

Summary of  
Report 2017



Fundación  
**MAPFRE**

Fundación **MAPFRE**

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## Fundación MAPFRE Guanarteme

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# 1 Governing bodies



## Board of Trustees

President	<b>Antonio Huertas Mejías</b>
First Vice President	<b>Antonio Núñez Tovar</b>
Second Vice President	<b>Luis Hernando de Larramendi Martínez</b>
Members	<b>Ignacio Baeza Gómez</b> <b>José Barbosa Hernández</b> <b>Rafael Beca Borrego</b> <b>Rafael Casas Gutiérrez</b> <b>Montserrat Guillén i Estany</b> <b>José Manuel Inchausti Pérez</b> <b>Andrés Jiménez Herradón</b> <b>Ana López-Monís Gallego</b> <b>Francisco Marco Orenes</b> <b>Rafael Márquez Osorio</b> <b>Antonio Miguel-Romero de Olano</b> <b>Alfonso Rebuelta Badías</b> <b>Esteban Tejera Montalvo</b>
Non-Member Secretary	<b>Ángel Luis Dávila Bermejo</b>
Non-Member Vice Secretary	<b>Claudio Ramos Rodríguez</b>
General Manager	<b>Julio Domingo Souto</b>

## Honorary Presidents

**Julio Castelo Matrán**  
**José Manuel Martínez Martínez**

## Management Committee

Chairman	<b>Antonio Núñez Tovar</b>
Vice Chairman	<b>Julio Domingo Souto</b>
Members	<b>Aristóbulo Bausela Sánchez</b> <b>Antonio Guzmán Córdoba</b> <b>Luis Hernando de Larramendi Martínez</b> <b>José Manuel Inchausti Pérez</b> <b>Pablo Jiménez Burillo</b> <b>Rafael Márquez Osorio</b> <b>Jesús Monclús González</b> <b>Daniel Restrepo Manrique</b> <b>Mercedes Sanz Septién</b>
Non-Member Secretary	<b>María Luisa Linares Palacios</b>

## Activity Areas

General Manager	<b>Julio Domingo Souto</b>
Social Action	<b>Daniel Restrepo Manrique</b>
Culture	<b>Pablo Jiménez Burillo</b>
Health Promotion	<b>Antonio Guzmán Córdoba</b>
Accident Prevention and Road Safety	<b>Jesús Monclús González</b>
Insurance and Social Protection	<b>Mercedes Sanz Septién</b>

Composition of governing bodies at the date of issue of the report



# 2

## 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 social well-being through accomplishing the following objectives:

Ensuring the safety of people and their property, with a special focus on road safety, accident prevention and health.

Improving people's quality of life.

Promoting culture, the arts, literature and historical knowledge.

Raising awareness of the culture of insurance and social protection.

Improving the economic, social and cultural conditions of the most disadvantaged people and sectors of society.



## Activities undertaken in 2017

more than 300 activities

more than 8,400 events

beneficiaries:

more than 3.2 million direct

more than 20 million indirect

more than 16 million Web visits



### Courses, conferences and similar

21	257	18,138	15,568	0
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### Grants and scholarships

9	14	139	0	262,571
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### Publications

60	98	210,722	436,361	492,391
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### Dissemination, educational and awareness-raising programs

113	7,856	2,019,037	17,442,232	13,472,266
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### Exhibitions

28	28	785,767	3,204	5,615
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### Documentation Center

1	1	46	250,092	224,551
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### Social Projects and Assistance

108	178	203,385	1,885,929	1,395,027
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<b>Total 340</b>	<b>Total 8,432</b>	<b>Total 3,237,234</b>	<b>Total 20,033,386</b>	<b>Total 15,852,421</b>
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To achieve 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 2017 were executed in 34 countries, include:

> Supporting the most disadvantaged people or groups within society.

> Awarding scholarships and research grants.

> Organizing art exhibitions.

> Specialist teaching and training activities.

