





ANNUAL REPORT 2010









Dear friends,

As in previous years, I once again have the honour of introducing the Ayuda en Acción Annual Report and of sharing with you our main achievements in 2010. Our results reflect the efforts of the thousands of people committed to our project, which is none other than to contribute to building a fairer world.

The global environment is not a good one. In September 2010, governments from around the world gathered at a summit in New York to take stock of the progress made towards the fulfilment of the Millennium Development Goals. These targets, agreed in the year 2000, signalled a commitment on behalf of world leaders for the reduction of extreme poverty by the year 2015. Ten years have passed since these objectives were agreed, leaving just five to put into practice the determination, policies and resources required to fulfil these goals, which are as essential as they are fair. Regrettably however, the results of the summit did not match the prevailing needs and expectations.

The start of 2010 was marked by the horrific earthquake in Haiti, which claimed the lives of more than 300,000 people and left more than a million victims. Once more, civil society responded admirably, further proving that people's solidarity is not in crisis.

From our work and experience we can see how your commitment to the Ayuda en Acción project is improving people's lives every day. The following report brings you some of these stories, which underline the results of our dedication to enabling daily, sustainable progress. Nevertheless, we must still face huge challenges. In order to address them we must be more, and we must be better – more people engaged in our activities both in the developed and the developing world, to contribute together to bring about the changes required to eradicate poverty by supporting the communities' own proposals and working with governments to persuade them to fulfil their commitments and take measures to put an end to the inequities.

All of our achievements have been possible thanks to each and every one of our supporters and workers, and I am honoured to be able to share these achievements – *your achievements* – with you.

In 2011 we will celebrate our 30<sup>th</sup> anniversary; 30 years of joint efforts and successes, but also of challenges that we must continue to address.

Kind regards,

A handwritten signature in blue ink, appearing to read 'Jaime Montalvo'.

Jaime Montalvo  
Chair of the Ayuda en Acción Board of Trustees

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Dear friends,

I address you again this year to report on our work in 2010, a year marked by the global crisis, which has above all affected the world's poorest people, whose lives we aim to improve.

In a world where 750 million people are still illiterate, where hunger affects 1 out of every 6 people, at Ayuda en Acción we are well aware of the need to strengthen our commitment to eradicating poverty. In 2010 we have continued to work unfalteringly towards this goal and, thanks to your support, have reached out to nearly 4 million people, promoting and funding more than 120 development programmes in 22 countries across Latin America, Asia and Africa.

The efforts and long-term commitment of more than 500 volunteers, together with the collaboration of more than 700 individuals and organisations have enabled us to carry out a multitude of activities in every region of Spain.

In addition to the regular contributions of more than 150,000 members, thousands more took part in our campaigns, contributing to a 32% increase over 2009 in the number of donations we received.

The launch of the "Get into Action" campaign, with the support of Jose Coronado and his son, Nicolás, fundraising initiatives such as the art sale at the Thyssen Museum, the Canal Sur telethon, the ACB Copa del Rey Basketball Final or our women's rights campaign, "Stand up for Equity. It's a matter of justice", are just a few examples of the activities we carried out.

From our vision of being a part of the solution to the problems in such difficult times, I would like to express my most sincere gratitude to all of the people whose help and support make Ayuda en Acción a reality. Without you, our work would not be possible.

Thank you for being a part of this project.

Warmly,

Patricia Moreira  
Chief Executive

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*As of June 2011*

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*As of June 2011*

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**PerU**

Jose Maguiña (acting director)

**Paraguay**

Victor Gallo



## Volunteer groups

Our volunteers are one of the main assets of Ayuda en Acción and the Organisation is strongly committed to supporting their efforts

The work of Ayuda en Acción's volunteers is an essential component of our awareness raising campaigns and our activities to move people to action, help build a critical society and promote effective change.

Almost 30 years have passed since Ayuda en Acción started its fight to eradicate poverty. From the very first day, our efforts have been supported and acknowledged by our volunteers, who have played a lead role in helping to build a global and committed society engaged in revers-

ing the situations that cause poverty and injustice.

Thanks to the long term efforts of more than 500 registered volunteers and the collaboration of over 700 people and organisations, in 2010 we carried out a host of activities in every region of Spain, including our regional meetings held from October to December. In April, as part of our Training Programme, we held our Institutional Meeting in El Escorial (Madrid), which brought together volunteer

groups, members and workers from Spain and Latin America.

In 2010 we continued to make progress on the road to building a fairer world. Today, more than ever before, volunteers and organisations alike must continue to be constructive and strongly committed; and we must be increasingly aware of the world's inequities in order to create the appropriate conditions for the deep changes required to eradicate injustice.

## Social base

In view of the extremely complicated situation for Spanish society caused by the economic crisis, we would especially like to underline the commitment of our members, who have continued to support our fight against poverty and helped us to preserve our independence of action.

In 2010, the outstanding response to the emergency in Haiti led to an increase both in the overall number of people who collaborated with the Organisation and in our revenues from private contributions. In addition to our 154,356 regular contributors, in 2010 thousands more made individual contributions to our campaigns, resulting in a 32% increase on 2009 in the number of donations received.

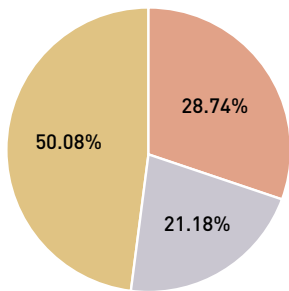
Thanks to the efforts and backing of all of our supporters, our work today involves almost 4 million people in 22 countries across Latin America, Africa and Asia. We would therefore like to sincerely thank each and every person who is a part of this enormous effort.



