

# Corporate Presentation Ayuda en Acción



# Our mark

We are an **international NGO** that works to generate **opportunities** for growth and development for the people who need it most, putting them at the center. We accompany them **from childhood and youth**, building **bonds**, defining **common goals**, betting on their talents and skills. We facilitate their access to **education** and the transition to **employment** and entrepreneurship so that they can lead their own path and generate **sustainable and lasting development** in their communities.

We have been working **around the world** for **more than 40 years**, guided by the values that drive our work: commitment to **human rights**; **independence** and **transparency** in everything we do; **empathy** as an inalienable principle, always prioritizing people; a commitment to **innovation**, to the continuous search for solutions that produce **a lasting impact**.



# What drives us

A world of challenges that require immediate answers.



## Ending poverty

After decades of progress, the pace of global poverty reduction began to slow in 2015, along with moderate economic growth. The sustainable development goal of ending extreme poverty by 2030 remains a long way off and we must redouble our efforts to achieve it.



## Migration

The number of people displaced by war, violence, climate crisis and human rights violations around the world has reached record levels in recent years. We cannot look the other way and must do all we can to help affected families at origin, in transit, at destination and even on return.



## Climate change

The effects of the climate crisis are becoming increasingly evident (rising average temperatures, changes in rainfall patterns, loss of biodiversity, etc.). Their consequences are increasingly being felt by the world's population, with greater risks to health, food systems and major economic consequences. It is crucial to find sustainable solutions as soon as possible to mitigate their impact and protect the most vulnerable populations.

# The pillars of our strategy

We generate opportunities

1

## Socio-economic inclusion

We believe in **equal opportunity** as a foundation for a **sustainable future**. Therefore, we promote **inclusive markets** and work to remove barriers to education, employment and entrepreneurship by empowering vulnerable people and providing them with the **tools** they need to participate fully in the **development of their communities**.

2

## Safe human mobility

We provide comprehensive support to displaced persons in order to turn migration into development opportunities. We are **with them throughout the entire migration process** (at origin, in transit, at destination and even on return), protecting their rights and facilitating their full socio-economic integration.

3

## Sustainability

We recognize the urgency of addressing **environmental and social challenges** to ensure **real and lasting development**. We promote the transition to a **green economy and more sustainable energy models** and accompany the most vulnerable communities in their **adaptation to climate change**.

Our differential value lies in our **roots**, in our **sense of belonging**, in **leaving our mark** by generating **sustainable opportunities** for people and their communities.



# Our values



## Human rights

*We build opportunities to achieve full life projects.*

We work to achieve true **social and economic justice** based on **non-discrimination**, respect for the **dignity** and value of **people**, with special attention to **the rights** of children and **young people** and equality between men and women.



## Transparency

*We say what we do and we do what we say.*

We guarantee the **transparency** of all our activity by **sharing updated and relevant information** about our work in the field, **truthfully** showing how the received **funds** are managed and where they are used. Our **Compliance** policy reflects our **all-out commitment** to established ethical and legal standards.



## Independence

*We are free to choose our own path.*

We preserve our **independence** by maintaining rigorous **political and religious neutrality and impartiality**. We keep out of any political, ideological or governmental interest.



## Empathy

*We work with care and humanity, putting people at the center of our work.*

We work alongside **people and communities** that need it most by carrying out comprehensive **listening**. We adapt to their environment and needs to **facilitate** the development of their personal **autonomy**.



## Sustainability

*We generate solutions so that they last.*

We respond to the **needs** and challenges of the present while protecting **future generations**. We face the effects of the **climate crisis** with environmentally friendly projects, guaranteeing **lasting** economic and social **development**.



## Innovation

*We explore new paths to improve people's lives.*

We are committed to **creativity** and **innovative** methodologies, promoting opportunities for debate and the **co-creation** of **alternative solutions** with the aim of **increasing our impact**.



## Partnerships

*We work as a team with valuable partners.*

We establish **strategic partnerships** to **maximize our impact** and improve the effectiveness of our actions. We work **in collaboration** with other NGOs, government institutions, companies and local communities **to share resources** and develop together innovative and adapted solutions that can respond more effectively to the **identified needs**.

