



Ayuda en Acción

Activity report 2024



Thanks to your support, we
have provided opportunities
to **635,765 people.**

Acronyms

AACID	Agencia Andaluza de Cooperación Internacional para el Desarrollo (Andalusian Agency of International Cooperation for Development)
AECID	Agencia Española de Cooperación Internacional para el Desarrollo (Spanish Agency for International Development Cooperation)
AEXCID	Agencia Extremeña de Cooperación Internacional para el Desarrollo (Extremadura Agency for International Development Cooperation)
AGEM	Agrupación de empresas (Business Group)
AICS	Agenzia Italiana per la Cooperazione allo Sviluppo (Italian Agency for Development Cooperation)
ASB	Arbeiter-Samariter-Bund Deutschland (Confederation of Workers and Samaritans of Germany)
AVCD	eLankidetza - Basque Agency for Cooperation and Solidarity
BAF	Blue Action Fund
BBVA	Banco Bilbao Vizcaya Argentaria
BMZ	Bundesministerium für Wirtschaft Zusammenarbeit und Entwicklung (German Federal Ministry for Economic Cooperation and Development)
BPI	Portuguese Investment Bank
CREEC	Centre for Research Energy and Energy Conservation
CRS	Catholic Relief Services
DAG	Decentralized Autonomous Government
DFC	Development Finance Corporation
DWAB	Drinking Water Administration Board
ECLAC	Economic Commission for Latin America and the Caribbean
EU	European Union
FIAES	Environmental Investment Fund of El Salvador
GCE	Global Campaign for Education
GEF	Global Environment Fund
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Society for International Cooperation)
IDB LAB	Innovation Laboratory of the Inter-American Development Bank Group
IOM	International Organization for Migration
LGTBIQ+	Lesbians, gays, transgender, bisexual, intersex, queer, and other sexual identities and orientations that do not conform to traditional gender and sexuality norms
OXFAM - IBIS	OXFAM - International Business Initiatives
PROCOSI	The Integral Health Coordination Program (in Spanish)
PURE	Productive use of renewable energy
SDC	Swiss Agency for Development and Cooperation
SEDAPAL	Servicio de Agua Potable y Alcantarillado de Lima (The Lima Drinking Water and Sewer Service)
UNDP	United Nations Development Program
UNFPA	United Nations Population Fund
UNHCR	United Nations High Commissioner for Refugees
UNICEF	United Nations International Children's Emergency Fund
UNOPS	United Nations Office for Project Services
USEA	Uganda Solar Energy Association
WFP	World Food Program
WWF	World Wide Fund for Nature

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A big THANK YOU to all the people who have collaborated on this publication.

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CHAIRMAN

Rafael Dezcallar de Mazarredo

The year 2024 has brought a new challenge in my career: taking over as Chairman of Ayuda en Acción, replacing Jaime Montalvo. Jaime has been a fundamental part of Ayuda en Acción since joining the Board of Trustees in 1999, and has played a key role in strengthening the organization and developing strategies to combat poverty and inequality worldwide.

This comes at a crucial moment internationally. In a geopolitical context marked by trade tensions, armed conflicts, and setbacks in international aid to the least favored countries, we must remember that without adequate and fair financing for development, there can be no global security or stability. Pitting one against the other is a false dichotomy. The fight against poverty and inequality is, of course, a moral cause, but it is also a geostrategic necessity.

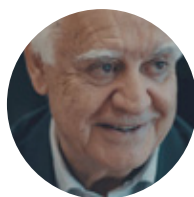
Chairing the Board of Trustees of Ayuda en Acción is a unique opportunity to contribute to providing aid to those who need it most, with a special focus on young people and future generations.

Patronato



CHAIRMAN

Rafael Dezcallar
de Mazarredo



HONORARY CHAIRMAN

Jaime Montalvo

Trustees



Guillermo Adams



Justo Peral Cabrera



Paloma Bravo



Juan Pedro Dávila



Arturo Valenzuela



Gonzalo Verdera



Sergio Cabrera



Concepción Escobar



Daniel López Acuña



Milagros Paniagua



Jesús Gracia



Manuel Escudero

Non-Trustee Secretary

María Asunción Bellver Suárez

About Ayuda en Acción

We are an organization that works to **eliminate the causes of inequality and poverty** in vulnerable environments by driving real and sustainable change.

Transformative empathy

Our projects are the result of active listening in which we seek a transformative impact that allows people to take control of their lives from their youth. We do this by observing reality with empathy and without paternalism.

Transparency that promotes action

Credibility is an essential argument for Ayuda en Acción. Building trust is the only way to overcome all barriers.

Binding independence

Although it may seem contradictory, the best way to build lasting connections is to stay away from religious opinions or political trends. Our decisions are not restricted and we are free to choose our own path.

Flexibility as a driving force

We adapt to the needs of others to return all the energy we produce during the process in the form of drive. We generate sustainable transformations over time, with the ultimate goal of being no longer needed.



CEO

Jorge Cattaneo

The escalation of conflicts, the climate emergency, and rising inequalities have marked the year 2024. The conflicts in Ukraine and Gaza have increased global polarization and the fragility of the multilateral system. But the phenomenon that has most marked the future of Ayuda en Acción in Spain this year was **the DANA storm in Valencia**, which highlighted our vulnerability to climate change and the role that organizations like ours can play in addressing such phenomena. In other parts of the world, such as Mozambique, the effects of climate change were also felt with Cyclone Chido, which left hundreds of thousands of people homeless. In mid-2025, our teams are still working on the reconstruction of both emergencies thanks to the support of our donor base and many institutions and companies.

The year 2024 broke **records for forced displacement**, a growing phenomenon caused by wars, climate crises, and more restrictive migration policies, especially in Latin America. Women and children are, as always, the most vulnerable groups in these situations and, of course, the population we prioritize in these contexts.

In a world where poverty and inequality continue to rise, we are **redoubling our efforts to create opportunities**, especially for young people, who face great difficulties in accessing decent work. Artificial intelligence will bring new challenges, and Ayuda en Acción must be prepared to respond to them.

Internally, 2024 was a year of transition. I took over as CEO from Fernando Mudarra, whom I thank for his dedication, and we welcomed our new Chairman, Rafael Dezcallar.

At Ayuda en Acción, we reaffirm our conviction: only by working together and sharing values will we be able to improve our lives. With this commitment, we will continue working to achieve **a world with less inequality and more opportunities for everyone**.

How we work

We have been building a future **since 1981**, leaving a mark on the lives of thousands of people by creating opportunities for today and tomorrow.

What do we do?

We focus our efforts on meeting the basic needs of the most vulnerable people in crisis situations and accompanying them from childhood and youth until they are able to take control of their lives and transform their communities.

Why?

We defend and act for the right to self-sufficiency for all people everywhere. We work for a decent present and a future with opportunities.

How?

Together with communities, we envision the future they want and set out to make it a reality. At the same time, we report progress to our supporters with complete transparency.

A photograph of three people sitting in a small boat on a calm lake. On the left is a woman with long reddish-brown hair wearing a light-colored vest over a white turtleneck. In the center is a man with short dark hair and a beard, wearing a white and orange jacket with a logo that says 'Ayuda en Acción'. On the right is a man wearing a dark baseball cap and a tan jacket with a life vest. The background shows a lake, distant hills, and a cloudy sky.

“I will never forget how communities struggle every day for a decent future for their young people, to show them that life here is good, life here is better”.

Belén García Gómez, winner of the ClimaREC contest organized by Ayuda en Acción.

We work to develop the full potential of children and young people, ensuring their access to education and a successful transition to the labor market so that they can improve their lives and their communities in a sustainable manner.



Time in operation

43 years



Allocated funds

€ 42,983,916



Beneficiaries

635,765



We work in

18 countries



People in our time

899

(656 Ayuda en Acción and 243 local partners)



Supporters

93,100

(83 701 in Spain and 9 399 in Latin America)



Financiadores

53

(Financiadores institucionales)



Collaborating companies

557

Different places, same goals

In every place where we work, in 18 countries around the world, our approach is always the same: putting people at the center. We accompany processes, promote rights, autonomy, and opportunities to transform their lives and communities, with a special focus on the most vulnerable groups.



Socioeconomic inclusion



Equal opportunities are key to reducing inequality. That is why we promote socioeconomic inclusion from childhood to youth, with a special focus on young women, ensuring access to quality education and facilitating their transition to employment or entrepreneurship.

We also promote inclusive market systems and the use of technology as key tools for integration. In crisis contexts, we protect livelihoods and access to education.

Highlighted project:

Cocoa for peace in southwestern Colombia

Budget: €3,559,381 | Funding entity: AECID (€3,000,000) and other contributions (€559,381).

The project **promotes sustainable rural development** for more than 400 producers and their organizations, integrating rural, indigenous, and Afro-descendant communities in seven municipalities through the optimization of processes in all links of the value chain, coordination and advocacy, and greater integration into the cocoa market. Now in its second phase, this project reaffirms our commitment to strengthening the cocoa value chain in the departments of Cauca, Nariño, and Valle del Cauca.

Taking a comprehensive approach, we have implemented sustainable agroforestry systems and improved production and post-harvest processes. We have also strengthened collective processing and marketing capacities. Participation in trade fairs has

also contributed to positioning products and brands in both regional and national markets.

The project **also promotes social inclusion** by creating spaces such as the Tumaco Cocoa Gender Roundtable and providing technical training for young people in partnership with local actors. Public-private partnerships have been consolidated to coordinate efforts and optimize resources.

Cacao for peace not only boosts the cacao economy, but also strengthens the social fabric, promotes gender equality and intergenerational integration, and paves the way for territorial peace and a dignified life in rural Colombia.

Climate change and sustainability



We are firmly committed to sustainability and to contributing to the fight against climate change. We apply mitigation measures in all our actions and develop specific initiatives to protect the environment and protected and/or threatened areas.

We promote a fair energy transition and access to sustainable energy, and we prioritize adaptation to climate change.

In crises caused by the effects of climate change, we provide humanitarian assistance to facilitate rapid and sustainable recovery.

Highlighted project:

SunScale (PURE) Uganda

Budget: €373,647.51 | Funding entity: Ayuda en Acción

The project promotes access to renewable energy for productive use in the West Nile and Acholi subregions of northern Uganda (on the border with South Sudan). We apply an inclusive systems development approach to improve livelihoods, boost economic development, and promote environmental conservation in refugee and host communities. Launched in 2022, the project has **two main objectives**: to increase access to renewable energy for productive agricultural use through solar water pumps, and to promote modern cooking technologies to protect the environment, save costs, and promote gender equality.

The project has worked with private companies to expand access to clean technologies, implemented community awareness campaigns,

and facilitate grants through a results-based financing model.

In addition, it has promoted job creation and access to local credit.

Thanks to this initiative, key lessons have been identified, such as the importance of sustainability, local partnerships, capacity building, the need to develop awareness campaigns, and flexible payment options. Going forward, SunScale seeks to expand and replicate its reach, integrate sustainable agricultural practices, expand private partnerships, and strengthen added value in agricultural chains, thereby consolidating a **sustainable impact in the region**.

Movilidad humana segura



We defend the right to safe and dignified human mobility, accompanying migrants, refugees, and displaced persons from a comprehensive approach to the migration cycle.