CHARLES ECKERT / ACCIONAID

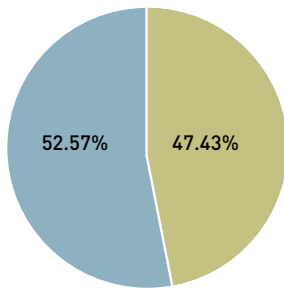


# Human Resources



**Ayuda en Acción Personnel**

- Registered volunteers and supporters: **1,000**
- Ayuda en Acción staff: **423**
- Local partner staff: **574**
- Total: 1,997**



**Staff distribution by gender**

- Men: **47.43%**
- Women: **52.57%**

The objective and mission of Ayuda en Acción are made possible by the work of a team of 1.997 employees, local partners and volunteers. Their efforts, determination and enthusiasm, coupled with their skill and expertise, ensure excellent results and help us to move closer to our ultimate goal of eradicating poverty.

Our work in America is organised on two levels: our country offices, managed

by Ayuda en Acción employees; and our development areas, where we have the added support of our local partners.

As in previous years, and in line with one of our organisational values, in 2010 we continued to promote equal opportunities for men and women and sought to balance the number of male and female employees working for the organisation.

**TOTAL N° OF WORKERS**

Country	Employees 2010	Local partner employees 2010
Bolivia	29	177
Mexico	20	56
Peru	20	140
Honduras	53	8
El Salvador	62	19
Nicaragua	67	28
Ecuador	37	73
Paraguay	4	33
Colombia	4	40
Spain	127	0
<b>Total</b>	<b>423</b>	<b>574</b>

# In Africa and Asia with ActionAid International

In Africa and Asia, Ayuda en Acción works through ActionAid International (AAI), an international, non-party and non-denominational organisation that works alongside poor and marginalised communities to eradicate poverty and injustice.

The work of ActionAid International rests upon long-term development programmes and awareness-raising and advocacy actions in 40 countries throughout Asia, Africa, America and Europe. Over 25

million people benefit from the projects promoted by AAI in developing countries, which also involve more than 2,000 local organisations. AAI is an active member of more than 100 working alliances and networks.

On the local level, AAI promotes the establishment of organisations to demand the fundamental rights of the most deprived people and communities. On the country level, AAI engages civil society and

the business and political sectors. Internationally, it makes the voices of marginalised peoples heard at intergovernmental and international forums in order to influence government decision-making on the issues that can change people's lives.

ActionAid International has been headquartered in Johannesburg since 2003 and has offices too in Asia, Europe and America.

## Meeting face to face

### Group visit to Ecuador

In 2010, Ayuda in Action organised a visit to Ecuador for some of our supporters. The trip brought together four very different women – Maricruz, Reyes, Karina and Liliane – who nonetheless share a very strong link: their commitment to those who have less. In Ecuador, they spent 12 days with the communities that Ayuda en Acción works with and learnt about our projects to promote health, education, food security and women's business initiatives, among others.

"Their work is admirable. People are so committed and devoted. We leave here full of joy and emotion, aware of the results their work is achieving", said Maricruz. Liliane stressed that "despite the crisis, supporting these projects is the last thing I'd consider giving up". Karina underlined the need to involve more people in these efforts: "I'm eager to return to Europe, to tell everyone about the marvellous work that is being done here and to ask them to carry on supporting these projects". Reyes meantime pointed out that the trip had served to "strengthen my belief of the need to encourage more people to become child sponsors".

### Deborah and Víctor strengthen their ties

After supporting Ayuda en Acción for 10 years, in 2010 Deborah decided to visit our



Maricruz, Reyes, Karina and Liliane in Ecuador.

programme in San José de Chiquitos and meet Víctor Armando Vaca, the Bolivian child she sponsors. "When we got to his house, I was overcome by joy and elation as we embraced in a sea of tears and smiles. It was a truly emotional moment of kindness, solidarity, complicity and lots of love", says Deborah, who feels fortunate to have been able to live this experience and realise how strong solidarity ties really are. "The children we sponsor love the letters we send them. To come here, hug Víctor and know that they are going to continue making progress is a unique feeling". At the end of her trip, Deborah summed up her experience saying: "3,660 metres above sea level, I have seen that Ayuda en Acción really does move mountains".

### The families of Cajuata show Hugo how far his support goes

When Hugo arrived in Cajuata, Bolivia, his initial feelings were ones of surprise and gratitude for the reception he was given: "They welcomed me as their great friend from Spain. I was astonished. I couldn't quite grasp what was going on or why they considered my visit to be so important, it really isn't". Hugo came here to visit his friend Remedios, a "small and shy" 11-year-old girl who welcomed him enthusiastically and introduced him to her family. Hugo was also able to witness our work in education and see the impact his support is having on life in the community.

### Hugo with the children of Cajuata



### Deborah and Víctor





FERNANDO LÓPEZ DEL PRADO / AYA

## Almost 30 years of joint commitment

Ayuda en Acción is a Spanish independent, non-party and non-denominational non-governmental development organisation that works to promote structural changes that contribute to eradicating poverty. Driven by this goal, since 1981 we have worked to improve the living conditions of the most deprived communities, through self-sustainable development programmes and public awareness and advocacy campaigns.