> Conferences, symposiums, seminars and other events.

> Campaigns and programs directed at accident prevention, road safety and healthy lifestyle choices.

> Publications, both monographic and periodic.

> Carrying out research projects and studies on subjects related to the aims of the Foundation.

> Management and distribution of knowledge through Fundación MAPFRE's Digital Library and a specialized documentation center.

## Social Action

Our social action activities are aimed at helping society's most vulnerable groups, through specific actions and correct resource allocation. We operate in all countries where Fundación MAPFRE is present, and always in accordance with clear guidelines. We also promote volunteering and humanitarianism as essential social coexistence values.

Our strategic focus is as follows:

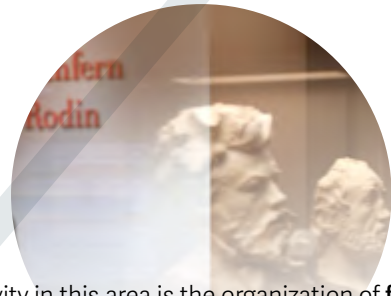
In Spain, we work on employability and labor market integration for vulnerable groups via our **Social Employment Program**, which comprises various projects directed at those at risk of social exclusion. In addition, the **#SéSolidario (Be United)** program channels solidarity by supporting smaller local organizations. Our objective is to progressively roll out this program in all countries where Fundación MAPFRE is present.

In the field of international cooperation, our **International Social Programs**, which are being executed in 23 countries, tackle issues such as poverty and exclusion faced by children and adolescents through more than 90 comprehensive projects related to education, nutrition, health and training.

We also continue developing our **Volunteering Program**, which manages and coordinates the activities of corporate groups that have signed up to our plan, as well as our **Educational Program**, which carries out a wide range of on-site and online activities that foster innovative education and employment.



## Culture



Our main activity in this area is the organization of **fine art exhibitions** at our facilities in Madrid and Barcelona, which take in international avant-garde movements from the middle of the 19th century through to the 1950s. We also schedule photography exhibitions featuring internationally renowned artists.

In order to promote better awareness of our activities, we also organize various educational workshops for children and young people, conferences, art courses and numerous publications that complement our exhibition programming.

A number of our exhibitions travel internationally to major institutions, giving us the opportunity to broaden our audience, while at the same time enhancing international awareness of Fundación MAPFRE.

## Accident Prevention and Road Safety

Our principal concern is the prevention of all manner of **accidental injuries**, as we firmly believe that the majority of them are avoidable. We pay particular attention to road safety, as the vast majority of injuries and deaths are caused by traffic accidents.

Educating **children and young people** in the prevention of traffic-related accidents, fires, domestic accidents and drowning is one of our key action areas, as well as raising awareness among policymakers, professionals and experts, workers and society in general that it is indeed possible to live in a world with zero serious or fatal injuries.





We promote research in the area of injury prevention so as to assist in the design of objective and cost-efficient actions, and we devise intensive media plans to get our message across to society in general.

Our reach is now truly international, with accident prevention and road safety activities being carried out in 22 countries apart from Spain, principally in Latin America, Portugal, Turkey and Malta.

## Health Promotion

Our objective is to **improve people's health and quality of life**. To this end, we focus our efforts on the prevention of lifestyle-related non-communicable diseases (which are responsible for three out of four deaths worldwide). We achieve this by promoting healthy lifestyle habits in collaboration with public administrations, and educational and scientific organizations. We pay special attention to the prevention of cardiovascular diseases and promote urgent action in reducing mortality and morbidity.

Our activities span the entire life cycle, from the development of educational programs at schools, health promotion activities in the workplace and family-oriented activities. Our projects are international in scope - in 2016 we worked in 12 different countries, primarily in Latin America, but also in Spain, Malta and Turkey.

