



Summary of
Report
2015

Fundación MAPFRE

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Design:

TAU Diseño

www.taudesign.com

Printing:

Monterreina

Depósito legal: M-6938-2016



Summary of Report 2015

CONTENT

FUNDACIÓN MAPFRE

- | | |
|--------------------------|---|
| 1. Governing bodies | 3 |
| 2. General information | 4 |
| 3. Financial information | 8 |

FUNDACIÓN MAPFRE GUANARTEME

- | | |
|--------------------------|----|
| 1. Governing bodies | 12 |
| 2. General information | 13 |
| 3. Financial information | 14 |



FUNDACIÓN MAPFRE

Inauguration of the La Mano con Lápiz. Dibujos del siglo XX. Colecciones Fundación MAPFRE exhibition. Museo de Arte de El Salvador, MARTE (San Salvador).

01



Governing bodies

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 José Manuel Martínez Martínez

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MEMBERS	Ángel Alonso Batres Rafael Casas Gutiérrez Fernando Garrido Tomé Antonio Guzmán Córdoba José Manuel Inchausti Pablo Jiménez Burillo Rafael Márquez Osorio Jesús Monclús González Mercedes Sanz Septién
NON-MEMBER SECRETARY	María Luisa Linares Palacios

GENERAL MANAGER Julio Domingo Souto

ACTIVITY AREAS

	SOCIAL ACTION
MANAGER	Fernando Garrido Tomé
	CULTURE
MANAGER	Pablo Jiménez Burillo
	HEALTH PROMOTION
MANAGER	Antonio Guzmán Córdoba
	ACCIDENT PREVENTION AND ROAD SAFETY
MANAGER	Jesús Monclús González
	INSURANCE AND SOCIAL PROTECTION
MANAGER	Mercedes Sanz Septién

02



General information

Fundación MAPFRE is a non-profit institution created by MAPFRE in 1975 that carries out activities of general interest in Spain and in other countries to contribute to the social well-being through the achievement of the following purposes:

- _ Safety of people and their assets, with a special focus on road safety, accident prevention and health
- _ Improve people's quality of life
- _ Diffusion of culture, the arts and literature
- _ To promote training and research in topics related to insurance and social protection
- _ Research and dissemination of knowledge about the common history of Spain, Portugal and countries linked to them by historic ties
- _ Improvement of economic, social and cultural conditions of the most disadvantaged people and sectors of society

New road safety robotics educational workshop

To fulfill its objectives, Fundación MAPFRE carries out a wide range of activities all over the world, through five specialized areas: Social Action, Culture, Accident Prevention and Road Safety, Health Promotion and Insurance and Social Protection. Its activities, which in 2015 were executed in 30 countries, include:

- Supporting the most disadvantaged people or groups of the society.
- Granting scholarships and research incentives.
- Organizing art exhibitions.
- Specialized teaching and training activities.
- Conferences, symposiums, seminars and other events.
- Campaigns and programs oriented to the prevention of accidents, road safety and healthy lifestyle choices.
- Publications, both monographic and regular.
- Carrying out research projects and studies on subjects related to foundational purposes.
- Management and dissemination of knowledge through the Fundación MAPFRE Digital Library and a specialized documentation center.

Item	Number of activities	Number of events	BENEFICIARIES		DISSEMINATION
			On-site	Remote	Other web access
Courses, conferences and similar events	67	231	27,878	32,251	2,512
Prizes and scholarships	15	15	352	n/a	19,986
Publications	101	126	1,104,322	1,840,313	1,993,057
Dissemination, educational and awareness-raising programs	135	2,593	1,387,958	9,470,964	12,488,384
Exhibitions	30	30	2,173,731	449,082	564,076
Documentation Center	1	2	54	350,799	349,792
Social projects and aid	124	161	122,104	2,165,935	3,217,489
TOTAL	473	3,158	4,816,399	14,309,344	18,635,296

Volunteering	Number of activities	Number of events	VOLUNTEERS		BENEFICIARIES		DISSEMINATION
			Number of volunteers	Number of participants	Volunteering	Of total activities	Other web access
Exclusive volunteering activities	158	713	4,403	93,006	462,433	462,433	51,447
Transversal volunteering activities	24	53	0	988	79,275	n/a	
TOTAL	182	766	4,403	93,994	541,708	462,433	51,447



Volunteers working on a reforestation project

SOCIAL ACTION

As a priority, this area seeks to improve the living conditions of the most disadvantaged people and groups. To achieve this, we have implemented the following lines of action.

