

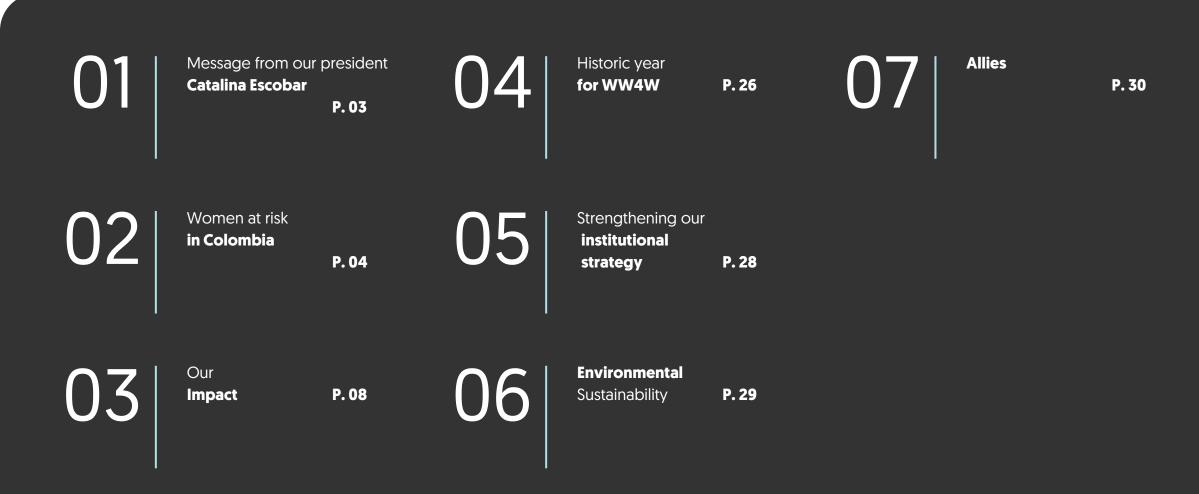
ANNUAL IMPACT REPORT

2024

CONTENT



Annual Impact Report - 2024





DEAR FRIENDS OF JUANFE

With a heart full of gratitude, I want to thank you for your unconditional support during 2024. Your commitment to our purpose is fundamental to continue transforming lives and building a better future for thousands of girls, boys and women in Colombia.

This year we were able to open a new operation in the Urabá sub-region, thanks to the strong commitment of investors and the support of the Government of Antioquia. In addition, we strengthened our education, psychosocial support and employability programs, impacting 9,910 people by 2024, including 2,830 migrants who have benefited from our Transformemos Sin Fronteras program with the Hilton Foundation, training them in key skills so that they have real opportunities to break cycles of poverty.

Each success story we have accompanied is a testimony of the transforming power of your social investment.

Your support motivates us to continue innovating and expanding our impact. At Juanfe, we believe in the power of collaboration and the importance of joining forces to generate sustainable change. Thanks to you, we will continue to work with determination in our mission to provide our beneficiaries with empowering tools and opportunities.

I reiterate our gratitude on behalf of the entire Juanfe team and each and every one of the women and children. We look forward to your continued support and hope that together we will continue to transform lives in 2025 and beyond.

With admiration and gratitude,

CATALINA ESCOBAR



A CHALLENGE FOR SOCIAL AND ECONOMIC DEVELOPMENT

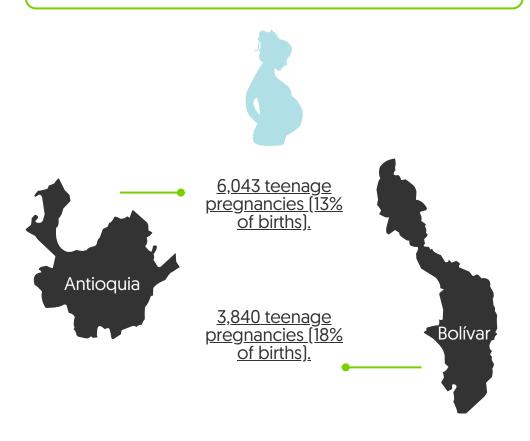
A REALITY THAT WE CANNOT IGNORE

TEENAGE PREGNANCY:A POVERTY TRAP



Every teenage pregnancy is a story of doors closing too soon. Each of these girls faces barriers that limit their education, access to job, and their future.

