



FUNDACIÓN **MAPFRE**

SUMMARY OF REPORT

2014

## FUNDACIÓN **MAPFRE**

### SEDE SOCIAL

Paseo de Recoletos, 23  
28004 MADRID  
SPAIN

Tel.: +34 91 602 52 21

E-mail: [fundacion.informacion@fundacionmapfre.org](mailto:fundacion.informacion@fundacionmapfre.org)

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

## FUNDACIÓN **MAPFRE** **g**uanarteme

Juan de Quesada, 10  
35001 Las Palmas de Gran Canaria  
SPAIN

Tel.: +34 928 31 03 33

Fax: +34 928 31 94 58

E-mail: [infofmg@mapfre.com](mailto:infofmg@mapfre.com)

[www.fundacionmapfreguanarteme.es](http://www.fundacionmapfreguanarteme.es)

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### FUNDACIÓN MAPFRE GUANARTEME

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# FUNDACIÓN MAPFRE



# 1. Governing bodies

BOARD OF TRUSTEES	
PRESIDENT	Antonio Huertas Mejías
FIRST VICE PRESIDENT	Antonio Núñez Tovar
SECOND VICE PRESIDENT	Francisco Vallejo Vallejo
BOARD MEMBERS	Ángel Alonso Batres
	Ignacio Baeza Gómez
	José Barbosa Hernández
	Rafael Casas Gutiérrez
	Luis Hernando de Larramendi Martínez
	Andrés Jiménez Herradón
	Ana López-Monís Gallego
	Rafael Márquez Osorio
	Antonio Miguel-Romero de Olano
	Alfonso Rebuelta Badías
	Domingo Sugranyes Bickel
	Esteban Tejera Montalvo
NON-BOARD MEMBER SECRETARY	Ángel Luis Dávila Bermejo
NON-BOARD MEMBER VICE SECRETARY	Claudio Ramos Rodríguez
MANAGER	Teófilo Domínguez Anaya

HONORARY PRESIDENTS	
Julio Castelo Matrán	
José Manuel Martínez Martínez	

HONORARY TRUSTEE	
Carlos Álvarez Jiménez	

MANAGEMENT COMMITTEE	
CHAIRMAN	Antonio Núñez Tovar
MEMBERS	Ángel Alonso Batres
	Rafael Casas Gutiérrez
	Teófilo Domínguez Anaya
	Fernando Garrido Tomé
	Antonio Guzmán Córdoba
	Pablo Jiménez Burillo
	Francisco J. Marco Orenes
	Rafael Márquez Osorio
Jesús Monclús González	
Mercedes Sanz Septién	
NON-MEMBER SECRETARY	María Luisa Linares Palacios

MANAGEMENT AREAS	
COMMON AREAS	
MANAGER	Teófilo Domínguez Anaya
SOCIAL ACTION	
MANAGER	Fernando Garrido Tomé
CULTURE	
MANAGER	Pablo Jiménez Burillo
PREVENTION AND ROAD SAFETY	
MANAGER	Jesús Monclús González
HEALTH PROMOTION	
MANAGER	Antonio Guzmán Córdoba
INSURANCE AND SOCIAL PROTECTION	
MANAGER	Mercedes Sanz Septién

Composition of the governing bodies on the date of issue of the Annual Report 2014.

## 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 social well-being through achieving the following purposes:

- Safety of people and their assets, with a special focus on road safety, prevention and health.
  - Improve people's quality of life.
  - Diffusion of culture, the arts and literature.
  - To promote training and research in topics related to insurance and social protection.
  - Research and dissemination of knowledge about the common history of Spain, Portugal and countries linked to them by historic ties.
  - Improvement of economic, social and cultural conditions of the most disadvantaged people and sectors of society.
- FUNDACIÓN MAPFRE carries out a wide range of activities all over the world, through five specialized areas: Social Action, Culture, Prevention and Road Safety, Health Promotion and Insurance and Social Protection. Its activities, which were conducted in 29 countries in 2014, include:
- Supporting the most disadvantaged people or groups in society.
  - Awarding study grants and research incentives.

