

# Summary of the Report 2019

Fundación  
**MAPFRE**



# Governing bodies\*

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- ➔ **FIRST VICE PRESIDENT** Ignacio Baeza Gómez
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- ➔ **MEMBERS**  
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José Manuel Inchausti Pérez  
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Ana López-Monís Gallego  
Francisco Marco Orenes  
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Alfonso Rebuelta Badías  
Antonio Miguel-Romero de Olano  
Esteban Tejera Montalvo
- ➔ **NON-MEMBER SECRETARY**  
Ángel Luis Dávila Bermejo
- ➔ **NON-MEMBER VICE SECRETARY**  
Claudio Ramos Rodríguez

### GENERAL MANAGEMENT

Julio Domingo Souto

## HONORARY PRESIDENTS

Julio Castelo Matrán  
José Manuel Martínez Martínez

## HONORARY TRUSTEE

Carlos Álvarez Jiménez

## MANAGEMENT COMMITTEE

- ➔ **CHAIRMAN** Ignacio Baeza Gómez
- ➔ **VICE CHAIRMAN** Julio Domingo Souto
- ➔ **MEMBERS**  
Nadia Arroyo Arce  
Aristóbulo Bausela Sánchez  
Antonio Guzmán Córdoba  
Luis Hernando de Larramendi Martínez  
José Manuel Inchausti Pérez  
Antonio Miguel Romero de Olano  
Jesús Monclús González  
Daniel Restrepo Manrique  
Mercedes Sanz Septién
- ➔ **NON-MEMBER SECRETARY**  
María Luisa Linares Palacios

## AREAS

- ➔ **GENERAL MANAGEMENT**  
Julio Domingo Souto
- ➔ **SOCIAL ACTION**  
Daniel Restrepo Manrique
- ➔ **CULTURE**  
Nadia Arroyo Arce
- ➔ **ACCIDENT PREVENTION AND ROAD SAFETY**  
Jesús Monclús González
- ➔ **HEALTH PROMOTION**  
Antonio Guzmán Córdoba
- ➔ **INSURANCE AND SOCIAL PROTECTION**  
Mercedes Sanz Septién

# Mission, Vision and Values / Foundational activities

In 1975, MAPFRE created Fundación MAPFRE as a non-profit organization in order to contribute to continued social progress. We like to consider ourselves a global foundation that carries out activities in more than 30 countries.

Since 2006, our foundational objectives have been focused on:

- Promoting 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, and literature; researching and disseminating historical knowledge.
- Raising awareness of the culture of insurance and social protection.
- Improving economic, social, and cultural conditions of society's most disadvantaged people and sectors.

## »» Year after year, we carry out a wide range of activities to achieve these objectives:

- Supporting the most disadvantaged people and groups.
- Awarding scholarships and research grants.
- Organizing art exhibitions.
- Activities and specialized training for teachers.
- Conferences, symposiums, seminars, and other similar events.
- Campaigns and programs centered on accident prevention, road safety, and healthy lifestyle choices.
- Periodic and monographic publications.
- Carrying out research and studies on subjects related to the aims of our foundation.
- Managing and sharing knowledge via communications technology and a specialized documentation center.

## »» Committed to the Sustainable Development Goals

We stand behind ethical, transparent, and socially engaged actions that serve to establish the principles that define us: international scope, efficient use of resources, clear funding, and objective and professional selection of the activities we carry out.

These principles reaffirm the non-profit nature of our activities, which are always independent of any corporate interests and unrelated to any person, company, group, or authority.



## 1. Projects and social action

Our goal is to help those people who need it most. Our foundation aims to resolve the biggest dilemmas facing society in the more than 26 countries where we operate.

As in previous years, all of our activities are focused along three lines that help us to consider the issues that concern us the most, which are promoting employment, education, and solidarity.



# €34,000

RAISED AT THE 2019 CHRISTMAS MARKET

### »» Social employment program

With regard to labor, last year we assisted 550 unemployed individuals, who were given employment opportunities by small and medium-sized companies.