In the professional realm, we promote **scientific research and specialized training** for professionals by awarding scholarships and grants, organizing calls for e-learning courses and directing 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

Our aim is to promote **knowledge of insurance and social protection**. In this context, our activities are mainly aimed at youngsters, and revolve around educational programs, gamification and courses for professionals. We also make our resources available to society at large via our Insurance and Pensions for All website.

We also contribute to boosting research and innovation in the field of insurance through our prizes and grants.

We publish and distribute reports, research studies and informative guides on insurance and social protection, while our specialized **Documentation Center** assists in broadening our reach.

**Conferences and webinars**, along with the **bugaMAP** simulation game for companies also feature prominently in our activities.



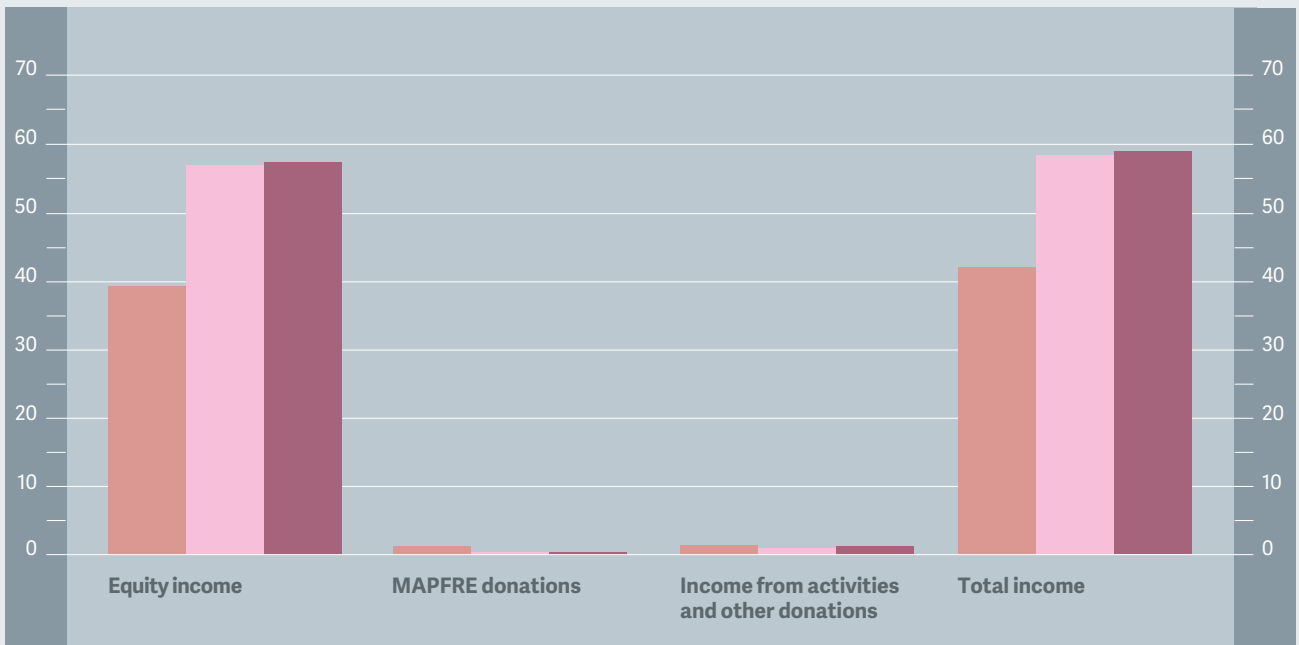
# 3 Financial information



In fiscal 2016, Fundación MAPFRE's income totaled 59 million euros, a figure that represents an increase of 40.1 percent with respect to the previous year. This increase, which was incorporated into the initial budget, came about as a result of an increased dividend from Cartera MAPFRE.

