

# JUANFE FOUNDATION

A smiling woman with dark hair tied back, wearing a brown short-sleeved button-down shirt with 'JUTEX' and 'Fundación JUANFE' printed on it, and blue pants, is holding a baby. They are standing in a hallway with large green plants on the left and a green wall on the right. The woman is looking towards the camera, and the baby is looking to the right.

## 2018 Annual Report

*“2018, the year of expansion”*

Fundación  
**JUANFE**

# OBJECTIVES

Our objective is to **break the poverty cycles of adolescent mothers** through our 360° Model, which addresses the following Sustainable Development Goals:



In addition, we are committed to:

1. Preventing subsequent pregnancies in communities living in vulnerability and socioeconomic exclusion.

– Worldwide, 53,5% of teenage mothers living in poverty have a second pregnancy within two years following the first one. 99,7% of our beneficiaries do not have second pregnancies in a 7-year period after they enter Juanfe Foundation.

2. Promoting economic growth and social development in Colombia and the Latinamerican region, by investing in health, education, and labor inclusion.

– As a result of our intervention, these girls exercise their right, raise their self-esteem, reach economic independence, and create wellbeing cycles for themselves, their children, families, and communities.

– Our headquarters, inaugurated in 2011, allowed us to increase our installed capacity and the quality of our services: it is a 13.000 m2 facility certified with LEED Silver by the U.S. Green Building Council, which turns us into a point of reference in what concerns respect for the environment.

3. Actively defending the fundamental human rights of the most vulnerable populations and revindicating the role of women in different contexts.



*Our 360° Model consists of integral care and is composed by three phases focused on psychosocial strengthening, technical training, and labor inclusion.*

# CARTAGENA



## POBERTY

In Cartagena, **72%** of the households belong to the two poorest socioeconomic strata.

In 2017, **27%** of the population lived in poverty and **4,2%** in extreme poverty.

## TEENAGE PREGNANCY

In 2016, the fertility rate for adolescents aged 15 to 19 was **76,1** in Cartagena; while the rate in Colombia was **49,5**.

In 2018, there were **163** births to mothers aged 10 to 14 y **3.370** to mothers aged 15 to 19. In total, there were **3.533** teenage pregnancies in Cartagena.

The neighborhoods with the highest incidence of teenage pregnancy were Olaya Herrera, El Pozón, Nelson Mandela, San José de los Campanos, La María, San Fernando, La Esperanza, Boston, Villas de Aranjuez, and La Candelaria.

## INFORMAL LABOR

Cartagena has one of the highest rates of underemployment or informal labor in Colombia. In 2017, this rate was of **55,3%**.

## VIOLENCE

Of the total number of domestic violence cases, which were **1.440** in 2017 and **1.360** in 2018, 70% correspond to partner mistreatment or abuse.

In the last 10 years, **93%** of the domestic violence victims have been women.

In 2017, there were **514** complaints of alleged sex crimes. In 2018, this number raised to **574**. It is estimated that women, mainly under 24 years old, are victims in **85%** of the cases in Cartagena.

*In Cartagena, **72%** of the households belong to the two poorest socioeconomic strata.*

# TEENAGE MOTHERS PROGRAM – PHASE I

Throughout the **Teenage Mothers Program**, the beneficiaries strengthen their psycho-affective status, improve their nutritional status and their children's, acquire productive abilities, and take ownership of their sexual and reproductive rights.

## 2018 IMPACT

**150 teenage mothers benefitted from the Teenage Mothers Program in Cartagena.**

**100%** defined and advanced their life project

**100%** improved their psycho-affective situation

**100%** received training in human skills: social skills, citizen coexistence, conflict resolution, and sexual and reproductive health, among others

**750** people received guidance during the 150 home visits carried out by our team. In each home, we conducted a psychoeducation aimed at strengthening the family bond, fostering healthy coexistence, preventing violence, and promoting healthy life habits

**99%** of the beneficiaries prevented subsequent pregnancies by responsibly using contraceptive methods. The remaining 1% were pregnant



**3.951** teenage mothers were benefitted between 2002 and 2018.

# TEENAGE MOTHERS EXTENSION PROGRAM – PHASE II



Our beneficiaries study to receive a certificate in a technical career and acquire the tools to enter the formal labor market. During this phase, they continue strengthening their emotional state and empowering in the exercise of their sexual and reproductive rights.