FERNANDO LÓPEZ DEL PRADO / AYA

Today, we continue to work towards the goal of supporting the development processes and improving the living conditions of the most deprived children, families and communities. To fulfil these aims and to eradicate poverty, we support comprehensive, long-term development programmes in the fields of education, health, infrastructure, financial and economic initiatives, food security and citizenship building. In addition, we promote awareness-raising, development education and advocacy campaigns to drive the social and political changes that benefit those with fewest means.

After **29 years of work** and thanks to the continued backing of thousands of supporters, Ayuda en Acción is now present in 22 countries in America, Asia and Africa. To

fulfil its mission, Ayuda en Acción relies on a strong team of professionals and the support of more than **1,000 volunteers** who selflessly promote actions for solidarity in every region of Spain.

The Ayuda en Acción Foundation is accountable to and submits its budgets to the Protectorate of Foundations of the Spanish Ministry of Health, Social Policy and Equality and is audited by highly reputed firms.

In Africa and Asia, Ayuda en Acción works through **ActionAid International**, an independent international organisation that promotes long-term development programmes that benefit more than 25 million people in **40 countries** in the world's poorest regions.



AYA BOLIVIA



## Institutional mission

To improve the living conditions of children, families and communities through comprehensive, self-sustainable development programmes and awareness-raising activities, with the ultimate aim of promoting structural changes that contribute towards the eradication of poverty.

## Values

### Independence

Ayuda en Acción is a non-denominational and non-party organisation which carries out its mission without discriminating against race, religion or gender.

### Recognition of people's right to dignity

Ayuda en Acción asserts the right to dignity of all of the people, families and communities where it works, and cooperates with them to build a fairer world.

### Solidarity

Ayuda en Acción promotes the establishment of solidarity ties between its donors and the communities they support in developing countries, as active commitments to achieve a dignified life for the people we work with.

### Excellence

Ayuda en Acción acts rigorously and efficiently to apply the resources it is entrusted by society, striving at all times to perform its work as effectively as possible.

## Principles

### Commitment to the mission of the Organisation and enthusiasm at work

We are committed to the mission of the Organisation and act with initiative and creativeness and encouraging team work.

### Networks and alliances

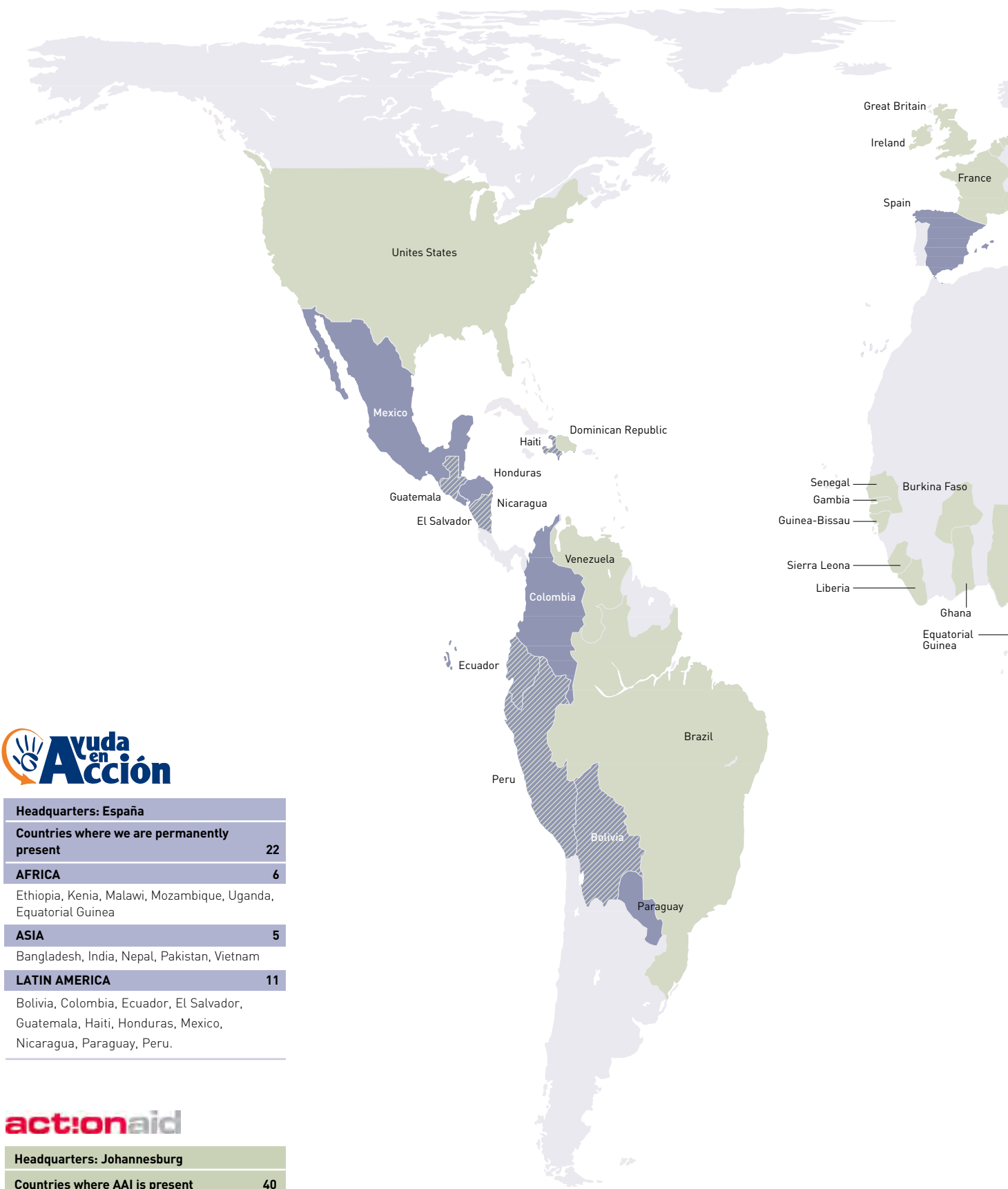
We aim to work with other organisations through networks and alliances committed to the eradication of poverty and the construction of a fair world.