## Income

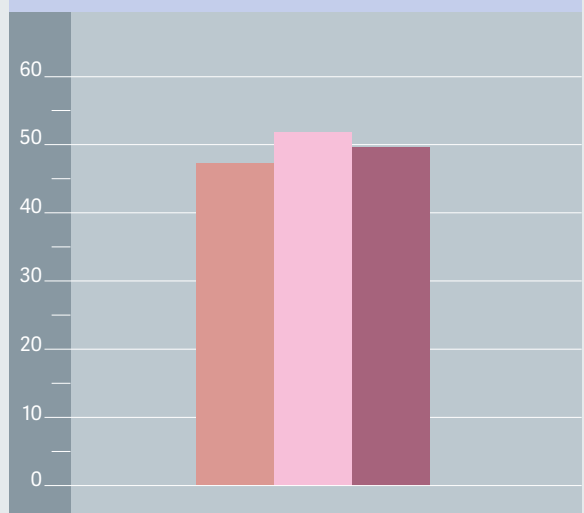
figures in millions of euros



Foundational activities, including administration expenses, incurred total costs of 49.8 million euros, 6 percent higher than the previous year.

## Activities and expenses

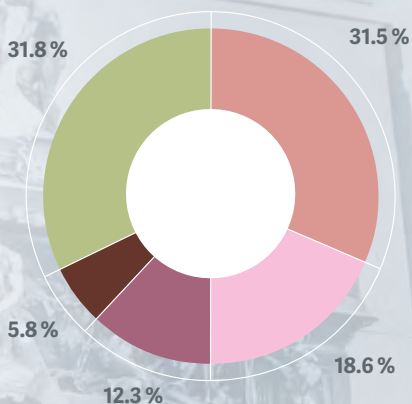
figures in millions of euros



Actual 12-31-2016  
 Budget 12-31-2017  
 Actual 12-31-2017

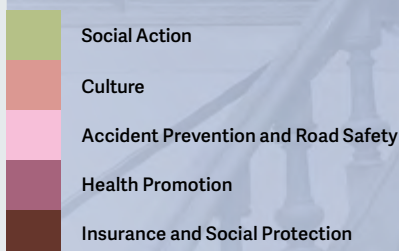
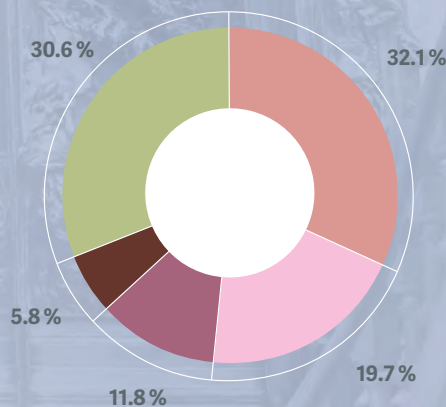
## Allocation of funds by area of activity

2017



## Allocation of funds by area of activity

Budget 2018



This amount was primarily allocated to activities related to Social Action (31.8 percent), Culture (31.5 percent), Accident Prevention and Road Safety (18.6 percent), Health Promotion (12.3 percent) and Insurance and Social Protection (5.8 percent).

The surplus for fiscal 2017 amounted to 9.2 million euros.

The budget approved by the Board of Trustees for 2018 will be allocated to activities related to Social Action (30.6 percent), Culture (32.1 percent), Accident Prevention and Road Safety (19.7 percent), Health Promotion (11.8 percent) and Insurance and Social Protection (5.8 percent).

At December 31, 2017, Fundación MAPFRE's equity stood at 2,761.9 million euros.



Fundación MAPFRE's equity:  
**2,761.9**  
million euros

## Balance sheet

ASSETS	12/31/2016	12/31/2017
<b>NON-CURRENT ASSETS</b>	<b>2,879.5</b>	<b>2,881.3</b>
Intangible fixed assets	0.1	0
Historical heritage assets	19.4	19.4
Property, plant and equipment	78.0	80.4
Tangible investments	181.3	180.6
Long-term investments in Group and associated companies	2,600.2	2,600.2
Long-term financial investments	0.5	0.7
<b>CURRENT ASSETS</b>	<b>44.9</b>	<b>35</b>
Users and other accounts receivable from own activities	0.1	0
Trade debtors and other accounts receivable	0.7	0.6
Short-term financial investments	11	25.1
Short-term accruals/deferrals	0.3	0.2
Cash and other liquid asset equivalents	32.8	9.1
<b>TOTAL ASSETS</b>	<b>2,924.4</b>	<b>2,916.3</b>

