

Fundación **MAPFRE**
2023



Governing bodies **Fundación MAPFRE**

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Composition of the governing bodies as at the date of presentation of this report

Vision

We are a benchmark global foundation, known for our commitment to the **well-being of people and social progress**.

Mission

We are the non-profit institution created by MAPFRE that contributes to improving people's quality of life and the progress of society through multinational programs and activities.



Regardless of the specific content of each activity, be it related to culture, the fight against inequality or the safety and health of people, everything we do seeks to contribute significantly to the well-being of society. Some of the actions we carry out include:

- ➔ Awareness campaigns on health issues, accident prevention and financial education
- ➔ Helping disadvantaged groups
- ➔ Fine art and photography exhibitions
- ➔ Awards, scholarships and research grants to promote innovation and the advancement of knowledge
- ➔ Conferences and seminars to facilitate the exchange of ideas and specialized training

Fundación MAPFRE is governed by a Board of Trustees and a Management Committee. Its **ethical commitment** is reflected in the careful selection of activities and the responsible use of resources. Furthermore, **transparency** is a fundamental characteristic, both toward society and within the organization itself.

1. Social aid



Social employment project

We promote access to the labor market through two initiatives in Spain and another in Spain and Latin America:

- **Juntos Somos Capaces (Together We Can):** promotes the labor integration of people with intellectual disabilities and mental health problems.
- **Accedemos (We access):** hiring aids for small business owners, self-employed workers and not-for-profits. In 2023, 66% of the aid went toward the hiring of women, 42% for jobs in rural areas and 50% of the total facilitated the placement of people under 30 years of age and over 50.
- **Soy Cappaz (I Can Do It) app:** has been downloaded by more than 265,000 users in Spain and Latin America.

#sésolidario project

We provide help and support to small not-for-profits in Spain so they can help those who need it most.

- **Rare diseases:** there are nearly 7,000 rare diseases that affect 7% of the world's population. In Spain, more than 3 million people suffer from them.
- **Helping groups at risk of social exclusion:** we finance non-profit projects. In addition, we've executed sponsorships, microdonations, the Euro Solidarity initiative and numerous dissemination programs. This year we assisted 621 projects and granted aid totaling €100,000.

Humanitarian aid fund

We allocated emergency aid funds to the victims of the earthquake in Turkey and those affected by Hurricane Otis, which hit the west coast of Mexico.

European Social Fund

We were designated as an intermediate body for the 2021-2027 programming period. We select operations, manage projects, ensure correct execution, as well as coordinating and organizing the communication and visibility of the programs.

International solidarity projects

We support not-for-profits through education, nutrition and health projects for children and young people living in poverty and/or at risk of social exclusion. In 2023, we served 93,566 people thanks to 80 projects carried out in 25 countries in collaboration with 70 organizations.

2. Educational and awareness-raising programs

Workshops, activities and campaigns are just some of the **initiatives executed in 2023 to promote safer mobility**, health care and financial and insurance training.



In accident prevention and road safety

- **SDG Planet:** aimed at second and third cycle primary school students, this initiative promotes injury prevention and safe, healthy and sustainable mobility through workshops.
- **Now let's walk to school:** project in Spain with the STOP Accidentes association, based on educational workshops in schools for young children.
- **Fire Prevention Week:** activities focused on disseminating knowledge of fire prevention and self-protection, aimed especially at children and adults.
- **Goal Zero Awareness:** activities, campaigns and special days in countries around the world aimed at reducing deaths and serious injuries due to traffic accidents.
- **Activities and awareness spaces:** Circula Seguro (Driving Safely) blog, a website specializing in child restraint systems, awareness workshops on accidents and the use of narcotics by young people, such as Te Podemos Pasar (It Could Happen To You) or Si Controlas, Vuelves (If You're in Control, You'll Come Back).

