



SEMI-ANNUAL IMPACT REPORT

JANUARY – JUNE 2025

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Semi-annual Impact Report January – June 2025

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CATA ESCOBAR'S LETTER

PRESIDENT OF JUANFE



TOGETHER WE ARE A STATEMENT

Today I want to speak to you from the heart and with profound gratitude. This year has been a powerful journey of dedication, effort, and transformation. Thanks to each of you, we have taken another step forward in our goal of breaking the cycles of poverty among adolescent mothers and migrant women. We did so with courage, empathy, and an unwavering commitment. In every story we shared, in every door we opened, in every collective achievement, you were there, leaving your mark.

The Juanfe Foundation was born to tell these women they are not alone. It was born to be with them with real actions, in a country where we constantly forget to protect children. Here, we are committed to creating tangible opportunities, but above all, with purpose. With the firm intention of transforming the world, one woman at a time.

And all this work is a sum of those who believe, of those who do. That's why we continue to innovate, creating other spaces to go beyond the problems and raise the volume on our call for transformation. This year, Women Working for the World not only strengthened our institutional and media position as a leading organization on gender agendas in Latin America, but also reaffirmed that transformation begins when we decide to listen, include, and act. WW4W wasn't an event: it was a collective declaration, a shared cry for justice, for opportunity, for dignity.

Thank you for being part of this story, for not letting go, for believing that together we can change realities. Everything we've achieved is a reflection of a collective effort born of love, empathy, and the conviction that it is possible to build a more equitable and caring world.

CATALINA ESCOBAR



**ONE SEMESTER
OF GREAT
ACHIEVEMENTS!**



Catalina Pimienta

Executive Director - Juanfe Foundation

"Innovation is not simply talking about technology; it is having the courage to do things differently. At Juanfe, we believe in innovation that transforms destinies."



DURING 2025 THESE HAVE BEEN OUR RESULTS:



WE HAVE IMPACTED THE LIVES OF

10.820

PEOPLE IN CARTAGENA, MEDELLÍN
AND URABÁ

BENEFITING

2.005

TEENAGE MOTHERS



MEDELLÍN: 876
CARTAGENA: 967 URABÁ:
162

BENEFITING



159

MIGRANT WOMEN

330

Babies accessed
formal childcare



105 Cartagena
185 Medellín
40 Urabá

8.326

Family members supported



Transforming
the world,
one woman at a
time



EDUCATION:

4,053 young women signed up, interested in participating in our programs. **375** began a new journey of transformation in the 360° Model.



SEXUAL HEALTH:

100% of the young women participating in Cartagena, Urabá, and Medellín use safe planning methods to make decisions with freedom and dignity.



MENTAL HEALTH:

40% of participants reported significant improvements in their mental health in Cartagena and Medellín.



EMPLOYABILITY:

229 adolescents found decent employment, and **86%** of them now earn at least the minimum wage.