In Spain, our work is divided into two categories. Firstly, we promote the integration of people with disabilities, through several informational, employment and sports-related programs, in which supporting families is given particular attention. Secondly, we facilitate access to employment for young people and assist in the improvement of their training.

In the international arena, and in Latin America in particular, we work to improve the living conditions of financially disadvantaged children and young people, through the program Formando Comunidad (Forming Community).

Finally, we promote social voluntary work, particularly among the different groups linked to MAPFRE: employees and their relatives, the commercial network, and our providers.



CULTURE

The main activity in this area is the organization of fine art exhibitions focused on the study and knowledge of the international avant-garde from the end of the 19th century until the Second World War, which is complemented by a contemporary artistic photography program. A number of these exhibitions tour European, North American and Latin American museums.

We also carry out various educational workshops for children and young people alongside the exhibition program.

The activities in the Culture Area are promoted internationally through the Internet using minisites, thematic portals and social networks.



ACCIDENT PREVENTION AND ROAD SAFETY

The Accident Prevention and Road Safety Area has the goal of contributing toward people's well-being, through the prevention of accidents, giving special attention to road safety. Within this context, our activities are focused on:

- The prevention of accidents at home, during leisure activities and free time, and the prevention of fires, paying special attention to the most vulnerable groups.
- Road safety. With the goal of preventing and reducing the still high rates of traffic accidents, we carry out a large number of actions in the fields of education, training, research, communication and awareness-raising that deal with values relating to social commitment, cooperation and innovation.

Our commitment goes beyond the national level, to carrying out accident prevention and road safety campaigns at the international level. We currently operate in 23 countries, where we conduct numerous activities, mainly in Latin America, Portugal, Turkey and Malta.

In particular, our area channels its efforts toward raising social awareness. To do so, actions are directed at different risk groups, from students to the elderly. As a result of the action carried out over the years, we have become an international benchmark in the field of accident prevention and, in particular, road safety.

HEALTH PROMOTION

The goal of the Health Promotion Area is to improve people's health and quality of life. To this end, we target our efforts on the prevention of non-communicable diseases, related to lifestyles, that provoke three of four deaths worldwide by promoting healthy lifestyle habits in collaboration with public administrations, educational entities and scientific associations. We pay special attention to the prevention of cardiovascular diseases and to reducing mortality and morbidity.

Our activities take place during all stages of life, through the development of educational programs at schools, health promotion activities at the workplace and activities that target the family and elderly. Our projects have an international focus, and in 2015 activities were carried out in 15 countries, mostly in Latin America, in addition to Spain, Malta, Portugal and Turkey.

In the professional realm, we promote scientific research and specialized training for professionals by awarding scholarships and grants, holding calls for e-learning courses and organizing or participating in meetings and scientific congresses related with non-communicable diseases, the assessment of physical injuries, and the clinical safety of patients.

INSURANCE AND SOCIAL PROTECTION

The goal of this area is to promote and disseminate knowledge and culture on insurance in society, and do research in fields related with insurance and social protection.

For this purpose we organize and disseminate public awareness projects, create training scholarships and research grants on matters related to our activity. We publish books, studies and research reports. We implement workshops for students and courses for high school teachers. Through these activities, we have been directly present in 11 countries throughout the year.