### Transparency and accountability

Austerity and accurate use of resources are our rules of management. Our actions are fully transparent at all times and we hold ourselves accountable to our members, to the beneficiaries of our work and to the general public.



# Worldwide presence

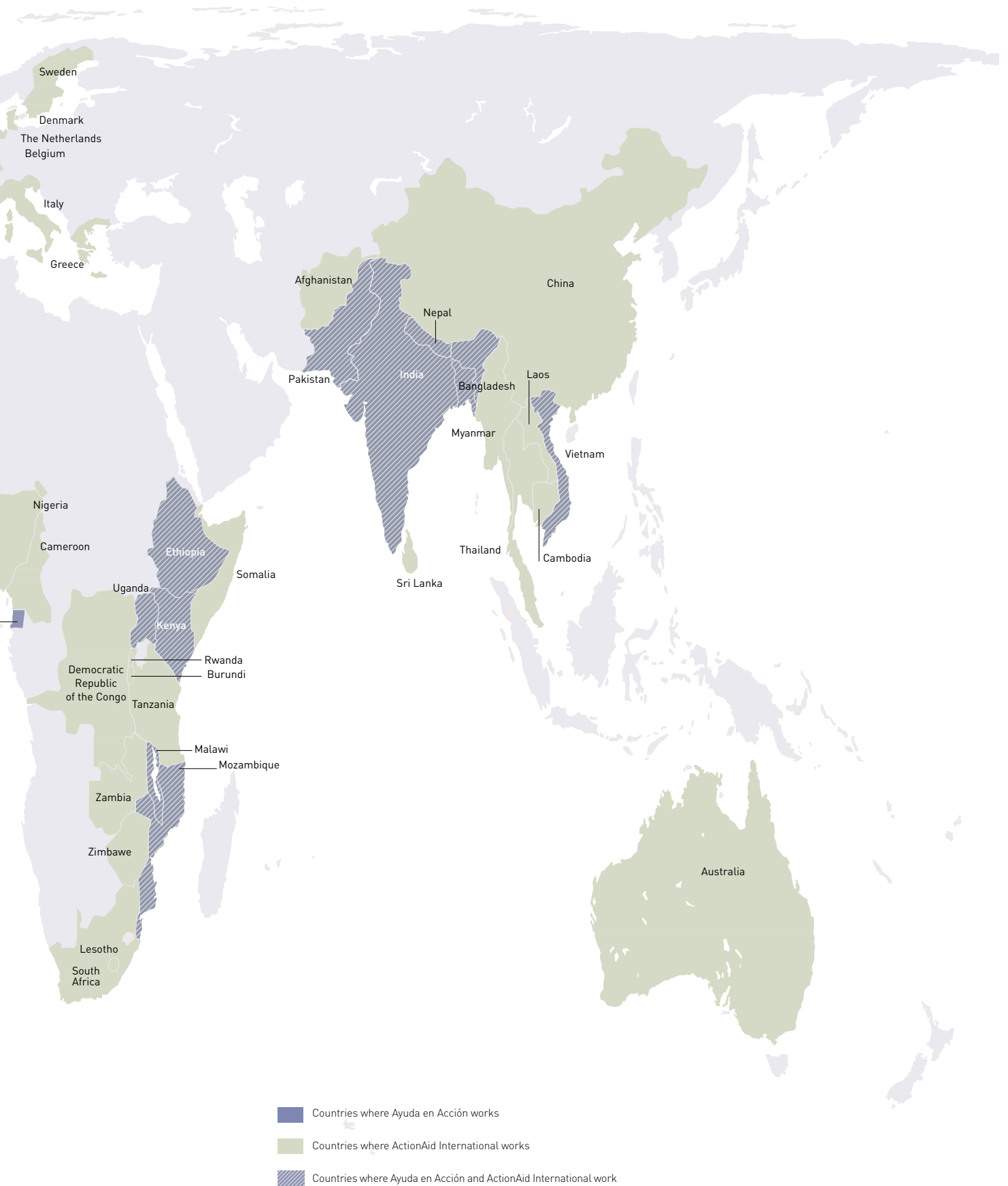


<b>Headquarters:</b> España	
<b>Countries where we are permanently present</b>	<b>22</b>
<b>AFRICA</b>	<b>6</b>
Ethiopia, Kenia, Malawi, Mozambique, Uganda, Equatorial Guinea	
<b>ASIA</b>	<b>5</b>
Bangladesh, India, Nepal, Pakistan, Vietnam	
<b>LATIN AMERICA</b>	<b>11</b>
Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Paraguay, Peru.	