Millions of euros

LIABILITIES	12/31/2016	12/31/2017
<b>EQUITY</b>	<b>2,752.9</b>	<b>2,761.9</b>
Endowment	2,630.5	2,630.5
Reserves and other	120.6	115.6
Result	(4.9)	9.2
Subsidies, donations and bequests received	6.7	6.6
<b>NON-CURRENT LIABILITIES</b>	<b>146.9</b>	<b>132.2</b>
Long-term provisions	1.1	1.3
Long-term payables	0.6	0.7
Long-term payables to Group and associated companies	145.2	130.2
<b>CURRENT LIABILITIES</b>	<b>24.6</b>	<b>22.2</b>
Short-term provisions	1.6	1.3
Short-term debt	0.4	0.1
Creditors	1	0.9
Short-term payables to Group and associated companies	14.9	15.2
Trade creditors and other payables	6.7	4.7
<b>TOTAL LIABILITIES</b>	<b>2,924.4</b>	<b>2,916.3</b>

Millions of euros

## Statement of financial performance

INCOME STATEMENT	12/31/2016	12/31/2017
Own-activity entity income	2.7	1.5
Financial aid and other	(12.2)	(12.7)
Other operating income	2.4	4.5
Personnel costs	(9.2)	(8.3)
Other operating costs	(21.8)	(22.2)
Depreciation of fixed assets	(3.6)	(3.8)
Subsidies transferred to results	1.1	0
Impairment losses and income from disposal of fixed assets	2	0
<b>RESULT FROM OPERATIONS</b>	<b>(38.6)</b>	<b>(41)</b>
Financial income	33.8	53
Financial expenses	0	(2.7)
Foreign exchange differences	(0.1)	(0.1)
<b>FINANCIAL RESULT</b>	<b>33.7</b>	<b>50.2</b>
<b>RESULT FOR THE PERIOD</b>	<b>(4.9)</b>	<b>9.2</b>

Millions of euros

## Budget outturn 2017

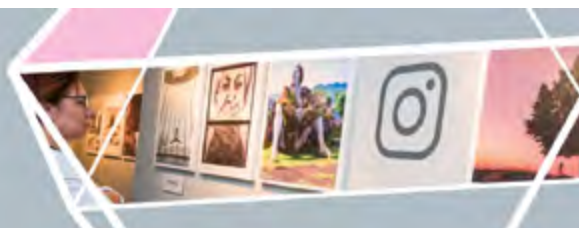
	12/31/2017	
	Budget	Actual
Equity annuity	57.1	57.5
MAPFRE donations	0.4	0.3
Income from activities and other donations	1	1.2
Administration activities and expenses	51.6	49.8
Surplus	6.9	9.2

Millions of euros





# 1 Governing bodies



## Board of Trustees

President	<b>Ignacio Baeza Gómez</b>
Vice President	<b>José Barbosa Hernández</b>
Members	<b>Tomás Bobo Díaz</b>
	<b>Luis Caballero Compta</b>
	<b>José Luis Catalinas Calleja</b>
	<b>Julio Domingo Souto</b>
	<b>Fundación Ignacio Larramendi Rep. Miguel Hernando de Larramendi</b>
	<b>Miguel Herreros Altamirano</b>
	<b>Andrés Jiménez Herradón</b>
	<b>Alfredo Montes García</b>
	<b>Humberto Pérez Hidalgo</b>
	<b>Jorge Carlos Petit Sánchez</b>
	<b>Asunción Rodríguez Betancort</b>
	<b>Julián Pedro Sáenz Cortés</b>
	<b>Juan Francisco Sánchez Mayor</b>
	<b>Isabel Suárez Velázquez</b>
Secretary	<b>Jaime Álvarez de las Asturias Bohorques Rumeu</b>
General Manager	<b>Esther Martel Gil</b>
<b>Honorary President</b>	
	<b>Julio Caubín Hernández</b>

