



Fundación **MAPFRE**

2024

Governing Bodies

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Honorary Chairman: Honorary Trustee:

José Manuel Martínez Martínez
Carlos Álvarez Jiménez

Composition of the governing bodies on March 14, 2025.

About us

With 50 years of history, we are recognized as **a benchmark global foundation for our commitment to the well-being of people and social progress through multinational programs and activities.**

At Fundación MAPFRE, we are aware that only by understanding the new realities of this ever-changing world will we be able to **continue advancing in this global project**, which is structured across **different areas of action**. To fulfill our goals, we carry out a **wide range of activities worldwide** through five areas that have **a common objective: our responsible commitment to society**.

The five areas in which our activities are articulated are: **Social Action, Culture, Health Promotion, Accident Prevention and Road Safety, Insurance and Social Protection.**

We are recognized by the European Union as an intermediate body for managing the European Social Fund Plus, which is the main instrument with which Europe invests in people.

We also have a Documentation Center that provides a free information service to society on Insurance, Risk Management, and Social Welfare, as well as related fields such as Economics and Law. Additionally, we have the Ageingnomics Research Center, which aims to promote a positive perspective on demographic change based on the economic and social opportunities that an aging population presents.

Awards

Many people and organizations place their talent, time, and generosity at the service of others for a fairer and more egalitarian world. Our Awards are a recognition of their work and carry an implicit message: you are not alone.

■ **Social Outreach awards**

■ **Social Innovation awards**



Social assistance

Social employment project

Promoting access to the labor market:

- **'Juntos Somos Capaces' (Together We Can):** promoting the integration of people with intellectual disabilities into the workplace.
- **'Accedemos' (We Access):** grants for hiring for small businesses and not-for-profit organizations.
- **Promotion of Rural Employment:** supporting projects in collaboration with social organizations.
- **'Soy Cappaz' (I Can Do It) App:** downloaded by more than 265,000 users.

#Sésolidario (Show Solidarity) Project

Supporting small not-for-profit organizations.

- **Rare diseases:** support for people suffering from these types of ailments.
- **Support for groups at risk of social exclusion:** collaborating on projects with not-for-profit organizations.

International projects

Supporting not-for-profit organizations with education, nutrition, and health projects for children and young people in poverty and/or social exclusion.

European Social Fund

Selecting and supervising labor inclusion projects and rural social and health services. We also held workshops and awareness-raising forums.

Humanitarian Aid Fund

The flooding caused by the 2024 torrential rains destroyed homes, businesses, and dreams. At Fundación MAPFRE, we mobilize resources and collaborate with organizations to provide help, with the same commitment that we also showed in Brazil.

Educational and Awareness Programs

Accident prevention and road safety

- **SDG Planet:** promotes safe mobility through workshops.
- **'Ahora vamos andando al cole' (Now we are walking to school):** educational workshops in schools.
- **Fire prevention week:** activities for fire prevention and self-protection.
- **Road safety at the company / 'Elige vivir mejor' (Choose to live better):** training courses on new mobility.
- **Goal Zero awareness:** activities to reduce fatalities and injuries caused by traffic accidents.
- **'Te puede pasar/Si controlas, vuelves' (It can happen to you/If you stay in control, you make it home):** activities that raise awareness of the effect alcohol and drug use has on driving.
- **Child restraint systems:** web space on the correct use of child restraint systems.

Art

- Educational activities during exhibitions in Madrid and Barcelona.

Health promotion

- **'Aprendiendo juntos a salvar vidas' (Learning together to save lives):** CPR training.
- **'Vivir en salud' (Healthy living):** workshops on the importance of leading a healthy life.
- **'Controla tu red' (Control your network):** program for students to use information technologies correctly and healthily.
- **'Elige vivir mejor' (Choose to live better):** program aimed at companies to promote healthy habits and safe conduct.



