

Fundación **MAPFRE**  
2022



# GOVERNING BODIES

## Fundación MAPFRE

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Antonio Miguel-Romero de Olano

Esteban Tejera Montalvo

#### **NON-MEMBER SECRETARY**

María Luisa Linares Palacios

# MISSION, VISION, AND VALUES

WE ARE PRESENT IN MORE THAN 30 COUNTRIES AND OUR ACTIVITIES ARE AIMED AT **FIGHTING INEQUALITY AND SPREADING CULTURE AND KNOWLEDGE**, WITH A SPECIAL FOCUS ON ROAD SAFETY, HEALTH AND THE WORLD OF INSURANCE.



We have received different awards throughout 2022:

- **Seven Stars of Sports Award from the Community of Madrid** for promoting sport.
- **Recognition from the Association of Fire Protection Engineering Professionals** for our 25-year collaboration and for Fire Prevention Week and similar initiatives developed by Fundación MAPFRE.
- **Special Prize for Classroom Magna 22**, awarded by the e-Learning Insurance Institute, for our teaching and support and ongoing promotion of training in the insurance industry.
- **Award from the Young Business Association** for our Social Employment Project: Juntos Somos Capaces (Together We Can) and Accedemos.

# 1. SOCIAL AID

1

NO POVERTY



2

ZERO HUNGER



3

GOOD HEALTH AND WELL-BEING



4

QUALITY EDUCATION



5

GENDER EQUALITY



8

DECENT WORK AND ECONOMIC GROWTH



10

REDUCED INEQUALITIES



15

LIFE ON LAND



## SOCIAL EMPLOYMENT PROJECT

We promote access to the labor market through two initiatives in Spain and one in Spain and Latin America:

- **Juntos Somos Capaces (Together We Can):** promotes the integration of people with intellectual disabilities and mental health problems into the workplace.
- **Accedemos:** employment grants aimed at small businesses, the self-employed and not-for-profit organizations.
- **Soy Cappaz App:** has been downloaded by more than 265,000 users in Spain and Latin America.

## #SÉSOLIDARIO PROJECT

We provide help and support to the small not-for-profit organizations in Spain that need it the most, so that they in turn can help those who need it most.

- **Rare diseases:** around 7,000 rare diseases affect 7 percent of the world's population, and in Spain, more than 3 million people suffer from them.
- **Assistance to groups at risk of social exclusion:** we finance projects undertaken by non-profits. We also carry out sponsorship projects, as well as micro-donations, the Euro Solidario project and **awareness-raising actions**.
- **Action taken in support of the humanitarian crisis** caused by the war in Ukraine:
  - Fundraising
  - Christmas donation initiative
  - Solidarity concerts
  - Solidarity markets

## INTERNATIONAL SOLIDARITY PROJECTS

We support not-for-profit organizations that execute comprehensive education projects aimed at children and young people in poverty and/or at risk of social exclusion. In 2022, we met the needs of 133,219 people in 25 countries, through 88 projects in collaboration with 73 local and global organizations.

## HUMANITARIAN AID FUND

We activated our emergency fund at the request of the Dominican Republic, Puerto Rico and Honduras to alleviate the effects of Hurricane Fiona and torrential rains.

## 2. EDUCATIONAL AND AWARENESS-RAISING PROGRAMS

**WORKSHOPS, ACTIVITIES AND CAMPAIGNS... THESE ARE SOME OF THE INITIATIVES UNDERTAKEN IN 2022 TO PROMOTE SAFER MOBILITY, GOOD HEALTH AND TRAINING IN FINANCE AND INSURANCE.**

### IN ACCIDENT PREVENTION AND ROAD SAFETY

- **SDG Planet:** aimed at second and third cycle students in elementary schools, this program promotes injury prevention and safe, healthy and sustainable mobility through workshops.
- **Now we're walking to school:** a project in Spain, carried out in conjunction with the STOP Accidentes association, based on educational workshops in schools for children in elementary school.
- **Fire Prevention Week:** activities to disseminate knowledge on fire prevention and self-protection, aimed mainly at children and the elderly.
- **Goal Zero:** awareness-raising activities, campaigns and workshops in various countries around the world, which seek to reduce the number of deaths and serious injuries caused by traffic accidents to zero.