## Management Committee

Chairman	<b>Ignacio Baeza Gómez</b>
Vice Chairman	<b>José Barbosa Hernández</b>
Members	<b>Julio Domingo Souto</b>
	<b>Alfredo Montes García</b>
	<b>Humberto Pérez Hidalgo</b>
	<b>Julián Pedro Sáenz Cortés</b>
	<b>Isabel Suárez Velázquez</b>
Non-Member Secretary	<b>Jaime Álvarez de las Asturias Bohorques Rumeu</b>
Manager	<b>Esther Martel Gil</b>



Composition of governing bodies at the date of issue of the report

## 2 General information



Fundación MAPFRE Guanarteme is a private non-profit organization that was established 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 Community of the Canary Islands.

The accompanying table numerically shows the activities carried out by the Fundación MAPFRE Guanarteme in 2017:

### Activities undertaken in 2017

more than  
120  
activities

more than  
175  
events

more than 162,000  
direct  
beneficiaries



action	more than 120 activities	more than 175 events	more than 162,000 direct beneficiaries
Scholarships	8	2	46
Specialized courses	11	46	4,132
Skills training	2	2	20
Campaigns	10	58	102,769
Projects	30		17,238
Exhibitions	15	22	12,945
Concerts	32	35	13,602
Publications	13	11	11,331
<b>Total</b>	<b>121</b>	<b>176</b>	<b>162,083</b>



# 3 Financial information

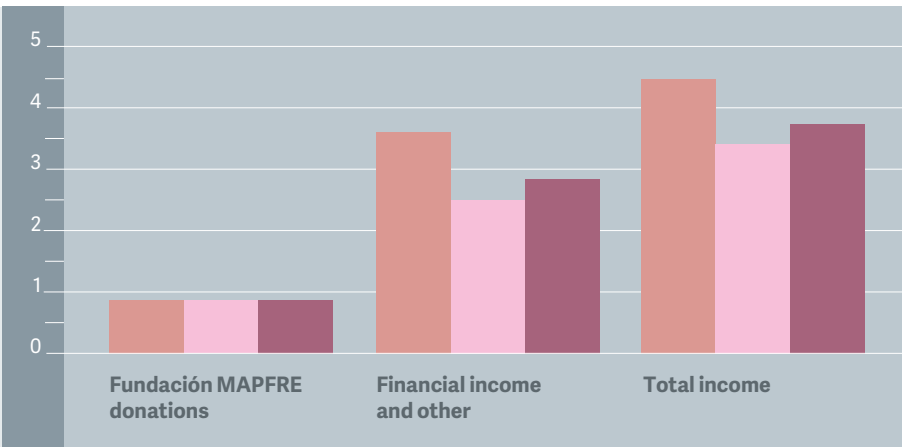


In fiscal 2017, the income of Fundación MAPFRE Guanarteme totaled 3.9 million euros, a figure that represents a decrease of 17 percent with respect to the previous year.

The amount used to carry out foundational activities, including administration expenses, reached 3.2 million euros, an 11 percent reduction over the previous year.

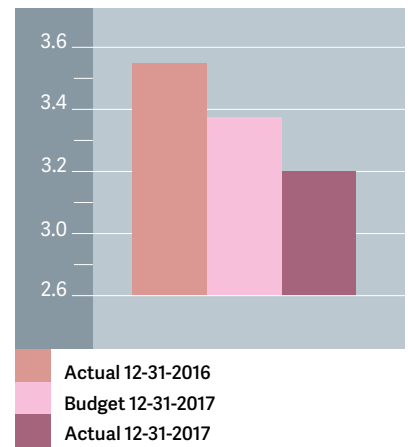
## Income

figures in millions of euros



## Expenses

figures in millions of euros



The amounts used to finance the various activities of the foundation during 2017 were allocated primarily to training (42 percent), prevention and awareness (20 percent), social action (22 percent) and culture (16 percent).

training (52 percent), prevention and awareness (18 percent), social action (14 percent) and culture (16 percent).