TRANSFORMING THE WORLD ONE WOMAN AT A TIME



 **LEARN MORE** 

**Click here to watch the video*

375 TEENAGE MOTHERS BEGIN A NEW JOURNEY OF TRANSFORMATION

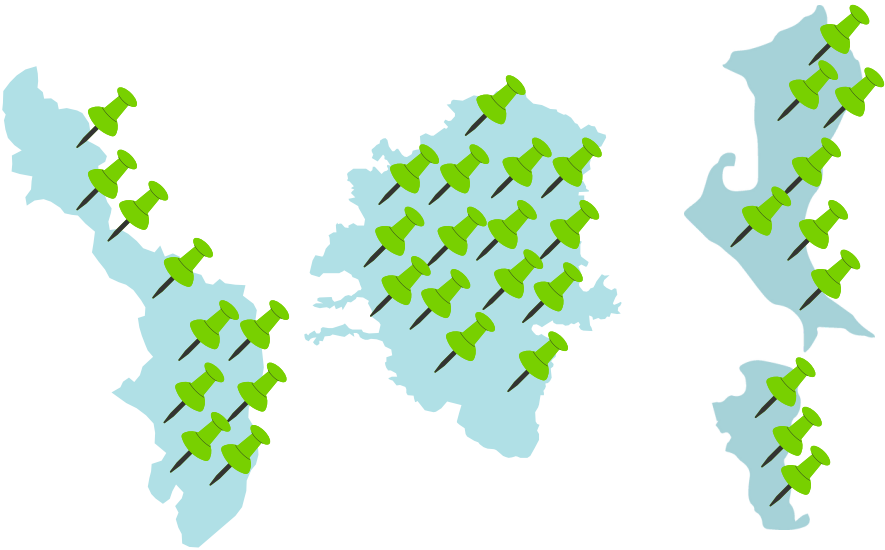


Every six months, dozens of young mothers in vulnerable situations approach the Juanfe Foundation seeking an opportunity to transform their lives and those of their children.

More than 4,053 young people expressed interest in participating in our programs.



After a rigorous process, they were selected
375 young mothers



Between January and March, they embarked on a journey toward autonomy and personal empowerment in **Cartagena, Medellín, and Urabá.**

Each one of them represents a story of courage and hope.

Their admission marks the beginning of a transformative process that addresses education, employability, emotional well-being, sexual and reproductive health, and childcare.

CARTAGENA

- **1,214** potential participants
- **807** potential participants who met the required criteria
- **149** potential participants who passed the selection process
- **120** participants began their transformation process

MEDELLÍN

- **1,613** potential participants
- **416** potential participants who met the required criteria
- **227** potential participants who passed the selection process
- **125** participants began their transformation process

URABÁ

- **1,208** potential participants
- **400** potential participants who met the required criteria
- **188** potential participants who passed the selection process
- **130** participants began their transformation process



GETTING TO KNOW OUR NEW MEMBERS



BASELINE RESULTS

As part of our comprehensive support process, we conduct a baseline assessment that allows us to **understand the initial circumstances of the young women** who enter our programs each semester and gain a close understanding of their life contexts.

The findings reflect **trajectories marked by significant challenges**. Many have endured complex life experiences in environments where violence, lack of protection, inequality, and exclusion have left profound scars on their emotional well-being.



At the Juanfe Foundation, we recognize that **emotional care** is the starting point for any transformation process. Therefore, our intervention begins with active listening, emotional support, and respectful psychosocial support, **ensuring a safe environment** where each young person can rebuild their life plan with dignity, confidence, and hope.

CARTAGENA

- Suicidal attempt or ideation: 38%
- Anxiety: 46%
- Low self-esteem: 52%
- Substance use: 1%
- Depressive symptoms: 37%
- Low levels of self-control: 45%

MEDELLÍN

- Suicidal attempt or ideation: 32%
- Anxiety: 80%
- Low self-esteem: 64%
- Substance use: 12%
- Depressive symptoms: 67%
- Low levels of self-control: 47%

URABÁ

- Suicidal attempt or ideation: 6%
- Anxiety: 65%
- Low self-esteem: 61%
- Substance use: 0%
- Depressive symptoms: 58%
- Low levels of self-control: 68%

94% OF OUR BENEFICIARY FAMILIES SUBSIST ON AN INCOME EQUIVALENT TO
OR LESS THAN ONE MONTHLY MINIMUM WAGE.

FAMILY INCOME

- No income: 0%
- Less than minimum wage: 44%
- A minimum wage: 50%
- Between 1 and 2 minimum wages: 0%
- Between 2 and 3 minimum wages: 6%

HOUSEHOLD OVERCROWDING

- Acceptable (up to 2 people): 46%
- Medium (between 2 and 4 people): 42%
- Critical (more than 4 people): 12%

FAMILY INCOME

- No income: 0%
- Less than minimum wage: 37%
- A minimum wage: 60%
- Between 1 and 2 minimum wages: 4%
- Between 2 and 3 minimum wages: 0%

HOUSEHOLD OVERCROWDING

- Acceptable (up to 2 people): 6%
- Medium (between 2 and 4 people): 39%
- Critical (more than 4 people): 55%

FAMILY INCOME

- No income: 0%
- Less than minimum wage: 46%
- A minimum wage: 46%
- Between 1 and 2 minimum wages: 8%
- Between 2 and 3 minimum wages: 0%

HOUSEHOLD OVERCROWDING

- Acceptable (up to 2 people): 10%
- Medium (between 2 and 4 people): 37%
- Critical (more than 4 people): 53%

Baseline results

MENTAL HEALTH AS A STARTING POINT: HEAL TO MOVE FORWARD

After a year and a half of psychosocial support, 40% of adolescent mothers in Cartagena and Medellín have shown significant improvement in their mental health.