# Our intervention

We work in four fields of intervention

1

## Triple E (Education / Employment / Entrepreneurship)

We facilitate access to inclusive, quality **education** and the transition to **employment** and **entrepreneurship**.

2

## Protection of rights

We promote the **rights of children and young people**, as well as gender **equality** by training individuals, **building peace** and developing **inclusive** projects..

3

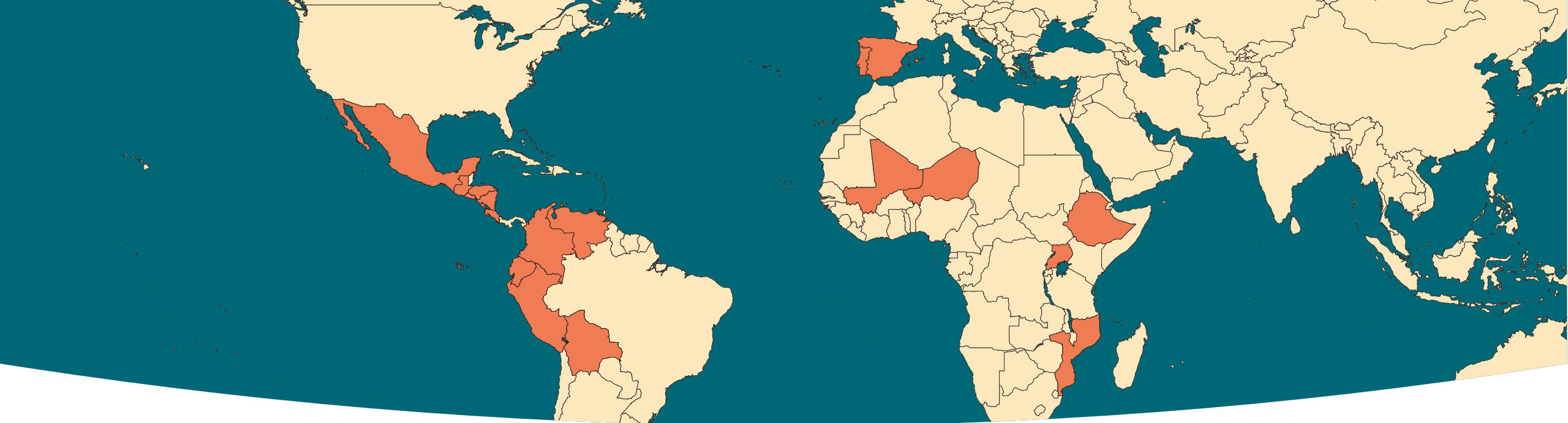
## Green economy and adaptation to climate change

We promote the transition towards a **green economy** and develop **sustainable solutions** to mitigate the effects of climate change and facilitate community **adaptation**.

4

## Humanitarian action

We intervene to cover the **basic needs** of the most vulnerable populations in crisis and **emergency situations** to guarantee the **protection, educational continuity, food security** and **disaster preparedness** of the most vulnerable populations in the event of an emergency.



# Our impact

We work in 18 countries

We helped  
**635 765** people



**93 420**

People benefiting from articulated child protection systems.



**41 230**

Students who regularly attend classes.



**14 771**

People who increase their income.



**151 896**

People assisted in a humanitarian crisis situation.

