

A young boy with dark skin and short black hair is seen from the back, wearing a dark blue sleeveless shirt with red and white trim. He is holding a yellow paintbrush and painting a mural on a grey, textured wall. The mural features a large, stylized figure with a brown head, a white body, and a blue base. The figure's head has a circular face with green and blue details. The background of the mural is grey, with various colored patches (brown, yellow, blue) and a large white vertical stripe. The overall scene is brightly lit, suggesting outdoor daylight.

FUNDACIÓN **MAPFRE**

Summary of
Report 2013

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e la fotograf
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GUANARTEME

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FUNDACIÓN
MAPFRE



1. Governance bodies

BOARD OF TRUSTEES		MANAGEMENT COMMITTEE	
PRESIDENT	Antonio Huertas Mejías	CHAIRMAN	Antonio Núñez Tovar
FIRST VICE CHAIRMAN	Antonio Núñez Tovar	BOARD MEMBERS	Ángel Alonso Batres
SECOND VICE CHAIRMAN	Francisco Vallejo Vallejo		Rafael Casas Gutiérrez
BOARD MEMBERS	Ángel Alonso Batres		Teófilo Domínguez Anaya
	Ignacio Baeza Gómez		Fernando Garrido Tomé
	José Barbosa Hernández		Antonio Guzmán Córdoba
	Rafael Casas Gutiérrez		Pablo Jiménez Burillo
	María Jesús Fernández Antón		Julio Laria del Vas
	Santiago Gayarre Bermejo		Francisco J. Marco Orenes
	Luis Hernando de Larramendi Martínez		Rafael Márquez Osorio
	Sebastián Homet Duprá		Mercedes Sanz Septién
	Andrés Jiménez Herradón	SECRETARY (NON-MEMBER)	María Luisa Linares Palacios
	Rafael Márquez Osorio		
	Antonio Miguel-Romero de Olano		
	Filomeno Mira Candel		
	Alfonso Rebuelta Badías		
	Domingo Sugranyes Bickel		
	Esteban Tejera Montalvo		
SECRETARY	Ángel L. Dávila Bermejo		
DEPUTY SECRETARY	Claudio Ramos Rodríguez		
GENERAL MANAGER	Teófilo Domínguez Ayala		
Composition of the governing bodies on the date of issue of the Annual Report.			
HONORARY CHAIRMEN			
Julio Castelo Matrán			
José Manuel Martínez Martínez			
HONORARY TRUSTEE			
Carlos Álvarez Jiménez			

2. General information

FUNDACIÓN MAPFRE is a non-profit institution created by MAPFRE in 1975, which 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:

- > The promotion of the security of people and their property, with special attention to road safety, prevention and health.
- > Improving people's quality of life.
- > The dissemination of culture, arts and humanities.
- > The promotion of training and research on subjects related to private insurance and retirement planning.
- > The improvement of economic and social conditions of the most disadvantaged people and sectors of society.

In order to achieve its aims, FUNDACIÓN MAPFRE carries out a wide range of activities, both in Spain and in other countries, through five specialized areas: Social Action, Insurance and Retirement Planning, Culture, Health and Prevention and Road Safety. Its activities, which in 2013 were carried out in 29 countries, included:

- > Supporting the most disadvantaged people or groups of the society.
- > Granting of study grants and research incentives.
- > Organization of art exhibitions.
- > Specialized teaching and training activities.
- > Conferences, symposiums, seminars and other events.
- > Campaigns and programs focused on the prevention of accidents, road safety, on healthy lifestyle choices and environmental protection.
- > Publication of numerous titles.

> 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.

SOCIAL ACTION

As a priority purpose, our activities in this area focus on improving the living conditions of the most disadvantaged people and sectors of society, through four main lines of action.

In Spain, we promote the integration of people with disabilities, through several information, employment and leisure programs, in which supporting families receives special attention; and also promoting employment and the improvement of training for young people.

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 Formando Comunidad (Community Training) program.

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

CULTURE

In this area, we carry out activities in the fields of art, history and literature. Our main work is the organization of fine arts exhibitions focused on the study and knowledge of the international avant-garde from the end of the 19th century until the Second World War. We also have a program on contemporary artistic photography. Some of our exhibitions travel to European, North American and Latin American museums. We also maintain and continuously extend an important art collection of drawings and photography.

In the area of history, we work on digital and printed publications, exhibitions and a series of lectures.

Our activities in the area of Culture are disseminated internationally through specialized publications and the Internet using mini-sites, art- and history-themed portals and social networks.