This breakthrough demonstrates the impact of an intervention focused on listening, support, and emotional care. Many young women have endured difficult experiences, and at the Juanfe Foundation, they have found a safe space to heal, regain confidence, and build a new life purpose.

The Urabá analysis will be incorporated once the first group's process is completed, in mid-2026.



SYMPTOMS	CARTAGENA		MEDELLIN	
Suicidal attempt or ideation:	49% START	↓ 0% EXIT	33% START	↓ 5% EXIT
Consumption of SPA (psychoactive substances):	2% START	↓ 0% EXIT	15% START	↓ 0% EXIT
Anxiety:	61% START	↓ 7% EXIT	30% START	↓ 11% EXIT
Low self-esteem:	58% START	↓ 0% EXIT	64% START	↓ 25% EXIT
Depressive symptoms:	53% START	↓ 5% EXIT	28% START	↓ 5% EXIT

DECIDE WITH FREEDOM AND DIGNITY: PROMOTING SEXUAL AND REPRODUCTIVE RIGHTS



We are firmly committed to ensuring that our participants understand, exercise, and defend their sexual and reproductive rights as a fundamental part of their autonomy and well-being.



From the beginning of their process, they participate in training, dialogue, and comprehensive support that promote free, informed, and safe decisions about their sexual health, their bodies, and their life plans.

This approach has strengthened their bodily autonomy, helped prevent subsequent pregnancies, and promoted a full, responsible, and conscious experience of sexuality. Each participant receives personalized guidance, psychosocial support, and access to safe contraceptive methods, always with respect, self-care, and the protection of their rights.

CARTAGENA

- 100% of young women are using a safe contraceptive method.

- 90% plan with long-term methods or surgery.

- 10% plan with short-term methods.

MEDELLIN

- 100% of young women are using a safe contraceptive method.

- 90% plan with long-term methods or surgery.

- 7% plan with short-term methods.

- 3% plan with barrier method.

URABÁ

- 100% of young women are using a safe contraceptive method.

- 82% plan with long-term methods or surgery.

- 18% plan with short-term methods.



RAISE WITH LOVE: EDUCATION IN HUMANIZED PARENTING



We promote respectful, conscious parenting based on child development, recognizing that the well-being of our beneficiaries' children is essential to the comprehensive transformation of their families.



We support adolescent mothers in strengthening their parenting skills, providing them with practical tools, psychoeducational guidance, and key knowledge to build safe, caring, and stimulating environments. **This process enhances their role as caregivers and strengthens their confidence and ability to make informed parenting decisions.**

- In Cartagena, this training is provided by our Comprehensive Child Development Center [CIDI].
- In Medellín and Urabá, we work closely with the childcare providers in each region, such as Buen Comienzo, Comfenalco, ICBF, COMFAMA, and others.

CARTAGENA

Coverage and care at CIDI

During the first half of 2025, the Comprehensive Child Development Center [CIDI] provided care to 105 infants between 6 and 24 months of age, representing 35% of the total beneficiary population.

Children not directly served by CIDI are linked to:

- Other Child Development Centers [CDI] in the city.
- Public or private schools.

Thanks to the efforts made with the Colombian Institute of Family Welfare [ICBF].

Strengthening parenting skills

92% of beneficiary mothers participated in experiential workshops focused on:

- Humanized upbringing.
- Affective bond.
- Strengthening their parenting skills.

Institutional articulation

CIDI actively participated in:

- The Early Childhood Table.
- The AEIOTU Community of Practice.

These actions reflect the commitment to strengthening the comprehensive early childhood care ecosystem in Cartagena.

Coverage and access to child care

Coverage for children in formal care reached 78% of the child population, consolidating significant progress in ensuring safe, stimulating, and appropriate environments for early childhood.

Strengthening access to childcare

- Alliances were formalized with eight new operators of the Buen Comienzo program.
- From the CDI Area, interventions were developed such as the "Affective Bond" module, which addressed:
 - Secure attachment strategies.
 - Processes of adaptation and appropriation of formal care.
 - Promoting parenting skills in young mothers.