MAIN DEPARTMENTS IN COLOMBIA WHERE GIRLS' FUTURE IS AT RISK



These two departments are at the forefront of the problematic, where thousands of girls face a future shaped by inequality and limited opportunities.

TEENAGE MOTHERS



MORE POVERTY

Many teenage mothers are trapped in the NiNis* category: they neither study, nor work, nor have any options.

*In spanish "Ni estudian (studying) Ni trabajan (working)

In Colombia, 1 in 5 young people is a 'NiNi,' and women are twice as likely as men to be in this situation.

Without education or employment, their future remains out of reach. By age 25, the risk of complete exclusion is significantly high. If we don't act now, their children will face the same cycle of limited opportunities.



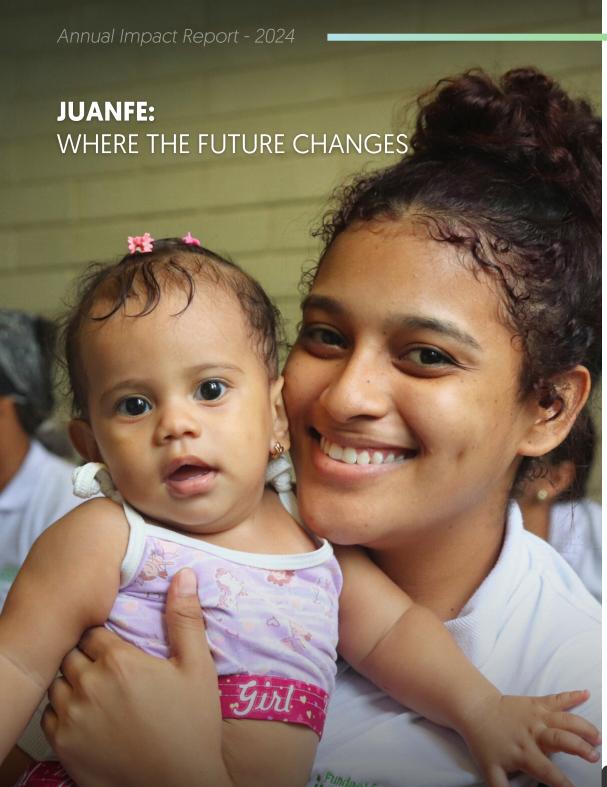
What do migrant women face in Colombia?

Informal work and exploitation: 90% of migrant women work without a contract, with low incomes and without social protection.

Increased risk of gender-based violence: many face abuse, trafficking and exploitation due to lack of opportunities.

Difficulty in accessing basic services: education, health and employment remain almost insurmountable barriers.

Being a woman, a migrant and a mother in Colombia means fighting daily to survive.





We work to enable girls and women to be the protagonists of their own stories, thanks to specific tools that guarantee their economic autonomy, education, employment and a decent future for them.

- ✓ Our 360° Model transforms lives.
- ✓ We educate, accompany and guarantee formal employment.
- ✓ We equip participants with the tools to break the cycle of poverty

Every woman we support is a changing story. Investing in them is transforming the future.

OUR IMPACT



In 2024, we achieved a significant impact on the lives of 9,910 people, who found in our 360° Model and the Transformemos Sin Fronteras program, in alliance with the Conrad N. Hilton Foundation, a unique opportunity to transform their realities and build a sustainable future.

Impact by beneficiary population:

1,416 teenage mothers:

882 in Cartagena

534 in Medellin

5,664 children and family members of teenage mothers:

3,528 in Cartagena

2,136 in Medellin

2,830 migrants benefited, distributed as follows:

CARTAGENA

320 migrant women

1,280 children and family members of migrant women

MEDELLIN

246 migrant women

984 children and family members of migrant women

These results are not just numbers, they are stories of resilience, empowerment and change. With each person impacted, we reaffirm our commitment to breaking cycles of poverty, promoting equity and transforming communities.