<b>Headquarters:</b> Johannesburg	
<b>Countries where AAI is present</b>	<b>40</b>





# Human development indicators

INDICATORS	BANGLADESH	BOLIVIA	COLOMBIA	ECUADOR	EL SALVADOR	SPAIN	ETHIOPIA	GUATEMALA	EQUATORIAL GUINEA	HONDURAS
Population (million)	164.4	10	46.3	13.8	6.2	45.3	85	14.4	0.7	7.6
Annual population growth rate <sup>1</sup>	2.6%	1.6%	1.3%	1.2%	0.6%	0.8%	2.5%	2.4%	2.4%	1.9%
Life expectancy	66.9 years	66.3 years	73.4 years	75.4 years	72 years	81.3 years	56.1 years	70.8 years	51 years	72.6 years
Adult literacy rate	55%	90.7%	93.4%	84.2%	84%	97.6%	35.9% <sup>4</sup>	73.8%	93%	83.6%
Mortality of children under five per 1000 live births (lowest wealth quintile)	54	54	20	25	18	4	109	35	148	31
Population without sustainable access to an improved water supply <sup>2</sup>	20%	14%	8%	6%	13%	0%	62%	6%	–	14%
Population without access to adequate sanitation	47%	75%	26%	8%	13%	0%	88%	19%	–	29%
Population below the poverty line <sup>3</sup>	49.6%	11.7%	16%	4.7%	6.4%	–	39%	11.7%	70.1	18.2%
Adult population living with HIV /Aids	–	0.2%	0.6%	0.3%	0.8%	0.5%	2.1	0.8%	3.4	0.7%
Rank in the Human Development Index	129	95	79	77	90	20	157	116	117	106

\*1. Data for 2010-2015

\*2. 2008 data

\*3. Population living on &lt;1.25 dollars a day

\*4. Data refer to a year prior to that specified

	INDIA	KENYA	MALAWI	MEXICO	MOZAMBIQUE	NEPAL	NICARAGUA	PAKISTAN	PARAGUAY	PERU	UGANDA	VIETNAM
	1,214.5	40.9	15.7	110.6	23.4	29.9	5.8	184.4	6.5	29.5	33.8	89
	1.3%	2.6%	2.7%	0.9%	2.1%	1.7%	1.5%	2.1%	1.6%	1.1%	3.2%	1%
	64.4 years	55.6 years	54.6 years	76.7 years	48.4 years	67.5 years	73.8 years	67.2 years	72.3 years	73.7 years	54.1 years	74.9 years
	62.8%	86.5%	72.8%	92.9%	54%	57.9%	78%	53.7%	94.6%	89.6%	74.6%	92.5%
	69	128	100	17	130	51	27	89	28	24	135	14
	12%	41%	20%	6%	53%	12%	15%	10%	14%	18%	33%	6%
	69%	69%	44%	15%	83%	69%	48%	55%	30%	32%	52%	25%
	41.6%	19.7%	73.9%	4.0%	74.7%	55.1%	15.8%	22.6%	6.5%	7.7%	51.5%	21.5%
	0.3%	–	11.9%	0.3%	12.5%	0.5%	0.2%	0.1%	0.6%	0.5%	5.4%	0.5%
	119	128	153	56	165	138	115	125	96	63	143	113

## Nuestro trabajo

Ayuda en Acción works in 22 countries around the world to improve the living conditions of the most deprived communities. To fulfil this aim, we promote local development programme and awareness-raising campaigns guided by our Institutional Strategy.

Our attention during the 2006-2012 period is focused on the cross-cutting issues of Human Rights, Women's Rights and promotion of Solidarity Ties, with a special emphasis on Children. Our main thematic priorities are:

### → Meeting basic needs

The main objectives of Ayuda en Acción in the countries where we work are focused on ensuring the fulfilment of the rights of the poorest people and communities, particularly those concerning quality education and health services, water and electricity supplies and the availability of safe and decent housing.

In **Ecuador**, in 2010 we helped to improve the public health services provided to 24,530 children, supporting the work of 371 doctors, nurses, nursing assistants and community health workers. In cooperation with the Contrato Social por la Educación (Social Contract for Education) movement, we also promoted advocacy activities to

persuade the national government to ensure quality primary education for all.

In **Peru**, we conducted paediatric ophthalmology campaigns to prevent disabilities and learning difficulties, performing 7,215 check-ups and providing 733 children with glasses. We also helped improve safe drinking water supplies promoting the SODIS method (solar disinfection of water). In addition, we improved school infrastructures and implemented an Adult Literacy Campaign in rural areas for over 2,000 people, most of whom were women.

In **El Salvador**, we provided water facilities for 414 families in the department of Cabañas y Ahuachapán and electricity for

64 families in the town of Tejetepeque, as well as building and furnishing 38 schools.

In **Nicaragua**, we launched a series of initiatives to raise awareness on the importance of free, quality and compulsory education, helping 3,170 students to either begin or continue their studies. We also implemented community action plans to promote the rights and duties of children, adolescents and young adults.

In **Honduras**, we supported community preschool education services, providing incentives for volunteer teachers for 2,000 children. We also implemented preventive medicine campaigns, constructed a black water sewage system to improve basic

### “Akāra pu’ã”: education for adults in Paraguay

According to official data, 5% of the adult population in Paraguay is illiterate, although the Ministry of Education considers 40% of the country's 6.3 million inhabitants to be functionally illiterate. These estimates hardly come as a surprise, since 20% of the adult population has not even finished the fourth year of primary education. In 2010, the Paraguayan government recognised significant delays in the fulfilment of the Millennium Development Goals and set out plans to cut the illiteracy rate to 1.9% by 2013.