### IN HEALTH PROMOTION

- **Learning to save lives together:** training teachers and students from schools and institutes on cardiopulmonary resuscitation (CPR) and defibrillation.
- **Healthy living:** More than 24,000 children from all over Spain have gone through workshops that raise awareness in a fun way about the importance of leading a healthy life.
- **Control Your Network:** program for students from 3rd and 4th Grade in elementary school, their families and teachers, with the objective being to know how to use information and communication technologies correctly and in a healthful manner.

### IN INSURANCE AND SOCIAL PROTECTION

- **PlayPension:** a game in which students aged 16 to 18 learn how to manage a family budget.
- **Insurance and Pensions for All:** content on websites and social networks focused on investing and financial well-being.
- **Financial Education Day and Week:** campaign to disseminate short informational clips on social networks with tips to avoid falling victim to online scams.

3

GOOD HEALTH AND WELL-BEING



4

QUALITY EDUCATION



5

GENDER EQUALITY



12

RESPONSIBLE CONSUMPTION AND PRODUCTION



17

PARTNERSHIPS FOR THE GOALS



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY INNOVATION AND INFRASTRUCTURE



## 3. INNOVATION AND KNOWLEDGE PROMOTION

### PUBLICATIONS

We released publications on road safety, fire prevention, health, insurance and art. The MAPFRE Insurance Dictionary is an essential digital consultation resource.

### IGNACIO H. DE LARRAMENDI RESEARCH GRANTS

In 2022 we invested 300,000 euros in 12 projects related to health promotion, insurance and social protection.

### ADVANCED MEDICAL RESEARCH

We support, among others, projects centered on personalized cell therapy, therapies treating the early stages of Parkinson's disease, Alzheimer's disease and other neurodegenerative diseases, and cardiovascular ailments.

### DOCUMENTATION CENTER

We attended to more than 1,500 queries and our newsletter updates are received by 4,700 subscribers.

### ERASMUS + PROGRAM: PROYECTO ENDING

This initiative aims to reduce school dropout rates caused by the misuse of digital technologies.

### AGEINGNOMICS RESEARCH CENTER

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

1

NO POVERTY



2

ZERO HUNGER



3

GOOD HEALTH AND WELL-BEING



10

REDUCED INEQUALITIES



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LIFE ON LAND

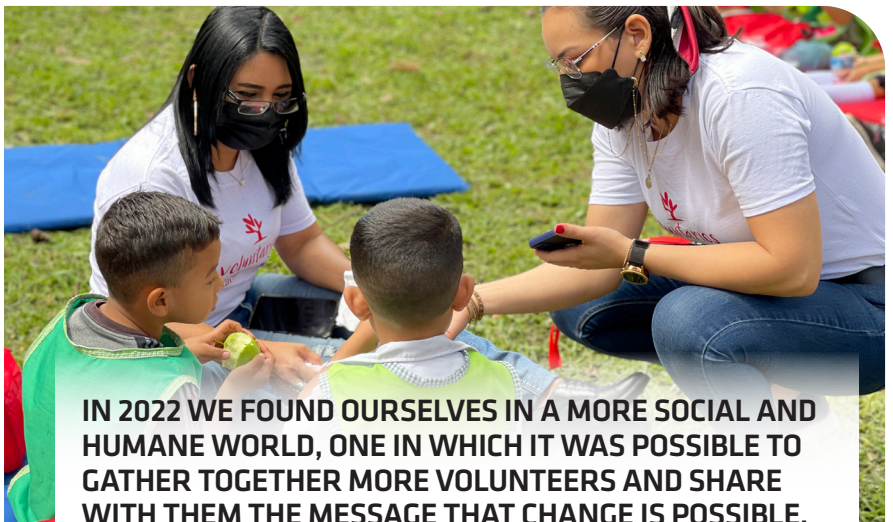


## 5. VOLUNTEERING

The Fundación MAPFRE Volunteering Program improves the living conditions of those most in need. It also promotes **environmental education** and provides a healthy social outlet for our volunteers, the best ambassadors of our values.