Psychosocial support for young mothers

Two therapeutic groups were implemented:

1. For mothers with children with physical or learning disabilities.
2. Focused on parenting and self-care practices.



MEDELLIN

Events and community engagement

The CDI Fair "The Heart of Care" was held, with the participation of 110 young people, strengthening the connection with childcare services.

The Foundation played an active role in the Communal and District Council for Early Childhood Public Policy in Commune 10, positioning itself as a strategic player in:

- Building alliances.
- Promoting public policies for the well-being and comprehensive development of children.



URABÁ

Early Childhood Care - Current Coverage

During the evaluation period, 36% of the children of participating adolescents were enrolled in childcare services in the region.

Strategic alliances

- Agreements have been established with:
- Private child development centers, such as Comfenalco.
 - Operators of the Colombian Family Welfare Institute (ICBF), including:
 - Alegres Girasoles
 - Chiquitín
 - El Obrero

Limitations in the existing offer

The care centers currently available in the region only serve children between the ages of 2 and 5, which restricts access to services for children under two.



Observations on coverage

- There are no nurseries in the region equipped to care for children between 0 and 24 months.
- This limitation is especially critical considering that approximately 62% of the children of adolescent beneficiaries are between 6 and 18 months old.
- There is a significant gap in the provision of early childhood services for this age group, which raises the need to expand institutional coverage and guarantee early access to comprehensive care.



TRAINING LABOR TECHNICIAN



LEARNING TO ADVANCE: EDUCATION THAT TRANSFORMS

Technical and vocational training is an essential component of our intervention model. We support teenage mothers in acquiring practical and certified skills that enable them to enter the labor market in a dignified and sustainable manner.

The training programs are adapted to the dynamics of the local productive environment. In Cartagena, they are led by the Foundation, and in Medellín and Urabá, they are developed in partnership with the CESDE Institute.

CESDE



In addition to strengthening technical skills, these processes boost our young women's confidence, leadership, and life prospects, creating real opportunities for economic autonomy and social mobility.

CARTAGENA



308 teenage mothers received training under our 360° Model.

First semester: 120

- Beauty: 41
- Hotel services: 39
- Kitchen: 40

Second semester: 106

- Beauty: 32
- Hotel services: 40
- Kitchen: 34

3rd semester: 82

- Beauty: 28
- Hotel services: 26
- Kitchen: 28

Practical Stage:

82 young people participated in this phase and strengthened their technical and socio-emotional skills to facilitate their adaptation to the productive sector and access to formal, decent, and sustainable employment, fulfilling the value promise.

- ✓ 100% of the young women passed the practical phase and obtained technical certification.
- ✓ **95% of companies are satisfied with the performance of young women.**



MEDELLÍN

317 teenage mothers received training under our 360° Model.

First semester: 125

- Software Development: **30**
- Administrative Assistant: **61**
- Assistant in commercial and service advisor: **34**

Second semester: 113

- Software Development: **27**
- Administrative Assistant: **56**
- Assistant in commercial and service advisor: **30**

3rd semester: 79

- Software Development: **17**
- Administrative Assistant with an emphasis on health: **21**
- Human Resources and Occupational Risk Assistant: **21**
- Administrative Assistant: **20**

Practical Stage:

78 young people participated in this phase and were able to strengthen their technical and socio-emotional skills, such as adapting to business culture, service-oriented attitude, personal presentation, and ease of information assimilation. This enables them to access formal, decent, and sustainable employment, fulfilling the value promise.

- ✓ **82%** of the young women passed the practical phase and obtained technical certification.
- ✓ **90%** of companies are satisfied with the performance of young women.