Ayuda en Acción, together with its local partner organisations (ACOM, CEPAG, CECTEC), supports Basic Education programmes for young people and adults in the development areas of Pedro Juan, Misiones and Tava'í Porã. Thanks to these initiatives, 866 people – 60% of whom are women – have been able

to continue their primary education through radio broadcasts and on-site lessons, with all of the programmes following a comprehensive approach to education.

In Guaraní language, “akāra pu’ã” literally means “to raise one’s head” and the term is also used as a synonym for learning, making the aim of the programme immediately clear to its participants. Such is the case of Ramón, a farmer from the Santa Clara community in Pedro Juan Caballero, who enrolled in the programme in 2007 and finished his primary education in 2010: “I started working when I was 10 years old, so I had to quit school. When the radio programme started I knew it was the chance I had been waiting for. I have been studying for three years and, more than just learn to read and write, I have learnt to tackle life”.



CEASAR SANCHEZ/ACOM

Women taking part in the radio education programme in Pedro Juan.

- Meeting basic needs
- Enhancing local economies
- Strengthening local technical capacities
- Humanitarian action and risk management
- Empowerment, governance and citizenship building
- Campaigns and advocacy work



FERNANDO LÓPEZ DEL PRADO / AWA

sanitation conditions in Liure, fitted 270 latrines in several communities and implemented a solar-powered drinking water system in Santo Domingo (El Paraíso Sur Development Area).

In **Paraguay**, we built 18 schoolrooms, provided 5,456 children with school items and started literacy programmes for 211 youths and adults in three development areas. We also equipped 13 health posts, worked with local health councils to establish 20 Family Health Units and provided 255 families with access to drinking water facilities.

In **Mozambique**, we helped establish farmers' associations, providing them with

training on sustainable farming techniques to reduce their dependence on agricultural consumables and thus helped them to increase both the quality and quantity of their crops and their sales revenues, considerably improving the daily diets of many families in the process.

In **Kenya**, we stepped up our efforts to improve the quality of the education provided to the most vulnerable communities and supplied desks, chairs and school items. We also improved classroom infrastructures and built separate toilet facilities for girls.

In **Bangladesh**, we improved the provision of primary education, which increased

the number of children regularly attending the first years of primary school. We also worked in coordination with the national authorities to establish a school meals scheme for poor children at state schools.

In **Nepal**, we helped women's organisations to access government grants. For example, the Group for the Empowerment of the Women of Siraha succeeded in raising funds to improve the running of schools, promote road construction and provide driving lessons for women. Further funds were invested in providing education on women's health and women's rights.

## Integration of people with disabilities in Bangladesh

One of the lines of action that Ayuda en Acción promoted during 2010 in Bangladesh was to support people with different types and degrees of disability.

The specific problems of these patients are very often neglected in settings where basic health services are generally precarious. This is precisely why we decided to prioritise this intervention. Our assistance reached out both to children and adults with disabilities and to their families, since the situation affects them all.

During 2010 we provided therapeutic services, improved health centre facilities and promoted home-based care. Further progress was made by making physiotherapy available to patients. We also provided aids to enhance the independence of people with reduced mobility

and found some of them jobs to increase their income.

Through the initiative, 59 children were able to start school and a further 613 continued their studies, almost 200 of whom were provided study grants. In addition, we adapted the infrastructures at six schools to accommodate for students with reduced mobility and other disabilities.

The care programme also provided for the referral of the most complicated cases to local hospitals, while less severe cases were treated at mobile health posts. In addition, we helped 79 people to obtain financial support, 7 were granted loans and 110 obtained disability certificates from the country's Social Security. The aforementioned services were complemented by actions to raise awareness regard-



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ing different types of disability and the risk of exclusion and marginalisation that these people face.



## → Enhancing local economies

Another of our Organisation's major objectives is to ensure that people have enough food and to increase the income of families and communities. We work to ensure their access to loans and to appropriate production, manufacturing and marketing technologies, and also to strengthen producers' organisations and networks to increase their negotiating capacities in local and regional business processes.

In **Ecuador**, we worked with farmers, craftspeople and service providers on processes to enable their access to resources such as land, water, technologies or funds, helping 3,299 families to diversify their production and obtain microloans. We also helped establish 173 family-run and cooperative microenterprises that created over 2,000 jobs.

In **Peru**, we contributed to modernising agriculture through the introduction of technical irrigation systems and the diversification of crops targeting the national and export markets. In 2010 we promoted asparagus growing among small-scale farmers, as well as export-grade organic bananas and Red Globe grapes.

In **El Salvador**, we launched the "Descubre Xiriualtique, Bahía de las Estrellas" ("Discover Xiriualtique, the Bay of Stars") ecotourism initiative, which features four floating restaurants, six tour routes, an Interpretation Centre and a transport service. We also helped improve farming practices by promoting the ecologic management of 112 coffee plantations and encouraging crop diversification. In addition, we opened three new projects, on carpentry, metal structures and cement block manufacturing respectively, in the department of Cuscatlán.

In **Nicaragua**, Ayuda en Acción supported several agricultural cooperatives, helping them strengthen their organisational, technical and production capacity by funding production, improving production infrastructures and supplying equipment and other items. These improvements will help bring added value to their production.

In **Honduras** we enhanced the technical capacities of agriculture and livestock farmers. We also held a training course on Social Economy for women from 13 Rural

Savings and Loans initiatives in five Development areas, increasing their chances of obtaining funding.