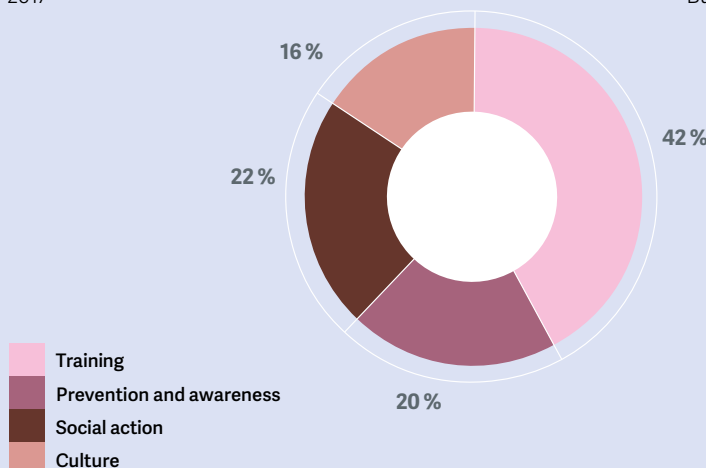
The budget approved by the Board of Trustees for 2018 will be dedicated to the following activity groups:

The surplus from fiscal year 2017 was 0.7 million euros.

At December 31, 2017, the Foundation's equity totaled 85.4 million euros.

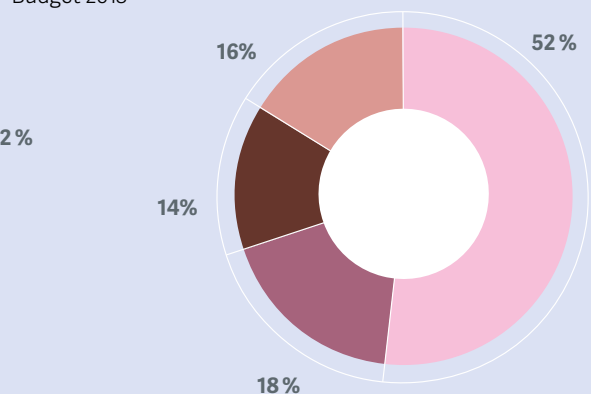
## Allocation of funds by area of activity

2017



## Allocation of funds by area of activity

Budget 2018



## Balance sheet

ASSETS	12/31/16	12/31/17
<b>NON-CURRENT ASSETS</b>	<b>81.9</b>	<b>80.3</b>
Fixed assets	7.1	7.0
Long-term financial investments	74.7	73.3
<b>CURRENT ASSETS</b>	<b>4.6</b>	<b>5.6</b>
Short-term financial investments	2.3	2.3
Cash	2.3	3.3
<b>TOTAL ASSETS</b>	<b>86.5</b>	<b>85.9</b>

Millions of euros

LIABILITIES	12/31/16	12/31/17
<b>EQUITY</b>	<b>86.1</b>	<b>85.4</b>
<b>CURRENT LIABILITIES</b>	<b>0.4</b>	<b>0.5</b>
Trade creditors and other payables	0.4	0.5
<b>TOTAL LIABILITIES</b>	<b>86.5</b>	<b>85.9</b>

Millions of euros

## Budget outturn 2017

	12/31/17	
	Budget	Actual
Fundación MAPFRE donation	0.9	0.9
Financial income and other	2.7	3.0
Activities and administration expenses	3.4	3.2
Surplus	0.2	0.7