Together, we continue to build a path towards equality and development for all.

360° MODEL IN CARTAGENA AND MEDELLÍN: OPENING DOORS TO NEW OPPORTUNITIES



Every year, hundreds of adolescents face barriers that limit their access to educational and employment opportunities.

AT JUANFE, WE BELIEVE IN THEIR POTENTIAL AND WORK TO IDENTIFY AND SELECT THOSE WHO MOST NEED OUR SUPPORT.

CARTAGENA

- 4,687 young girls applied to transform their future
- 2,154 met the required criteria
- 308 passed the selection process
- 240 started their intervention process

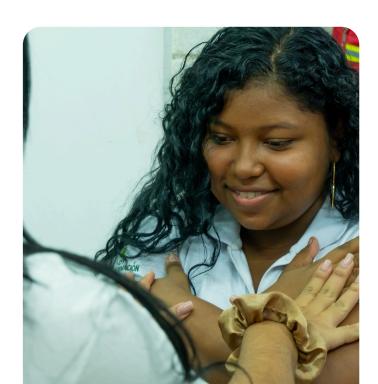
MEDELLIN

- 2,702 young girls applied to transform their future
- 1,033 met the required criteria
- 435 passed the selection process
- 221 started their intervention process

MENTAL HEALTH: A ROUTE TO CHANGE

WE UNDERSTAND THAT REAL CHANGE GOES BEYOND TECHNICAL TRAINING.

Our psychosocial support provides adolescents with the emotional and social tools necessary to face their challenges, strengthening their well-being, self-esteem and ability to build a solid and sustainable future.



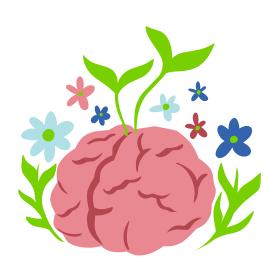
EMOTIONAL WELL-BEING: THE BASIS FOR CHANGE

CARTAGENA

- 603 psychosocial assessments
- 977 psychological interventions
- 247 psychological counseling sessions
- 223 crisis interventions

MEDELLIN

- 509 psychosocial assessments
- 603 psychological interventions
- 1,008 psychological consultations.
- 100 crisis interventions





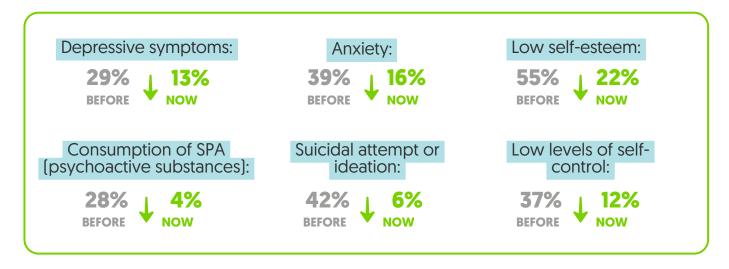
The achievements presented below reflect the transformation process reached by this group of adolescents, who, after a year and a half of integrated intervention, have made **significant progress** that strengthens their sustainable life projects and their ability to overcome adverse conditions.



CARTAGENA: Evolution of symptoms after psychological support:



MEDELLÍN: Evolution of symptoms after psychological support:



BUILDING STRONGSUPPORT NETWORKS

Through monthly meetings with families and couples, we foster support networks that strengthen relationships and provide our young women with an emotionally stable environment, facilitating their process of empowerment and well-being.



CARTAGENA

We achieved the recognition of the socioeconomic and family context of the beneficiaries by making 611 home visits.

10 family meetings:

Themes:

- Prevention of domestic violence, Violentrometer
- Care routes with the participation of the Office of Women's Affairs
- Raising awareness about family support in mental health
- Decision making in family situations and role playing through sociodramas.

10 couple encounters:

Themes:

- Prevention of gender-based violence
- Couple life project
- Debunking myths and taboos about sexuality
- Vision Board- Dreams, Goals.