HEALTH AND PREVENTION

Our objectives in this area are to protect health by preventing contingencies and to improve people's quality of life. Accordingly, we organize education campaigns to promote safe and healthy behavior in order to prevent accidents and diseases; we award incentives and grants to promote research and training; we release publications, both in printed and digital formats; and we carry out training actions to spread knowledge and scientific progress in the aforementioned areas. These activities are conducted in collaboration with public administrations, educational organizations and scientific societies, and are targeted in particular at the most vulnerable groups: children and the elderly.

In 2013 we expanded our educational activities for children, families and teachers, both at schools and through our Educatumundo web portal and Facebook profile.

We continued promoting scientific research and specialized training for professionals by awarding grants and incentives, and we awarded scholarships for our e-learning courses for unemployed people. We also organized and/or participated in a variety of symposiums and scientific conventions.

ROAD SAFETY

Our activities in this area are focused on prevention of traffic accidents and in the reduction of the harmful consequences, and are directed at individual risk groups.

Our activities are aligned with the guidelines laid out by international bodies like the UN -Decade of Action for Road Safety-, the political guidelines on road safety of the European Union, and the strategic plans developed by the Governments of the countries in which we carry out our activities.

> The following table summarizes the activities carried out in 2013:

ITEM	Number of activities	PARTICIPANTS		
		Direct	Website	Total
Seminars, courses, and other events	861	213,121	58,064	327,632
Publications	88	212,276	480,877	518,804
Prizes, scholarships, and contests	112	15,359	177,940	247,608
Art exhibitions	26	950,605	191,001	201,546
Road safety campaigns	15,673	2,854,975	6,210,543	7,022,825
Concerts	-	187,179	876,304	1,057,327
Social actions	543	196,860	2,200,608	2,548,477
TOTAL	17,303	4,630,375	10,195,337	11,924,219

INSURANCE AND RETIREMENT PLANNING

Our purpose in this area is to promote knowledge of insurance. For this purpose we promote training activities, we organize and disseminate informative projects, and we award training grants, and incentives for research in related matters. We also publish books, reports, research studies and the specialized magazine *Gerencia de Riesgos y Seguros (Management of Risk and Insurance)*, with versions in Spanish, Portuguese and English.

During 2013, we increased the number of training grants for the unemployed in Spain, as well as postgraduate grants to pursue specialization studies in insurance in Spain. The consolidation and expansion of the Seguros para Todos (Insurance for All) website and the CUMES social network is the result of our commitment to new technologies as a tool for the dissemination of our activities. We have also launched an application for mobile devices that allows access to the Documentation Center.

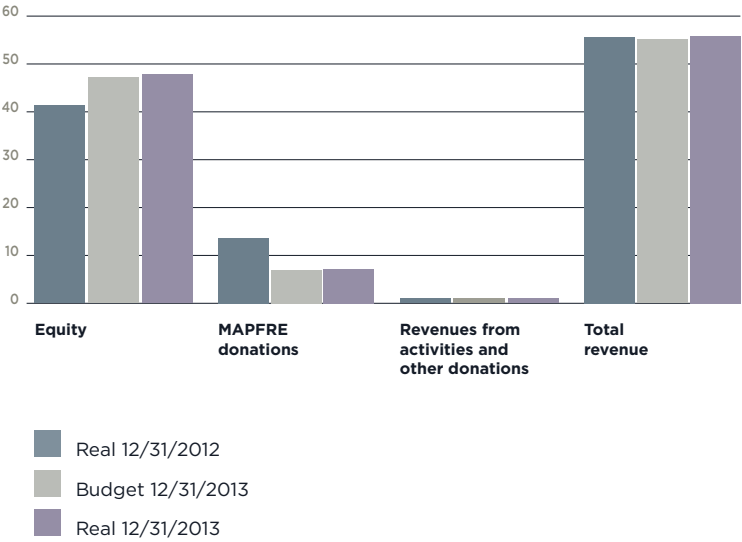


3. Financial information

> During the 2013 fiscal year, the revenue of FUNDACIÓN MAPFRE added up to €55.9 million, a figure that represents an increase of 0.2% compared with the previous fiscal year.