In health promotion

- **Learning together to save lives:** training for teachers and students from schools and institutes on cardiopulmonary resuscitation (CPR) and defibrillation.
- **Live healthily:** more than 24,000 children from all over Spain have gone through these workshops that show them the importance of leading healthy lives.
- **Control Your Network:** program for students in junior and middle school, and their families and teachers. The objective is to know how to use information and communication technologies correctly and healthily.
- **E-learning training courses:** we give courses for teachers in health-related areas and those involved with emergency situations on the healthy and responsible use of information and communication technologies.

In insurance and social provision

- **PlayPension:** game for students aged 16-18 on the importance of long-term saving.
- **Insurance and Pensions for Everyone:** content on the web and social networks about investments and financial well-being. More than 8,000 people have participated in our courses.
- **Day and Week of Financial Education:** dissemination campaign on social networks of tips and advice on how to avoid digital scams.

3. Innovation and knowledge promotion

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Publications

We published content on road safety, fires, health, insurance and art. The MAPFRE Insurance Dictionary is an essential digital resource for consultation, as well as the *Guide to your retirement 2023*.

Ignacio H. de Larramendi research grants

In 2023, we invested 300,000 euros in 12 projects related to health promotion and insurance and social security.

Advanced medical investigation

We support, among others, projects dedicated to personalized cell therapies, aimed at the initial stages of Parkinson's disease, Alzheimer's and other neurodegenerative diseases and cardiovascular ailments.

Documentation center

We attended to almost 1,700 consultations in 2023.

Erasmus+ program: Ending project

Aims to reduce school dropout rates caused by the misuse of digital technologies.

Ageingnomics research center

Promotes research and dissemination of knowledge on the economics of ageing.

XV Conference on Assessing Bodily Injury

This annual conference seeks to give visibility to the consequences and range of damage that determine the most appropriate and fair compensation possible. A total of 313 professionals attended in 2023.

4. Awards

Many people and organizations put their talent, time and generosity at the service of others with the aim of contributing to a more just and equal world. Our awards are a recognition of your work and they carry with them an implicit message: you are not alone.

- ➔ Social Outreach Awards
- ➔ Awards for Social Innovation

5. Volunteering

Through our Volunteering, and in collaboration with a range of not-for-profit organizations, we seek to accompany and facilitate an improvement in the living conditions of those who need it most - people from vulnerable groups and those at risk of exclusion.



The Fundación MAPFRE Volunteering Program improves the living conditions of those who need it most. In addition, it fosters the environmental education and healthy leisure of our volunteers, who are the best ambassadors of our values.



The program is aimed at children, adolescents, the elderly, women and children at risk of social exclusion, as well as people who are ill or have a disability.



It is structured across six main lines of action: Health, Nutrition, Education, Environment, Emergency aid and Share solidarity.



In 2023 we carried out 2,134 volunteering activities in 24 different countries, with the participation of more than 7,000 unique volunteers.



We strongly promote diverse corporate volunteering, with varied activities that everyone can identify with and which serve to channel employee solidarity.



6. Exhibitions

In 2023, the Culture area developed a program of 22 fine art and photography exhibitions, both at the Madrid and Barcelona centers and outside Spain.



Recoletos exhibition hall – KBr

Since 2020, the Recoletos exhibition hall in Madrid has hosted fine art and photography exhibitions. This approach has proved stimulating for our audiences, who come to visit one of the exhibitions and end up visiting both. In 2023, we received 275,818 visitors. Our KBr center, which attendees consider a benchmark in the city of Barcelona, received 68,181 visitors.

Traveling and online exhibitions

Some of our exhibitions have visited other venues in Spain, as well as Amsterdam, Philadelphia and The Hague, as part of our collaboration program with other institutions. We have continued to strengthen the content on our website and social networks in order to reach younger audiences.