We work so that they can freely decide their future, whether to migrate or not, and we support them at every stage of the migration process, where appropriate, ensuring protection, rights, and opportunities for integration.

We pay special attention to humanitarian response and the protection of women and girls.

Highlighted project:

Promoting job placement with a human rights approach for women and LGBTIQ+ refugees in Mexico

Budget: €600,000 | Funding entity: AECID.

The project **promotes the social and labor integration of women and members of the LGBTIQ+ community who are asylum seekers and refugees in Mexico** and who are survivors of or exposed to sexual and gender-based violence. To this end, we provide comprehensive support based on three components: capacity building for employability and entrepreneurship; job placement through labor intermediation for the hiring of suitable profiles; and social integration of women and their families, especially minors.

The program, developed in four states in Mexico, provides temporary housing for individuals and their

families, where necessary, to enable them to develop their actions. Comprehensive care is provided until they achieve personal and economic independence. In addition, the program works in coordination with shelters for people on the move, mainly on the country's borders, to identify potential candidates who meet the program's requirements.

The program, which is expected to last 18 months, has the support of companies such as Hilton, OXXO, ADO, and Acciona, among others, to work on hiring people to work on the project, thereby helping around 400 women find employment.



Regional Mesoamerica

1.2 %

Costa Rica

7.4 %

Guatemala

6.5 %

Mexico

3.2 %

Honduras

25.4 %

Nicaragua

5.6 %

El Salvador

7.4 %

Venezuela

0.7 %

Ecuador

15.2 %

Peru

7.4 %

Bolivia

8.6 %

Colombia

8.5 %

Allocated funds
Latin America

€22,844,110

Regional South America

2.9 %

Spain

77.7 %

Regional Europe

1.8 %

Portugal

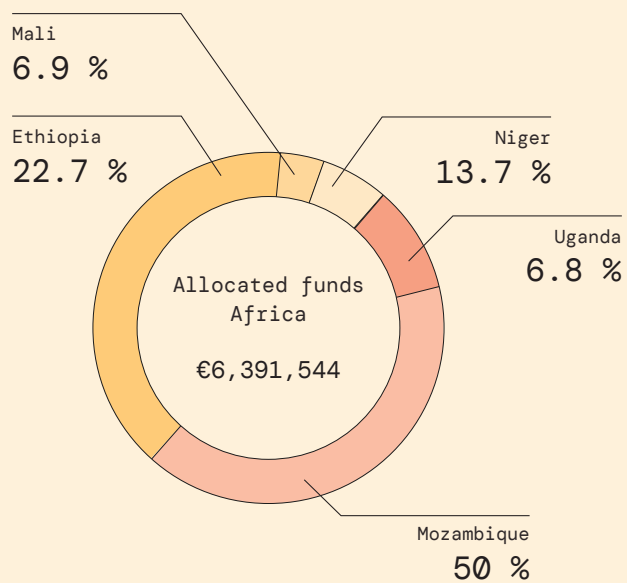
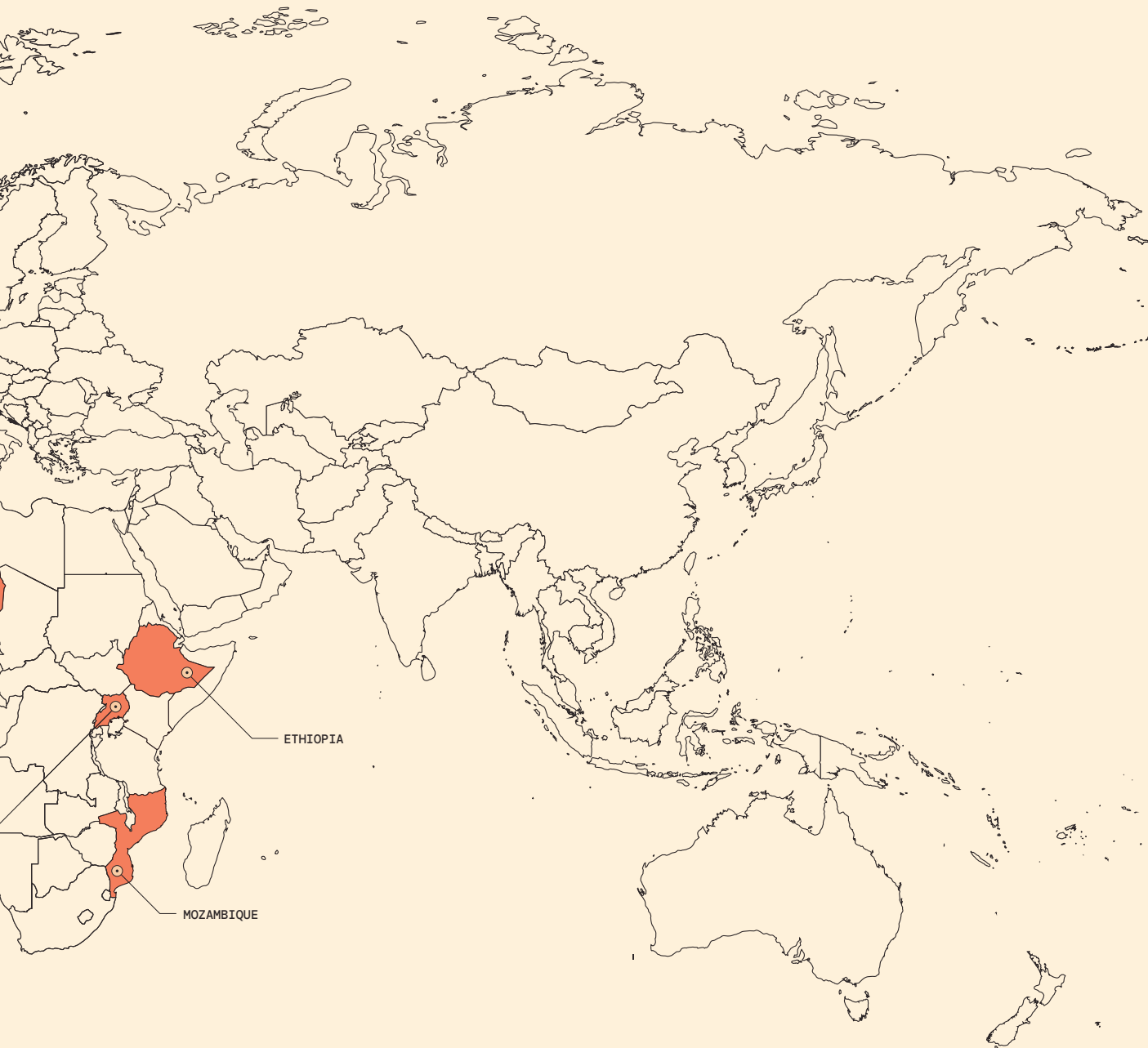
12.9 %

Global citizenship
education

7.5 %

Allocated funds
Europe

€3,402,705





Latin America



In 2024, Latin America worked in a context marked by global uncertainty, worsening inequalities, and the growing impact of climate change. In this setting, Ayuda en Acción worked with local partners to strengthen community resilience, create opportunities for young people, and promote sustainable responses to the many challenges facing the region.

Latin America ended 2024 in an international context marked by **great geopolitical and economic uncertainty and instability** due to the international agenda. This situation is seen as a risk factor for the region, as it could disrupt trade and the movement of people, as well as international development aid, and therefore lead to a reduction in social policies and the promotion of human rights promoted by each of the countries in the region.

This situation is compounded by the fact that the region continues to face a variety of multi-causal and structural problems in its efforts to improve its socioeconomic indicators. Latin America remains **one of the regions with the highest levels of inequality** in wealth distribution: 20% of the population with the highest income accounts for 50.5% of the total (ECLAC Statistical Yearbook for Latin America and the

Caribbean 2024). This inequality is reflected in access to basic services such as education, health, and living conditions.

On the other hand, the region is highly vulnerable to the **negative consequences of climate change**: floods, storms, droughts, and landslides, among others. In 2024, 56 hazardous events and natural disasters were recorded in the region, directly affecting more than six million people and causing the loss of more than 800 lives.

Finally, the **political and security situation** has worsened in some countries in the region, such as Ecuador, Mexico, and Colombia, weakening social structures for leadership and the development of socioeconomic programs.



Beneficiaries
(includes regional programs)

491,521



Allocated funds

€22,844,110.36



Staff

389

Ayuda en Acción's work in the region is part of the organization's global strategy, focusing on **creating opportunities for young people** to become agents of change for themselves and their communities. We do this by supporting young people in their transition from education to employment. To this end, we strengthen training through vocational guidance and soft skills, and by promoting youth rights and leadership. In terms of labor market integration, we promote the strengthening of the economic fabric by reinforcing productive and commercial links with a focus on environmental sustainability and financial inclusion. In addition, we create public-private partnerships to promote employability through the hiring of women and young people in quality and sustainable jobs under an **inclusive market approach**.

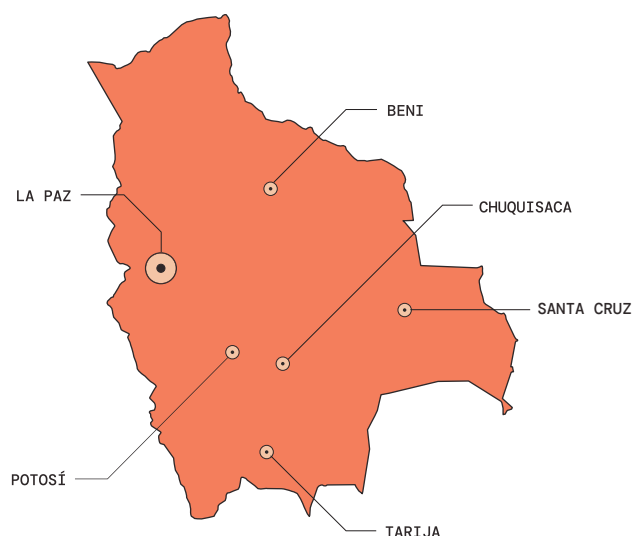
We respond to the various factors of **human mobility** with a **Nexus approach** between humanitarian assistance (to meet the basic needs and protection of

people in transit) and actions to promote social and labor integration for migrants in host countries and countries of origin.

We do all this using a **working model** that prioritizes localization and the establishment of partnerships with local, private, and international organizations to bring about systemic change in the areas where we work. We are facilitators of spaces and actors to enable the coordination and harmonization of interventions, as well as providing technical services as specialists in the sectors we work in.

In view of this situation, **the outlook for 2025 is for a fragile and unstable context** in the region, but with potential for Ayuda en Acción to promote new strategies with local regional actors focused on sectors related to environmental and social issues that strengthen the region's capacity to compete with international actors.

Bolivia



Funding entity:

Ayuda en Acción, Generalitat Valenciana, AECID, PROCOSI, EU.

Achievements

123,334 minors benefited from the participatory implementation of plans for peaceful and harmonious coexistence.

25,682 people benefited from 164 community protection mechanisms.

3,077 producers improved their productive capacities, generating business opportunities.

1,032 teenagers and young adults carried out an entrepreneurial project or business idea as part of their training activities



Beneficiaries

144,680



Allocated funds

€1,957,341.17



Staff

32

Culture of peace

In 2024, we continued working for children by creating protective educational environments through teacher training and the development of coexistence plans. In addition, we strengthened the participation of children and adolescents by supporting the functioning of municipal, departmental, and national committees.