The program is aimed at children, adolescents, the elderly, women and children at risk of social exclusion, as well as people with illnesses or disabilities. It comprises six main lines of action: **Health, Nutrition, Education, Environment, Emergency Aid and Share Solidarity.**

In 2022, we carried out **1,626 activities in 25 countries**, with the participation of **4,386 unique volunteers**, many of them accompanied by younger family members: 207 this year.



**IN 2022 WE FOUND OURSELVES IN A MORE SOCIAL AND HUMANE WORLD, ONE IN WHICH IT WAS POSSIBLE TO GATHER TOGETHER MORE VOLUNTEERS AND SHARE WITH THEM THE MESSAGE THAT CHANGE IS POSSIBLE.**



## 6. EXHIBITIONS

### 2022 SAW A RECOVERY IN THE PUBLIC'S APPETITE FOR CULTURAL ACTIVITY,



although it has been unevenly resolved: while the major museums of reference have recovered their pre-pandemic figures, the other museum or exhibition institutions have found it difficult to reach the same milestone.

#### Recoletos exhibition hall - KBR

Since 2020, the Recoletos exhibition hall in Madrid has hosted programs centered on plastic arts and photography. This approach has been stimulating for the public who choose to visit one exhibition and end up visiting both.

Our Recoletos exhibition halls hosted a grand retrospective of 17th to 19th century French art, as well as the Julio González-Pablo Picasso exhibition, in addition to photography by Pérez Siquier, Jorge Ribalta and Ilse Bing. KBR hosted works by Lee Friedlander, Adolf Mas and Bleda and Rosa.

#### Travelling and online exhibitions

Some of these exhibitions have visited destinations like Salamanca, Gijón, Budapest, Amsterdam and Frankfurt, as part of our program of collaboration with other institutions. In 2022, we strengthened the content on our website and social networks around exhibitions to reach a younger public.

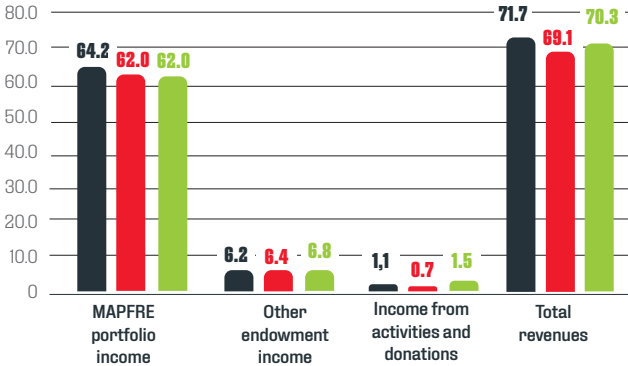




# FINANCIAL INFORMATION

## REVENUES

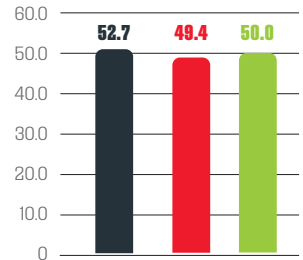
Figures in million euros



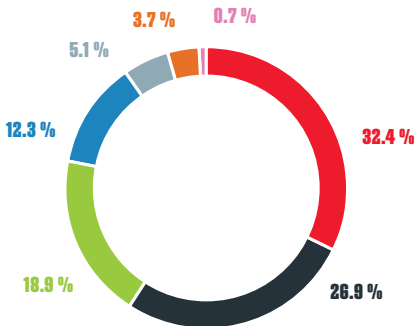
● Actual 12/31/2021 ● Budget 12/31/2022 ● Actual 12/31/2022