The following table shows the activities carried out in 2014:

	NUMBER OF ACTIVITIES	PARTICIPANTS		
		DIRECT BENEFICIARIES	WEBSITE BENEFICIARIES	
			Unic Visitors	Other web access
Seminars, courses, conferences and others	669	114,649	1,242,541	875,825
Awards, grants and calls for aid	748	14,098	280,807	1,364,490
Publications	132	361,601	1,415,517	1,436,634
Outreach campaigns and actions	9,496	1,855,949	6,749,468	9,554,953
Exhibitions	30	1,017,893	214,084	238,175
Documentation Center	1	122,986	1,136,761	1,186,488
Social action projects	658	898,700	3,668,972	4,621,569
<b>TOTAL</b>	<b>11,734</b>	<b>4,385,876</b>	<b>14,708,150</b>	<b>19,278,134</b>

- Organizing art exhibitions.
- Specialized teaching and training activities.
- Conferences, symposiums, seminars and other events.
- Campaigns and programs aimed at preventing accidents, improving road safety and encouraging healthy lifestyle choices.
- Publishing periodic and monographic books, journals, reviews, magazines and studies.
- Carrying out research projects and studies on subjects related to foundational purposes.

- Management and dissemination of knowledge via the Digital Library of FUNDACIÓN MAPFRE and a specialized documentation center.

### SOCIAL ACTION

As a priority, this area seeks to improve the living conditions of the most disadvantaged people and groups. To achieve this, we carry out our actions along various lines.

In Spain, our work is divided into two categories. Firstly, we promote the integration of people with disabilities, through several informational, employment and sports-related programs, in which supporting families is given particular attention. Secondly, we contribute to

facilitating access to employment for young people and help in the improvement of their training.

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 their relatives, the commercial network and our providers.

## CULTURE

This area conducts activities in the field of culture with special attention to the arts and its various expressions. Its main activity is the organization of fine art exhibitions focused on the study of the international avant-garde from the end of the 19th century until the Second World War, which is complemented by a contemporary artistic photography program. A number of these exhibitions tours European, North American and Latin American museums.

The activities in the Culture Area are promoted internationally through the Internet using minisites, thematic portals and social networks.

## PREVENTION AND ROAD SAFETY

The goal of the Prevention and Road Safety Area is to prevent and reduce traffic accident and injury rates, with special emphasis on those caused by road traffic, through a large number of actions that deal with values relating to social commitment, training, communication, cooperation and innovation.

In with the UN Declaration on the Decade of Action for Road Safety, we are working

on promoting initiatives that are of benefit to road safety management, by improving road traffic and mobility in our cities; encouraging the best passive and active vehicle safety technologies; developing programs to improve user behavior and providing knowledge on the consequences of accidents and victim support.

Our commitment goes beyond the national level, to carrying out actions and campaigns on road safety and accident prevention at international level. We currently operate in 23 countries, where we conduct numerous activities, mainly in Latin America, Portugal, the Philippines, Turkey and Malta.

In particular, our area channels its efforts toward raising societal awareness. To do so, actions are directed at different risk groups, from students to the elderly. As a result of the action carried out over these years, we have become an international benchmark in the field of accident prevention.

## HEALTH PROMOTION

The objective of this area is to improve people's health and quality of life, and as such our actions are conducted in collaboration with public administrations, educational organizations and scientific institutions, and are targeted in particular at children and the elderly since these are the most vulnerable groups.

In 2014, we were present in 20 countries. The activities conducted include the Vivir en Salud (Healthy Living) educational program in Brazil, El Salvador, Spain, Malta, Panama, Puerto Rico, and Turkey, and the CuidadoSOS (SOS Care) program in Chile, Colombia and Spain, in which more than 200,000 students participated, the Con Mayor Cuidado (With Greater Care) campaign for the elderly, carried out in Argentina, Brazil, Spain, Mexico and

Portugal, and the Prevención de Incendios (Fire Prevention) program conducted in Argentina, Ecuador, Spain, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico and Uruguay, in which 415,000 people participated.

We continued promoting scientific research and the specialized training of professionals by awarding grants and incentives in excess of 700,000 euros, and 400 training e-learning course scholarships have been provided, directed toward unemployed people. In addition, we organized or participated in 25 congresses and scientific conferences, which 10,500 professionals attended.

## INSURANCE AND SOCIAL PROTECTION

The goal of this area is to promote and enhance knowledge pertaining to insurance and social protection, as well as disseminating information and knowledge related to the culture of insurance.