Committed to diversity and inclusion, our initiatives have placed 500 people with mental health disabilities and mental illnesses in jobs.

Our social employment program focuses particularly on those people and groups at risk of social exclusion. In 2019, we conducted four coordinated and complementary projects.

- ➔ **The ACCEDEMOS employment grants.**
- ➔ **Inclusive and Social Education e-learning training.**
- ➔ **Descubre la FP. Juntos por la educación y la empleabilidad juvenil (Discover Vocational Training: Tackling education and youth employability together).**
- ➔ **Juntos Somos Capaces and SOY CAPPАЗ App.**

# 550

GRANTS FOR  
UNEMPLOYED PEOPLE

### »» International social programs

Committed to human development and eradicating poverty, we have more than 100 projects in 25 countries to provide comprehensive education to more than 110,441 children and young people in vulnerable situations.

### »» Solidarity

Fundación MAPFRE has implemented several initiatives to support and spread the word on the actions carried out by small Spanish non-profit organizations to help society's most disadvantaged individuals.

In 2019, our Sé Solidario program supported 29 non-profit organizations in their operations to improve the living conditions of the most disadvantaged people and groups.

One of the most significant actions this year was the Christmas Solidarity Market, which brought 22 companies together and raised a total of 34,000 euros in 2019, which ensured the financing of their activities.

## 2. Educational and awareness programs

At Fundación MAPFRE, we firmly believe that education is an essential tool for bringing about progress in society. Our educational programs follow a comprehensive educational approach which sees every individual as unique and continually developing cognitively, emotionally and socially. Raising awareness and gathering information on a problem is the first step to solving it.

### »» Art

The Culture area focuses all its efforts on creating an art education program for different educational groups. Our commitment in this respect has brought art to 11,300 people, through more than 300 activities for schools and around 200 workshops for families.



### »» Accident prevention and road safety

We teach accident prevention, educational and road safety programs in 23 countries, both for schools and families. Our main goal is to promote safe and sustainable transportation, in addition to sharing know-how on fire protection and prevention.

The following programs were carried out in 2019: Accident Prevention and Road Safety Education, Road Safety Education Caravan, road safety education in schools, traffic activities in parks, Child Injury Prevention Program, Child Restraint Systems, Fire Prevention, Protege tu Hogar (Protect Your Home), Goal Zero Awareness Program, Te Puede Pasar (It Can Happen), Circula Seguro (Drive Safely), SpeakUp, and Corporate Road Safety.

We led large emergency prevention events, a road safety campaign in collaboration with the ALSA transportation company, and we also created a video commemorating the victims of traffic accidents.



### »» Promoting health

Fundación MAPFRE believes providing information and raising awareness about people's well-being is a top priority. For example, our Elige Salud (Choose Health) program, focused on health in the workplace, and reached 11,000 people in on-site sessions at 133 different companies.

We lead CPR information campaigns and carry out other actions to raise awareness on issues as serious as stroke, Ictus: Evita, Aprende, Actua (Stroke: Prevent, Learn, Take Action), heart attack, Mujeres por el Corazón (Women for the Heart), and dependency on new technology among young people, Controla tu Red (Check your Connection).

### »» Insurance and social protection

Financial and insurance education is another priority for us. In 2019, we organized 1,161 sessions in educational centers throughout Spain, with participation from 25,650 students.

We have adapted to the digital age by updating our Seguros y Pensiones Para Todos website (Insurance and Pensions for All) and with PlayPension game workshops, which are aimed at young people.

We continued with the Financial and Insurance Culture campaign that began in 2017 to promote financial and insurance culture using Spanish media companies.

We continue giving our Misión:Futuro courses in Spanish schools, which is an insurance and finance workshop directed at students aged between 12 and 16, the objective of which is to show how insurance works in practice.

## 3. Promoting research and knowledge

Promoting research and knowledge has been something we have done since our founding 45 years ago. Fundación MAPFRE ran another year of the Ignacio H. Larramendi Research Grant Program in 2019, which has allocated more than 14 million euros over the last 10 years.