## ACTIVITIES AND EXPENSES

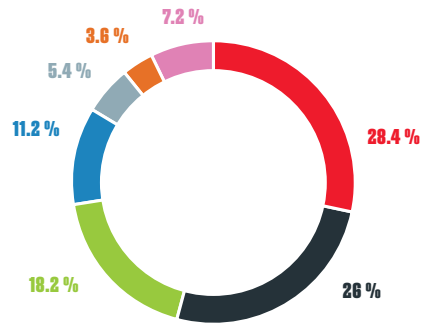
Figures in million euros



## EXPENSES BY AREA OF ACTIVITY (12/31/2022)



## APPLICATION OF FUNDS BY AREA OF ACTIVITY - BUDGET 2023



- Social Action
- Culture
- Accident Prevention and Road Safety
- Health Promotion
- Insurance and Social Protection
- Ageingnomics
- Technical Management office (FSE+)

**6,771,900**  
people benefitted  
from our activities

**269**  
activities  
carried out in 2022

# GOVERNING BODIES

## Fundación MAPFRE Canarias

### **BOARD OF TRUSTEES**

#### **CHAIRMAN**

Ignacio Baeza Gómez

#### **VICE-CHAIRMAN**

Isabel Suárez Velázquez

#### **MEMBERS**

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Julio Domingo Souto  
Carmen García Pascual  
Fundación Ignacio Larramendi  
- Repre. Miguel Hernando de  
Larramendi -  
Miguel Herreros Altamirano  
Alicia Martín García  
Alfredo Montes García  
Eva María Nacarino Berrocal  
Javier Pérez Zuñiga  
Jorge Carlos Petit Sánchez  
Asunción Rodríguez Betancort  
Julián Pedro Sáenz Cortés  
Eva Tamayo Etayo

#### **SECRETARY**

Jaime Álvarez de las Asturias  
Bohorques Rumeu

#### **MANAGER**

Esther Martel Gil

### **HONORARY PRESIDENT**

Julio Caubín Hernández

### **PAST TRUSTEES**

José Barbosa Hernández  
José Hernández Barbosa  
Juan Francisco Sánchez Mayor

### **MANAGEMENT COMMITTEE**

#### **CHAIRMAN**

Ignacio Baeza Gómez

#### **VICE-CHAIRMAN**

Isabel Suárez Velázquez

#### **MEMBERS**

Julio Domingo Souto  
Alfredo Montes García  
Julián Pedro Sáenz Cortés

#### **SECRETARY**

Jaime Álvarez de las Asturias  
Bohorques Rumeu

#### **MANAGER**

Esther Martel Gil

# MISSION, VALUES AND VALUES

**Our desire is to contribute to the creation of a global community in which all people recognize us, respect us, help us and cherish us for our humanity.**



**Our mission is to support everyone in the Autonomous Canary Islands in their training, social and cultural development.**

1 NO POVERTY



## 1. SOCIAL ACTIVITY

### **JUNTOS SOMOS CAPACES (TOGETHER WE CAN):**

A program aimed at enhancing the workplace integration of people with intellectual disabilities or mental health problems.

2 ZERO HUNGER



**127 participating companies and organizations.**

10 REDUCED INEQUALITIES



### **DOWN SYNDROME:**

We boost visibility for this collective with the video “Butterfly of Night.”

### **AMBASSADORS PROGRAM:**

MAPFRE volunteering supports the projects of 10 not-for-profit organizations.

4

QUALITY  
EDUCATION



## 2. TRAINING ACTIVITY

**We understand education as a living system** in constant progress and evolution. Our **excellence grants, postgraduate degrees and research programs** serve as a stimulus, in addition to recognizing the value of our young people.

8

DECENT WORK AND  
ECONOMIC GROWTH



9

INDUSTRY INNOVATION  
AND INFRASTRUCTURE



**We support healthcare professionals** by promoting new lines of research and through the most outstanding **Resident Internal Doctors awards**.