For this purpose we promote training activities, organize and conduct public awareness projects, and create training scholarships, awards and incentives for research in matters related to our activity. We also manage a significant publishing program encompassing books, reports and research studies.

Over the course of 2014, we maintained the number of training scholarships for the unemployed in Spain, as well as those aimed at postgraduate students to pursue specialized studies in insurance within Spain. The consolidation and expansion of the Seguros y Pensiones para Todos (Insurance and Pensions for Everyone) website, the CUMES network and our online webinar conferences is the fruit of our commitment to embracing new technologies as a tool in the continuous enhancement and promotion of our activities.

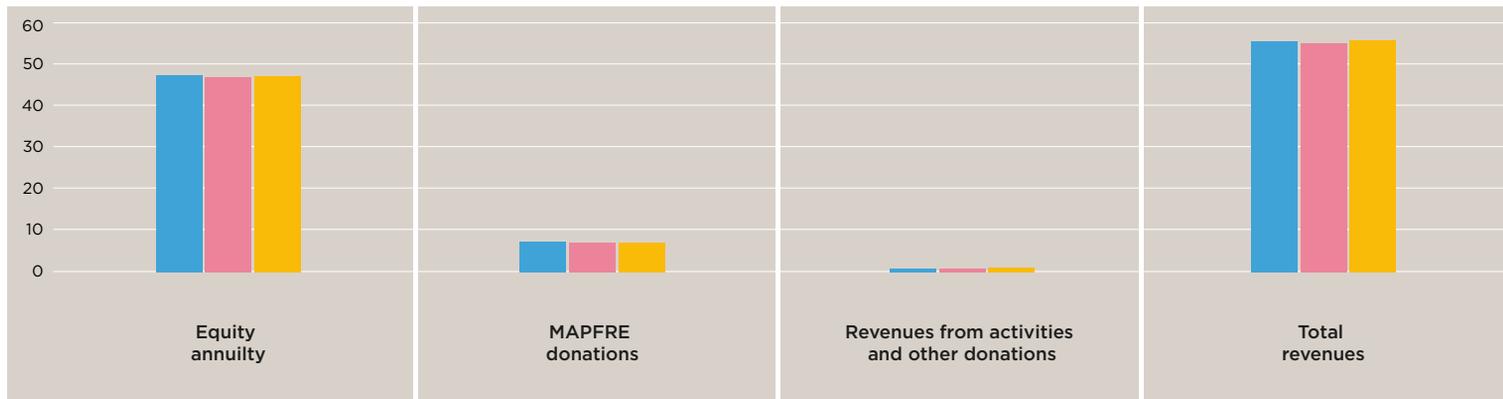
# 3. Financial information

— During the 2014 fiscal year, the revenue of FUNDACIÓN MAPFRE totaled 56 million euros, a figure that represents an increase of 0.2 percent compared with the previous year.

## REVENUE

FIGURES IN MILLIONS OF EUROS

ACTUAL 31/12/2013    BUDGETED 31/12/2014    ACTUAL 31/12/2014



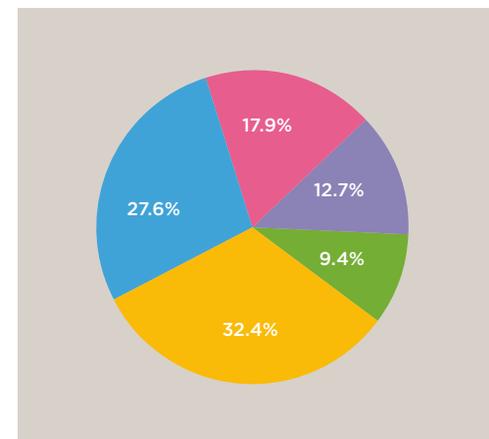
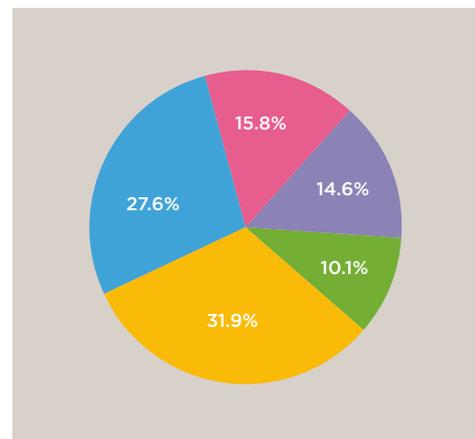
— The amounts used to carry out foundational activities, including administration expenses, reached 49.6 million euros, a 9.8 percent decrease compared with the previous fiscal year.