In **Paraguay**, we strengthened the management capabilities of 83 producers' organisations, introducing agricultural techniques and crop diversification to improve their access to local and regional markets. This has allowed sesame and corn producers in the Pedro Juan development area to almost double their annual income.

In **Pakistan**, we supported the construction of water deposits to enable the establishment of irrigation systems in Muzaffargarh Development Area, in the state of Punjab. This allowed the introduction of higher-value crops for the local market. Training sessions were held on livestock management and disease prevention and we helped people obtain loans to buy goats and cattle.

In **Kenya**, we helped over 400 women to start generating income by analysing the business opportunities in their area and providing them with specific training on microfinance and on how to set up and manage small businesses.

### Women drive development in Malawi

In Malawi, although women have traditionally carried up to 70% of the weight of agricultural production, it is the men who control most of the marketing processes and land ownership. Therefore, one of the main objectives of our activities was to put an end to this unfair situation.

Our strategy to improve the conditions for women labourers involved changing the way of thinking of the traditional leadership. These leaders are considered to be the custodians of land, so we needed to influence them in order to improve women's role in the ownership and control over land and other production resources. We therefore organised awareness-raising sessions led by the Women Farmers' Coalition to discuss with these leaders land ownership legislation and how it was being infringed.

The impact of these actions was forthcoming. Throughout 2010, women in several

Development Areas in Malawi were granted land ownership deeds; others recovered land that had been unfairly taken off them, while others were accepted on the management boards that regulate local irrigation schemes. Not only did these initiatives improve the quantity and quality of their crops, but also the quantity of food available to them and their families, as well as their overall standard of living, thanks to the extra income obtained from the sale of crop surpluses. In addition, many women received specific training on how to manage small businesses and help to set up Local Savings Groups. These groups are funded by their own members' savings, meaning that they can start businesses without having to depend on any external sources, strengthening their independence, sense of ownership and self-esteem.

The successful running and excellent results achieved by these initiatives were crucial



in the decision to replicate them in other, similarly impoverished areas. Once they had identified nearby points of sale, one women's group decided to set up a basket and mat-weaving business; another chose to invest part of the profits to build a home for a disabled colleague. Sales proceeds also served to organise literacy courses for members who did not know how to read or write.

## → Strengthening local technical capacities

Our thematic areas are reinforced by continual efforts to build and strengthen the local capacities required to ensure the feasibility and sustainability of local development processes. To this end, we provide training for community leaders, teachers, literacy specialists, health staff, agricultural promoters and local organisation managers.

In Ayacucho, **Peru**, we helped build the capabilities of 86 new leaders (including 35 women), who will in turn spread the knowledge acquired in their communities. Similarly, we also contributed to increasing the skills and role of craftswomen in the communities of Muchick.

In **El Salvador**, we strengthened the project management, administration and implementation capabilities of 140 community leaders and helped the members of a number of ADESCOs (Community Development Associations) to strengthen their organisations, as well as providing

training on solid waste treatment for 118 families in Ahuachapán.

In **Mexico**, a group of 15 young people from rural indigenous communities at the Universidad Autónoma del Estado de Puebla undertook the commitment of returning in their homelands to put their knowledge to work. In Puebla's Sierra Norte, we strengthened rural farmers' banking initiatives, which will help them improve their living conditions thanks to the lower interest rates they charge compared to formal banking structures or local moneylenders.

In **Paraguay**, we helped 185 farmers improve their production and marketing processes. Fruit producers in Tavaí increased their passion fruit production eight-fold, while milk producers in San Joaquín multiplied their production by four.

In **Malawi**, we worked with the relevant authorities and with the government's Victims of Violence Support Unit, strengthening their legal knowledge. We also monitored several cases and the fulfilment of their court rulings.

In **Nepal**, we contributed to ensuring food security for the poorest women in rural settings through the planting of vegetable crops, the breeding and handling of livestock and the production and sale of papads and candles.

In **Bangladesh**, we trained midwives to monitor the health of pregnant women. The care provided has helped reduce the infant mortality rate and improved child-birth processes and mothers' health.

### Men and women acquire new capacities to drive change in Ecuador

Ayuda en Acción has now been supporting the strengthening of local technical capabilities in the countries where we work for several years. This approach consolidates a society of empowered citizens, men and women alike, increasing their political involvement and influence in decision-making. Accordingly, we have implemented actions in several farming communities to improve the quality of education, healthcare, agroecology, environmental management and to promote safe food preparation.

One such example can be found in Cantón Sigsig, where we have trained several development officers to promote agroecology and health issues, with the aim of strengthening the local community's capacity to manage new proposals and to demand their human rights.

Poor land use planning and the inadequate exploitation and management of natural

resources, springs and watersheds pose a threat to the availability and control over water supplies, which can in turn lead to water shortages. To tackle this problem, Ayuda en Acción teamed up with local parishes and other organisations, establishing assemblies to address the situation.

Thanks to these efforts, a decree promoted by the grassroots peasants' movement was approved for the protection of the highlands, forests, springs and watersheds of Cantón Sigsig. This success underlined the power of participative democracy and was a landmark achievement, proving the extent of the community's influence on decision-making. Alberto Dumaguala, a community leader in the Parish of San Juan, Cantón Sigsig, stresses the importance of our organisation's involvement in the project: "Ayuda en Acción comes to bring issues to light, to inspire and to motivate, and this helps people to



MARTIN ALVARADO / AYA

restore their dignity, to restore the dignity of the peoples who were once forced out by this form of exploitation at the hands of the authorities".