Some of the projects we have collaborated on are aimed at promoting self-care for children who have received transplants (TRANSPLANTAPP), proactive risk detection in hospital medication management, and also the automation of maritime transport and its impacts on the field of insurance, among many others.



In the area of advanced medical research, we have assisted initial-phase projects on personalized cell therapy for Parkinson's disease and epigenetic modulation to treat arthrosis.

We also collaborated with the National Center for Cardiovascular Research (CNIC), Fundación Reina Sofía (for Alzheimer's disease research), and the Royal Academy of Medicine of Spain.

## 4. Publications



such as cyclists, motorcyclists, the elderly, and pregnant women, and we have also focused on road safety in school areas.

### »» Promoting health

We carry out health projects paying special attention to young people, e.g., their motivations for self-care and overuse and abuse of technology. Other health-related studies included *Mujer joven y actividad física (Young Women and Physical Activity)* and *Salud cardiovascular en la mujer brasileña (Cardiovascular Health of Brazilian Women)*.

### »» Art

Since it began holding regular exhibitions in the 1980s, Fundación MAPFRE has paid special attention to training, publishing, and disseminating catalogs for the exhibitions we hold throughout the year. Last year, three catalogs of painting exhibitions were published as well as catalogs for 10 different photography exhibits. Each catalog is ultimately the true and lasting testament of what each exhibition meant in terms of cultural enrichment.

### »» Accident prevention and road safety

Our publications on accident prevention and road safety focus on new personal transportation systems available and how the new model affects road safety both in Spain and in Latin America. We pay special attention to the most vulnerable people on the road

### »» Insurance and social protection

We continue distributing information guides including the *Guide to Protecting Small Businesses* and the *Guide to Protecting Your Business against Cyberrisks*.

We also publish the expert reports created by MAPFRE Economic Research, Fundación MAPFRE workbooks, and the *MAPFRE Insurance Dictionary*, which has been available for 20 years.

### »» Documentation center

In 2019, the Specialized Insurance Information and Documentation Center continued with the select release of information and the monthly News Bulletin with recommended readings, specialized articles written by our partners, and a selection of highlighted publications.



## 5. Courses, events, and conferences

We want to be involved in initiatives that bring together prestigious specialists from various disciplines and address the issues that concern us all. That is why we organize conferences and participate in those that we feel can benefit from our presence.

### »» Accident prevention and road safety

We offer the Bebés y Niños Seguros en el Coche course (Keeping Babies and Children Safe in the Car), the Protection, Self-Protection, First Aid, and Road Safety course, and also organized international events and conferences on Road Safety Education, APICI Fire Safety Engineering, and the PIN Talk to address the risks posed by commercial vehicles and how to make them safer.

We also organize International Prevention and Emergency Conferences for specialists, and the international PRAISE workshop on best safety practices.

### »» Promoting health

We continued to organize health events throughout 2019, focusing on Nutrition and Health in the Workplace, Patient Security in the Digital Age, Assessing Bodily Injury and young people and new digital leisure activities. These events were attended by a total of 705 professionals.



We gave e-learning training sessions on promoting health in schools, health emergencies for teachers, and prescribing physical exercise for healthcare professionals.

We also participated in other events such as the Connected Citizens Event, International Cardiac Arrest Awareness Day and the 5th International RCP Conference: Critical and Emergency Care.

### »» Insurance and social protection

Financial education and training for young people took center stage at the workshops and programs held in Mexico and Spain, with a number of events on insurance knowledge, such as webinars and the MIDE workshops, which promoted the importance of using insurance as a tool to help protect one's personal finances.

The BugaMAP seminars showed how the insurance business is managed with a business simulation game, and we also supported Financial Education Day and Week.

## 6. Volunteering

With collaboration from 11,300 volunteers from around the world, we conducted 1,637 volunteer activities in 2019 to promote solidarity among the companies that work with us. These activities related to nutrition, health, education and the environment and were aimed at helping people improve their quality of life and increase society's awareness of these issues.