336 family counseling sessions 195 couples counseling sessions

MEDELLIN

We achieved the recognition of the socioeconomic and family context of the beneficiaries by making 493 home visits.

9 family meetings:

Themes:

- Child care
- VBG
- Support networks
- Care routes
- Humanized parenting
- Basic financial management

9 couples meetings:

Themes:

- Gender-based violence
- Support networks
- Humanized parenting

112 family and couples counseling sessions

248 family interventions carried out

EMPOWERMENT TO DECIDE: SEXUAL RIGHTS AND PREGNANCY PREVENTION

WE EMPOWER YOUNG WOMEN TO MAKE INFORMED AND RESPONSIBLE DECISIONS ABOUT THEIR BODIES AND THEIR FUTURE.

By knowing and claiming their sexual rights, we help them prevent unwanted pregnancies and build a life of well-being and autonomy.



ACHIEVEMENTS

The participating adolescents were able to strengthen their knowledge of sexual and reproductive health, nutrition and food security from a integral approach.



Based on an initial assessment, they identified areas for improvement and acquired key tools for informed decision-making, especially in preventing subsequent pregnancy.



They also explored the impact of sociocultural constructs on their affectivity and sexual rights, promoting their autonomy.



They learned about puberty, menstruation, contraceptive methods and prevention of sexually transmitted diseases, promoting self-care and responsible planning.



They also understood the importance of a balanced diet and healthy habits for their physical and emotional well-being, thus ensuring continued access to quality health services and the full exercise of their rights.

CARTAGENA

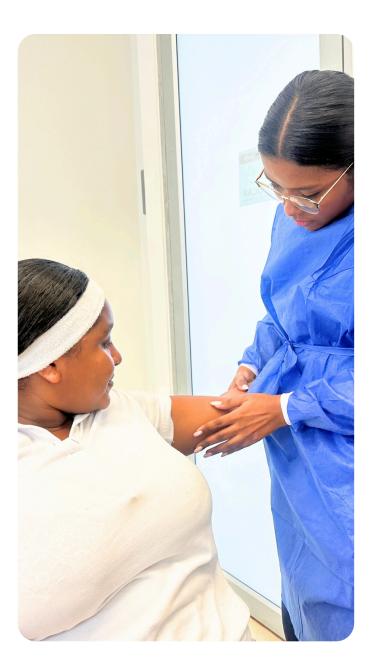
- 100% of young women are planning their birth control with a safe method.
- 86% of young women plan with long-term methods.
- 14% plan with short-term methods.

We have supported our young women in their responsible decision-making processes through 1,810 consultations on Sexual and Reproductive Health.

MEDELLIN

- 96% of young women are planning their pregnancy using a safe contraceptive method.
- 95% plan with long-term methods.
- 5% plan with short-term methods.

We have supported our young women in their responsible decision-making processes through 808 consultations on Sexual and Reproductive Health.



CONSCIOUS MOTHERHOOD FOR A BETTER FUTURE

We support our beneficiaries in the care and development of their babies, promoting conscious motherhood that favors the well-being of children. Thanks to this support, we help create a positive and healthy environment for children to grow.



CARTAGENA

We strengthen the social and cognitive development of the children of our teenage mothers, in our Comprehensive Child Development Center – CIDI:

- 240 babies between 6 and 24 months enrolled per year, 120 per semester.
- With an average of 50 babies in the age range of 6 to 24 months daily.

CIDI'S ACHIEVEMENTS:

EVOLUTIONARY DEVELOPMENT

The results showed significant progress in each of the areas of development, respecting learning rates and individual differences.

- 100% of the children achieved independent walking.
- 100% showed progress in communication skills.
- 100% achieved progress in social skills.
- 100% demonstrated progress in basic thinking processes such as attention, perception and memory.

MATERNAL TRAINING

100% of mothers participated in the strengthening sessions, which included topics such as management of prevalent early childhood diseases, positive parenting, breastfeeding, complementary feeding and guidelines for humanized parenting and early childhood rights.