— These amounts have been mainly allocated to the activities related to Culture (31.9 percent), Social Action (27.6 percent), Prevention and Road Safety (15.8 percent), Health Promotion (14.6 percent), and Insurance and Social Protection (10.1 percent).

— The budget approved by the Board of Trustees for 2015 will be used for activities related to Culture (32.4 percent), Social Action (27.6 percent), Prevention and Road Safety (17.9 percent), Health Promotion (12.7 percent), and Insurance and Social Protection (9.4 percent).

### FUNDING BY ACTIVITY AREA 31/12/2014

### FUNDING BY ACTIVITY AREA BUDGET 2015



CULTURE    SOCIAL ACTION    PREVENTION AND ROAD SAFETY    HEALTH PROMOTION    INSURANCE AND SOCIAL PROTECTION

## BALANCE SHEET

At December 31, 2014, the foundation's equity was €2,765.5 million.

ASSETS	31/12/2013	31/12/2014
<b>NON-CURRENT ASSETS</b>	<b>2,746.7</b>	<b>2,745.1</b>
Intangible fixed assets	0.3	0.3
Historical heritage assets	19.8	20.2
Plant and equipment	85.3	85.0
Physical investments	40.1	39.5
Long-term investments in group and associated companies	2,600.2	2,600.2
Long-term financial investments	1.0	0.0
<b>CURRENT ASSETS</b>	<b>21.0</b>	<b>27.1</b>
Users and other own-activity debtors	0.0	0.1
Trade debtors and other accounts receivable	0.2	0.4
Short-term financial investments	5.1	8.2
Short term accruals/deferrals	0.3	0.4
Cash and other equivalent liquid assets	15.4	18.0
<b>TOTAL ASSETS</b>	<b>2,767.7</b>	<b>2,772.2</b>

Millions of euros

LIABILITIES	31/12/2013	31/12/2014
<b>FINANCIAL RESOURCES</b>	<b>2,758.9</b>	<b>2,765.5</b>
Foundation endowment	2,630.5	2,630.5
Reserves and other	120.0	120.9
Result	0.9	6.4
Grants, donations and bequests received	7.5	7.7
<b>NON-CURRENT LIABILITIES</b>	<b>0.9</b>	<b>0.5</b>
Long-term provisions	0.5	0.5
Long-term debts	0.4	0.0
<b>CURRENT LIABILITIES</b>	<b>7.9</b>	<b>6.2</b>
Short-term provisions	1.7	1.2
Short-term debts	0.1	0.4
Creditor beneficiaries	1.6	0.5
Trade creditors and other accounts payable	4.1	3.9
Short term accruals/deferrals	0.4	0.2
<b>TOTAL LIABILITIES</b>	<b>2,767.7</b>	<b>2,772.2</b>

Millions of euros

## INCOME AND EXPENDITURE

BALANCE SHEET	31/12/2013	31/12/2014
Entity revenue from own activities	8.2	8.4
Monetary assistance and others	(13.8)	(13.5)
Other operating revenue	2.2	2.2
Personnel expenses	(7.8)	(8.1)
Other operating expenses	(27.8)	(24.2)
Fixed asset amortization	(3.6)	(3.5)
Impairment and gains or losses on disposals of non-current assets	(1.5)	0
<b>OPERATING RESULT</b>	<b>(44.1)</b>	<b>(38.7)</b>
Financial revenue	45.2	45.1
Differences of exchange rates	(0.2)	0
<b>FINANCIAL RESULT</b>	<b>45</b>	<b>45.1</b>
<b>RESULT FOR THE FINANCIAL YEAR</b>	<b>0.9</b>	<b>6.4</b>

