: Entrepreneurship	Banco de Hilos of La Guajira	\$ 14.436,00	\$ 2.127,38	3	15%
	E Commerce or social Marketplace	\$ 7.090,00	\$ 2.817,76	4	40%
Total Line 3		\$ 21.526,00	\$ 4.945,14		23
Mobilization, Communications and Digital Strategy (Transversal)	Context, Connect, Care	\$ 21.506,00	\$ -		0%
Mobilization, Communications and Digital Strategy (Transversal)		\$ 21.506,00	\$ -		0%
Total executed funds			\$ 8.717,70	5	9%

Note 1. Corresponds to the value discounted by the financial entity (Bancolombia) on January 21, 2021 as a commission for the entry of money from abroad, worth \$15 USD.

Note 2. They represent the amounts paid to the systematization, monitoring and impact measurement professional of the initiatives in the months of January, February and the first 15 days of the month of March 2022 for a value of \$3,772.56 USD.

Note 3. Corresponds to the amounts paid in the months of January and February 2022 to a nutrition professional and an assistant for a value of \$2,127.38 USD

Note 4. Represents the amounts paid in E-commerce activities for a value of \$2,817.76 USD

Note 5. As of March 2022, there is a surplus amounting to \$91,267.30 USD that will be executed no later than December 31 of this year, in accordance with what was agreed in the initial agreement. Of the total donation, 9% of the resources have been executed, of which 4% was executed in line 1, Collective Impact Vehicles, and 5% in line 5, Entrepreneurship.