MEDELLIN

We strengthened our partnerships with the city's Comprehensive Child Development Centers to ensure the care of young women's children:

In 2024, we managed to ensure that 169 children received care in a Childcare Centre, representing 70% of the children of the active beneficiaries. In addition, 4 children are in primary school (2% of the total), which shows that the young women have secured safe and structured environments for their children thanks to key partnerships with:

Buen comienzo:

Access to early childhood education in various communes of the city.

Flexible childcare centres:

Care alternatives according to the needs of each beneficiary in commune 10.

Territorial Management of Early Childhood:

Network of services to address needs in commune 10.

Medellín te quiere saludable:

Comprehensive support during pregnancy and early childhood.

NOTABLE ACHIEVEMENTS

- Participation in early childhood relevant events thanks to the articulation with Buen Comienzo.
- Monthly presence at the Communal Early Childhood Board of Commune 10, addressing problems and strategies.
- Prioritization of spaces in children's centers in the sector, guaranteeing access to safe and formal care.





PROMOTING SUCCESS THROUGH INTEGRAL EDUCATION

THROUGH TRAINING IN TECHNICAL SKILLS, OUR YOUNG GIRLS RECEIVE THE NECESSARY TOOLS TO BUILD THEIR LIFE PROJECT.

We provide comprehensive education through academic learning and the development of practical skills that allow them to succeed in the job market, empowering them to achieve success and independence.



CARTAGENA:

240 teenage mothers entered the 360° Model:

- Integral beauty technician: **83 young girls**
- Kitchen technician:76 young girls
- hotel management technician: 81 young girls

This is how a total of **406 beneficiaries** received training in our 360° Model, the result of the integration of the new group that began in 2024 and the young women who continued their process, with a special focus on the development of the following technical-labor skills.

- Integral beauty technician: 137 young girls
- Kitchen technician: 127 young girls
- hotel management technician: 142 young girls

As part of our comprehensive education:

406 young girls studied English as part of their academic curriculum.

Great achievements for our young women! We began the process to expand our educational offerings at the Ministry of Education with the registration of the technical labor program in Administrative Assistant. This program responds to the needs of the labor market, identified by our Employment and Opportunities Center, and will provide our young women with greater job opportunities.

THE ALLIANCE WITH THE PUBLIC SECTOR IS A REALITY IN BOLÍVAR!

The alliance with the Government of Bolívar is a milestone for the Juanfe Foundation. Thanks to this, we reached more than 300 adolescents in Turbaco, Turbana and Arjona, and trained 58 adolescent mothers in key areas of their comprehensive development. The results include:

- 58 teenage mothers received 31 hours of training in life skills, emotional management and sexual and reproductive health.
- They had access to advice on family planning and safe methods.
- 329 adolescents were profiled in 3 educational institutions, assessing their knowledge on sexual and reproductive health, and participated in workshops to raise awareness about sexual rights.

MEDELLIN:

221 teenage mothers entered the 360° Model:

- Labour technician as a commercial and service advisor: **33 young girls**
- Labor Technician as Administrative Assistant with emphasis on health: **27 young girls**
- Labor Technician as Administrative Assistant: **83 young girls**
- Technical Training as Software
 Development Assistant: 55 young girls
- Labor Technician as Assistant in Human Resources and Occupational Risks: 23 young girls

This is how a total of **390 beneficiaries** received training in our 360° Model, the result of the integration of the new group that began in 2024 and the young women who continued their process, with a special focus on the development of the following technical-labor skills.

- Labor technician as a commercial and service advisor: 27 young girls
- Labor Technician as
 Software Development
 Assistant: **96 young girls**
- Labor Technician as
 Administrative Assistant:
 126 young girls
- Labor Technician as
 Marketing Assistant: 25
 young girls
- Labor Technician as Administrative Assistant with emphasis on health: **74 young girls**
- Labor Technician as Assistant in Human Resources and Occupational Risks: **42 young girls**
- Partnership with IE Juan María Céspedes for the successful completion of high school (virtual high school) for young Juanfe girls.
- We updated the academic and curricular structure for the development of competencies based on the learning outcomes of the beneficiaries.