## 2018 IMPACT

**In 2018, 143 girls studied a technical career at Juanfe Foundation.**

**100%** were trained in sexual and reproductive health

**750** people received guidance in 150 home visits

**32** beneficiaries graduated from the Hotel Services career

**31** graduated from the Beauty career

**1** girl got a scholarship to study Technology in Administrative Management at the Comfenalco Technological Institution

**9** received scholarships to study Business Administration at Comfenalco

**2** received scholarships to study Surgical Instrumentation at the Rafael Nuñez University

**1.599** women have been trained in productive workshops, technical and professional careers between 2005 and 2018.



Once the beneficiaries finish their technical training, Juanfe leads the generation of income through the **attainment of formal jobs or the support of entrepreneurship projects.**

## 2018 IMPACT

**293** women were employed by enterprises with responsible employment policies

**278** were trained in professional enhancement courses: there were 12 courses on hotel services, entrepreneurship, marketing and sales, cocktail preparation, management of cash register, and bakery, among others.

**455** were trained in soft skills: there were 22 workshops on the fundamentals of the human being, emotional intelligence, verbal expression and gestures, and personal marketing, among others.

**14** received guidance and funding for their entrepreneurship projects: beauty parlors, sale of desserts and cupcakes, clothing shops, among others.

All our beneficiaries have access to formal job with adequate labor conditions, fair remuneration, and social security. They contribute to the socioeconomic development of the country.

**1.198** beneficiaries have entered the formal labor market in the last 4 years. Juanfe is one of the main providers of skilled female labour from the bottom of the pyramid in Cartagena.

# INFANT DEVELOPMENT CENTER



At the **Infant Development Center (IDC)**, the children of our beneficiaries advance towards integral development, and the affective bond and care skills are strengthened. While the girls study, their children receive adequate care, which prevents drop-out and guarantees a better academic performance.

## IMPACT 2018

**130** children received care, there were 0 accidents reported

**100%** advanced in the socio-affective, linguistic, cognitive and physical dimensions

**100%** of the adolescent mothers were trained in rights-based upbringing guidelines and breastfeeding, reinforcing their maternal role

**100%** of the babies established affective bonds with their mothers and caregivers.

**1.350** children aged 0 to 24 months have been cared for between 2011 and 2018; 0 accidents have been reported.

# MEDELLÍN

## POBERTY

In 2017, **14,25%** of the population lived in poverty and **3,6%** in extreme poverty.

## TEENAGE PREGNANCY

There were **56,4** births per every 1.000 women aged 15 to 19

In 2018, there were **4.375** births to teenage mothers in Medellin, equivalent to 16% of the total number of pregnancies in the cities.

**276** girls aged 10 to 14 got pregnant in Medellin, which is considered child **sexual abuse**.

The “comunas” (neighborhoods) with the highest incidence of teenage pregnancy are Popular, Manrique, Villa Hermosa, and Javier.

## INFORMAL LABOR

In 2017, the rate of informal labor in Medellin was **42,4%**.

## VIOLENCE

In 2017, there were **4.841** cases of domestic violence reported

There were **15.139** complaints of non-fatal injuries, **3.135** of which were couple mistreatment cases.

In 2018, **41** women were murdered in Medellin, **14** of which were gender-based violence cases.

Of the total number of victims of sexual abuse in Medellin, **87%** were girls and teenagers. The complaints of child sexual abuse have increased **8%** in the last two years. In 2018, there were **2.154** of such complaints.



In 2018, there were **4.375** teenage pregnancies in Medellin

# JUANFE MEDELLÍN



In October, we started operating in Medellín. The Mayor's Office, through the Secretariat for Social Inclusion, Family, and Human Rights, trusted us to address the problem of teenage pregnancy in vulnerable populations, by implementing our 360° Model.

## 2018 IMPACT

**100** girls started their educational process at the Foundation, receiving psychosocial care and technical training in the careers of Administrative Assistant and Marketing Assistant.