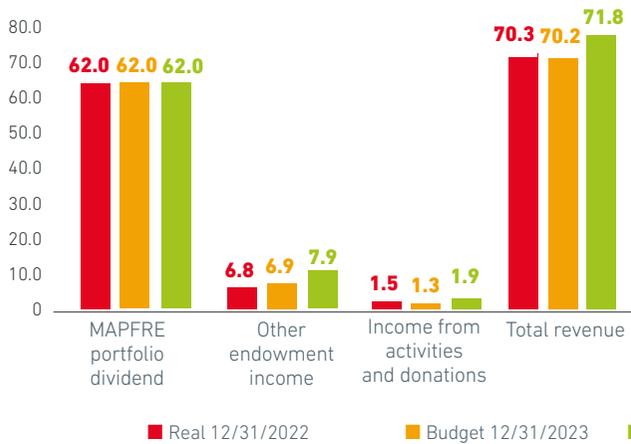
Art collections

In 2023, the section dedicated to the Fundación MAPFRE Collections on our website was completely overhauled. With a simpler and more accessible design, it features all of the more than 2,500 works in our collection. This new version incorporates a powerful search engine, comments on most of the works and biographies of their authors.

Financial information

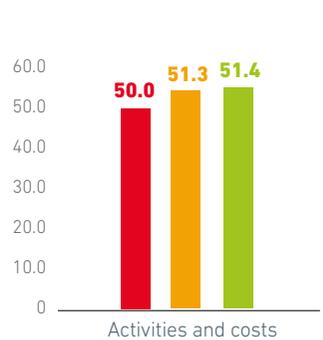
REVENUE

Figures in million euros

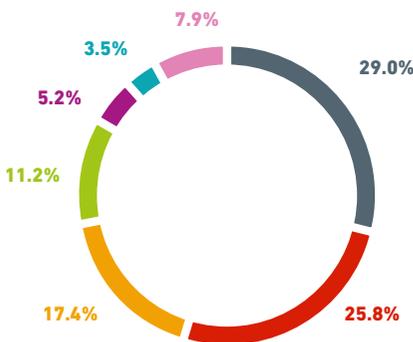


ACTIVITIES AND EXPENSES

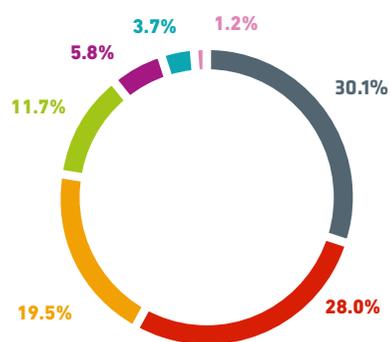
Figures in million euros



ALLOCATION OF FUNDS BY AREA OF ACTIVITY (12/31/2023)



APPLICATION OF FUNDS BY AREA OF ACTIVITY (2024 BUDGET)



- Social Action
- Culture
- Accident Prevention and Road Safety
- Health Promotion
- Insurance and Social Provision
- Ageingnomics
- Management Technical Office (FSE+)



+4,000,000
PEOPLE BENEFITTED FROM OUR ACTIVITY

Governing Bodies Fundación MAPFRE Canarias

BOARD OF TRUSTEES

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Ignacio Baeza Gómez

Vice president

Isabel María Suárez Velázquez

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Esther Martel Gil

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Ignacio Baeza Gómez

Vice chairwoman

Isabel María Suárez Velázquez

Members

Julio Domingo Souto
Alfredo Montes García
Julián Pedro Sáenz Cortés

Secretary

Jaime Álvarez de las Asturias
Bohorques Rumeu

Manager

Esther Martel Gil

Composition of the governing bodies as at the date of presentation of this report

Mission, Vision and Values

We want to **contribute to the construction of a global community** in which people recognize, respect and help each other, with the aim of bettering all aspects of our shared humanity. **Our mission is to support all people in the Canary Islands Autonomous Community in their educational, social and cultural development.**



1. Social activity



Juntos Somos Capaces (Together We Can)

Program for the labor integration of people with intellectual disabilities or mental health problems.

In 2023, it focused on sectors related to the green economy.



Hospital Music Therapy Program

Since its commencement, 30,944 music therapy sessions have been given, with the participation of 15,963 patients.