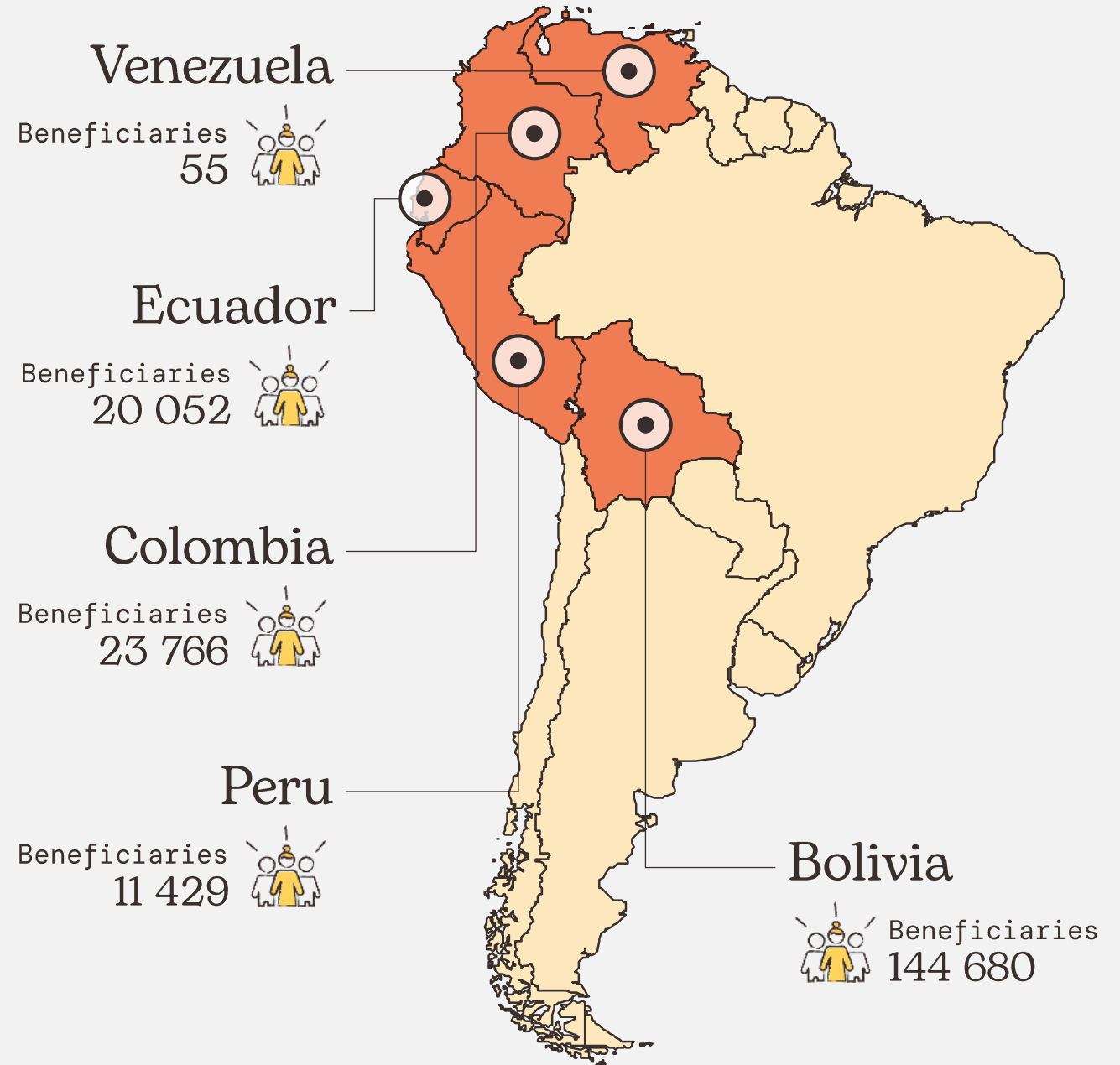
# Central America and Mexico

- Office in six countries in the region.
- 285 239 beneficiaries of our projects in 2024.



# South America

- Office in five countries in the region.
- 216 427 beneficiaries of our projects in 2024.



# Africa

- Office in five countries in the region.
- 132 443 beneficiaries of our projects in 2024.