3

GOOD HEALTH  
AND WELL-BEING



## 3. PREVENTION AND OUTREACH ACTIVITY

Our activity is adapted to the changing reality. **The pioneering project Clave-A** is centered around actions aimed at detecting and preventing child sexual abuse. With the **Señales Rockeras** workshop, we train students in road safety. The **Azul MARina workshop** invites young people to look at water as a valuable resource through fresh eyes.



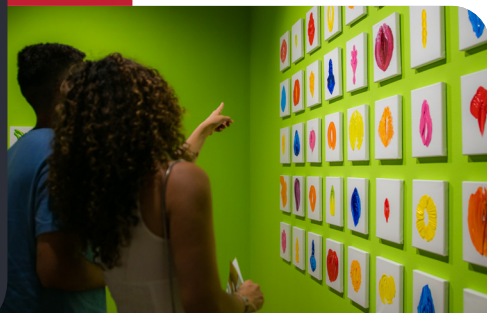
4

QUALITY  
EDUCATION



## 4. CULTURAL ACTIVITY

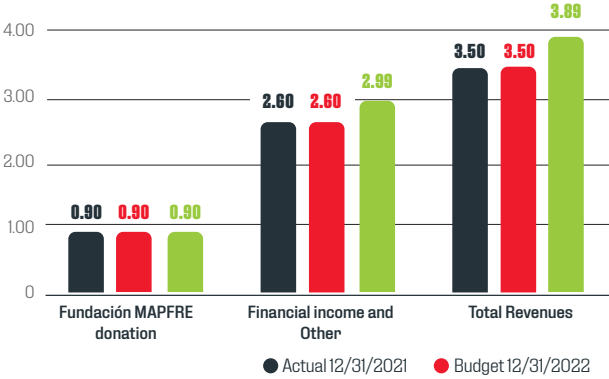
**We support Canary Islands artists** in different fields such as writing, through the Canarias en Letras editorial collection, in music by collaborating in festivals and with concert recitals and in art, through exhibitions held at our premises. **In 2022, we also presented at our institutional headquarters the 80 prints of “The Disasters of War” by Goya.**



# FINANCIAL INFORMATION

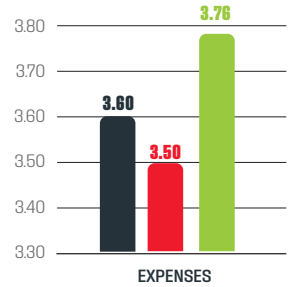
## REVENUES

Figures in million euros

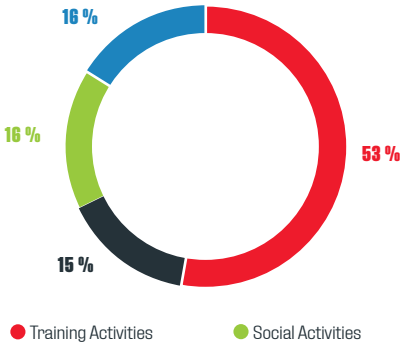


## EXPENSES

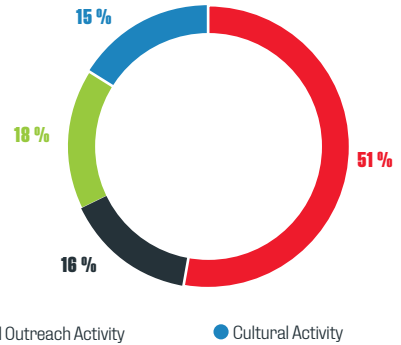
Figures in million euros



## EXPENSES BY AREA OF ACTIVITY (12/31/2022)



## APPLICATION OF FUNDS BY AREA OF ACTIVITY - BUDGET 2023



**392,987**  
people benefitted  
from our activities

**107**  
activities  
carried out in 2022

**ANNUAL REPORT 2022**  
**INFORME ANUAL**  
**RELATÓRIO ANUAL**



**Fundación MAPFRE**

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