REVENUE

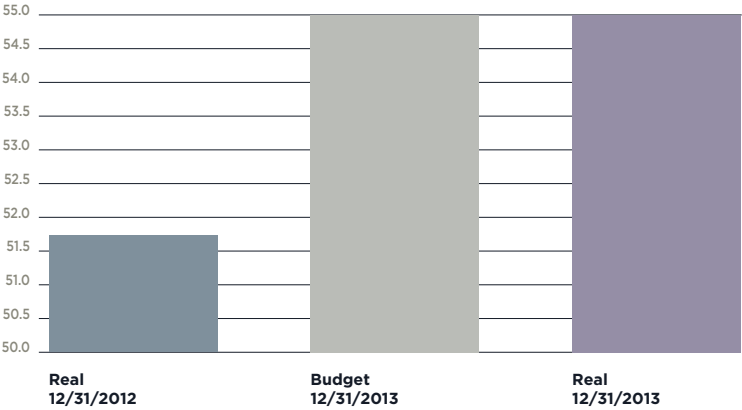
FIGURES IN MILLION EUROS



> The amounts used to carry out foundation of activities, including administrative expenses, reached €55 million, a 6.4% increase compared with the previous fiscal year.

ACTIVITIES AND EXPENSES

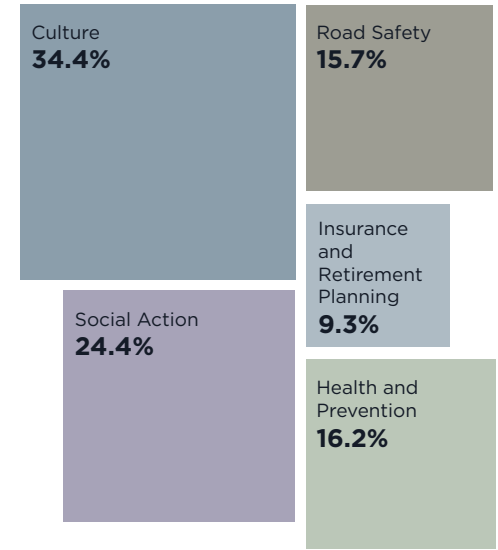
FIGURES IN MILLION EUROS



> These amounts have been mainly used for the activities related to Culture (34.4%), Social Action (24.4%), Health and Prevention, (16.2%), Road Safety (15.7%), and Insurance and Retirement Planning (9.3%).

FUNDING BY ACTIVITY AREA

31/12/2013



> On December 31, 2013, the Foundation's equity was €2,758.9 million.

BALANCE SHEET

ASSETS	31/12/2012	31/12/2013
NON-CURRENT ASSETS	2,749.4	2,746.7
Intangible fixed assets	0.5	0.3
Historical heritage assets	20.4	19.8
Plant and equipment	87.1	85.3
Physical investment	40.6	40.1
Investment in Group companies and long term associated	2,600.2	2,600.2
Long-term financial investments	0.6	1.0
CURRENT ASSETS	17.8	21.0
Users and other debtors of own activity	0.1	0.0
Trade debtors and other accounts receivable	0.1	0.2
Short-term financial investments	7.6	5.1
Short term accruals/deferrals	0.3	0.3
Cash and other equivalent balance amounted	9.7	15.4
TOTAL ASSETS	2,767.2	2,767.7

MILLIONS OF EUROS

LIABILITIES	31/12/2012	31/12/2013
FINANCIAL RESOURCES	2,758.4	2,758.9
Foundation allowance	2,630.5	2,630.5
Reserves and other	116.3	120.0
Result	4.1	0.9
Grants, donations and legacies received	7.5	7.5
NON-CURRENT LIABILITY	0.4	0.9
Long-term provisions	--	0.5
Long-term debts	0.4	0.4
CURRENT LIABILITY	8.4	7.9
Short-term provisions	0.5	1.7
Short-term debts	0.5	0.1
Creditor beneficiaries	1.8	1.6
Trade creditors and other accounts payable	5.3	4.1
Short term accruals/deferrals	0.3	0.4
TOTAL LIABILITIES	2,767.2	2,767.7

MILLIONS OF EUROS

LOSSES AND GAINS ACCOUNT

INCOME STATEMENT	31/12/2012	31/12/2013
Revenue from activities	14.5	8.2
Monetary assistance and others	(12.3)	(13.8)
Other operating revenue	2.4	2.2
Personnel expenses	(6.8)	(7.8)
Other operating expenses	(28.9)	(27.8)
Fixed assets amortization	(3.6)	(3.6)
Impairment and gains or losses on disposals of non-current assets	--	(1.5)
OPERATING RESULT	(34.7)	(44.1)
Financial revenues	38.9	45.2
Differences in exchange rates	(0.1)	(0.2)
FINANCIAL RESULT	38.8	45
RESULT FOR THE YEAR	4.1	0.9