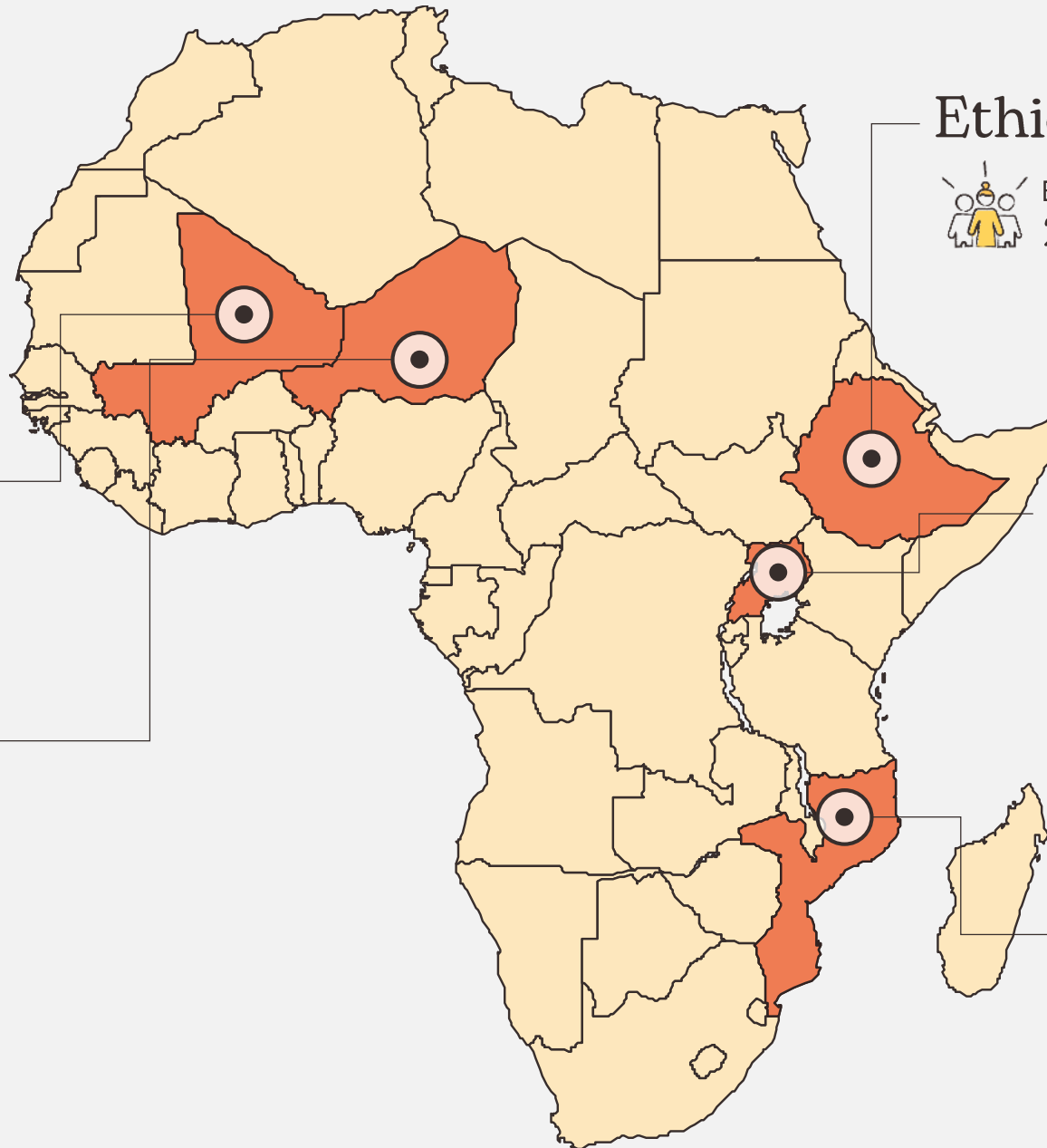
Mali  
Beneficiaries 7948

Niger  
Beneficiaries 19 924

Ethiopia  
Beneficiaries 25 380

Uganda  
Beneficiaries 5823

Mozambique  
Beneficiaries 73 368



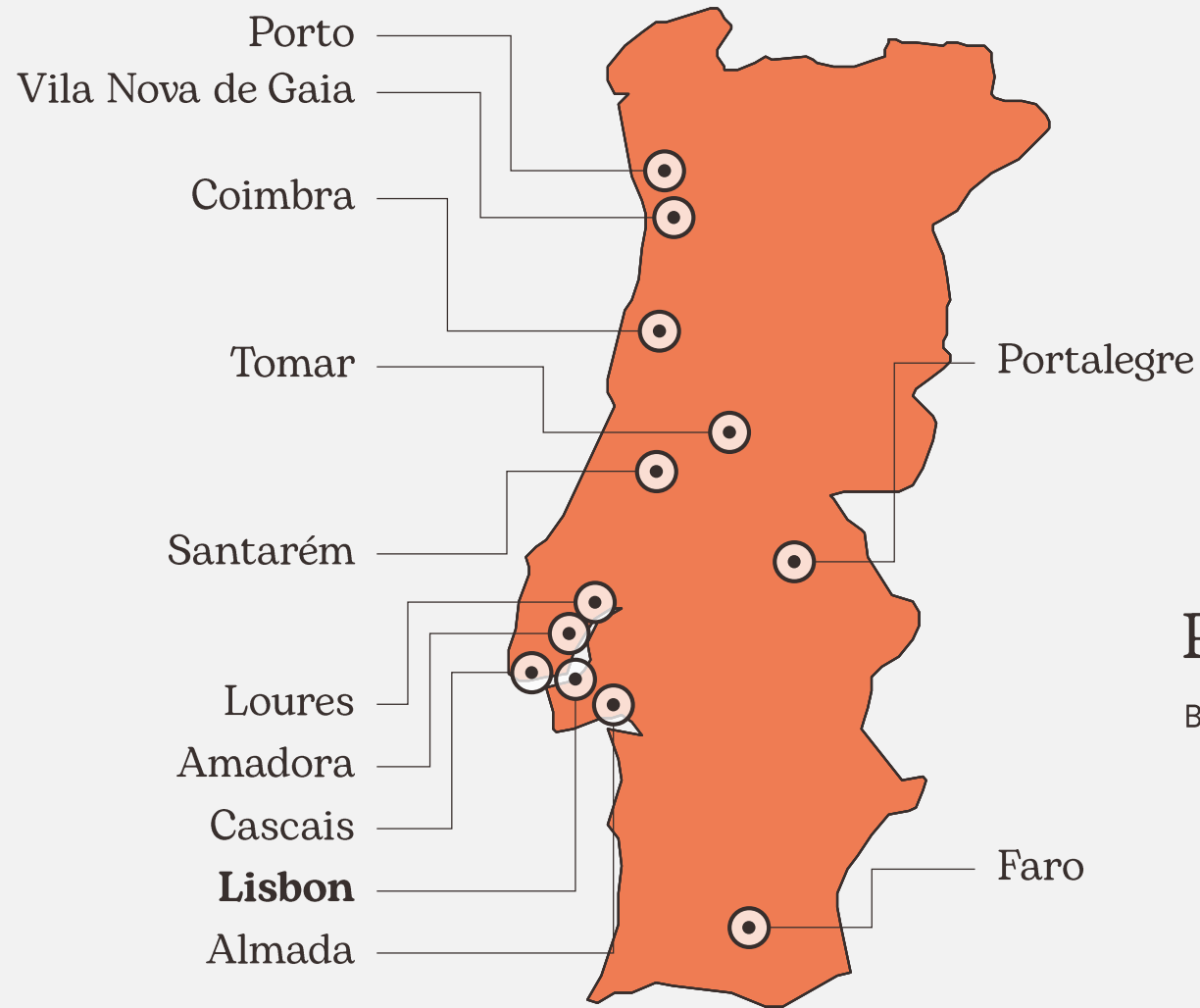
# Spain

- Headquarters of the Foundation and 6 regional offices.
- Working in 8 autonomous communities in Spain and 12 municipalities in Portugal.
- 11.801 people benefited from our projects in 2024 (including people participating in projects and advocacy activities and GCED).