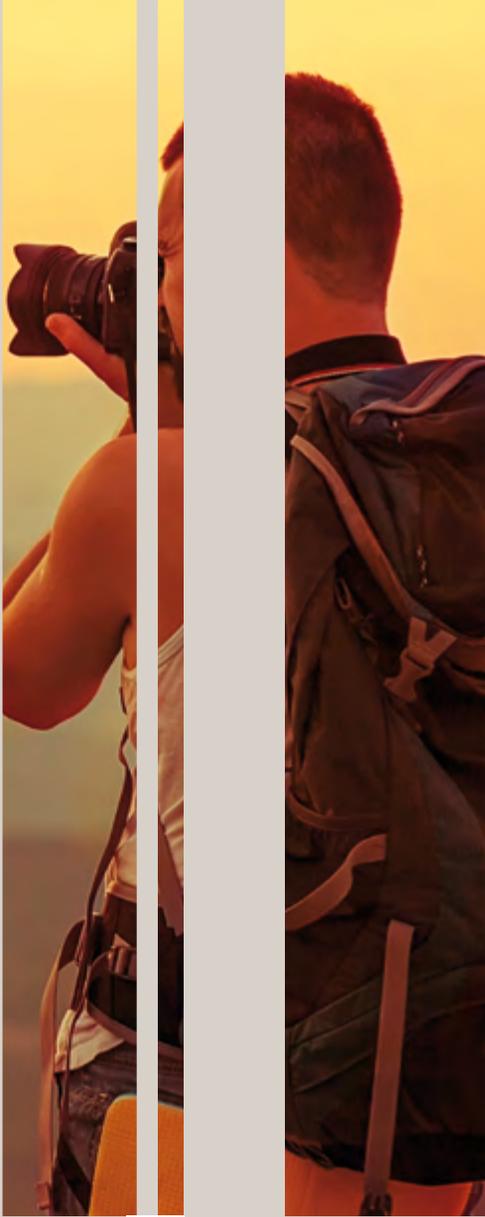
Millions of euros

## BUDGETED INCOME

ITEM	31/12/2014	
	BUDGETED	ACTUAL
Equity annuity	47.3	47.6
MAPFRE donations	7.1	7.2
Revenues from activities and other donations	0.9	1.2
Administration activities and expenses	55.2	49.5
Surplus	0.1	6.5

Millions of euros

# FUNDACIÓN MAPFRE GUANARTEME



# 1. Governing bodies

BOARD OF TRUSTEES	
PRESIDENT	José Barbosa Hernández
VICE PRESIDENT	Ignacio Baeza Gómez
BOARD MEMBERS	Tomás Bobo Díaz
	José Luis Catalinas Calleja
	Teófilo Domínguez Anaya
	Fundación Ignacio Larramendi (Representative: Miguel Hernando de Larramendi Martínez)
	César García Otero
	José Hernández Barbosa
	Miguel Herreros Altamirano
	Tomás Hidalgo Aranda
	Andrés Jiménez Herradón
	Alfredo Montes García
	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
MANAGER	Esther Martel Gil

HONORARY PRESIDENTS
Fernando Arencibia Hernández
Julio Caubín Hernández

PAST TRUSTEES
Manuel Jordán Martinón
Silvestre de León García
Santiago Rodríguez Santana
Félix Santiago Melián

MANAGEMENT COMMITTEE	
PRESIDENT	José Barbosa Hernández
VICE PRESIDENT	Ignacio Baeza Gómez
BOARD MEMBERS	Teófilo Domínguez Anaya
	Tomás Hidalgo Aranda
	Humberto Pérez Hidalgo
	Julián Pedro Sáenz Cortés
	Isabel Suárez Velázquez
SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

Composition of the governing bodies on the date of issue of the Annual Report 2014.

## 2. General information

FUNDACIÓN MAPFRE GUANARTEME is a non-profit private entity was founded in 1985 with the fundamental objective of supporting the cultural and social development of the Canary Islands community.

It organizes cultural activities in a number of fields, particularly fine art, music, literature and theater.

Via its ABRAZOS program, designed to drive social action, it works actively with other public and private organizations in

the Canary Islands to run projects for the elderly, children, young people and the people with disabilities, as well as any other underprivileged groups at risk of social exclusion.

Likewise, due to its proximity to the Canary Islands, it also runs and supports projects seeking to improve quality of life in Africa.