MILLIONS OF EUROS

BALANCE 2013

ITEMS	31/12/2013	
	BUDGET	REAL
Equity annuity	47.2	47.7
MAPFRE donations	7.1	7.3
Revenues from activities and other donations	0.8	0.9
Administrative activities and expenses	(55)	(55)
Surplus	0.1	0.9

MILLIONS OF EUROS

FUNDACIÓN
MAPFRE GUANARTEME



1. Governance bodies

BOARD OF TRUSTEES		BOARD MEMBERS	
CHAIRMAN	José Barbosa Hernández	CHAIRMAN	José Barbosa Hernández
VICE CHAIRMAN	Ignacio Baeza Gómez	VICE CHAIRMAN	Ignacio Baeza Gómez
BOARD MEMBERS	José Luis Catalinas Calleja	BOARD MEMBERS	Teófilo Domínguez Anaya
	Teófilo Domínguez Anaya		Tomás Hidalgo Aranda
	Fundación Ignacio Larramendi (Representante: Miguel Hernando de Larramendi Martínez)		Humberto Pérez Hidalgo
	César García Otero		Julián Pedro Sáenz Cortés
	Santiago Gayarre Bermejo		Isabel Suárez Velázquez
	José Hernández Barbosa	SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
	Miguel Herreros Altamirano		
	Tomás Hidalgo Aranda	GENERAL MANAGER	Esther Martel Gil
	Andrés Jiménez Herradón		
	Filomeno Mira Candel		
	Humberto Pérez Hidalgo		
	Jorge Carlos Petit Sánchez		
	Asunción Rodríguez Betancor		
	Julián Pedro Sáenz Cortés		
	Juan Francisco Sánchez Mayor		
	Isabel Suárez Velázquez		
SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu		
GENERAL MANAGER	Esther Martel Gil		
Composition of the governing bodies on the date of issue of the Annual Report			
HONORARY CHAIRMEN			
	Fernando Arencibia Hernández		
	Julio Caubín Hernández		
PAST TRUSTEES			
	Manuel Jordán Martínón		
	Silvestre de León García		
	Santiago Rodríguez Santana		
	Félix Santiago Melián		

2. General information

FUNDACIÓN MAPFRE GUANARTEME is a not-for-profit private entity created in 1985 with the fundamental objective of supporting the cultural and social development of the Canary Islands community.

Through our Hugs Program for the promotion of social action, we actively collaborate with other public and private organizations, opening our activities and spaces to the sector most marginalized and at risk of social exclusion: the elderly, children, youths, and disabled people in the Canary Islands community. This social commitment goes beyond our borders. We develop and support projects for quality of life improvement that, due to their geographical proximity to the Canary Islands, are mainly located on the African Continent.

In the cultural scope, we promote activities with the objective of analyzing, debating, and going deeper in the realm of knowledge, in particular in relation to visual arts, music, literature, and theater.

The following table numerically presents the activities that we have carried out:

ITEMS	Number of activities	PARTICIPANTS		
		Direct	Website	Total
Seminars, courses, and other events	136	28,973	37,455	66,428
Publications	24	0	275	275
Prizes, scholarships, and contests	54	97	14,705	14,802
Art exhibitions	25	45,477	16,725	62,202
Road safety campaigns	1	136	324	460
Concerts	61	5,281	7,477	12,758
Social actions	29	926	5,400	6,326
TOTAL	330	80,890	82,361	163,251