# 11,300

VOLUNTEERS  
AROUND  
THE WORLD



# > 1,200

PIECES IN THE FUNDACIÓN MAPFRE  
PHOTOGRAPHY COLLECTION



## 7. Exhibitions

Our cultural activities over the course of 2019 contributed to consolidating Fundación MAPFRE's reputation as an agent for culture. The 2019 program had two focal points: in the case of painting and sculpture, we centered on the period in which contemporary art was established and diversified (approximately 1860-1945); and in photography, anthologies of the great masters of our time were alternated with exhibitions that were also retrospective to showcase the work of artists of international renown who are not yet as well-known in Spain.

Last year, a significant piece of news came out about our cultural activity: the public presentation of the new Fundación MAPFRE cultural project in Barcelona, a Photography Center that will begin operations in the summer of 2020.

As is customary, the work on display was shown in our own spaces in Madrid and Barcelona and featured in traveling exhibitions in other national and international institutions.

### »» Exhibitions at our locations

We held three interesting visual arts exhibitions:

From Chagall to Malevich. Art in Revolution; Boldini and Late 19th Century Spanish Painting; and The Renewal of Pastel. The final exhibition was held in Barcelona.

We also mounted four photography exhibitions: Richard Learoyd, Anthony Hernández, Eamonn Doyle, and the Berenice Abbott. Portraits of Modernity show.

### »» Fundación MAPFRE Collections

We organized seven exhibitions to show works from Colecciones Fundación MAPFRE, five from the drawing and print categories and two from the photography collection.

The drawing collection contains the collections of illustrator Rafael de Penagos as well as illustrator and cartoonist Luis Bagaría. Meanwhile, the print collection includes a complete *Vollard Suite* by Picasso, *Tauromaquias* by Carnicero and Goya and *The Disasters of War* by Goya.

The Photography Collection, which now includes over 1,200 pieces, comprises representative sets of works by the great masters of the 20th century and contemporary, internationally-renowned photographers (Paz Errázuriz, Graciela Iturbide, Nicholas Nixon, and numerous others).

### »» Permanent exhibitions

We continued our extensive permanent exhibitions, including the Espacio Miró, the Julio Castelo Matrán Naval Modeling Museum, and the Insurance Museum, which holds an interesting collection of original pieces related to the history of the insurance business from the 18th century to the end of the 20th century.

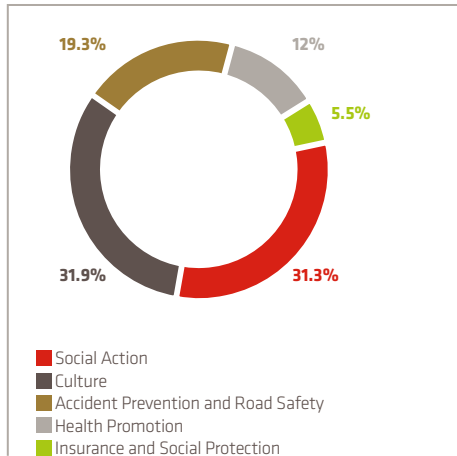


# Financial information

In fiscal 2019, the revenue of Fundación MAPFRE totaled 62.8 million euros, a figure that represents a decrease of 2.5 percent on the previous year. The revenue decrease, which was incorporated into the initial budget, is justified by the decrease in dividends received from Cartera MAPFRE.