03



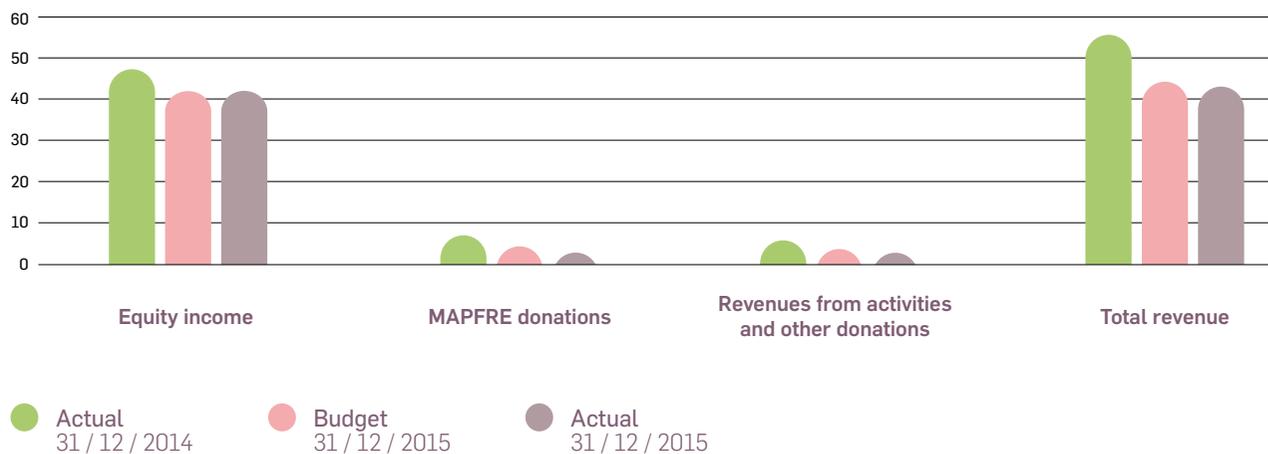
Financial information

In the year 2015, the revenue of Fundación MAPFRE totaled 43.5 million euros, a figure that represents a decrease of 22.3 percent with respect to the previous fiscal year. The reduction in revenue, which was included in the initial budget, occurred with the objective of applying positive surpluses from previous years to the Foundation's activities.

The amounts used to carry out foundational activities, including administrative expenses, reached 49.7 million euros, a 0.2 percent increase on the previous fiscal year.

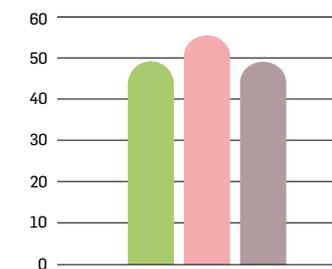
Income

Figures in millions of euros



Activities and expenses

Figures in millions of euros

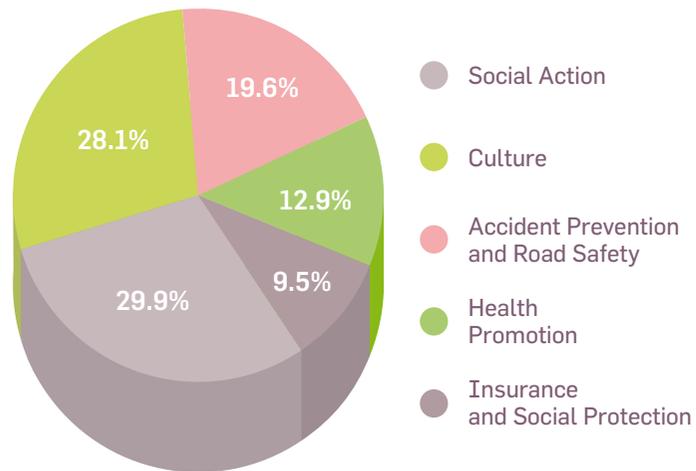


This amount was made available mainly to activities related to Social Action (29.9 percent), Culture (28.1 percent), Accident Prevention and Road Safety (19.6 percent), Health Promotion (12.9 percent) and Insurance and Social Protection (9.5 percent).

The budget approved by the Board of Trustees for 2016 will be directed at activities related to Social Action (30 percent), Culture (29.5 percent), Accident Prevention and Road Safety (19.9 percent), Health Promotion (12.1 percent) and Insurance and Social Protection (8.5 percent).

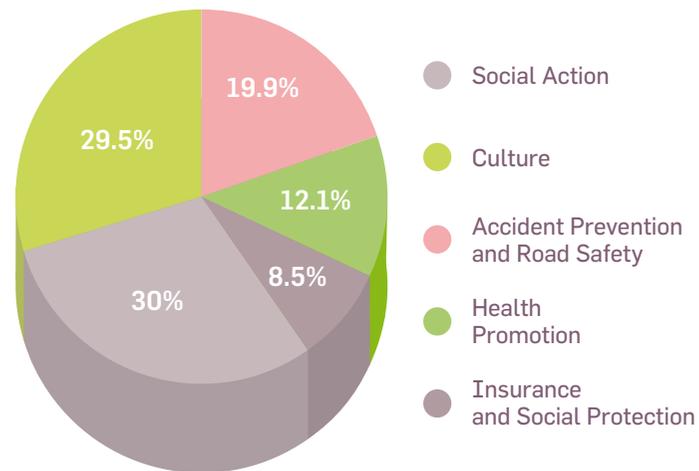
Funding by activity area

12 / 31 / 2015



Funding by activity area

Budget 2016



The negative surplus from fiscal year 2015 amounted to 6.2 million euros.

STATEMENT OF FINANCIAL POSITION

As at December 31, 2015, the Foundation's equity stood at 2,758.9 million euros.