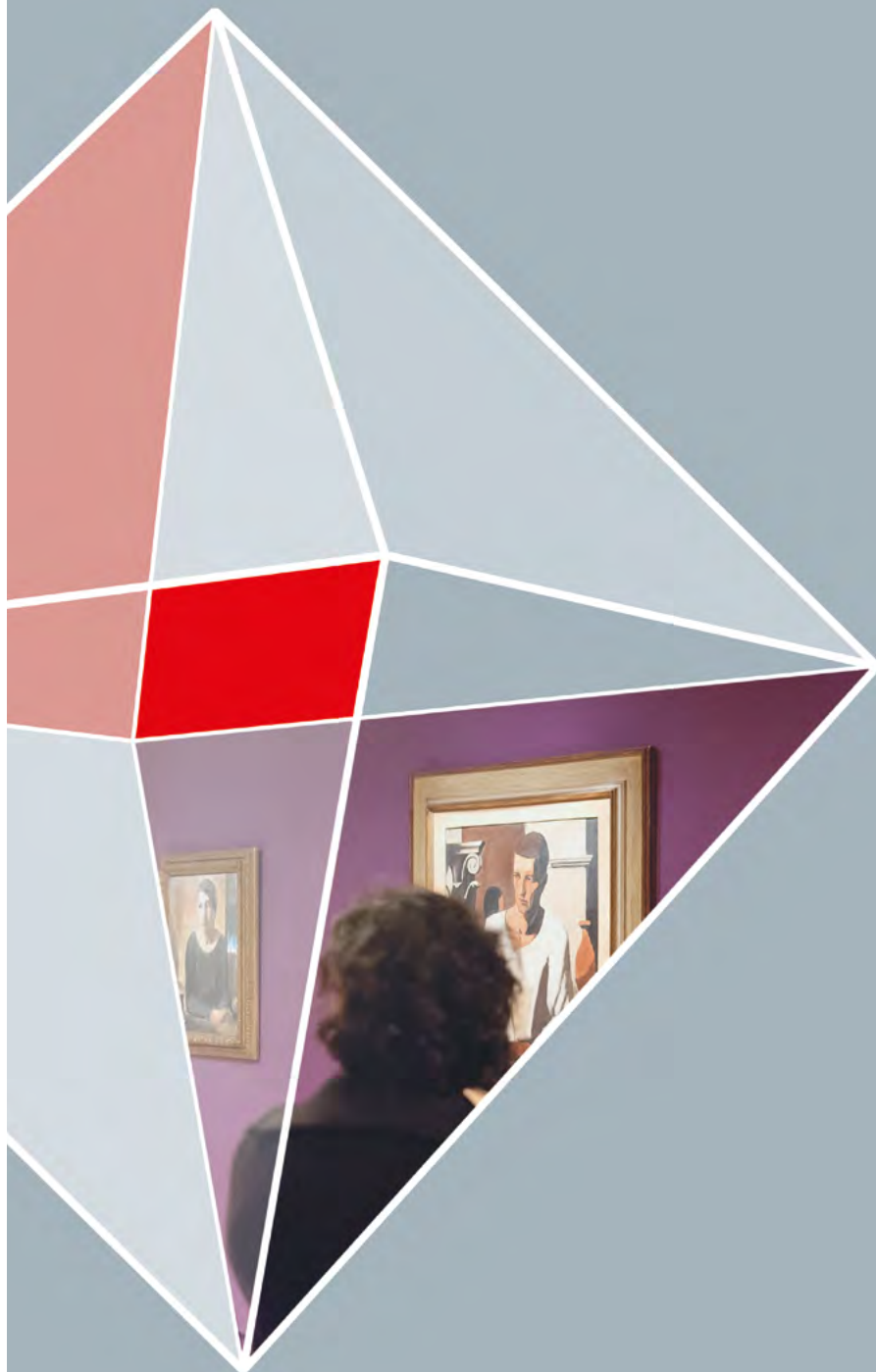
Millions of euros







Report 2017



Fundación  
**MAPFRE**