Protection of the rights of children, adolescents and women

We provide specialized technical assistance to members of the formal child and women's protection system and transfer tools and methodologies, raising awareness on violence prevention, identification of warning signs, and reporting to 1,753 minors.

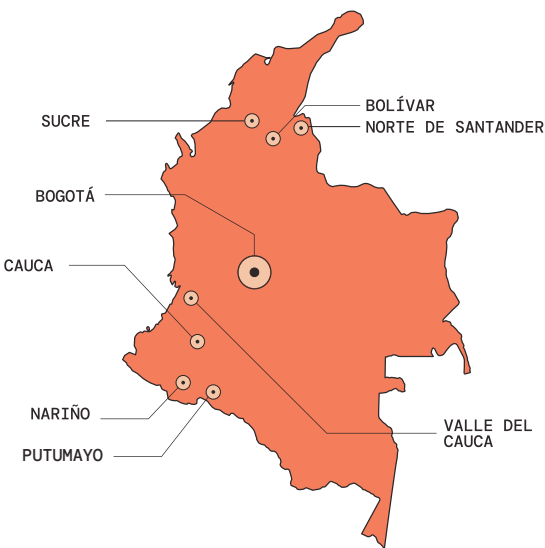
Quality education

In 2024, we will support technical training for young people through training and the adaptation of technical training curricula aimed at ensuring the transferability and continuity of training. Finally, we will contribute to improving technical training facilities in order to provide quality education for young people in rural and peri-urban areas.

Sustainable value chains

We have managed to boost the cocoa, honey, and peach value chains through innovation and technology in harmony with the environment, improving technical capacities and thus increasing income from marketing and entrepreneurship. As a highlight, we have trained drone pilots to monitor production in the municipalities.

Colombia



Funding entity:

AACID, AECID, AEXCID, Madrid City Council, Ayuda en Acción.

Achievements

4,264 children and young people participated in an inclusive and diverse manner in the promotion and exercise of their rights at the community and/or local level with support from Ayuda en Acción.

349 enterprises were supported with seed capital and training processes to stabilize livelihoods.

556 women carried out individual and collective actions to promote their rights.

17,857 people were assisted in response to humanitarian crises.



Beneficiaries

23,766



Allocated funds

€1,932,537.25



Staff

60

Socioeconomic development and inclusive markets

In 2024, we will promote more competitive and sustainable production chains through innovative practices and strategic partnerships. We will strengthen the cocoa sector by promoting agroecology, as well as other value chains in rural areas. We will also work in urban settings to promote economic inclusion and provide business training, leadership, financial education, and coaching.

Climate change and sustainability

We promote projects aimed at improving access to safe water, as well as promoting sustainability and local marketing through support for biofactories that promote agroecological practices. We also join initiatives aimed at forest conservation with a gender approach, and expand school tree nurseries to strengthen environmental education.

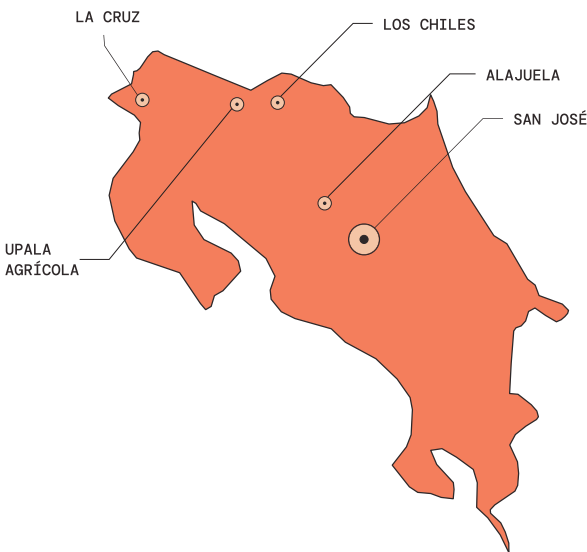
Triple E: Education, Employment, and Entrepreneurship

In 2024, we promoted education on rights, coexistence, and violence prevention. We also supported teacher training through leadership, technology, and equity training. Likewise, we accompanied secondary school students in their transition to higher education and employment, providing socio-occupational guidance and financial education.

Protection of rights and humanitarian action

In Cali, we led the First Regional Meeting on Care, where women from 17 municipalities shared experiences and proposals to advance public policies on the care economy. In Montes de María, we presented a risk map on gender-based violence, and in Norte de Santander, we provided humanitarian assistance to more than 15,000 migrants through our Walkers' Assistance Point.

Costa Rica



Funding entity:

EU, AECID, UNOPS.

Achievements

1,645 minors participated in socio-cultural integration activities involving art and culture.

709 people improved their knowledge of business development and employability.

3,168 people benefited from 35 infrastructures protected or adapted to climate change prevention and/or protection.

1,490

Women and children participated in awareness-raising activities on gender-based violence prevention and protection mechanisms.



Beneficiaries

7,903



Allocated funds

€1,694,755.77



Staff

28

Employment and entrepreneurship

In 2024, the economic integration of 603 people within their communities was promoted, providing them with training to improve their employability. In addition, 106 people organized in 24 associative and individual enterprises received business mentoring to strengthen their initiatives.

Women's rights

Psychosocial support was provided to women and minors at risk or in situations of gender-based violence, and awareness-raising activities were carried out using art and sports, among other means. In addition, women at risk received legal advice.

Humanitarian aid

Living conditions were improved and livelihoods were protected from recurring threats through mitigation works and community actions. Two hydrometeorological

stations were installed for early warning purposes, and a forest fire brigade was formed and equipped in Los Chiles, in conjunction with the National System of Conservation Areas.

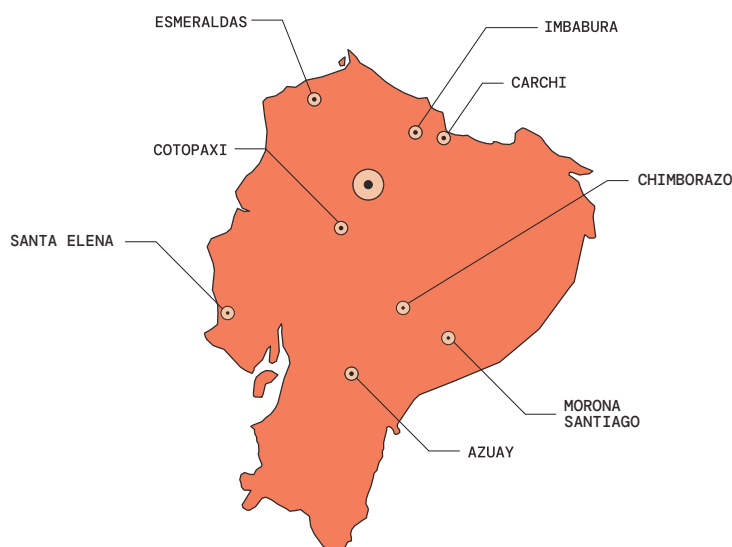
Indigenous rights

In 2024, priority was given to strengthening community leadership and indigenous governance, as well as developing territorial action plans for four Indigenous Comprehensive Development Associations. The process helped consolidate their capacities to manage territorial affairs autonomously and representatively.

Children's rights

Activities were carried out to promote positive coexistence and respect among peers through spaces for sociocultural integration. In addition, awareness-raising workshops on gender-based violence and special protection routes for rights were held.

Ecuador



Funding entity:

EU, AECID, AUARA, Generalitat Valenciana, Banco Pichincha, Ñeque Foundation, GAD Santa Isabel, GAD San Rafael, JAAP El Rosal.

Achievements

789 children, adolescents, and young people participated in our activities to promote the exercise of their rights through community spaces.

2,991 people overcame monetary poverty by increasing their income through our sustainable production chains.

3,701 people in situations of human mobility were assisted through the Human Mobility Project in Ecuador.

2,758 people had access to safe water supplies in an accessible manner.



Beneficiaries

20,052



Allocated funds

€3,482,763.92



Staff

52

We create new opportunities for migrants and refugees

Ecuador is one of the main host countries in the region for migrants. The more than 578,000 migrants from Venezuela living in Ecuador face difficulties in accessing basic services (health, food, and employment). In 2024, we assisted more than 3,700 migrants and refugees through a regional project in Ecuador, Peru, and Colombia to promote economic integration, protection, social cohesion, and a culture of peace.

Clean and safe water that is changing lives

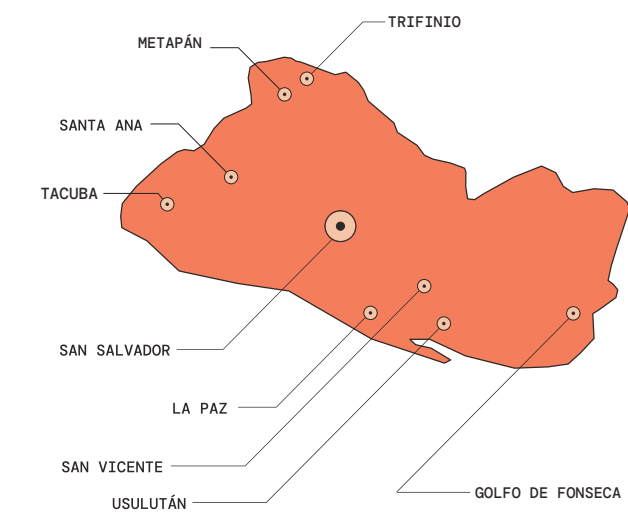
In Ecuador, 73.7% of wastewater is not treated and is discharged directly into rivers and streams, affecting public health and the environment. That is

why ensuring access to clean and safe water is an act of social justice and an opportunity for development, especially for rural communities. In 2024, we ensured that more than 2,700 people had access to clean and safe water in their homes.

Guardians of the mangroves

More than 1,400 women who work in artisanal fishing and shellfish gathering in the mangroves of northern Esmeraldas have found in the project “Women leading climate-resilient production and sustainable management of mangroves and the Galera San Francisco marine reserve” an opportunity to improve their production processes, reforest, and monitor more than 220 hectares of mangroves, which are their source of protection and livelihood. Today, they have succeeded in leading the conservation of this vital ecosystem.

El Salvador



1,033 training program to develop their soft skills and draw up their career plan.

Funding entity:

AECID, IPAS, OXFAM IBIS, CME, Luis Calvo Sanz El Salvador, UNICEF, IOM, UNFPA, Generalitat Valenciana, CRS, FIAES, WFP, AECID, AACID, ASB/BMZ, Benevity, AGEM, Santander Asset.

Achievements

746 students and teachers strengthened their digital skills with pedagogical and methodological tools that have improved the learning community.

750 adolescents received sex education, promoting 40 community dialogues on the prevention of sexual violence and suicide, contraception, and the development of life plans and youth leadership.

Around de 1,000 children and their families in transit have received timely humanitarian assistance and psychosocial support at seven of the country's land borders.



Beneficiaries

16,750



Allocated funds

€1,700,485.82



Staff

48

Children and youth

In 2024, we promoted a social sports school to attract children and adolescents to sports as a tool for education on rights, obligations, values, and gender equality. We strengthened community systems for promoting rights through participation, violence prevention, and attention to rights violations.

We established employment pathways, access to job banks, training, and scholarships for young people in Santa Ana and La Unión.