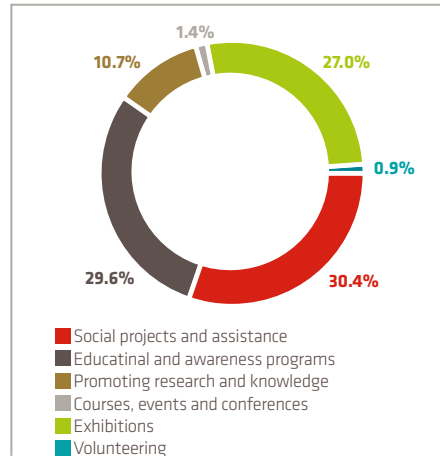
## USE OF FUNDS BY ACTIVITY AREA

12/31/2019



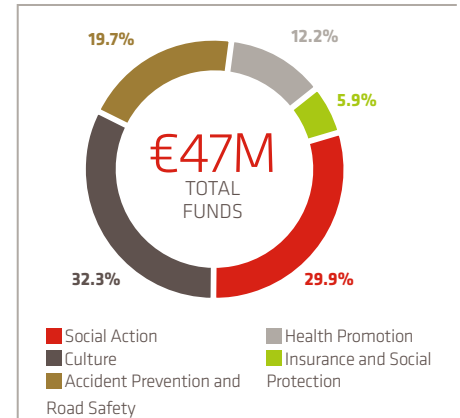
## COSTS BY ACTIVITY TYPE

12/31/2019

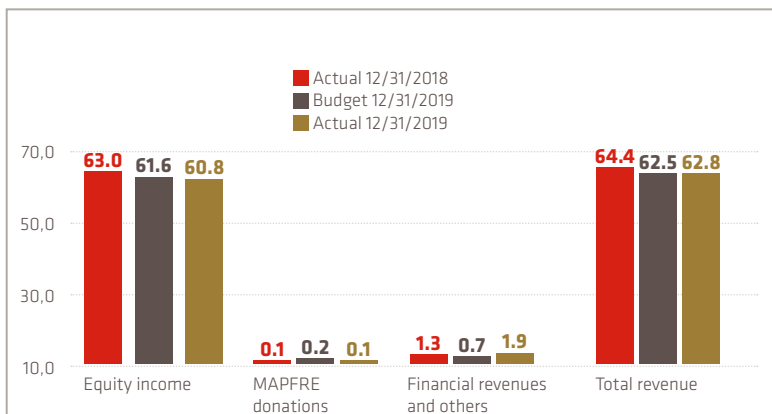


## FUNDING BY ACTIVITY AREA

2020 BUDGET

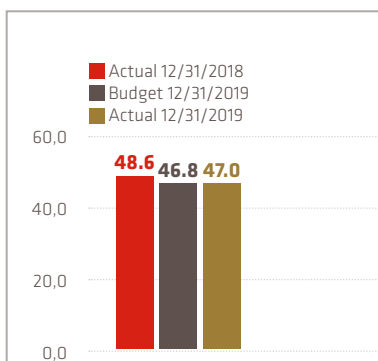


## REVENUE FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED



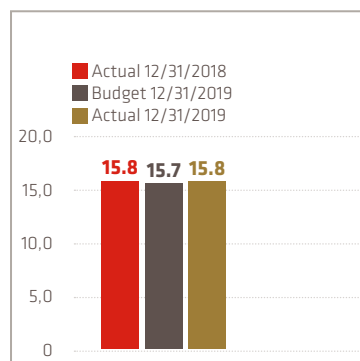
## ACTIVITIES AND EXPENSES

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED



## SURPLUS

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED



## BALANCE SHEET

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

ASSETS	12/31/2018	12/31/2019
NON-CURRENT ASSETS	2,882.7	2,884.9
CURRENT ASSETS	28.8	28.3
<b>TOTAL ASSETS</b>	<b>2,911.5</b>	<b>2,913.2</b>

## BALANCE SHEET

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

LIABILITIES	12/31/2018	12/31/2019
EQUITY	2,780.8	2,795.9
NON-CURRENT LIABILITIES	107.0	91.2
CURRENT LIABILITIES	23.7	26.1
<b>TOTAL LIABILITIES</b>	<b>2,911.5</b>	<b>2,913.2</b>

## INCOME STATEMENT

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

STATEMENT OF FINANCIAL	12/31/2018	12/31/2019
RESULT FROM OPERATIONS	(39.8)	(38)
FINANCIAL RESULT	55.6	53.8
<b>RESULT</b>	<b>15.8</b>	<b>15.8</b>