Neighborhood Orchestras

In 2023, we became the first institution to receive the Diez Años Sembrando Sueños (10 Years Sowing Dreams) award presented by this music-social organization.

2. Training activity

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



We understand education as a living system in constant progress and evolution. We establish alliances with educational centers to offer training and promote job stability.

1,583 people participated in training, scholarships, job training and entrepreneurship programs in 2023, and 37% of them have got a job after completing the training



3. Prevention

3 GOOD HEALTH AND WELL-BEING



We organized workshops and activities to train and prevent schoolchildren on topics as diverse as the danger of drowning, road safety and how to identify sexual assault and how to respond.

38,808 schoolchildren from across the Canary Islands participated in free prevention activities of Fundación MAPFRE Canarias during 2023.



4. Cultural activity

4 QUALITY EDUCATION



We support Canarian artists in all disciplines. This year we organized exhibitions of island natives such as Elio Quiroga and Pedro Paricio. We also launched a new call for small and medium-sized stage projects.

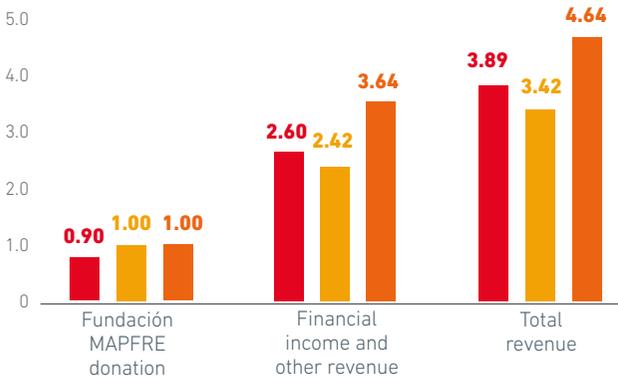
A total of 172 artists and creators from the islands have presented their exhibition and performance projects to be part of our cultural programming in 2024.



Financial information

REVENUE

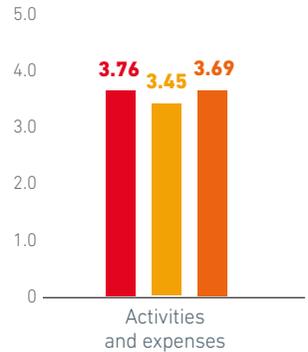
Figures in million euros



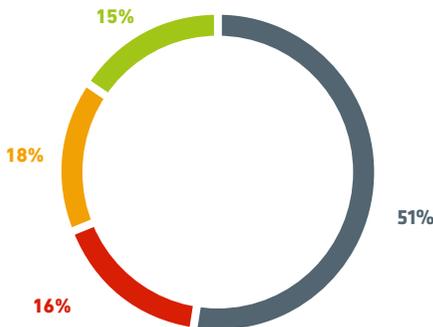
■ Real 12/31/2022 ■ Budget 12/31/2023 ■ Real 12/31/2023

ACTIVITIES AND EXPENSES

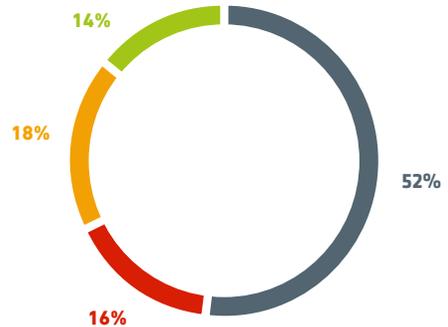
Figures in million euros



APPLICATION OF FUNDS BY AREA OF ACTUAL ACTIVITY (12/31/2023)



APPLICATION OF FUNDS BY AREA OF ACTIVITY (2024 BUDGET)



- Training Activity
- Social Activity
- Prevention and Outreach Activities
- Cultural Activity



132,304
PEOPLE BENEFITTED FROM OUR ACTIVITY

ANNUAL REPORT
2023

Fundación **MAPFRE**

www.fundacionmapfre.org