Human mobility

Through the project *Mi camino seguro* (My safe way), we provide assistance to migrants in transit so that they can access timely and specialized guidance in safe spaces at different border points.

Education

En 2024, we supported schools in terms of access to education through the Resilient Digital Schools project, reducing educational gaps and strengthening the development of digital skills among students and teachers.

In addition, we accompanied children in need of academic support and improved school infrastructure in La Paz.

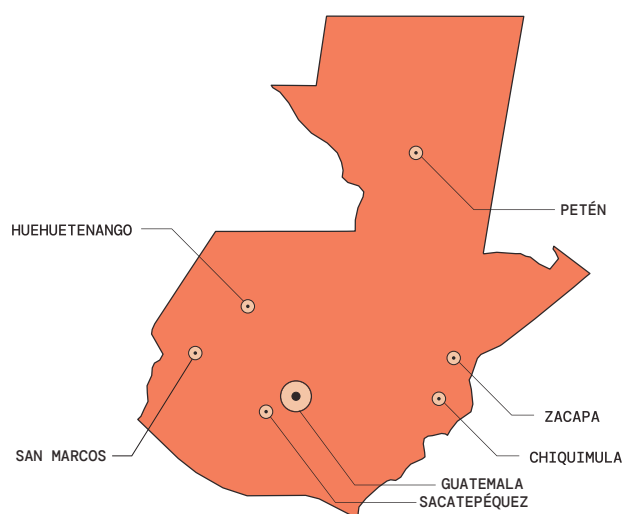
Socioeconomic inclusion

We supported 146 families in Trifinio with innovative business models that improved their food security as well as their sales and income. Today, 75% of these families are better prepared to face the effects of climate change.

Climate change

We work to conserve natural areas, strengthening local capacities for forest fire control and promoting environmental governance.

Guatemala



Funding entity:

AECID, AACID, eLankidetza-AVCS, UNICEF.

Achievements

2,380 rural women and young people improved their quality of life, became empowered, started businesses, and developed economic opportunities.

57 entrepreneurs on the island of Flores Petén participated in the Isla Zero pilot program to access affordable, safe, sustainable, and modern energy.

95,093 migrantes accedieron a protección, alojamiento temporal y asistencia humanitaria en la Casas del Migrante y Centros de Atención para personas migrantes y refugiadas en las áreas fronterizas de Esquipulas y Tecún Umán.

3,622 girls, boys, and adolescents had access to quality, inclusive, and equitable education.



Beneficiaries

100,253



Allocated funds

€1,488,071.03



Staff

27

Triple E: Education, Entrepreneurship and Employment

This approach focuses on creating opportunities for growth and development alongside those most in need, promoting their empowerment and active participation in building a better future. In 2024, we will contribute to facilitating access to inclusive, quality education for rural youth and women in the Guatemalan Dry Corridor (Zacapa, Chiquimula, Huehuetenango), as well as their transition to employment and entrepreneurship with the aim of achieving sustainable and lasting development in their communities.

Climate change and sustainability

At the end of 2024, we successfully completed the Isla Zero pilot project on the island of Flores (Petén). The aim of this project is to promote inclusive economic development through the use of renewable energies, the reduction of CO2 emissions, and the strengthening

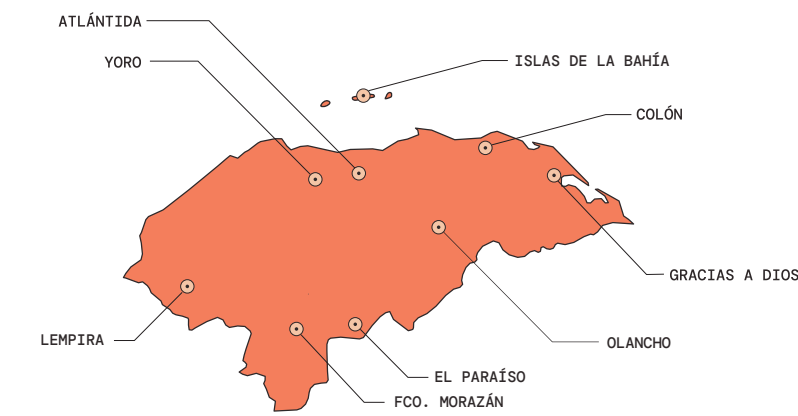
of the tourism sector, all through a comprehensive approach that combines the development of inclusive market systems and adaptation to climate change.

Safe human mobility

In line with our humanitarian strategy, in 2024 we strengthened our comprehensive and coordinated humanitarian response to the migration crisis, prioritizing the dignity and protection of women, girls, boys, and adolescents. Priority was given to specialized care for survivors of gender-based violence. Likewise, we worked on providing multisectoral humanitarian assistance and promoting awareness-raising processes, access to information, protection mechanisms, and knowledge management that will enable us to influence public policies in favor of migrants.

Multi-actor and multi-level coordination was key to the effectiveness of the programs, enabling greater impact on communities and the sustainability of actions.

Honduras



More than **64%** increase in income in the fishing sector thanks to the implementation of sustainable fishing systems in Garifuna communities.

 Beneficiaries
133,353

 Allocated funds
€5,801,367.14

 Staff
56

Cold chain that transforms artisanal fishing

The InnPESS project, which we implemented with Designing Opportunities, now allows 300 pounds of fresh fish to be transported without loss. The results are significant: a 41% reduction in the time spent on fishing and a 64% increase in income, as well as preventing fish waste due to deterioration from high temperatures. This cold chain solution not only improves the local economy, but also promotes environmental sustainability.

Garifuna women weave a protective network against violence

The WEMENIGI (“Our Hope”) project contributed to the prevention of violence against women and girls in La Ceiba and Jutiapa (Atlántida). Through concrete actions, 3,000 Garifuna women leaders received training, which resulted in the strengthening of community networks. In addition, institutional

response was improved thanks to training received by public officials.

This initiative positions community organizations as key contributors to the eradication of gender-based violence.

Seeds of Peace: adolescents and women build citizenship in Honduran communities

Investing in youth civic education is essential to achieving safer and more participatory communities. The Multidimensional Response to Sustain Peace project has established seven schools for peace and political participation in Punta Gorda, Suampo, Olas del Mar, Corozal, La Pineda, Nueva Armenia, and Río Esteban.

Among the results achieved in 2024, the participation of hundreds of adolescents in the project stands out. They have been trained as peace promoters within their communities.

México



More than
2,500 producers and rural families were educated on sustainable agriculture techniques and efficient water management.

Funding entity:

SGP (GEF Small Grants Program), UNDP, Coca Cola Foundation, Fomento Social Banamex, Rotoplas, Femsa, WWF, Irizar, Alpura Foundation, Merced Foundation, Sura Foundation, L'Oréal, Government of Nuevo León.

Achievements

2,161 migrants were assisted in our transition homes through legal, psychosocial, medical, academic, employment, and emotional support.

More than 1,500 producers and entrepreneurs improved their skills in marketing local products, improving their value chains at production fairs and *networking spaces*.

233 people overcame monetary poverty by improving their income levels thanks to projects implemented by Ayuda en Acción.



Beneficiaries

15,675



Allocated funds

€719,600



Staff

39

Children

In 2024, we promoted family participation in their children's education with activities designed to strengthen cognitive, psychomotor, sociocultural, and emotional skills, as well as to foster awareness and exercise of their rights.

Economic development

In 2024, we integrated several initiatives that seek to boost economic development in Mexico, such as Ipan Tlalli. Throughout the year, we worked on implementing strategies aimed at generating income, business management, and access to growth opportunities, and we worked on promoting entrepreneurial skills, financial inclusion, and strengthening value chains.

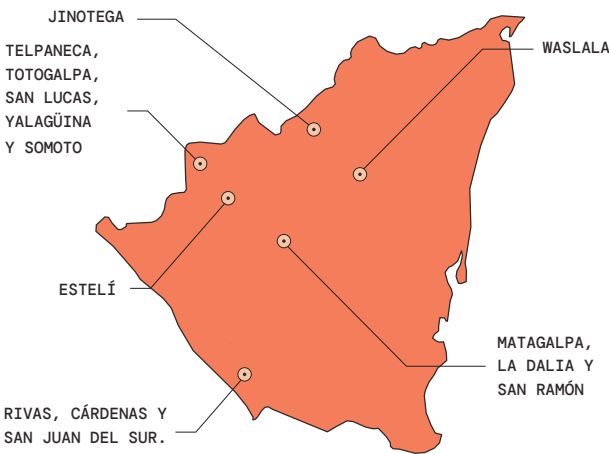
Adaptation to climate change

Working on climate resilience was one of our priorities in the country. In 2024, we prioritized promoting food security and sustainability, and worked to ensure and promote access to water and land through eco-technologies and reforestation. We also worked on the use and exploitation of renewable energies.

Human mobility

In 2024, we began working with local partners on psychosocial support activities and building networks for employment and job placement for refugee women. We have done this through transition houses: safe spaces for women (with children, if they have them) and members of the LGTBQ+ community, where they can live temporarily while strengthening their psychosocial tools and personal autonomy.

Nicaragua



Funding entity:

EU, Xunta de Galicia, AECID.

Achievements

290 producers received training in soft skills, financial management, and job skills.

134 entrepreneurs strengthened their business management with mentoring, materials, and equipment.

2,288 women improved their gender empowerment processes.

1,576 girls, boys, and adolescents received training and improved their digital skills and abilities.



Beneficiaries

11,305



Allocated funds

€1,280,244.86



Staff

22

Employment and entrepreneurship

The projects we implemented in 2024 helped consolidate individual and collective ventures in the dairy, coffee, honey, and sustainable tourism value chains, improving the incomes of hundreds of families, strengthening their livelihoods, and fostering community roots.

We conducted a business assessment of 137 enterprises, subsequently selecting 44 that are being strengthened with mentoring and technical assistance in business, technology, production, and marketing.

At the same time, we provided materials and equipment to 90 enterprises, contributing to the consolidation of business management and development processes in 17 of them.

Women's rights

In 2024, we assisted and benefited 2,288 women through business strengthening, technological innovation, training in skills for the efficient

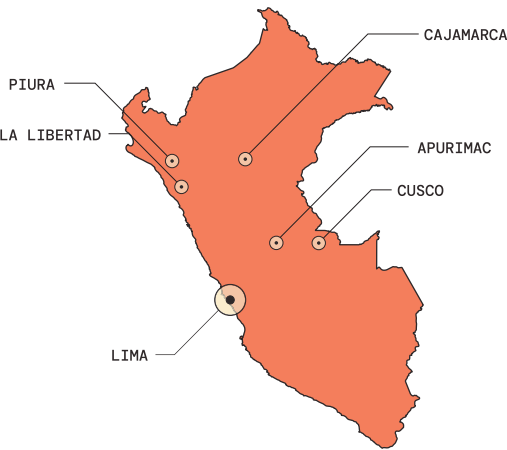
management of their enterprises, prevention of gender-based violence, and awareness-raising for the prevention of sexual exploitation. In coordination with public institutions, we provided psychological and legal support to women and children who are victims of violence, and we supported training workshops for families on life skills, self-esteem, affective and assertive communication, drug prevention, sexuality in adolescence, and life planning in adolescence, among other topics.

Children's rights

In 2024, we worked to improve community child protection systems with the participation of more than 4,000 people, mainly minors. Together with public institutions, we conducted an assessment of the digital and soft skills of primary school students in rural and peri-urban areas.