Assets	31/12/14	31/12/15
NON-CURRENT ASSETS	2,745.20	2,744.10
Intangible fixed assets	0.3	0.1
Historical heritage assets	20.2	20.2
Property, plant and equipment	85	80
Physical investment	39.5	43.5
Long-term investments in Group and associated companies	2,600.20	2,600.20
Long-term financial investments	0	0.1
CURRENT ASSETS	27	24.3
Users and other accounts receivable for own activity	0	0.1
Trade debtors and other accounts receivable	0.4	0.1
Short-term financial investments	8.2	6.8
Short term accruals/deferrals	0.4	0.3
Cash and other equivalent liquid assets	18	17
TOTAL ASSETS	2,772.20	2,768.40
Millions of euros		

BALANCE SHEET

Statement of Income	31/12/14	31/12/15
Revenue received by the entity from its own activity	8.4	0.9
Monetary and in-kind assistance	(13.5)	(12.6)
Other operating revenue	2.2	2.2
Personnel expenses	(8.1)	(9.4)
Other operating expenses	(24.1)	(23.9)
Asset depreciation	(3.6)	(3.5)
Subsidies moved to results	0.0	0.1
Gains or losses on disposals of assets	0.0	(0.1)
ACTIVITY SURPLUS	(38.7)	(46.3)
Financial income	45.1	40.3
Foreign exchange differences	0.0	(0.2)
FINANCIAL OPERATIONS SURPLUS	45.1	40.1
SURPLUS FOR THE PERIOD	6.4	(6.2)
Millions of euros		

Liabilities	31/12/14	31/12/15
EQUITY	2,765.5	2,758.9
Endowment	2,630.5	2,630.5
Reserves and other	120.8	126.9
Result	6.5	(6.2)
Grants, donations and legacies received	7.7	7.7
NON-CURRENT LIABILITIES	0.5	0.8
Long-term provisions	0.5	0.8
Long-term payables	0.0	0.0
CURRENT LIABILITIES	6.2	8.7
Short-term provisions	1.2	2.4
Short-term payables	0.4	0.4
Creditor beneficiaries	0.5	0.5
Trade creditors and other accounts payable	3.9	5.4
Short term accruals/deferrals	0.2	0.0
TOTAL LIABILITIES	2,772.2	2,768.4
Millions of euros		

2015 BUDGET

Items	31/12/2015	
	Budget	Actual
Equity annuity	42.4	42.6
MAPFRE donations	1.0	0.2
Revenues from activities and other donations	0.9	0.7
Administration activities and expenses.	54.3	49.7
Surplus	(10.0)	(6.2)
Millions of euros		



FUNDACIÓN MAPFRE GUANARTEME

El Papel y su Utilidad Artística workshop

01



Governing bodies

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VICE CHAIRMAN	José Barbosa Hernández
MEMBERS	Julio Domingo Souto
	Tomás Hidalgo Aranda
	Humberto Pérez Hidalgo
	Julián Pedro Sáenz Cortés
	Isabel Suárez Velázquez
SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

02



General information

We are a private, non-profit entity founded in 1985.

We contribute toward and provide support for sociocultural development and training through programs and activities designed and adapted to the reality of the Autonomous Region of the Canary Islands.

Given our geographic proximity, we also run and support projects seeking to improve quality of life in Africa.

The following table shows the activities carried out by the Fundación MAPFRE Guanarteme in 2015:

Item	Number of activities	BENEFICIARIES		DISSEMINATION
		On-site	Remote	Other web access
Seminars, courses and other events	134	4,427	4,949	6,974
Educational activities	802	27,857	1,772	2,019
Publications	25	12,262	1,441	1,557
Prizes, scholarships and contests	18	122	11,125	13,509
Art exhibitions	26	18,238	2,258	2,645
Concerts	27	5,581	930	1,173
Social action	36	21,271	1,184	1,301
TOTAL	1,068	89,758	23,659	29,178

03



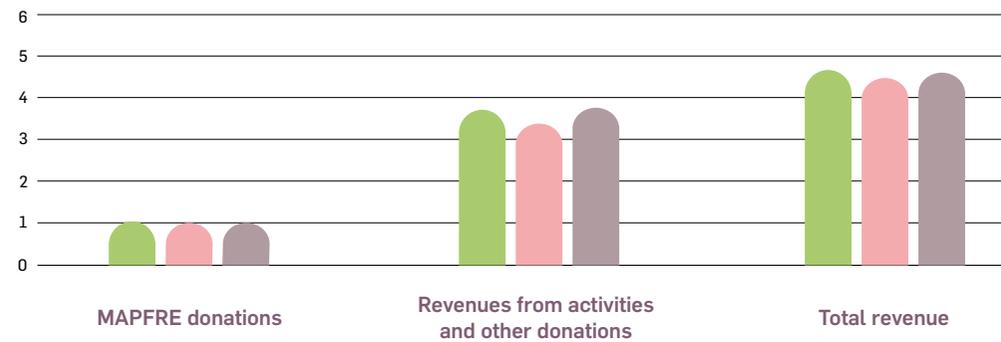
Financial information

During the 2015 fiscal year, the revenue of Fundación MAPFRE Guanarteme was 4.6 million euros, a figure that represents an increase of 0.1 percent with respect to the previous year.