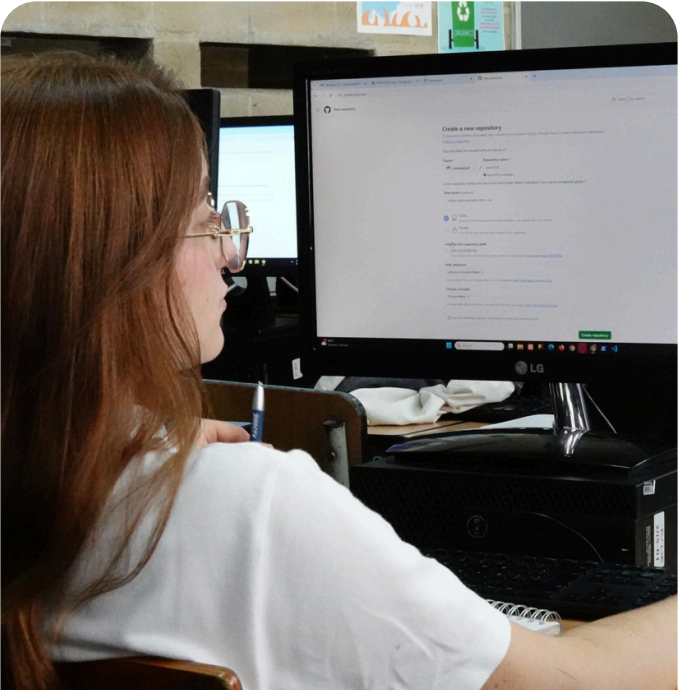


URABÁ

130 teenage mothers received training under our 360° Model.

Techniques

- Assistant in commercial and service advisor: **65**
- Human resources and occupational hazards assistant: **65**



ACADEMIC ACHIEVEMENTS FROM THE FIRST SEMESTER 2025



In the first half of 2025, **236 teenage mothers completed their training in the 360° Model**, after undergoing a path of technical, emotional, and personal growth.

Throughout this process, they faced social, economic, and emotional challenges and transformed them into learning experiences. They earned certification in job skills, strengthened their mental health, and developed key skills for their family and professional lives.

CARTAGENA

171 YOUNG WOMEN GRADUATED
89 IN MARCH AND 82 IN JUNE

✓ Beauty: 55 ✓ Kitchen: 57 ✓ Hotel services: 59

MEDELLIN

65 YOUNG WOMEN GRADUATED (MARCH)

- ✓ Administrative Assistant: 23
- ✓ Marketing Advisor: 9
- ✓ Software Development Assistant: 19
- ✓ Human resources and occupational risks: 14

OUR VALUE PROMISE: ECONOMIC AUTONOMY



Access to the first job: a key stage in the process of self-reliance

Transition to the job market

- ✓ Entering their first job represents a turning point in the lives of teenage mothers who benefit from the program. This step comes after strengthening their mental health, acquiring parenting tools, and completing their technical and vocational training.

Intersectoral support and coordination

- ✓ The program actively promotes the transition to decent, secure employment with growth prospects. Efforts are being coordinated with companies in the productive sector to generate job opportunities aligned with the profile and skills of young women.

Beyond a job: inclusion and autonomy

- ✓ It's not just about accessing a contract, but about promoting processes of social and economic inclusion. The goal is to help teenage mothers move toward financial independence and consolidate their life plans.



EMPLOYMENT OF TEENAGE MOTHERS

CARTAGENA

During this semester we achieved the employment of 117 teenage mothers

- For 50 of them this was their first job
- For 67 of them it was a second or other job.



These young women have managed to increase their income by earning between:

- Less than a minimum wage: 18
- Un SMMLV: 89
- Between 1 and 2 SMMLV: 9
- More than 2 SMMLV: 1

MEDELLÍN

During this semester we achieved employment for 112 teenage mothers.

- For 54 of them this was their first job
- For 58 of them it was a second or other job.



These young women have managed to increase their income by earning between:

- Less than a minimum wage: 13
- Between 1 and 2 SMMLV: 96
- Between 2 and 3 SMMLV: 2
- More than 2 SMMLV: 1

URABÁ

During the semester, an awareness-raising and outreach process was carried out with 28 companies in the subregion, with the aim of generating awareness and commitment to the importance of providing opportunities for adolescent mothers in their formative years.

The visits allowed:

- Socialize the scope of the training practice process.
- Establish bonds of trust and social co-responsibility with organizations as a basis for future alliances.

We currently have a total of **3,609 graduates**. In Cartagena, **2,943** graduates, and in Medellín, **666** graduates participate in complementary training, events, and activities at our Employment and Opportunities Center.