## BUDGET OUTTURN 2019

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

STATEMENT OF FINANCIAL PERFORMANCE	Budget 2019	Actual 2019
Equity income	61.6	60.8
MAPFRE donations	0.2	0.1
Income from activities and other donations	0.7	1.9
Administrative activities and expenses	46.8	47.0
<b>Surplus</b>	<b>15.7</b>	<b>15.8</b>

# Fundación **MAPFRE** guanarteme

Fundación MAPFRE Guanarteme is a private, non-profit organization that has been committed to the well-being and social progress of the Canary islands for more than 30 years. This commitment manifests itself in our contribution to the islands' training, social and cultural development, through programs, activities and projects that respond to the real needs of the Canary Islands autonomous community.



## Governing bodies\*

### BOARD OF TRUSTEES

- ➔ **PRESIDENT** Ignacio Baeza Gómez
- ➔ **VICE PRESIDENT** José Barbosa Hernández
- ➔ **MEMBERS**
  - Julio Domingo Souto
  - Carmen García Pascual
  - Fundación Ignacio Larramendi
  - Repres. Miguel Hernando de Larramendi -
  - Miguel Herrerros Altamirano
  - Andrés Jiménez Herradón
  - Alfredo Montes García
  - Eva María Nacarino Berrocal
  - Javier Pérez Zúñiga
  - Jorge Carlos Petit Sánchez
  - Asunción Rodríguez Betancort
  - Julián Pedro Sáenz Cortés
  - Isabel Suárez Velázquez
  - Eva Tamayo Etayo
- ➔ **NON-MEMBER SECRETARY**
  - Jaime Álvarez de las Asturias Bohorques Rumeu
- ➔ **DIRECTOR**
  - Esther Martel Gil

### HONORARY PRESIDENT

Julio Caubín Hernández

### PAST TRUSTEES

José Hernández Barbosa  
Manuel Jordán Martinón  
Santiago Rodríguez Santana  
Juan Francisco Sánchez Mayor  
Félix Santiago Melián

### MANAGEMENT COMMITTEE

- ➔ **CHAIRMAN** Ignacio Baeza Gómez
- ➔ **VICE CHAIRMAN** José Barbosa Hernández
- ➔ **MEMBERS**
  - Julio Domingo Souto
  - Alfredo Montes García
  - Julián Pedro Sáenz Cortés
  - Isabel Suárez Velázquez
- ➔ **NON-MEMBER SECRETARY**
  - Jaime Álvarez de las Asturias Bohorques Rumeu
- ➔ **DIRECTOR**
  - Esther Martel Gil

# Mission, Vision and Values / Foundational activities

## MISSION



To contribute to and offer support for educational, social and cultural development with programs and activities designed for and adapted to the reality of the Autonomous Community of the Canary Islands.

## VISION



We want to be the benchmark foundation for our commitment to the well-being and progress of Canarian society.

## VALUES



Fundación MAPFRE Guanartermo works on the challenge of responding to our environment with the following values:

- ➔ **TRANSPARENCY.** Clarity and objectivity in the management of our projects and programs.
- ➔ **FAIRNESS.** We work for inclusion and for a society made up of everybody, for everybody.
- ➔ **EMPATHY.** We seek dialog and actively listen to our beneficiaries to learn about their needs.
- ➔ **CLOSENESS.** We strive to develop trust-based relationships with our collaborators and beneficiaries.
- ➔ **INDEPENDENCE.** We always act as an independent organization, free from political, religious or economic affiliations in the development of our mission.

## 1. Educational activity

Education is the core of our activity as a foundation. The different programs we carry out aim to respond to the biggest concerns of the people of the Canary Islands, including education, jobs, healthcare and social exclusion.

### »» Excellence

Our programs offer recent school-leavers the opportunity to complete graduate studies in the areas of Science, Technology, Engineering and Math (STEM), Business Administration and Management and Music.