Total funds consumed in running the foundation's activities, including administration expenses, stood at 3.4 million euros, representing a 3.9 percent increase against the previous year.

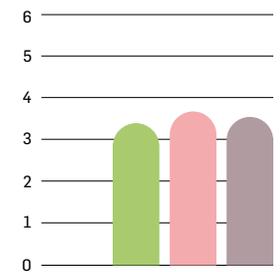
Income

Figures in millions of euros



Expenses

Figures in millions of euros



● Actual 31/12/2014
 ● Budget 31/12/2015
 ● Actual 31/12/2015

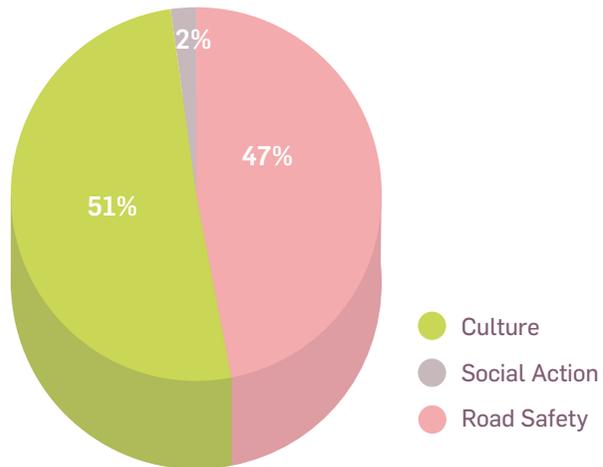
The amounts used in the various foundation activities in 2015 were allocated mainly for activities related to Culture (47 percent), Social Action (50.8 percent) and Road Safety (2.2 percent).

The surplus from fiscal year 2015 stood at 1.2 million euros.

As at December 31, 2015, Fundación MAPFRE Guanarteme's equity was 85 million euros.

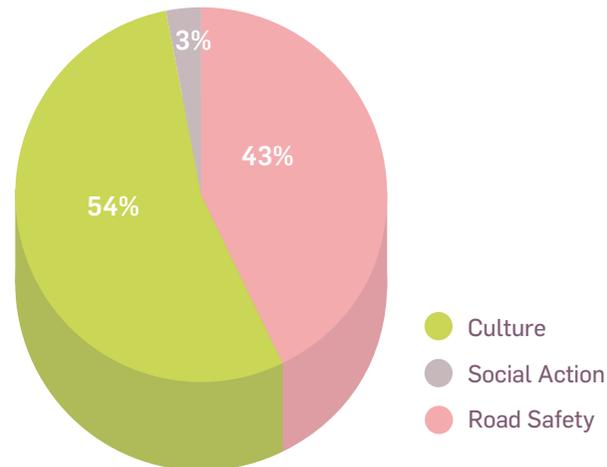
Funding by activity area

31 / 12 / 2015



Funding by activity area

Budget 2016



STATEMENT OF FINANCIAL POSITION

As at December 31, 2015, Fundación MAPFRE Guanarteme's equity was 85 million euros.

Assets	31/12/14	31/12/15
NON-CURRENT ASSETS	80.7	81.4
Fixed assets	7.7	7.4
Long-term financial investments	73.0	74.0
CURRENT ASSETS	5.2	3.9
Short-term financial investments	4.5	3.6
Cash	0.7	0.3
TOTAL ASSETS	85.9	85.3
Millions of euros		

Liabilities	31/12/14	31/12/15
EQUITY	85.4	84.9
CURRENT LIABILITIES	0.5	0.4
Trade creditors and other accounts payable	0.5	0.4
TOTAL LIABILITIES	85.9	85.3
Millions of euros		

2015 BUDGET

Items	31/12/2015	
	Budget	Actual
Fundación MAPFRE donation	1.0	1.0
Financial and other income	3.3	3.6
Activities and administration costs	3.5	3.4
Surplus	0.8	1.2
Millions of euros		



Fundación
MAPFRE



REPORT
2015