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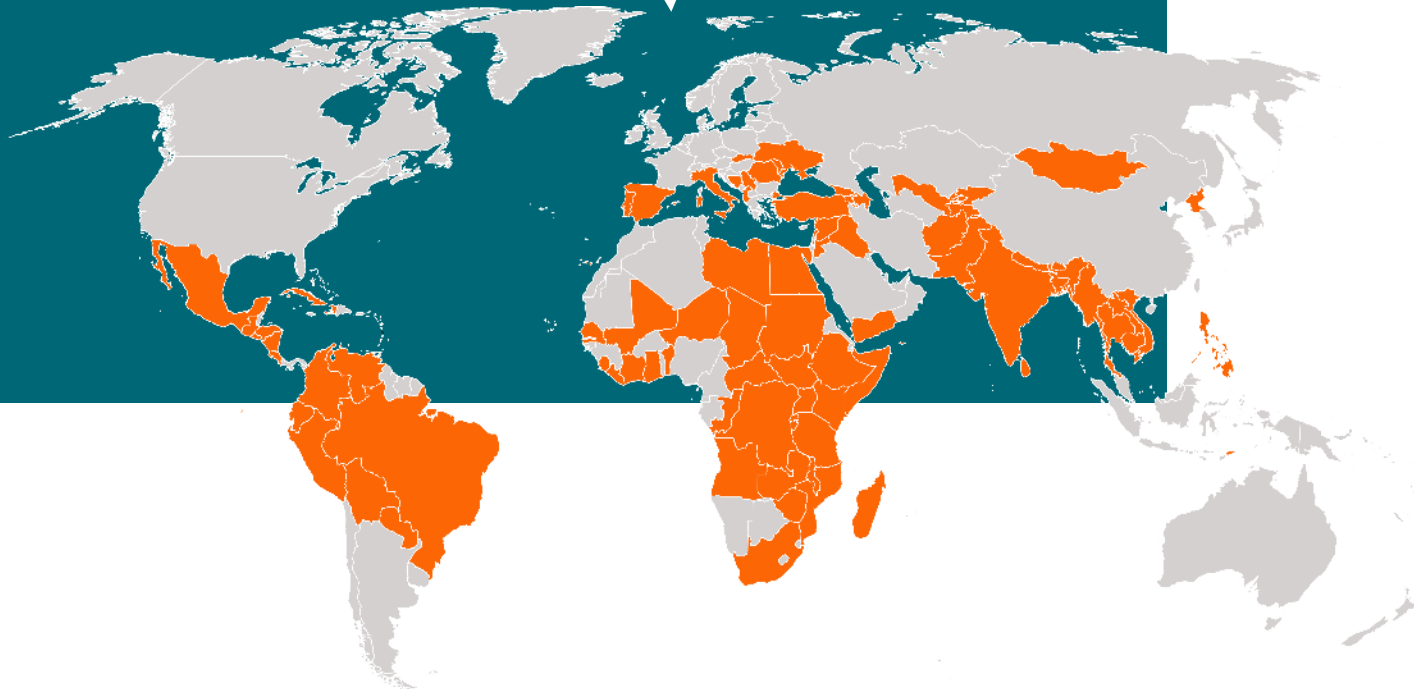


Portugal

Beneficiaries  
2385

# Partners:

Alliance 2015 is a European network of NGOs created in 2000 to strengthen the contribution of all its members to the Millennium Development Goals. Today, seven organizations work independently but in a coordinated manner to achieve the Sustainable Development Goals. Together, we are present in 90 countries around the world to support 50 million people.

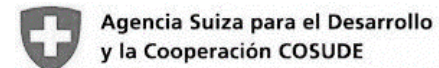


# Who supports us

Ayuda en Acción has the experience and capacity to work with the **public sector** developing regional programs and high impact local projects that are evaluated by independent third parties



## International



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Ayuda en Acción's experience and capacity to work with the business sector and international organizations through strategic partnerships that ensure shared value, mutual trust, long-term commitment, joint programming, social innovation and impact generation and measurement.



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**UAB**  
Universitat Autònoma  
de Barcelona



**UAM**  
Universidad Autónoma  
de Madrid



**fresno**  
the right link

**CAF** BANCO DE DESARROLLO  
DE AMÉRICA LATINA  
Y EL CARIBE



**soledades**  
Observatorio Estatal de la Soledad No Deseada





# Who supports us

In 2024, our development work could be carried out independently thanks to the regular contributions of an average of 93 100 supporters.



## Supporters and donors

**Sponsorship** is a form of solidarity collaboration through which **a bond is established with a group of children** who live in the area of the project we collaborate with and who share their reality and that of their families through their letters.



## Volunteers

We promote **active volunteering committed** to the search for a world without poverty, exclusion and inequality, offering spaces for participation and providing opportunities for collaboration and encounters between people with different backgrounds.

Thank you!



*Our mark, their opportunity.*