**100%** received home visits, activating and impacting their family environments

**100%** chose a contraceptive method, 90% chose the subdermal implant.

**70%** of the parents participated in the family meetings

**100** children received adequate care

With the special cases that were identified, we activated the care routes of the Mayor's Office. These cases are related to sexual harassment, loss of a family member, presumption of abuse, and household improvement, among others.

# TESTIMONY

## DANIELA MARTÍNEZ

She is 20 years old and has a 5-year old daughter, named Dani Sofia.

She is a victim of forced displacement coming from the Department of Choco, located in the Colombian Pacific coast.

She graduated from the technical career in Hotel Services in 2014.

Thanks to the work of the Employment and Entrepreneurship Office, she started working at the restaurant Kokoriko as a Service Representative in 2015.

She holds a scholarship in the International Business Administration professional career at the CEIPA Education Institution. She obtained a 4,2/5,0 GPA during the last cycle.

She is the economic provider of her family. She recently bought a house at the Ciudad Bicentenario residential complex in Cartagena, valued in COP \$ 71 million.



*DANIELA MARTÍNEZ, TALKING IN THE FORUM WWW 2018 ABOUT HER EXPERIENCE OF LIFE.*

# SELF-GENERATION OF RESOURCES

## WOMEN WORKING FOR THE WORLD

**Women Working for the World** was born from our commitment with advancing on gender equality and responds to the need of expanding our work in the promotion and protection of the rights of women. Nowadays, this conference is the main discussion platform of gender and social sustainable development issues in Colombia.

Our goals are to create and contribute with knowledge, raise awareness about gender problems, positioning these issues in the national public agenda, identify the best practices, promote the exchange of experiences, proposing solutions, and involving the civil society.

In 2018 we were accompanied by Marta Lucía Ramírez, current Vice-president of Colombia; Andrew Morrison, Chief of the Gender and Diversity Division of the Inter-American Development Bank; Vanessa García-Montiel and Sara Morales, former combatants of the FARC guerrilla and leaders of the Rosa Blanca Corporation; Kimberlé Crenshaw, an academic from the U.S. who is specialized in critical race theory; and Cristina Vélez, Bogotá's Secretary for Social Integration, among others.

women  
working  
for the  
world | 2018



MARTA LUCÍA RAMÍREZ, COLOMBIAN VICEPRESIDENT  
AT THE FORUM WWW 2018

# SELF-GENERATION OF RESOURCES



## TOP CUP JUANFE

On May 24th we hosted the tenth version of the **Top Cup Juanfe** at the Country Club. Our golf tournament has become a reason to celebrate with around 120 players.

## DINING FOR A DIFFERENT REASON

In November we hosted a charity dinner for the first time, which we named “**Dining for a different reason**”. We were joined by 180 people, including family members and friends of the Foundation, at the restaurant Levels, located at the Hilton Hotel in Bogota.

## JUANFE'S BAKERY

**Juanfe's bakery** is located inside our Social Centre in Cartagena and has two main goals:

1. Generating resources through the sale of bakery and pastries, fabricated with high quality standards.
2. Implementing practical workshops for our beneficiaries.

# OTHER ACTIVITIES

– Our impact was multiplied in the community. In partnership with ACIDI/VOCA and USAID, we developed the “Juanfe’s Ambassadors” program: students from the Foundation, trained through the Program of Alliances for Reconciliation of ACIDI/VOCA with a reconciliation and leadership approach, guided educational process in their communities and promoted healthy practices in the personal, social, family, and school environments. There were 800 direct beneficiaries, students of marginalized communities in Cartagena.

– We committed to the Venezuelan migration in Cartagena: we granted scholarships for 4 teenage mothers who migrated from Venezuela with the money gathered in the campaign “UnaVacaPorLosChamos”, led by Comparte por Una Vida Foundation.

– We worked for skills strengthening: in the context of the “PASOS” social project of Telefónica Movistar’s volunteering program, 30 of our alumni were trained to work in marketing and sales.