Finally, we implemented the campaign For girls and boys, I prevent child labor!, which received 50,000 views in various formats shared on social media.

Perú



Funding entity:

AECID, SDC, DFC, Compartamos Financiera, L'Oréal Foundation, SACYR Foundation, Regional Government of Andalusia, Xunta de Galicia.

Achievements

59 teachers incorporated proposals for quality improvement into their educational curriculum planning.

208 women were trained in gender equality and violence response protocols.

204 women were trained in leadership to take on new challenges in the productive system.

841 people son formadas en competencias para el emprendimiento y 490 estudiantes de escuelas son formados en cultura emprendedora.



Beneficiaries

11,429



Allocated funds

€1,686,136.41



Staff

25

Qallariy accelerator

The program for organizational strengthening, commercial development, and agribusiness acceleration continued to be implemented in 2024. Through this program, we have helped to close gaps in organizations in the agri-food sector, strengthening the business ecosystem for sustainable rural development and improving the quality of life of associated families.

Throughout the year, SMEs, associations, and cooperatives were incubated or accelerated through Qallariy, thus entering secure markets.

Inclusive business and employment for young people

In 2024, we continued working to improve access and generate opportunities for urban and peri-urban businesses in different sectors. In this way, we have continued to enable young people to generate sustainable income and access real employment opportunities. This reduces inequality gaps and incorporates measures to reduce emissions and promote the circular economy.

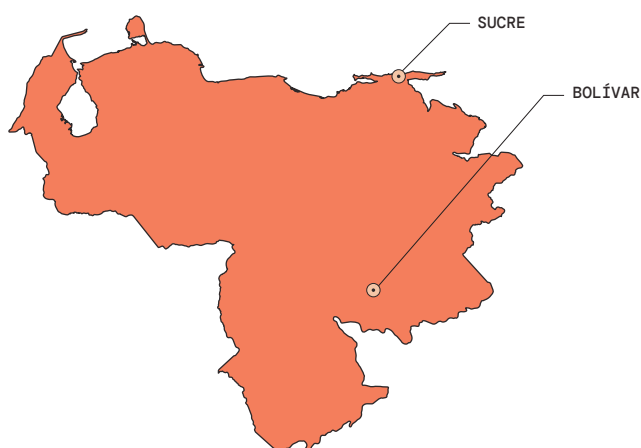
Accessibility of education and citizenship in the educational community

We continue to promote access to and retention in the education system under conditions of gender equality. In addition, we promote pedagogical and training innovation in schools and communities, thus enabling comprehensive development that will facilitate a quality life for today's children and youth in the future, moving towards sustainable livelihoods.

Risk management and humanitarian response

In 2024, we strengthened the preparedness capacities of Peru's public water management body (SEDAPAL) with the aim of responding effectively to emergencies such as large-scale earthquakes and other types of disasters. In this way, we have ensured that the affected population has access to water in the event of an earthquake.

Venezuela



Funding entity:

AECID, Ayuda en Acción.

Achievements

20 entrepreneurs trained.

17 businesses formalized and in the process of consolidation.

201 young people from the Pemón ethnic group trained in different areas related to tourism in their local area.

16,500

women and children participate in awareness campaigns against gender-based violence and child abuse.



Beneficiaries

55



Allocated funds

€167,743.07



Staff

Regional

The crisis in Venezuela continued throughout 2024, with significant humanitarian needs remaining. Unable to obtain funding from donor institutions, Ayuda en Acción devoted its own resources to trying to incorporate a longer-term vision that would address the needs of the population in the chronic situation facing the country. Our efforts are focused on studying ways to help the population obtain the resources they need for their development through their own capacities.

Support for entrepreneurship

We worked with Fundación San José on the Paria Peninsula (Sucre State), where 20 entrepreneurs were selected who had started businesses in various sectors linked to the area's tourism potential. They were trained in various topics over a period of more than eight months. We also focused on developing soft skills and provided psychosocial support as part of a comprehensive human development program. The initially informal businesses were formalized and ultimately provided with seed capital for their ventures.

Digital tourism in Pemón ethnic communities

In 2024, we supported the development of the Join Tepuy project, which our local social partner, EPOSAK, developed in several communities of the Pemón ethnic group (Canaima National Park) in a project financed by the IDB Lab.

A total of 201 people from the Pemón ethnic group (99 women and 102 men) were trained, selected with the participation of the indigenous authorities of each community. They were trained in soft skills, audiovisual management and production, alternative and sustainable tourism, digital tourism, entrepreneurship, and the orange economy.





Africa



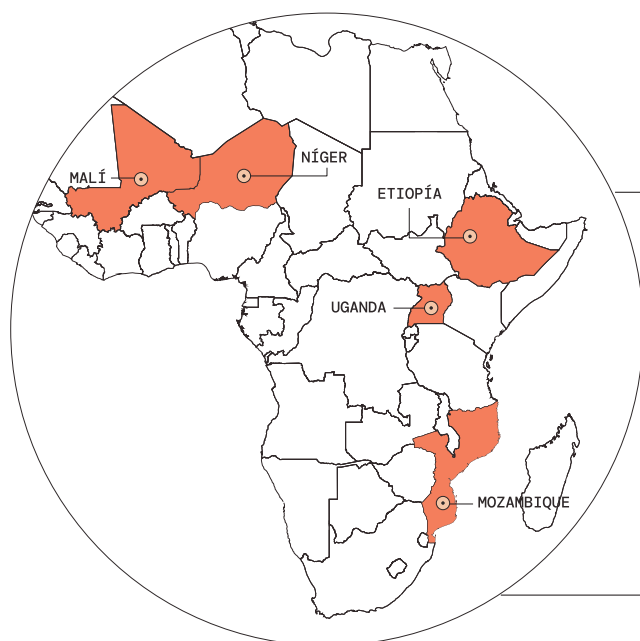
In 2024, Ayuda en Acción strengthened its commitment to Sub-Saharan Africa in the face of the combined effects of humanitarian, climate, and development crises. In contexts marked by vulnerability, we work alongside local actors to generate economic opportunities, improve community resilience, and promote sustainable transformation with children, youth, and women as protagonists.

For more than four decades, Ayuda en Acción has been promoting the creation of opportunities and the empowerment of communities in Sub-Saharan Africa, strengthening their resilience in the face of the humanitarian and climate challenges facing the continent.

Ayuda en Acción has consolidated its work in **contexts marked by humanitarian challenges, prolonged conflicts, and climate crises** that deeply affect the most vulnerable communities. We currently operate in Ethiopia, Mali, Mozambique, Niger, and Uganda, with a focus on generating sustainable economic opportunities and building resilience to humanitarian challenges in Africa. This approach is built in partnership with local platforms and associations, public institutions, academia, and the private sector.

Thanks to our in-depth knowledge of the area and our high level of professional expertise, we specialize in **projects aimed at promoting employment and entrepreneurship**, especially among women and young people in rural areas, where job insecurity and lack of opportunities are constant issues. We work to improve the quality of informal employment by strengthening local productive initiatives and facilitating their scalability and economic sustainability.

On a continent where food insecurity, forced displacement, and the impact of climate change are everyday realities, we promote the **creation of value chains** that contribute to inclusive agro-industrial transformation. We facilitate the connection of local products with diversified markets, while strengthening the capacities of the associative fabric local institutions,



People beneficiaries

132,443



Allocated funds

€6,391,543.70



Staff

103

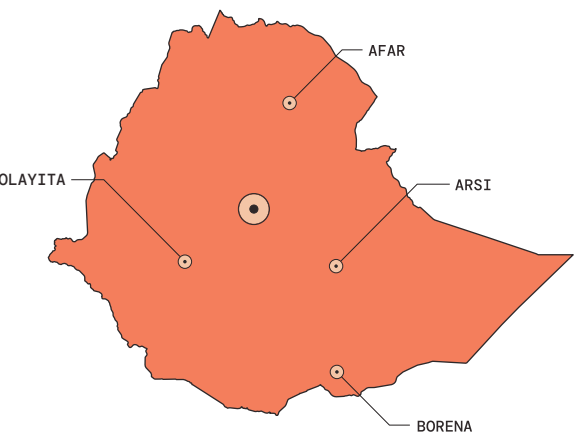
promoting participatory and inclusive governance of production processes. Likewise, we place children at the center as drivers of transformation and promote **quality education** by improving schools, equipment, and teacher training, with special attention to girls' retention in the education system.

Addressing **climate change** in Africa is not just an environmental issue, but a priority for ensuring food security, peace, and sustainable development for millions of people. In all our actions, we promote strategies that reduce the impacts of climate change on the continent's most vulnerable communities. In addition, we are committed to renewable energy not only as a way to mitigate climate change, but also as

an accessible and affordable solution that opens new markets, generates sustainable jobs and services, and directly improves the lives of communities.

At the regional level, Ayuda en Acción acts as a provider of solutions adapted to situations affected by humanitarian crises, applying the **Triple Nexus approach** to combine humanitarian action, development, and peacebuilding. We design multisectoral responses tailored to each situation, promoting community protection for people displaced by conflicts and climate disasters. In addition, we work on the prevention of and response to gender-based violence, strengthening women's organizations and creating spaces for political and social dialogue.

Ethiopia



Funding entity:

AECID, AICS, eLankidetza - AVCS. Bizkaia Provincial Council, European Commission, Grupo Libra, Ayuda en Acción.

Achievements

More than 23,300 people benefited from educational improvements in 28 schools.

4,820 people participated in actions to reduce violence.

15,700 people received assistance in response to climate crises and conflicts.

45,000 people improved their economic resilience through sustainable agricultural practices, training, and support for cooperatives.



Beneficiaries

25,380



Allocated funds

€1,450,639.02



Staff

31

In 2024, Ayuda en Acción continued its humanitarian and long-term development work in Ethiopia, either directly or in collaboration with partners through different partnerships. Joint actions through consortiums, networks, and platforms have continued to strengthen work at the national and regional levels.

Sustainable livelihoods and resilient food systems

In 2024, we promoted resilient agriculture and economic diversification, supporting the transition to more profitable and climate-friendly production. Cooperatives, youth enterprises, and savings groups were strengthened, promoting the participation of women and young people.

Educación inclusiva y de calidad

Prioritizing the Arsi and Wolayita areas, teaching and learning conditions in public schools were improved through teacher training, support for school

associations, and improvements to school infrastructure, with a special focus on gender equality and menstrual hygiene management. Safe and inclusive environments were promoted, facilitating students' transition to the labor market.

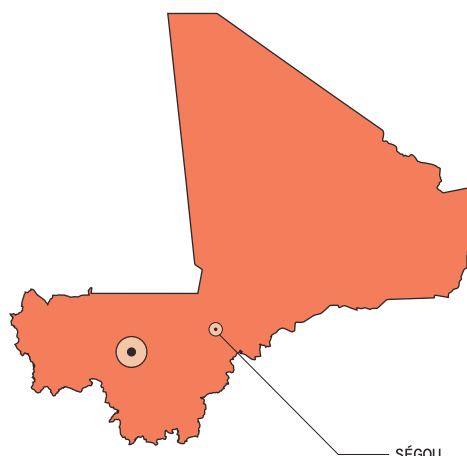
Protection against violence and intolerance

We worked alongside the iddirs (traditional community structures) to integrate a rights-based and gender equality approach into local regulations. Through training activities and social mobilization events, mechanisms for violence prevention and child protection were strengthened.