SECTORS WHERE PARTICIPANTS HAVE
ACCESSED EMPLOYMENT

CARTAGENA

MEDELLÍN

The sectors in which the greatest placement of participants has been achieved are:

- Hotel Sector: 21%
- Gastronomic Sector: 20%
- Hospitality sector: 41%
- Personal Care Sector: 9%
- Trade: 5%
- Services: 4%

As part of our inclusion strategy, we raised awareness among 102 companies about good practices and employment for vulnerable youth.

- ✓ Employability: 66
- ✓ Opportunities: 27
- ✓ Internships: 9
- ✓ New companies: 60
- ✓ Number of vacancies managed: 144
- ✓ Number of processes requested: 315

TYPE OF CONTRACT:

- Work – labor: 30%
- Provision of services: 50%
- Fixed term: 10%
- Undefined: 8%
- Others: 2%

- Sector BPO: 28%
- Food sector: 14%
- Health sector: 9%
- Commercial Sector: 12%
- Services Sector: 37%

As part of our inclusion strategy, we raised awareness among 229 companies about good practices and employment for vulnerable youth.

- ✓ Employability: 51
- ✓ Cuota Sena: 61
- ✓ Convention: 111
- ✓ Others: 52
- ✓ Number of vacancies managed: 133
- ✓ Number of processes requested: 229
- ✓ New companies: 61

TYPE OF CONTRACT:

- Work – labor: 13%
- Provision of services: 4%
- Fixed term: 52%
- Undefined: 31%



CONTINUING EDUCATION FOR JOB SUSTAINABILITY



We reaffirm our commitment to the ongoing training of graduating teenage mothers as a key strategy for their job security. Through complementary training, we strengthen their technical and cross-curricular skills, facilitating their adaptation to market demands and improving their opportunities for integration and growth in the productive sector.



CARTAGENA: CONTINUING EDUCATION

196 young people

Young graduates participated in 13 complementary training courses:
**A beneficiary can participate in more than one course*

5 COURSES

- Digital Marketing with AI (15 participants): Using artificial intelligence to optimize digital strategies.
- Food Hygiene and Safety (13 participants): Improving quality standards in food handling.
- Spa and Hair Wellness (20 participants): Practical skills to offer personalized hair care services.
- Hair Straightening Techniques (14 participants): Training in updated techniques for trending services.
- Excellence in Events and Banquets with AI (16 participants): Event management using digital tools and artificial intelligence.

SPECIALIZED DIPLOMA

Customer Service Automation with AI (16 participants): Applying AI in hospitality to improve efficiency and guest experience.

7 WORKSHOPS

- Employment contracts (14 participants): Understanding rights and benefits in employment relationships.
- Virtual Assistants in Healthy Cooking (17 participants): Using AI for planning and executing healthy recipes.
- Mindset and Professional Growth with AI (13 participants): Promoting a proactive mindset using technology.
- Gamification of Work Ethics (16 participants): Playful learning about ethical conduct in the workplace.
- Resilience and Design Thinking (9 participants): Development of agile and creative thinking to face challenges.
- Leadership and Communication with Chatbots (12 participants): Practicing soft skills through AI simulations.
- Cooking Secrets – Colanta (23 participants): Creating complete menus with products from the partner brand.



STRATEGIC NETWORKING EVENTS

Job Fair

- Beneficiaries in attendance: 24
- Participating companies: 13
- Featured entities: Rafael Núñez University, Hyatt Hotel, Crepes & Waffles, Comfenalco, SENA, among others.

Business Breakfast

- Attending companies: 28
- Results:
 - 9 new alliances signed
 - Two mass calls with Café Víctor Gamboa and SENA
 - 3 companies submitted personnel requirements

First Career Closet of the year Attendees: 216 graduates and active students

- Items sold: 402 Activities:
- Workshops on effective image and corporate makeup.

Alliance Plan of Social emergency

Participation in the "Government in the Neighborhood" strategy over two days, facilitating access to programs for new beneficiaries through community outreach.