# OTHER ACTIVITIES

– **Colombian leaders trusted us:** Juanfe earned the second place in the category “more responsible and with better corporative government NGOs, Foundations and Associations” in the 2018 Responsibility and Corporative Government ranking of MERCOSUR, a recognized company in brands reputation studie

– **Medellin welcomed us:** in November, Juanfe Medellin’s team were invited to “El Giro de Rigo”, a race organized by Rigoberto Uran, the runner-up of the 2017 Tour de France. Around 2.000 people attended the event, some of which reached out to learn about Juanfe’s intervention programs

– **We are still growing:** thanks to the generous donation of Anadarko, we inauguarated the third floor of our Social Centre in Cartagena. Our goal is to build more classrooms and to expand our coverage.

– **We combined efforts:** in 2018, we partnered with Pink Filosofy, Cinnabon and Arcobaleno, three brands committed to social transformation, to develop commercial campaigns and benefit our teenage mothers.



# ADVOCACY

– In June, **Catalina Escobar**, Juanfe’s founder and president, was part of the transitioning process of President Ivan Duque: she was invited to participate in the Department for Social Progress team and handed the public policy for the prevention of adolescent pregnancy.

– In March and October, we participated in protests against child sexual exploitation in Cartagena.

– At the beginning of December, Catalina Escobar was a speaker in the second edition of WOBI on Leadership Medellin: innovation, leadership, and creativity. Yara Muñoz, one of Juanfe’s alumni who is now a business administrator, attended the conference with Catalina and shared her story with **1.100 attendees**.

– In November, **Catalina Escobar** shared her experience at the Expert Forum organized by **Kulczyk Foundation** in Warsaw, Poland.

– In January, Catalina was recognized as one of Dolex Forte’s Heroes for her social work. The campaign celebrates “the people who face severe pain and, despite the difficulties, they strive to help others in their communities”.

*“We work not only to lift them from poverty, but to return their dignity”,*

CATALINA ESCOBAR EN WOBI MEDELLÍN 2018.



# IMPACT EVALUATION



**1.** Along with the **Inter-American Development Bank** and Los Andes University, we continue advancing in the impact evaluation studies of our 360° Model: (i) impact evaluation, using the RC methodology, which ends in 2020; (ii) cost-benefit analysis; and (iii) study of the costs of inaction.

These studies will prove the pertinence, effectiveness and sustainability of our intervention's results, and will allow us to identify opportunities for improvement.

**2.** Juanfe Foundation seeks to **generate evidence related with gender, childhood, and poverty**, through the investment in research and development.

With the **World Bank**, we are preparing to implement the Violence Against Children Survey and the International Development and Early Learning Assessment.

# REPLICABILITY



2018 was Juanfe's year of expansion. Besides opening our doors in Medellin, our partners in Panama and Chile have moved towards their consolidation.

## VITAL VOICES FOUNDATION – *PANAMÁ*

In July 2018, they open the doors of a second facility in Panama City, called Santa Ana.

They graduated the fourth cohort of students from the Administrative Assistant technical career.

## SOYMÁS FOUNDATION – *CHILE*

In December 2018, the first cohort of students graduated at Soymás Foundation.

They have started the arrangements to start building a new facility at La Pintana, in Santiago de Chile.

Latin America is the most unequal region of the world and has the second highest numbers of teenage pregnancy. Our goal for the next years is to reach new cities in Colombia and the region, and to prove that investing in girls and women is the key for reducing poverty and inequality.

# FINANCIAL REPORT

## ADMINISTRATIVE EXPENSES

US\$ 172,022

12,8%

## OPERATIONAL EXPENSES

US\$ 1,168,975

87,2%



# JUANFE FOUNDATION, COMMITTED WITH SOCIAL TRANSFORMATION

## COLOMBIA AND USA BANK ACCOUNTS

### **BANCOLOMBIA – COLOMBIA**

Savings Account # 086 082 99 921

Account Name: Fundación Juan

Felipe Gomez Escobar

NIT: 806.009.227-1

### **WELLS FARGO BANK – USA**

Account # 2396297455

Account Name: Juan Felipe

Gomez Escobar Foundation Inc.

ABA # 121000248

Swift: WFBUS6S



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