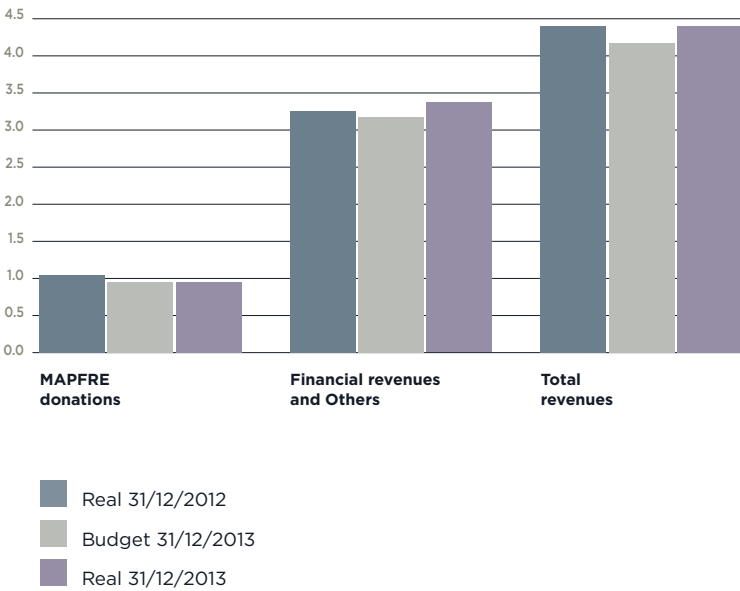


3. Financial information

> During the 2013 fiscal year, the revenue of FUNDACIÓN MAPFRE GUANARTEME added up to €4.4 million, a figure that represents an increase of 0.6% with respect to the previous fiscal year.

REVENUE

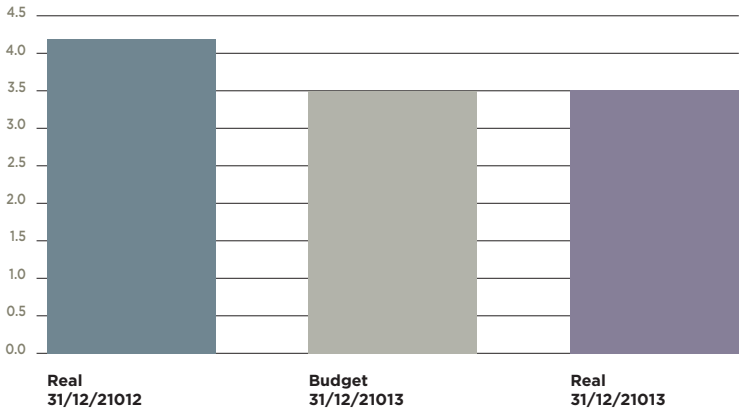
FIGURES IN MILLION EUROS



> The amounts used to carry out foundational activities, including administrative expenses, reached €3.5 million, 16.7% lower than that of the previous fiscal year.

ACTIVITIES AND EXPENSES

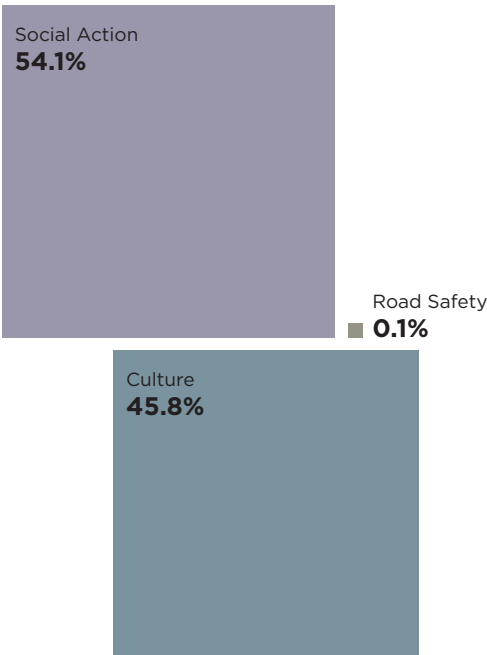
FIGURES IN MILLION EUROS



> The quantities used in the various Foundation activities during 2013 have been mainly for activities linked to Culture (45.8%), Social Action (54.1%) and Road Safety (0.1%).

FUNDING BY ACTIVITY AREA

31/12/2013



> At December 31, 2013, the foundation's equity was €76.1 million.

BALANCE SHEET

ASSETS	31/12/12	31/12/13
NON-CURRENT ASSETS	64.0	70.3
Historical heritage assets	0.4	0.4
Fixed assets	7.7	7.5
Long-term financial investments	55.9	62.4
CURRENT ASSETS	6.1	6.4
Short-term financial investments	6.0	6.0
Treasury	0.1	0.4
TOTAL ASSETS	70.1	76.7

MILLIONS OF EUROS

LIABILITIES	31/12/12	31/12/13
FINANCIAL RESOURCES	69.2	76.1
CURRENT LIABILITY	0.9	0.6
Trade creditors and other accounts payable	0.9	0.6
TOTAL LIABILITIES	70.1	76.7

MILLIONS OF EUROS

BALANCE 2013

ITEM	31/12/13	
	BUDGET	REAL
FUNDACIÓN MAPFRE donation	1.0	1.0
Financial and other revenue	3.2	3.4
Administrative activities and expenses	(3.5)	(3.5)
Surplus	0.7	0.9

MILLIONS OF EUROS



FUNDACIÓN **MAPFRE**

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