- **'La máquina del tiempo' (The time machine):** personalized bus analyzing the participants' lifestyle.
- **Batchcooking:** campaign on social networks that publishes menus with healthy and sustainable recipes.
- **'Mujeres por el corazón' (Women for the heart):** program to inform women about the symptoms of heart attacks.
- **'Ciberland Brasil' (Cyberland Brazil):** campaign to raise awareness of the importance of taking care of the information we display on social networks.
- **Referencers:** awareness campaign on health and financial education.
- **La Alhambra:** service that provides free initial healthcare assistance at the Alhambra site.

Insurance and social protection

- **PlayPension:** game in which students learn how to manage a family budget.
- **Finexit Escape room:** designed for vocational training students.
- **BugaMAP seminars:** business simulation game that showcases teamwork, negotiation, and decision-making.
- **Professional training for technical profiles in insurance:** provides specific knowledge to develop talent and job opportunities.

Más programas en seguro y previsión social

- **DBT - Doubt and Debate Project:** educational project on technological and media literacy and economic and financial education.
- **E-learning training courses:** on insurance, pensions, and savings.
- **Insurance and pensions for all:** initiative to promote an insurance and financial culture.
- **Financial education day and week:** activities focused on personal finance management.
- **Information guides and workshops:** documents aimed at offering retirement savings solutions.



Innovation and promotion of knowledge

Ageingnomics Research Center

Promotes research and dissemination of knowledge about the economics of aging.

Ignacio H. de Larramendi Research Grants

A reference for those who develop knowledge about health promotion, insurance, and social welfare.

Documentation center

Information resources specialized in insurance, risk management, and social protection.

- **Publications:** on accident prevention and road safety, fires, health, insurance and social protection, and art.
- **Advanced medical research:** supporting projects dedicated to personalized cell therapies, aimed at the early stages of Parkinson's and Alzheimer's diseases, among others.
- **Erasmus+ Program: Ending Project:** aims to reduce school dropout rates caused by the misuse of digital technologies.
- **Immunosuppressed children and pets:** recommendations based on evidence for immunosuppressed patients and their pets.
- **Personal Injury Assessment Workshop:** promotion of scientific activities in the field of personal injury assessment.
- **Lectures on art and photography:** gatherings related to the exhibitions held by Fundación MAPFRE.

Exhibitions

In 2024, the Culture Area launched a new and extensive visual arts and photography exhibition program.

Recoletos Exhibition Hall – KBr

Since 2020, the Recoletos exhibition hall in Madrid has hosted dual programs in plastic arts and photography, while at KBr, Fundación MAPFRE hosts a program dedicated exclusively to photography.

Culture Area on the web

Content relevant to a wider audience than that represented by on-site attendees.

Art collections

Continuing to add new funds to our collection and make progress in updating the section dedicated to Fundación MAPFRE Collections on our website.

Insurance Museum

Located in Madrid, it exhibits a collection of original pieces related to the history of insurance activity from the 18th century to the end of the 20th century.

Volunteering

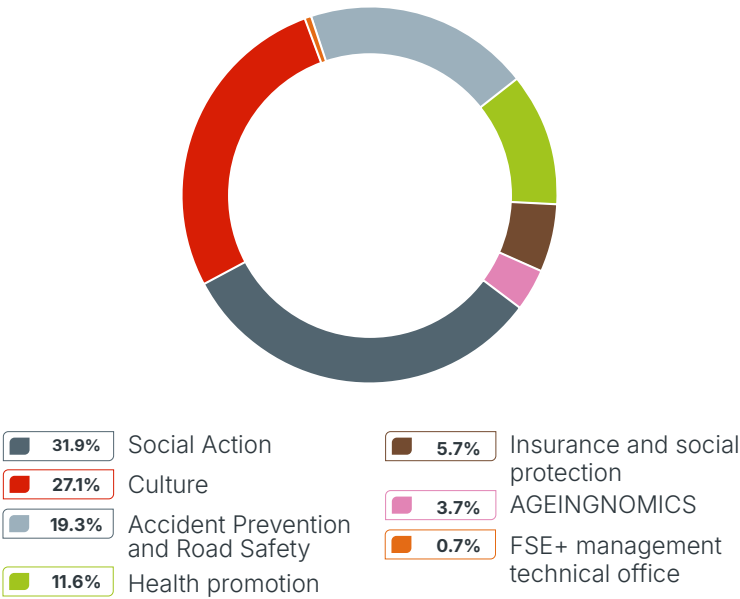
The Fundación MAPFRE Volunteering Program improves the living conditions of those most in need. It is aimed at children, adolescents, the elderly, women, and children at risk of social exclusion, as well as people who are sick or have a disability. It comprises six main lines of action: Health, Nutrition, Education, Environment, Emergency Aid, and Sharing Solidarity.