CESDE IN MEDELLIN



At the Juanfe Foundation we believe that education is the key to transforming lives, and thanks to CESDE in Medellín, this path is made possible for hundreds of teenage mothers. Their commitment to technical-labor training has been fundamental for our beneficiaries to access real employment opportunities and economic autonomy.

Through this alliance, we have been able to provide them with practical tools, updated knowledge and certifications that allow them to confidently enter the workforce. Thank you, CESDE, for being a pillar in this mission to build a future with more opportunities and equity.



PREPARED FOR THE JOB MARKET



We train our young women with the knowledge and tools necessary to face the job market with confidence and determination, so that they feel confident in their abilities, ready to conquer their dreams and the path to economic independence.



CARTAGENA: EMPLOYABILITY

Active beneficiaries:

Number of graduates who continue to receive benefits in employment management, support, training, participation in events, among others:

1,001 beneficiaries

1ST JOB: 110

- 110 young women obtained their first job in 2024, 67% have a retention of more than 3 months in employment.
- 49% of young women who started their first job earn between 1 and 2 SMMLV
- The average time to get your first job is 4 to 6 months.

LATER JOBS

Young women who have already had more than 1 job.

- Young women included in the workforce in the year: 111
- 55% of those linked to subsequent jobs earn between 1 and 2 SMMLV.

COMPANIES

• Total allied companies: **551**

• Companies raised awareness in the year: **78**

• New alliances: 82

• Jop openings managed: 239

• Jobs managed: **766**

EMPLOYER SECTORS:

Personal care sector:25%

• Gastronomic sector: 22%

• Hotel Sector: 39%

• Service sector: 14%

FORMATIONS:

 Young women trained in complementary areas for their insertion into the labour market: 381

• Courses taken: 9

• Diploma courses: 4

• Workshops held: 12





EVENTS:

- 2 Job Fairs
- 2 Business breakfasts
- 2 Routes to inclusive employability
- 1 annual alumni meeting

MEDELLÍN: FMPLOYABILITY

Active beneficiaries: Number of graduates who continue to receive benefits employment management, support, training, participation in events, among others:



1ST JOB: 109

- 109 young women obtained their first job in 2024, 75% have a retention of more than 3 months in employment.
- 94% of young women who found their first job earn between 1 and 2 **SMMLV**
- The average time to get your first job is 2.8 months.

LATER JOBS

Young women who have already had more than 1 job.

- Young women included in the workforce in the year: 95
- 72% of those linked to subsequent jobs earn between 1 and 2 SMMLV.



EMPLOYER SECTORS:

• Agriculture: 1%

• Food: 1%

• BPO: 4%

• Trade: 10%

• Construction: 1%

• Education: 4%

• Financial: 9%

• Industrial: 16%

• Manufacturing: 4%

• Mining and energy: 1%

• Health: 4%

• Services: **34%**

• Technology: 7%

• Transportation: **3%**

COMPANIES

• Total allied companies: 165

• Companies raised awareness in the year: 102

• New alliances: 33

• Vacancies managed: 165

• Jobs managed: 493

FORMATIONS:

 Young women trained in complementary areas for their insertion into the labour market: 340

• Courses taken: 6

• Workshops held: 5

EVENTS:



- 1 business breakfast
- 2 alumni meetings
- 2 Closet Laboral
- 1 Job Fair

CUOTA SENA



- In 2024, 211 beneficiaries managed to obtain sponsorship from various companies in the city, including Sura, Grupo Réditos, Sodexo, Sin Mente, Comfama, Medipiel, Selecta, Noel and Flores El Trigal, which allowed them to access professional internship opportunities in formal work environments with growth projections.
- As a result of this process, 5 beneficiaries achieved a direct link with their sponsoring companies after successfully completing their internships, consolidating their insertion into the formal labor market.
- Thanks to the support fee granted by SENA, the beneficiaries receive monthly financial support during their training stage, which allows them to cover basic expenses such as transportation and food, facilitating their permanence and success in the educational process.

 Upon receipt of their maintenance fee, beneficiaries begin managing their personal finances, promoting savings and financial planning, as well as taking an important step towards economic autonomy, as they move from being in a subsidized regime to a contributory regime, thus accessing health and social security benefits.