We have spent more than 20 years supporting the Canary Island's healthcare system, promoting and supporting different programs and projects that result in better health and well-being in the community, such as our research grant program for Canary Island university hospitals, specialty medical grants and assistance for researching the most prevalent pathologies on the islands, such as diabetes and child obesity.

We also award the Fundación MAPFRE Guanartermo Awards to the most distinguished hospital resident (MIR), recognizing excellence in the performance of their duties on the part of Canarian doctors in their respective disciplines.



### »» Specialization

The Foundation has remained committed to specialization courses in the creative and audiovisual industries. We have bolstered the BoxLab 4.0 initiative for entrepreneurs and creators and continued with the Career Guidance Service in collaboration with Fundación Universitaria de Las Palmas de Gran Canaria and the Fundación MAPFRE Guanartermo Professorship in Technology and Education at University of La Laguna to drive technological innovation in education.

### »» Professional training

We implemented the Juntos Somos Capaces (Together We Can) program, offering people with intellectual disabilities and mental illness career opportunities. We also continued the work training program for jobs in the hotel, in-home care, senior citizen care, and social agriculture industries.

## 2. Prevention and outreach activities

By combining synergies with Fundación MAPFRE, we are committed to raising awareness among the population of the importance of behaving in such a way as to minimize exposure to accidents. We have continued to hold our Health



Workshops, designed to promote the mental activity and emotional health of the participants, encouraging them to be an active part of society, in order to enhance well-being and personal safety.



## 3. Social activity



We drive Social Outreach through the ABRAZOS program, which developed plans to improve health and the physical environment in hospitals, social inclusion for people with disabilities and the well-being of young people and their families.

In 2015, the foundation began the Hospital Music Therapy Program, with the support of the Health Department of the Canary Islands Government. There are now four public hospitals in the Canary Islands using this therapy.

In 2019 we continued to work with small associations that assist people who suffer from intellectual and motor-neuron disabilities or mental illness.

## 4. Cultural activity

Since its beginnings, the foundation has maintained its commitment to cultural development in the Canary Islands along three fundamental lines: exhibitions, concerts, and publications.

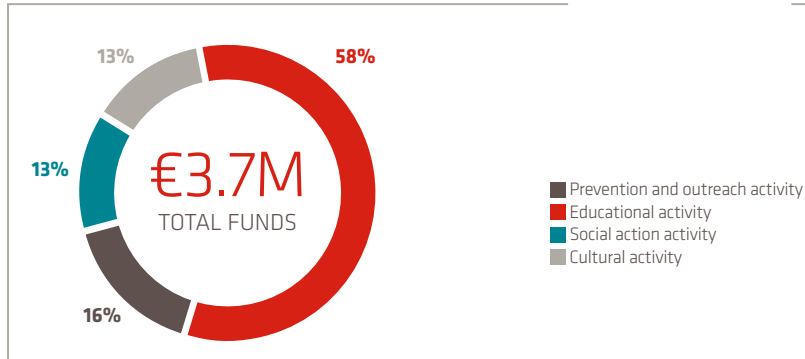
Our cultural activity mainly stems from public calls that give artists, actors and authors from the Canary Islands the opportunity to showcase their talent and work. Our activities are free and accessible to anyone, regardless of their financial status.

A clear example of this is the Cuentos Solidarios (Supportive Story) project, which enjoyed its ninth year in 2019, and brings institutions and people together to share knowledge and culture by publishing illustrated children's stories. All sales proceeds go to social projects and non-profit organizations operating in the Canary Islands or Africa.