In 2024, we implemented 2,756 volunteering activities in 23 different countries, with the participation of 9,804 unique volunteers.

In 2024, we launched a pilot call for international volunteering, aimed at deepening the consolidation of solidarity awareness in impoverished countries, promoting a culture of solidarity, and contributing to international social projects supported by Fundación MAPFRE.

We strongly encourage a diverse corporate volunteering program, with a variety of activities that everyone can relate to, aimed at channeling the employees' sense of solidarity.

APPLICATION OF FUNDS BY AREA OF ACTIVITY
(12/31/2024)



+4.6 million
beneficiaries in our activities

Governing Bodies

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Honorary Chairmen:

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Honorary Trustees:

Juan Francisco Sánchez Mayor

Composition of the governing bodies on March 14, 2025.

Fundación MAPFRE in the Canary Islands is committed to promoting the progress and well-being of people, paying special attention to the most vulnerable sectors, promoting social, cultural, and educational development in the Canary Islands.

Social Activities

- **Juntos Somos Capaces**
- **Hospital music therapy**
- **Experience the INCLUSION LAB**

Training Activities

One of our priorities is investing in human capital, focusing on training, specialization, and development. Education is a tool for change because it expands their opportunities for labor market access and professional development, and positively impacts their social conditions.

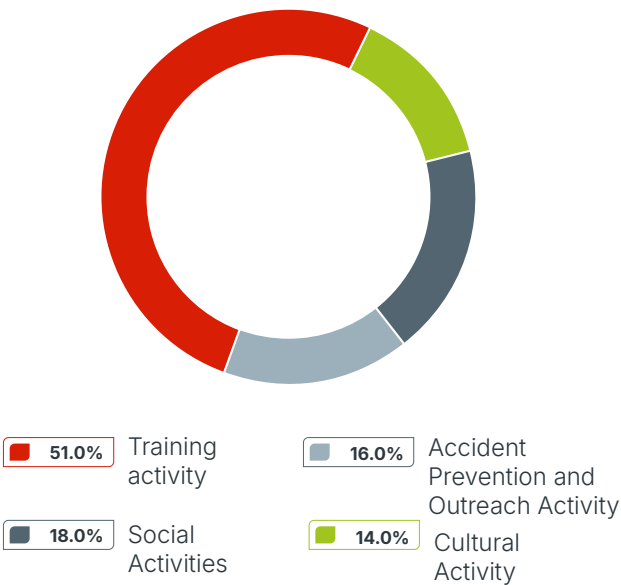
Fraud

We develop initiatives to promote sustainable mobility, reduce accidents, raise awareness among young people about the social situation of older people, and promote prevention measures to avoid drowning.

Cultural Activities

Our cultural offering is primarily enriched through public calls that provide Canarian artists, performers, and authors with the opportunity to participate, showcase their talent, and present their work in a prestigious institution within the islands' cultural scene.

**APPLICATION OF FUNDS BY ACTIVITY AREA
(12/31/2024)**



+65,000 beneficiaries in our activities

ANNUAL
Report

2024



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