STORIES OF SUCCESS







CARTAGENA

GASTRONOMY TECHNICIAN



CAMILA & MARIANA



MEDELLIN

ADMINISTRATIVE ASSISTANT TECHNICIAN



STRENGTHENING EMOTIONAL WELL-BEING

- **46%** of the participants had low levels of emotional stability at the beginning of the program.
- Following the intervention, the figure was **reduced to 9.5%**, thanks to psychosocial support and training in personal skills.
- **427** women (294 in Cartagena and 133 in Medellín) completed their training, improving their socio-emotional well-being.

TRAINING AND WORK: BUILDING FUTURES

- 427 women certified in different work areas:
 - **294** in Cartagena, in programs such as commercial management, logistics, sales and administration.
 - **133** in Medellín, in the food services, hospitality and logistics sectors.
- 90 women found formal employment:
 - 45 in Cartagena, mainly in administrative services and security.
 - 45 in Medellín, in hotels and restaurants.
- Participants **increased their income by 53%**, strengthening their economic autonomy.
- Currently, 225 women continue in training (106 in Cartagena and 119 in Medellín).

BUILDING STRONG SUPPORT NETWORKS

- 75% of families face economic insufficiency
- 20% of families face domestic violence.
- 20 family meetings were held, with more than 900 attendees, impacting 76% of the beneficiaries.
- The meetings have strengthened communication and emotional well-being, creating healthier family environments.







TESTIMONY



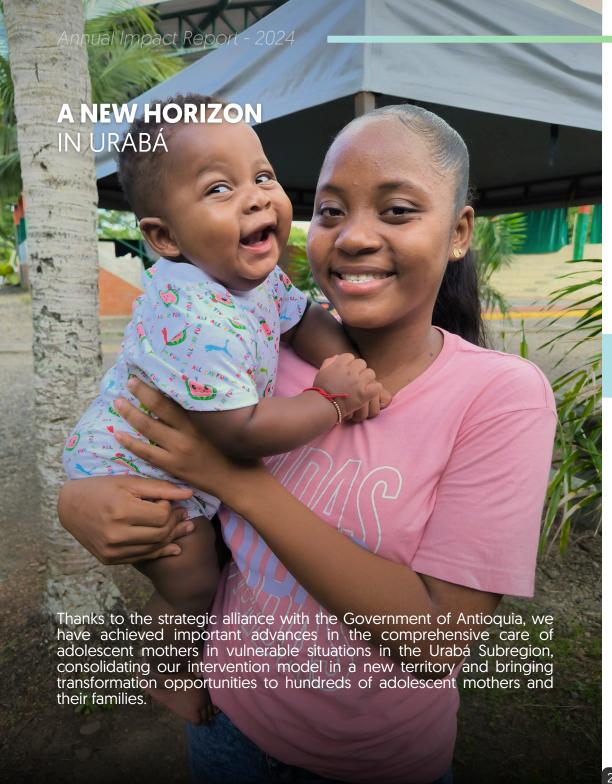




CARTAGENA

COMMERCIAL MANAGEMENT







- We characterized **490** teenage mothers
- 200 teenage mothers were selected
- We established partnerships with 122 local organizations, including businesses and educational entities, strengthening the support network for beneficiaries.
- We conducted 16 therapeutic groups and various academic support activities, focused on improving the emotional well-being and permanence of the beneficiaries in the program.

SPECIAL THANKS TO THE GOVERNMENT OF ANTIOQUIA



We express our deepest gratitude to the Government of Antioquia, whose support has been a fundamental pillar in the materialization of this project.

Thanks to their commitment and social vision, we have been able to extend our impact to a new territory, bringing hope and opportunities to hundreds of young mothers facing multiple challenges.

This alliance has enabled the successful implementation of our intervention model serving teenage mothers from Apartadó, Carepa, Turbo and Chigorodó, promoting an enabling environment for building a dignified and sustainable future for them and their families.