Humanitarian aid

Our work in 2024 focused on communities affected by drought and conflict, combining emergency care with recovery actions, disaster preparedness, and psychosocial support in schools.

Mali



Funding entity:

AECID, AACID, Ayuda en Acción.

Achievements

2,640 women trained in autonomy and rights by other women community leaders.

200 family kits distributed to support income-generating activities.

11 mobile theater performances through a caravan to mobilize communities around women's rights and social cohesion.

4,413

people affected by the humanitarian crisis were identified and included in response actions.



Beneficiaries

7,948



Allocated funds

€438,157.25



Staff

6

In 2024, Ayuda en Acción made significant progress in Ségou through the Nex4Food project, strengthening the skills of farmers and local communities, promoting the adoption of sustainable practices, and improving living conditions.

Job creation

The project generated 200 direct jobs, using bag farming and the use of shea nuts as economic drivers. Economic groups in Sébougou boosted the shea butter value chain and 412 people were trained or assisted in livelihood activities.

Humanitarian aid

Nex4Food contributed to improving food and nutritional security for people affected by crises. A total of 1,080 tons of food were distributed, prioritizing

displaced children with varying degrees of malnutrition, as well as pregnant and lactating women. Eighty vulnerable households received emergency food kits, and around 100 people received direct support to rebuild their livelihoods.

Conflict management and awareness raising

An integrated strategy for violence prevention and social cohesion was implemented, and 11 mobile theater performances on women's rights and gender-based violence were held. An assessment of inter-community violence and conflicts in Ségou was conducted.

Nexus approach

Monthly coordination meetings were organized, with special meetings in emergency situations.

Mozambique



Funding entity:

AACID, AEXCID, World Bank - UNOPS, Galician Cooperation, Provincial Council of A Coruña, Basque Agency for Cooperation and Solidarity, Generalitat Valenciana, IOM, "La Caixa" Foundation.

Achievements

23,117 people now have access to clean and safe water near their homes.

41,012 people displaced people received humanitarian assistance in crisis situations.

3,317 children improved their well-being and access to their rights.

5,035 young people educated and trained to regain their livelihoods.



Beneficiaries

73,368



Allocated funds

3,193,229.05 €



Staff

45

Economic opportunities

In 2024, we generated employment and entrepreneurship opportunities for more than 5,035 young people and women, enabling them to increase their income and knowledge and improve their living conditions.

In Maputo, 887 people adopted good practices and improved access to fish products through improved sustainable value chains with added value, thereby contributing to food security.

Education and child protection

In 2024, several key activities of the Solidarity Link program were prioritized: tutoring, extracurricular activities, birth registration, and the celebration of Children's Day.

Access to drinking water

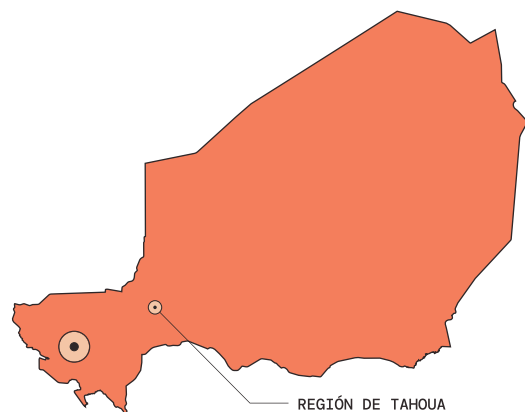
Access to drinking water in Mozambique is one of

the greatest challenges facing the most vulnerable communities, especially in regions affected by conflict, drought, and natural disasters. Many families must travel long distances to access unsafe water sources, exposing women and girls in particular to physical, social, and health risks. Faced with this reality, in 2024 we will guarantee the right to water by installing sustainable infrastructure and strengthening community capacities. We promote climate resilience, savings, and economic self-sufficiency, with a focus on dignity, equity, and sustainability.

Humanitarian aid

We continue to support vulnerable communities affected by disasters and conflicts in Cabo Delgado, which have caused widespread loss of basic services and livelihoods, forcing those affected to restart their lives with virtually nothing. We build emergency shelters and rehabilitate long-term shelters, providing access to safe drinking water and promoting hygiene measures and good practices in the communities we support, reducing the risk of disease and epidemic outbreaks.

Niger



Funding entity:

Generalitat Valenciana, AECID, Ayuda en Acción.

Achievements

17,2 tons of enriched Misola flour distributed, benefiting more than 1,102 children and 3,037 pregnant and lactating women.

700 families improved their agricultural yields thanks to technical assistance and innovation.

100 vulnerable households received nutritional support for three months, along with the creation of four community daycare centers and 34 Misola flour sales points.

2,673

people affected by crises were assisted through humanitarian actions, including food distribution and nutritional support.



Beneficiaries

19,924



Allocated funds

€876,225.34



Staff

10

In 2024, Ayuda en Acción carried out multiple interventions in Niger to support both host communities and internally displaced persons, combining humanitarian response with the strengthening of local resilience.

Food security and humanitarian action

Food assistance was provided to people affected by crises, covering their basic nutritional needs through the distribution of fortified products.

The nutritional security of pregnant women, nursing mothers, and children was improved through the distribution of fortified foods and information campaigns in local markets.

Job creation and livelihoods

Activities aimed at generating income and economic diversification were promoted. Training and technical

support improved agricultural production and encouraged sustainable practices in the face of climate change.

The activities carried out during the year also benefited **job creation** and the strengthening of rural livelihoods.

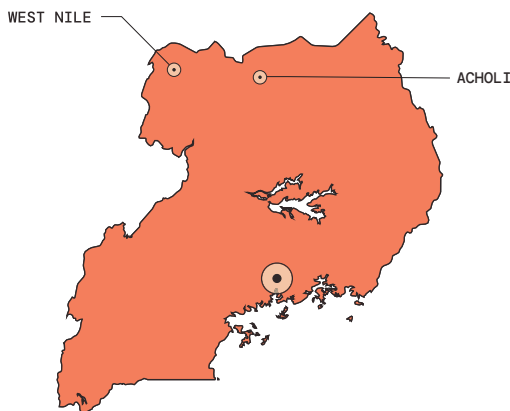
Women and children

A hundred households were supported with specific measures to prevent malnutrition in pregnant and lactating women and children. In addition, we facilitated the launch of 34 points of sale to improve access to Misola enriched flour and supported four community nursery schools, providing safe and nutritious spaces.

Nex4Food

In Tillia, we work with vulnerable groups to strengthen household capacities, reducing moderate acute malnutrition.

Uganda



3,163 small farmers received information about solar water pumps and their advantages in an environment with erratic weather patterns.

 Beneficiaries
5,823

 Allocated funds
€433,293.04

 Staff
11

Funding entity:

UNHCR, Office of the Prime Minister of Uganda, Ministry of Energy and Mineral Development, GIZ, USEA, CREEC, Sunculture, Tulima Solar, Ebenezer Clean Stoves Ltd.

Achievements

131 people engaged in agriculture acquired solar water pumps through a subsidy scheme, enabling year-round agricultural production.

820 children received essential school supplies in the West Nile subregion.

2,906 people were made aware of the benefits of clean cookstoves through demonstrations and community events.

In 2024, Ayuda en Acción strengthened its work in Uganda through two key approaches: access to renewable energy in agricultural and domestic settings with the **SunScale-PURE project**, and child protection and education in refugee and host communities through the **Solidarity Bonds program**.

The **SunScale project** improved market systems for solar technologies, providing direct support to three companies operating in rural areas facing significant challenges. Of those who received support for the use of solar water pumps, 79% reported an increase in production and 90% reported an increase in income. At the same time, 83 households began using efficient solar cookers, reducing cooking times and charcoal use. In addition, 105 local jobs were created through the expansion of sales networks. At the national

level, policy advocacy was promoted through events such as the Renewable Energy Conference and the Solar Expo.

For its part, the **Solidarity Bonds program** strengthened community child protection networks by training 100 local leaders. Positive parenting training was provided to 533 caregivers, and school supplies were distributed to 820 children. In addition, nearly 300 people participated in community dialogues on children's rights and education. Commemorative events were organized and gender equality was promoted.

All these initiatives have boosted resilience, empowerment, and sustainable development in vulnerable communities in northern Uganda.





Europe



The European context not only shapes the national political and economic agenda, but also the scope and focus of our interventions with vulnerable young people.

The year 2024 has been marked in Europe by a **complex environment**, defined by multiple geopolitical, social, and economic challenges that have had a direct impact on the living conditions of citizens, especially the most vulnerable groups. The ongoing conflict in Ukraine and its consequences for energy costs and international stability have continued to generate uncertainty, indirectly affecting social policies in the various Member States.

In this context, the European Union has strengthened its **commitment to the ecological and digital transition** through the development of the European Green Deal and the implementation of regulations on artificial intelligence and data protection. However, these structural transformations have also created significant social challenges, especially among young people, who face difficulties in accessing employment, housing, and equitable educational opportunities.

The European Parliament elections held in June reflected increased political polarization, with significant gains by far-right parties and **rhetoric contrary to the principles of social cohesion and inclusion**.

This climate has had implications for the debate on migration policies, youth, and diversity, hindering progress on social rights and equity.

At Ayuda en Acción, we have closely followed these changes, understanding that the European context not only shapes the national political and economic agenda, but also the scope and focus of our interventions with vulnerable young people. Within this framework, **we are strengthening our commitment to social justice, human rights, and youth participation**, in line with the fundamental values of the European Union.



Beneficiaries
11,801



Allocated funds
€3,402,705.37



Staff
164

Young people in the EU face difficulties in accessing employment, housing, and equitable educational opportunities.

The major challenge and structural problem facing Spain, where most of our work in Europe is carried out, is **youth unemployment**. Spain has always topped the list of countries with the highest youth unemployment rates on the continent, far exceeding the European average. The long-term impact of youth unemployment has multiple economic implications (loss of productivity, loss of new national and foreign talent) and social implications that undermine social cohesion and stability. These high rates hinder the emancipation of young people by prolonging the age at which they become independent. In addition, it creates greater social and economic dependence on their families, which has negative emotional effects and slows down birth and fertility rates, causing long-term negative socioeconomic effects, such as population aging.

Through our projects in Europe, we work in schools and support young people, generally from vulnerable backgrounds, in their educational, social, and professional development, improving their employability through career guidance and social-emotional support.

We work with young students in youth guarantee programs, vocational training, and primary and

secondary education, always in a coordinated manner and complementing actions and initiatives already developed by their educational centers. In this way, we help students identify their vocations, learn about more options and resources for finding employment or continuing their education, always providing information that facilitates decision-making and the improvement of social skills.

Our youth employability projects combine three key components:

- **Vocational and professional guidance**, accompanying students toward vocational discovery while improving their knowledge of the job market and the world of education.
- **Soft skills with a socio-emotional focus**, helping to develop emotional intelligence by improving self-esteem and awareness and regulation of emotions.
- **Connection with the environment**, enabling students to learn about and access the resources available in their environment, such as companies, public entities, and experts in their professional fields.

Spain



Funding entity:

Amazon, Riu Hoteles, Amancio Ortega Foundation, Stavros Foundation, BBVA, “la Caixa” Foundation, Google, Iberdrola Foundation, Repsol Foundation, Benefit, European Social Fund through the Ministry of Labor and Social Economy.