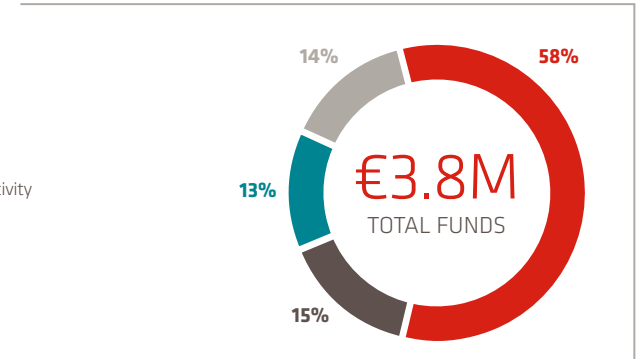


# Financial information

## USE OF FUNDS BY ACTIVITY AREA 12/31/2019



## USE OF FUNDS BY ACTIVITY AREA 2019 BUDGET



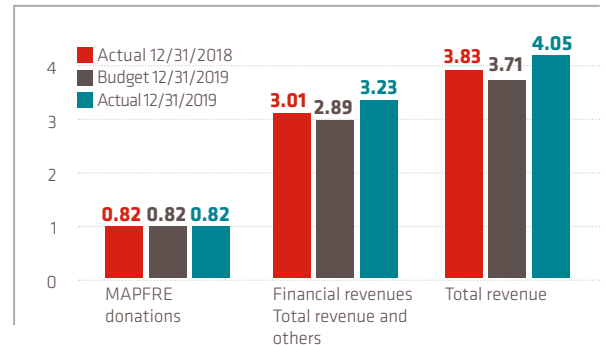
## BALANCE SHEET

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

ASSETS	12/31/2018	12/31/2019
<b>NON-CURRENT ASSETS</b>	<b>81.3</b>	<b>85.3</b>
Fixed assets	6.7	6.5
Long-term financial investments	74.6	78.8
<b>CURRENT ASSETS</b>	<b>3.8</b>	<b>4.6</b>
Short-term financial investments	2.6	2.6
Cash	1.2	2.0
<b>TOTAL ASSETS</b>	<b>85.1</b>	<b>89.9</b>

## REVENUE

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED



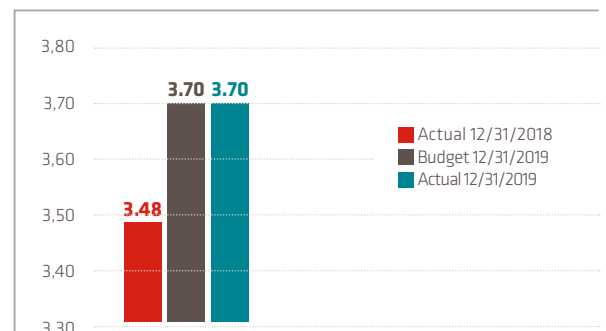
## BALANCE SHEET

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

LIABILITIES	12/31/2018	12/31/2019
<b>EQUITY</b>	<b>84.5</b>	<b>89.1</b>
<b>CURRENT LIABILITIES</b>	<b>0.6</b>	<b>0.8</b>
Trade and other payables	0.6	0.8
<b>TOTAL LIABILITIES</b>	<b>85.1</b>	<b>89.9</b>

## EXPENSES

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED



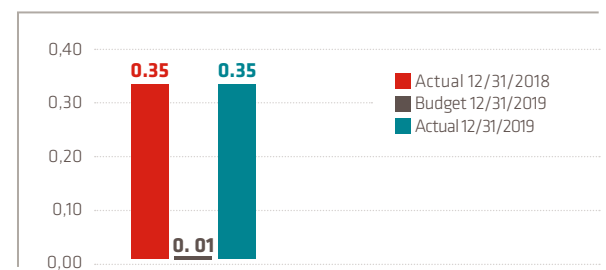
## BUDGET OUTTURN 2019

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED

ITEMS	12/31/2019	
	Budget	Actual
Fundación MAPFRE Donation	0.82	0.82
Financial revenues and others	2.89	3.23
Activities and other costs, including administration	3.70	3.70
Surplus		0.35

## SURPLUS

FIGURES IN MILLION EUROS, UNLESS OTHERWISE INDICATED





Fundación **MAPFRE**

[www.fundacionmapfre.org](http://www.fundacionmapfre.org)