This year we proudly celebrated the 10th anniversary of the Women Working for the World (WW4W) Forum

The 2024 edition was the most ambitious so far, with the participation of 67 national and international speakers, consolidating our position as the most relevant forum on gender equity and sustainable development issues in the region.

In addition, we achieved a significant milestone for WW4W by expanding our impact by taking the forum to new cities. Medellín and Barranquilla hosted this initiative for the first time with an extraordinary reception, gathering 1,100 and 850 attendees. In these cities, we were honored to have the participation of 500 young people from the Juanfe Foundation and women from Transformemos Sin Fronteras, who enriched the auditorium to continue having more inclusive and diverse audiences. Likewise, in Bogota we had the presence of women from the Manzanas del Cuidado, the Police and the Armed Forces of Colombia.

Thanks to the support of strategic allies such as Coca Cola, las Cámaras de Comercio de Bogotá, Medellín y Barranquilla, Bancolombia, COMFAMA, Cesde, Grupo Argos, Universidad Pontificia Bolivariana, ACESCO, y Protección, among others, the forum reaffirmed its commitment to generate a tangible and lasting impact. At WW4W we work to promote gender equity and sustainable social development, consolidating ourselves as a key reference for the construction of a more inclusive and equitable country.

During the conference, crucial topics such as mental health, diversity, equity and inclusion, the environment, women's leadership, entrepreneurship and social impact bonds were addressed, promoting an enriching and transformative dialogue.

The impact of WW4W goes beyond the events; it is a movement that drives real changes in society, inspiring thousands of women to lead the change towards a more just and sustainable future.



OTHER EVENTS

GOLF TOURNAMENT

We held our annual golf tournament, TOP CUP JUANFE, in which we welcomed 90 players, committed to social transformation. We had the support of allies such as ACESCO, Casa Toro, Italcol, Mercantil Colpatria, Glausser, among others, which allowed us to give our attendees a very special experience.

INSPIRA FEM

Inspira Fem featured 15 women leaders from different sectors, willing to transform their lives and those of their communities by connecting with the work of Juanfe.



WE ARE MOVING FORWARD IN OUR DIGITAL TRANSFORMATION

The Juanfe Foundation implemented key strategies to improve its operation and impact:

Digital Transformation: Salesforce consolidation to optimize processes and ensure information security.

Research and Scalability: With the IDB and the University of the Andes, we designed strategies to scale the 360° training and employment model, evaluating its return on investment [ROI].

Employability Horizons: In partnership with Fundación del Valle, ACTEC and the Foundation for Education and Family Planning (FEFP), we strengthened our organizational capacity and reduced the vulnerability of teenage mothers in Cartagena and Medellín, with advances in monitoring and business relations.

Psychosocial, Academic and Employability Management:
Personalization of the psychosocial model, traffic light system for academic monitoring and expansion of the technical offer with the Administrative Assistant program.

Optimizational Development:
Optimization of the internal structure
and reaffirmation of key values:
Accountability, Service Vocation,
Innovation and Sustainability.





WE STRENGTHENED OUR COMMITMENT TO THE ENVIRONMENT

In 2024, Juanfe strengthened its commitment to the environment through the Sustainable Excellence Center (CES), implementing key actions to promote the responsible management of natural resources.

Waste management: We managed to divert 48,700 kg of waste from landfills, promoting recycling and establishing sustainable practices across all our operations.

LEED Platinum Certification: We proudly maintain this prestigious recognition, reaffirming our commitment to the highest international sustainability standards.

Clean energy: We generated 42,000 kWh of renewable energy, which represented 30% of our total consumption. In addition, we modernized electrical systems and installed more efficient air conditioning equipment, significantly reducing our energy footprint.

Sustainability Education: More than 400 people were trained in sustainable practices, multiplying our impact in creating responsible environments.

Efficient use of water: We treat and reuse 6,000 m³ of water, equivalent to 600 tanker trucks, maximizing its use and reducing waste.



THANK YOU FOR MAKING THIS 2024 POSSIBLE!



































































































































































THANK YOU FOR MAKING THIS 2024 POSSIBLE!



















































































