Achievements

38% job placement rate for participants in the Impulsa Empleo Joven program.

1,884 people participated in job search programs with support from Ayuda en Acción.

4 knowledge products developed by the team in Spain.

5,658 people participated in education-to-employment transition programs with the support of Ayuda en Acción.



People beneficiarias

9,416



Allocated funds (Acción social)

€2,645,000.09



Staff

157

Throughout 2024 in Spain, we had been helping young people discover their vocation, improve their skills, and strengthen their life plans. We promoted continuing education and youth employability through professional guidance and by providing the tools to achieve these goals.

Impulsa Youth Employment

Co-financed by the European Social Fund through the Ministry of Labor and Social Economy, it is aimed at young people (aged 16-29) who are neither studying nor working and who are registered with the National Youth Guarantee System. We support 354 young people in their job search with individualized guidance, soft skills training, and technical training with non-work experience in companies.

Zeta Documentary

Documentary produced by Ayuda en Acción on the reality of young people in Spain who are studying vocational training. It shows a generation that, far from the clichés, is overcoming adversity and is committed to a more sustainable and equal future where mental

health is no longer a taboo subject.

Emergency following the DANA in Valencia

Ayuda en Acción called on its teams to respond to the emergency, adapting our initiatives to new needs. Through the **Impulsa project**, we are working long term to ensure educational continuity for the most vulnerable young people.

Research to improve

In 2024, we presented the first report in Spain on **unwanted loneliness among young people**, prepared by the State Observatory on Loneliness and promoted by Ayuda en Acción and ONCE Foundation. In addition, we presented the **evaluation of the results of eMprende** (funded by the Ministry of Social Inclusion and Migration with Next Generation EU funds as part of the Recovery, Transformation and Resilience Plan) and the **“Educational and labor transitions” report** at a conference focused on the challenges faced by young people during their educational and professional careers.

Portugal



Funding entity:

Coca-Cola European Partners Portugal, Repsol Foundation, Fondation d'Entreprise ALSTOM, Cleverti - Technologies and Innovation, Esporão SA, Associação de São Bartolomeu dos Alemães in Lisbon, BPI, "la Caixa" Foundation, Union of Parishes of Camarate, Unhos and Apelação.

Achievements

11 businesses promoted by women were launched with support from Ayuda en Acción.

426 young people received training in employability skills before completing their vocational training.

691 young people were sensitized to the importance of taking action in their communities to find solutions that improve the environment and forests.

763 young people were trained for the job market and 71 found employment with direct support from Ayuda en Acción.



Beneficiaries

2,385



Allocated funds

€439,688.05



Staff

7

Educational support

In 2024, we strengthened the Mi Escuela es COOL project in Camarate, where we provided support to 746 students through activities such as creative writing, mindfulness, robotics, and emotional education.

We also made progress in preparing and launching the cross-border Level Up project, aimed at young people aged 15 to 18 and approved by the POCTEP program. The project, which is being carried out in schools in Portalegre and Extremadura (Spain), investigates music as a pedagogical tool to combat school dropout rates.

Education and youth environmental entrepreneurship

In 2024, we launched the Futuro Verde en Acción (Green Future in Action) project with the aim of raising awareness among children and young people about current environmental and climate challenges. Through creative workshops, study visits, school gardens, and recycling initiatives, we promoted active and participatory environmental education. The project,

implemented in schools in vulnerable contexts in the municipalities of Tomar and Abrantes, involved more than 691 students, contributing to the development of more sustainable behaviors.

Women and entrepreneurship

We continued to develop the Women in Action project, funded by Alstom, where 20 women received training in sewing and entrepreneurship. The project strengthened the economic autonomy of the participants and consolidated collaboration networks among women.

Employment of young people

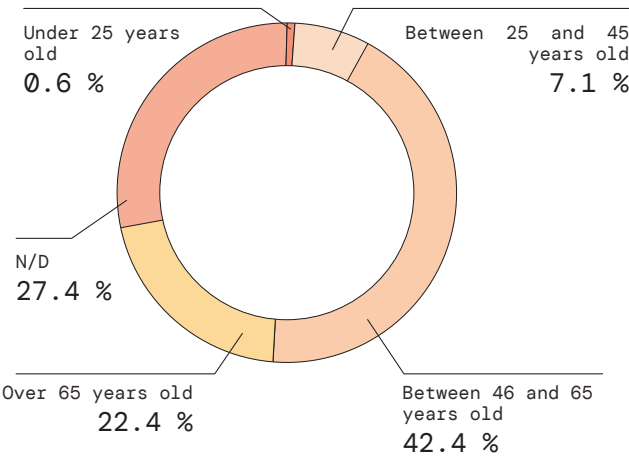
In the area of youth employability, the *Bora Jovens* program continued to grow, with 861 vulnerable young people enrolled in 2024, of whom 71 found work.

The *Bora Tour*, a complementary line of the program, enabled work with 415 students within the education system, introducing them at an early stage to thinking about their academic and professional future.

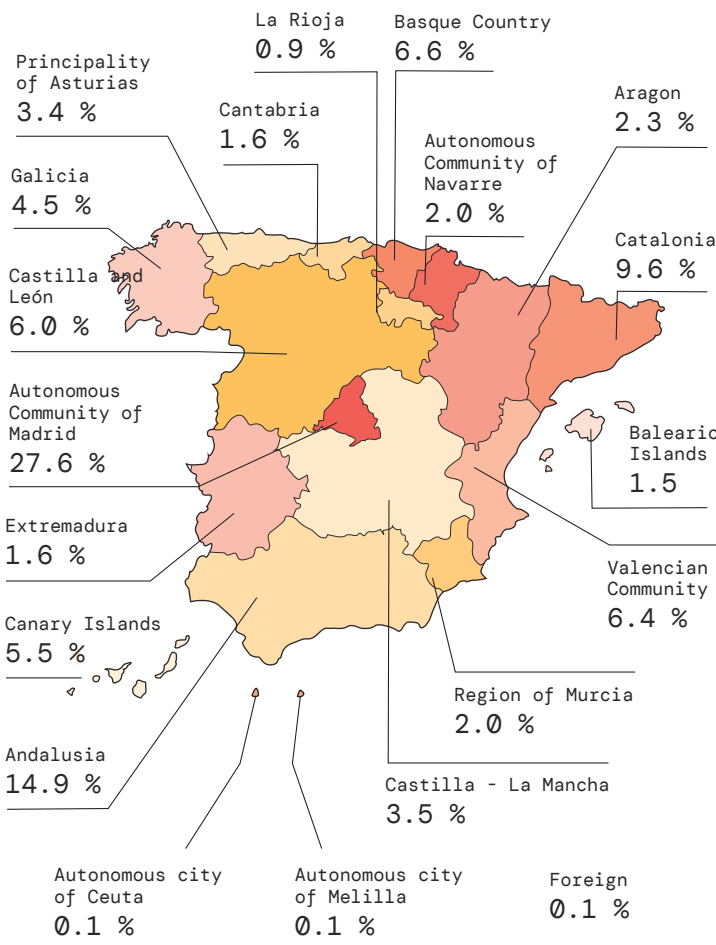
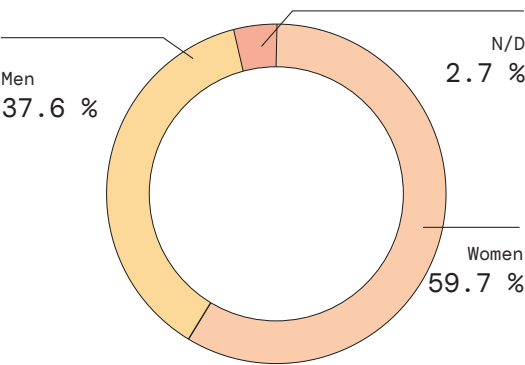
Social base

In 2024, our development work was carried out with complete independence thanks to regular contributions from an average of 83,701 supporters.

Age %



Sex %



***Number of contributions per country:**
Peru (3,858), Mexico (4,343), Colombia (1,198).



Sponsorship
67,419



Supporters
16,282



Total donors
83,701



Donations in 2024
2,281



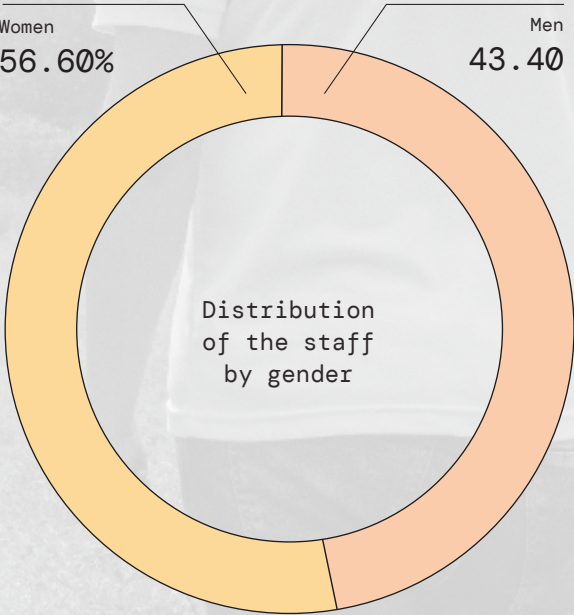
Fundraising
€259,971.10

Human Resource

During 2024, we continued to focus on the professional development of our staff and the positive impact this has on Ayuda en Acción's positioning in the countries where we work. The organizational structure, which was previously defined by territory, has evolved into a sector-based model that allows us to identify and work on new project opportunities. In addition, we are further encouraging internal promotions, whether functional, hierarchical or geographical, with the aim of having professionals with a global vision and also promoting team motivation.

Over the last year, we have strengthened our presence in the private sector and, at the same time, adopted a more specialized approach to innovation with the creation of the *Strategic Partnerships and Innovation Department*. Furthermore, in 2024 we embarked on a key milestone: our **digital transformation process**, which involves all teams within the organization and will ultimately be reflected in our organizational structure and internal training over the coming years.

País	Staff propia	Socios locales
Bolivia	32	25
Colombia	60	6
Costa Rica	28	14
Ecuador	52	14
El Salvador	48	11
Spain	157	43
Ethiopia	31	20
Guatemala	27	15
Honduras	56	7
Mexico	39	5
Mozambique	45	46
Nicaragua	22	9
Niger	10	4
Peru	25	5
Portugal	7	0
Mali	6	4
Uganda	11	15
	656	243



Highlights

The marketing and communications team has worked throughout 2024 to ensure that major communications and public relations campaigns and activities have an impact both in the media and in civil society itself.

These are the most important institutional milestones of the year:



01

Study on Youth and Unwanted Loneliness in Spain

The study, conducted by Ayuda en Acción and Fundación ONCE and presented in Madrid in February 2024, found that 25.5% of Spanish young people between the ages of 16 and 29 feel lonely. The findings were widely reported in the media.

The study reveals a higher incidence among women and vulnerable groups, and calls for urgent public policies to prevent, detect, and intervene in this problem, which is increasingly present in society and in public debate.

02

Zeta, a portrait of our youth

In February, we publicly presented the Zeta documentary, which was produced as part of the eMprende project. It is a documentary that tells the stories of four young people from Galicia and Extremadura who are searching for their place in the world and participating in the program.