MEDELLÍN: CONTINUING EDUCATION

284 young people

Young graduates participated in 12 complementary training courses:
**A beneficiary can participate in more than one course*

5 WORKSHOPS

- Curriculum Vitae (113 participants): Preparation of resumes aligned with their skills and competencies.
- Effective image for the workplace – Closet Laboral (131 participants): Strengthening the professional image as a tool for success in work environments.
- Preparing for the world of work (172 participants): Identification of skills acquired during training and preparation for job placement.
- Mock interviews (68 participants): Practical tools for job interviews or sponsorship processes.
- A day in the life of... (11 participants): Guided work experience with partner companies for a real-life look at the production environment.

2 COURSES

- Digital Skills Bootcamp (67 participants): Developing skills for self-awareness, personal branding, and career advancement.
- Cybersecurity (22 participants): Training in cyber threats and strengthening of basic digital skills in computer security.



STRATEGIC NETWORKING EVENTS

Service fairs (19 participants): Access to health services, employability and guidance to improve their quality of life.

Opportunities Fair (13 participants): Presentation of employment opportunities and programs from the Youth Secretariat.

Employability Fair – SENA (2 participants): Identification of job opportunities through SENA's offerings.

Workshop "Towards a Career Projection" (34 participants): Connection with the Employment Center and guidance on job opportunities, personal and professional projection.

WW4W Forum (7 participants): A space for empowerment through shared experiences and motivational talks.

TRANSFORMEMOS SIN FRONTERAS




Transformemos
SIN FRONTERAS



CONRAD N. HILTON
FOUNDATION

In 2022, the Juanfe Foundation expanded its intervention model to include migrant women, recognizing their transformative potential and the barriers they face in accessing decent opportunities. This is how Transformemos Sin Fronteras [Let's Transform Without Borders] was born, a program designed to promote their socioeconomic integration with a focus on rights, autonomy, and equity.

During the first half of 2025, the program impacted the lives of 159 Venezuelan migrant women in Cartagena [101] and Medellín [58], through comprehensive processes that strengthened their emotional well-being, technical capabilities and employability.

OUTSTANDING ACHIEVEMENTS



159 women certified in diplomas such as Commercial Management, Service Excellence, Marketing, and Sales.



88% of participants strengthened their emotional well-being through psychosocial support.



33 women in Cartagena and 47 in Medellín found formal employment; for 78% and 79%, respectively, it was their first formal job in Colombia.



All participants attended workshops on digital, financial, and entrepreneurship skills, as well as training in employability and resume development.

ACTIVE GRADUATE POPULATION

- 700 graduates participated in workshops, diplomas, events, and benefits.
- More than 30 graduates received financial support, and more than 410 received training in digital, financial, and sexual and reproductive health.
- 410 visits to the "job closet" were recorded, facilitating their job placement.

EVENTS AND ALLIANCES

- More than 90 people participated in the closing events in both cities.
- Alliances were strengthened with key players such as the Bancolombia Foundation, Mercy Corps, Dale Carnegie, Comfama, and local public entities.

This period consolidated significant progress toward the socioeconomic integration of migrant women, promoting their autonomy, well-being, and life prospects.



RUDDY APONTE
CARTAGENA



GRADUATE OF
TRANSFORMEMOS SIN
FRONTERAS

**Click to watch the video*

JUANFE SCHOOL



This year, 2025, we launched **Juanfe School**, a new program born from the approach of our **360° Model**, with the goal of serving teenage mothers between the ages of 14 and 16, a highly vulnerable and traditionally underserved group.

Program objective

Juanfe School seeks to provide a comprehensive educational and support space, providing tools so that participants can:

- ✓ Receive psychosocial support and sexual and reproductive education
- ✓ Subsequently, they will access Juanfe's 360° Model, where they will continue their technical training.
- ✓ Develop skills for employment and economic autonomy.

Territorial implementation



29 participating
teenagers



30 participating
teenagers



Semi-annual impact report
January – June
2025

NEWS THAT DRIVES PROGRESS

WW4W FORUM



Bogotá - April 29 and 30 – EAN University

Over two days, more than 80 national and international speakers discussed gender equality, sustainable social development, actions against gender-based violence, women's active role in environmental conservation, and female leadership, among other topics.

The forum reached more than a thousand people, including women involved in social work, authorities, members of the police, the national army, and opinion leaders.