The following table details information on the activities carried out by FUNDACIÓN MAPFRE GUANARTEME in 2014:



Programa  
*abrazos*

	Number of activities	PARTICIPANTS		
		Direct	Website	Total
Seminars, courses and other events	133	4,886	41,757	46,643
Educational activities	19	37,622	13,621	51,243
Publications	24	0	14,205	14,205
Prizes, scholarships and contests	69	114	30,789	30,903
Art exhibitions	23	24,976	21,797	46,773
Concerts	25	2,781	20,421	23,202
Social action	29	15,825	15,317	31,142
<b>TOTAL</b>	<b>322</b>	<b>86,204</b>	<b>157,907</b>	<b>244,111</b>

# 3. Financial information

— During the 2014 fiscal year, the revenue of FUNDACIÓN MAPFRE GUANARTEME totaled €4.6 million, a figure that represents an increase of 2.6 percent with respect to the previous fiscal year.

## REVENUE

FIGURES IN MILLIONS OF EUROS

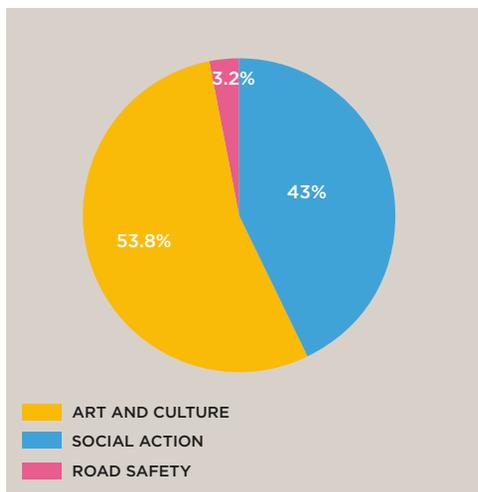
ACTUAL 31/12/2013    BUDGETED 31/12/2014    ACTUAL 31/12/2014



— Total funds employed to run the foundation's activities, including administration expenses, stood at €3.3 million, representing a 5.9 percent decrease against the previous year.

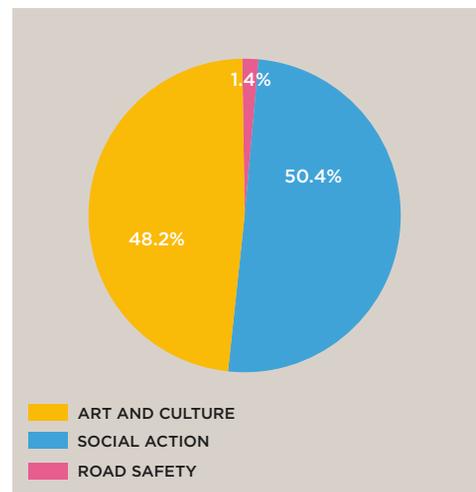
— The amounts used in the various foundation activities in 2014 were allocated mainly for activities related to Culture (43 percent), Social Action (53.8 percent) and Road Safety (3.2 percent). The chart below displays said information with a comparison against the previous year.

## FUNDING BY ACTIVITY AREA 31/12/2014



— The budget approved by the Board of Trustees for 2015 will be channeled toward activities linked to Culture (48.2 percent), Social Action (50.4 percent) and Road Safety (1.4 percent).

## FUNDING BY ACTIVITY AREA BUDGET 2015



## BALANCE SHEET

At December 31, 2014, the foundation's equity was €85.4 million.

ASSETS	31/12/13	31/12/14
<b>NON-CURRENT ASSETS</b>	<b>70.3</b>	<b>80.7</b>
Fixed assets	7.9	7.7
Long-term financial investments	62.4	73.0
<b>CURRENT ASSETS</b>	<b>6.4</b>	<b>5.2</b>
Short-term financial investments	6.1	4.5
Treasury	0.3	0.7
<b>TOTAL ASSETS</b>	<b>76.7</b>	<b>85.9</b>

Millions of euros

LIABILITIES	31/12/13	31/12/14
<b>FINANCIAL RESOURCES</b>	<b>76.1</b>	<b>85.4</b>
<b>CURRENT LIABILITY</b>	<b>0.6</b>	<b>0.5</b>
Trade creditors and other accounts payable	0.6	0.5
<b>TOTAL LIABILITIES</b>	<b>76.7</b>	<b>85.9</b>

Millions of euros

## INCOME AND EXPENDITURE

ITEM	31/12/14	
	BUDGETED	ACTUAL
FUNDACIÓN MAPFRE donation	1.00	1.08
Financial and other revenue	3.25	3.51
Administration activities and expenses	3.49	3.30
Surplus	0.76	1.29

Millions of euros

FUNDACIÓN **MAPFRE**



REPORT 2014

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