Far from clichés, the film focuses on a generation fighting for real opportunities, advocating for mental health, and challenging prejudices about vocational training. Thanks to an agreement, the documentary is now available on RTVE Play.



03

People who break records. Records that break people

With this *claim*, Ayuda en Acción launched a campaign before the summer and the Paris 2024 Games to highlight how record temperatures, as well as hunger, poverty, and forced migration figures, have a greater impact on the most vulnerable communities.

In this Olympic year, Ayuda en Acción invited people to break these negative records through collective action and solidarity. The campaign was supported by various athletes, including Saúl Craviotto, Fernando Romy, Amaia Valdemoro, and Lydia Valentín, among others.



04

Prospective study on youth employment in Latin America

By 2030, more than 70% of young people in Latin America will work in the service sector. This is one of the conclusions drawn from the report prepared by Ayuda en Acción and ECLAC, presented in Colombia in November 2024.

This change, driven by technological, demographic, and environmental transformations, could increase job insecurity and urban migration if public policies are not implemented to formalize youth employment, reduce gender gaps, and invest in education and training.

Companies

In an increasingly interconnected world that is aware of social, environmental, and economic challenges, collaboration with companies has become **a key strategy for generating positive and sustainable impact**. This partnership—which goes beyond the traditional interests of the private sector and the social field—combines resources, knowledge, and capabilities to address global issues from a comprehensive approach. The synergies created contribute to the development of projects, strengthen corporate social responsibility, and promote real transformation in both communities and organizations themselves.

At Ayuda en Acción, we have always promoted the establishment of strategic partnerships with private sector entities, recognizing this sector as an essential and strategic partner in achieving our objectives. There are various forms of collaboration, which are adapted to different contexts and needs. In 2024, we held **two forums** to help companies identify replicable models of inclusion in their activities. Likewise, this year, which has been largely marked by the impact of the DANA storm in the Valencian Community, a significant number of companies have decided to come together to offer support to those most affected by it.



At the conference Social, sustainable, and profitable? Inclusive businesses as a business strategy in Colombia, four women cocoa farmers from Nariño shared the impact of cocoa as a driver of peace and economic development in their communities.



557

partner companies and business foundations.

These are some of the companies that stood out for their collaboration: Amazon, Banco Pichincha, Coca Cola, Amancio Ortega Foundation, “la Caixa” Foundation, Iberdrola Foundation, Google, Hyundai Motor de México S. de R.L. de C.V., L’Oreal, Repsol Foundation, Grupo Rotoplas S.A.B. DE C.V., Grupo Libra, Compartamos Financiera, Riu Hotels, Deloitte, Benefit, BBVA Sustainable Future, Stavros Niarchos Foundation.

Thanks to the commitment of the private sector in 2024, **40,304** people saw their lives improve. Of these...

7,920	1,836	1,639	1,191
gained access to some form of safe water supply.	have been assisted in humanitarian crises.	overcame monetary poverty by increasing their income level.	women have received support to prevent or confront discrimination and any type of violence.



“ I don't like to keep quiet, and in the girls' club I have space to say what I think, talk and learn. When I grow up, I want to be a journalist”.

Adelaide Micas, 13, belongs to the girls' club promoted at Mahelane Primary School in Mozambique.

Volunteering and ONsiders

Throughout 2024, the ONsiders digital platform has continued to offer an accessible and attractive space for young people to participate in social, environmental, and community initiatives. Through activities such as “Young people talking to other young people,” talks and podcasts, we have addressed issues that affect them, such as job insecurity, climate change, inequality, and unwanted loneliness. In addition, we have promoted environmental and socio-educational volunteer work with children and development cooperation. In total, we have reached more than 2,400 people who have had a positive impact on society.

Global Citizenship Education

In 2024, through this area, we have managed to involve 3,992 people, promoting initiatives and processes aimed at raising awareness, motivating, and influencing three global challenges: climate change (through the Youth4ThePlanet project), forced human mobility (with YouthInMotion), and the human right to education, through the Global Campaign for Education, which we continue to lead.

By focusing on the active participation of young people and the development of multi-stakeholder partnerships, we have promoted critical thinking and shared responsibility in the pursuit of global justice.

Knowledge Management

In 2024, this area was incorporated as a strategic space for coordinating learning, evidence, and knowledge generated within the organization. It was created with the challenge of facilitating evaluation, monitoring, research, and knowledge exchange processes aligned with the organizational strategy and with the technical response capacity to support teams at different levels of the organization.

During 2024, we have promoted an ambitious agenda of strategic studies and institutional strengthening, such as the Prospective Study on Youth Employment in Latin America, in partnership with ECLAC, and The Educational and Labor Transition of Young People from Vulnerable Socioeconomic Contexts in Spain, developed together with the UCM and the UA.

At the institutional level, progress was made in organizational evaluation policy through internal evaluations and the strengthening of monitoring systems. In addition, progress was made in the implementation of a digital knowledge product viewer and an internal training plan that promoted the development of key knowledge management skills throughout the organization.

Innovation

In 2024, we have strengthened our position as an innovative entity through our participation in academic spaces such as the AI4SI course, our presence in the media, and the establishment of strategic partnerships with actors such as Ennomotive and the Latin American Frugal Innovation Network.

We have also published a methodological guide to social innovation, validated with teams in the field in Bolivia and Honduras, and applied as a consultancy in Senegal together with the Nous Cims Foundation.

In terms of project development, we have promoted two key intrapreneurship initiatives:



DESIGNING
OPPORTUNITIES

An active platform that identifies social challenges and develops three prototypes.



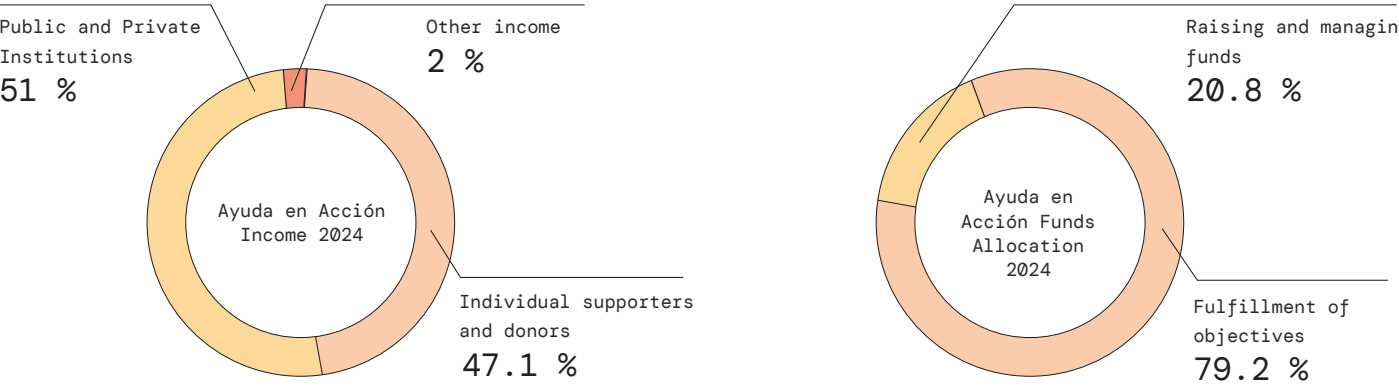
FLYING
OPPORTUNITIES

Advances as a drone training network after experiences with female pilots in Bolivia.

In addition, the innovation department has actively supported Ayuda en Acción's national offices in participating in calls for proposals, such as the AECID innovation call. This has enabled initiatives such as Innpress, focused on artisanal fishing in Honduras, to be scaled up.

Cuenta de resultados y fondos

INCOME			EXPENSES		
TYPE OF INCOME	44,290,078	100 %	FULFILLMENT OF OBJECTIVES	34,054,576	79.2 %
Partners and Individual Donors	20,845,496	47.1 %	International Cooperation and Humanitarian Aid	31,106,703	72.4 %
Public and Private Institutions	22,578,456	51 %	Social Action	2,947,873	6.9 %
Other Income	866,126	2 %			
			RAISING AND MANAGING	8,929,340	20.8 %
TOTAL INCOME	44,290,078		TOTAL EXPENSES	42,983,916	
RESULT				(1,306,162)	



In 2024, we allocated **€34.1 million to our programs** to create opportunities for growth and development. We developed projects that facilitated access to inclusive, quality education and the transition to employment and entrepreneurship. We supported displaced people in turning migration into opportunities for development, as well as the most vulnerable communities in adapting to climate change. We also promoted children's and youth rights and gender equality. All this was possible thanks to the support and collaboration of our partners, donors, and public and private institutions, which contributed €43.4 million throughout 2024. Once again, our supporters demonstrated their commitment and solidarity by contributing almost €21 million (47% of total income), while income from public and private institutions amounted to €22.6 million (51% of total income). In addition, we recorded €866,000 in other income mainly associated with financial income due to the positive impact of exchange rate differences during the year.

A total of 20.8% of expenditure was allocated to fundraising and administration, which support our activities and economic sustainability. We closed the year with a **net profit of €1.3 million**, after a two-year period of net losses as a result of the decision to apply the surpluses generated during the previous three-year period. The year 2024 was therefore a year of **moving towards financial balance**, in which we saw a positive effect on the net profit for the year, mainly due to the exchange rate impact.

Compliance

At Ayuda en Acción, we understand compliance as the good practices and procedures that the organization has in place to identify and classify the risks we face in order to establish internal mechanisms that enable us to prevent, manage, and control those risks.

Transparency and accountability

We are legally bound by Law 19/2013 and in 2023 we have been audited for transparency by the General Council for Transparency and Good Governance of the Government of Spain.

We also consider it important to promote transparency and accountability to all our stakeholders (donors, people and organizations we work with and for, as well as society as a whole) on the management of resources and our performance.

In addition, the following documents are published on our website:

- Project evaluations.
- Tenders.
- Annual accounts audited by KPMG.



- Information on the staff and the governing body.
- The transparency audit of Fundación Lealtad, complying with the principles defined in its “Guide to transparency and good practices”.



- The evaluation of the “Transparency and Good Governance Indicators Tool” of the Spanish NGDO Coordinating Committee.



We are members of the World Compliance Association in the Non-Profit Compliance Committee.



Network of more than 200 organizations to share information when hiring people, in order to avoid hiring those who have previously been involved in cases of workplace and/or sexual harassment.

Good practices

Training and awareness on our internal policies are a basic tool to ensure adequate internal control.

Therefore, policies govern our internal management, the most important of which is the Code of Conduct, the reference framework that should govern the conduct of the people linked to the organization.

We use different tools to reinforce our commitment to stakeholders and identify areas for improvement in our internal management.

- **Whistle-blowing channels** to report breaches of the law and our internal policies by any stakeholder. The channel is based on the principles of co-responsibility, independence, confidentiality

and information and we guarantee protection for the parties. Law 2/2023 of February 20, 2023, regulating the protection of persons who report regulatory violations and the fight against corruption, was approved in 2023.

- **Alternative reporting channels**, designed for people living in communities where we work who do not have access to the Internet.

- **Channels for consultations, suggestions and/or complaints**, because communication is the key to trust and allows us to improve.



We are **strategic partners** of these organizations, guaranteeing rigor in the use of funds awarded in public calls for cooperation and humanitarian aid projects.