In partnership with the Sumapaz Highway Concession, we held the WW4W forum in Silvania, Cundinamarca. More than 350 students attended, learning about Juanfe and its message of gender equity and sustainable social development during Women's Month. High-level speakers addressed topics such as women in STEAM careers, personal presentation and image, entrepreneurship on social media, and gender-based violence, among others.



Medellín - June 4 – Pontifical Bolivarian University

The 1,400 attendees at the event had the opportunity to hear from more than 50 world-class speakers. This event highlighted what the mayor's office and the governor's office, led by their social leaders, are doing for the women of Medellín and Antioquia. Discussions included fatphobia, young people and their future, and the courage and resilience of rural women, among other topics.

Our forums feature the participation and testimony of adolescent mothers who graduated from our model. We also create spaces for dialogue and development with parallel sessions featuring international speakers and special guests from the public, private, and social sectors.

We achieved over 30 news impacts in traditional and digital media, with six media partners participating and disseminating the news generated during #WW4W in each city.



ENVIRONMENTAL IMPACT

During the first half of 2025, the Juanfe Foundation advanced its responsible environmental management strategy:

95% progress in the installation of the solar panel system, promoting the use of clean and sustainable energy.

Strengthening the institutional nursery, with plant reproduction for biodiversity conservation.

Quality testing of treated water at the institutional plant, ensuring compliance with environmental standards.

Replacing 40% of T5 luminaires with LED lights, improving energy efficiency.

These actions reaffirm the Foundation's commitment to a healthier and more sustainable environment for all people.



HAPPINESS MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT



From the Happiness Management and Organizational Development area, we are strengthening the well-being, cohesion, and motivation of the team that brings the Juanfe Foundation's purpose to life. During the first half of 2025, we are promoting key actions to consolidate an organizational culture focused on care, awareness, and excellence.

RECOGNITION AND EMOTIONAL HEALTH AT WORK



In March, we commemorated Employee Recognition Day and the International Day of Happiness through internal communication campaigns and recreational activities that highlighted individual contributions, reinforced a sense of belonging, and promoted emotional well-being. These actions strengthen our institutional culture and sustain the bonds of trust that make our social impact possible.

EXPANSION WITH PURPOSE: NEW TEAM IN URABÁ



During this semester, we hired 12 new professionals to launch operations in Urabá. Each member participated in an induction process aimed at internalizing the Foundation's values and its higher purpose. This addition not only represents operational growth, but also a strategic step toward extending our organizational culture to new territories.

CONSCIOUS TRAINING: TOOLS FOR PERSONAL BALANCE



With the support of Mariana Fresnedo and the Quantum Quip team, we facilitated workshops aimed at strengthening emotional self-management, internal resilience, and personal clarity. These practices provided each participant with tools for self-observation, conscious breathing, and deep reflection, integrating emotional well-being into their professional work.



SALESFORCE

From launch to ownership: this is how we are advancing institutional digital transformation

During the first half of 2025, the Juanfe Foundation took firm steps in its digital transformation process with the implementation and consolidation of Salesforce as a key tool for the comprehensive management of its operations in Cartagena, Medellín, and Urabá.

Launch in key areas: Salesforce went live in three key areas of the organization, digitizing processes such as customer service, job tracking, proposals, donor relations, and more.

Change management and continuous improvement: More than 80 new adjustment requests that arose after the implementation were managed by the Technology, Innovation, and Development department.

Strategic alliances for development: With **Deloitte.USA**, we continue working on the massive upload of graduate data and the structuring of user manuals.

- With **softserve**, we were able to fully develop the academic module, and the team is already in the usability testing phase.

This process has marked a milestone in Juanfe's commitment to innovation and efficiency, enabling a more connected, transparent, and socially impactful operation. Salesforce is no longer just a technological project, but a vital component of the intervention model that enhances our purpose: to sustainably transform realities.

TESTIMONIES



NORMA MONCADA
CARTAGENA

GRADUATE OF THE
COOKING PROGRAM



YARITZA CÓRDOBA
MEDELLÍN

LABOR TECHNICIAN IN
COMMERCIAL ADVISOR



**THANK YOU TO ALL
OUR PARTNERS FOR
MAKING THIS FIRST
SEMESTER POSSIBLE!**



juanfe
Desarrollo social sostenible