## → Humanitarian action and risk management

AeA also works on prevention, mitigation, preparedness and response to natural disasters, and on the rehabilitation and reconstruction required after such events. Through our focus on risk management, we approach Humanitarian Action within the broader context of sustainable development.

As well as providing a humanitarian response for the population in emergency situations, our approach aims to address and prevent the issues that cause disasters.

In **Ecuador**, as part of the management of the risk posed by the Tungurahua volcano, our cooperation focused on providing psychological support for children and adolescents to underpin their awareness of the environment they live in and on restoring agriculture and livestock production capacity.

In **Honduras**, we worked in all of our Development Areas to improve the techni-

cal capacities of the members of the Local and Municipal Emergency Committees. We improved Early Warning Systems and also provided risk management training to teachers from 64 schools.

In **Mexico**, 105 community risk management committees were created in the states of Puebla and Chiapas and we promoted the establishment of an association of grassroots organisations in the state of

Oaxaca. In September 2010, working with Oxfam Mexico, the UNDP and the Inter-American Development Bank, we provided humanitarian aid in response to the heavy rains caused by hurricane Frank and tropical storm Georgette.

In **Pakistan**, which suffered some of its worst floods on record, our immediate response included rescue operations, transferring people to emergency camps and distributing food and relief items.

In **Vietnam**, one of the countries worst hit by the natural disasters that struck Southeast Asia, we set up Natural Disaster Risk Reduction Committees in 41 towns and villages, which in turn trained emergency teams to guide people to safety in risk situations.

In **Bangladesh**, during the floods in the Pabna region we supported the construction of shelters for people and livestock. We helped establish a cooperative for impoverished weavers and built a small factory in a safe location where they could restore their livelihoods.

### Risk management in Kukra Hill, Nicaragua

The municipality of Kukra Hill is located in an area prone to natural disasters. Its situation is aggravated by the inadequate use of land and the lack of local organisational structures prepared to face risk situations. These threats have now been reduced thanks to the Risk Management Programme implemented by Ayuda en Acción in cooperation with the local council and with the funding provided by the Catalanian Development Cooperation Agency.

The programme brought together 2,186 people from the local, community and educational spheres, who set up disaster prevention commissions and school committees. In addition, drills were carried out to teach schoolchildren about the response plans in place, schools were equipped to serve as provisional shelters and three radios were supplied to improve communications. These measures will benefit a total of 600 families. Stanley Adán Cardoza, an officer of the town



council's Technical Unit, told us: "We are conducting awareness-raising campaigns to inform the population at large about the

importance of risk management. We now feel capable of identifying and responding to the risks".



## → Empowerment, governance and citizenship building

Our entire intervention strategy is, ultimately, a strategy for empowerment. Development requires the strengthening of the organisational, technical and political capabilities of people and organisations to allow them lead their own development processes. We work to promote an active society that is capable of raising its own voice and demanding that the institutions fulfil their rights. To achieve this we implement actions aimed at building the capacity and awareness of local communities, organisations and public administrations on the rights, duties and principles that ensure the democratic functioning of society.

In **Ecuador**, we supported the work of 13 citizenship schools for children and adolescents. Here, students learn about rights, democracy and leadership and are provided with a place where they can exchange knowledge and form social relations based on respect, kindness and on the rights and obligations of all human beings.

In **El Salvador**, over 16,000 girls and boys took part in festivals focused on reviving the cultural values that promote

people's rights, friendship, solidarity and cultural exchange, with an emphasis on gender equity.

In **Honduras**, we provided training in social management for members of several local organisations in Comayagua Norte, improving their dialogue and participation skills. We also continued to work on the promotion and fulfilment of the social agenda for Women, Children and Youth.

In **Mexico**, we consolidated the links between the women's groups we work with, facilitating the exchange of experiences focused on three thematic areas: "Sexual and reproductive health", "Enhancing local economies" and "A life free of gender-based violence".

In **Mozambique**, 56 women and 64 men from local Advisory Committees were provided with training on the planning, design, monitoring and evaluation of public policies and some of them were invited to take part in the planning and approval process of district budgets.

In **Uganda**, we continued to fight against gender-based violence and inequity at the

Centre for Women's Rights, in the district of Pallisa. The centre helps women who have been forced out of their homes, providing them with legal and psychological assistance and with support to restore their livelihoods.

In **Malawi**, early marriage is one of the forms of violence against women. In cooperation with other grassroots organisations, we succeeded in raising the minimum legal age for marriages from 15 to 16. In addition, we rallied thousands of people in the north of the country who took part in a demonstration to eradicate these forms of abuse and to support girls being able to continue their studies.

In **Nepal**, the Forum on Sustainable Livelihoods succeeded in making the grant programme for Dalit students more transparent and in drawing the attention of the education authorities to the vulnerability of these students. Another success was the Supreme Court's order for the government to enforce the law against discrimination in schools to end the discrimination of student with HIV/Aids.

### Advocacy and democratic participation of youth in Chocó (Colombia)

In the Pies Descalzos development area, in the department of Chocó, we promoted the participation of young people in the process to discuss and disseminate the Law on Youth by creating a learning road map allowing them to learn about the law and make contributions to change and adjust it. The aim was to implement a strategy to strengthen their skills and capacity for democratic participation and leadership.

In Quibdó, 500 youngsters took part in a course on Civil Education and Training, 338 of whom graduated in November.

In their own words: "Laws are designed and passed; it is our responsibility to claim the ownership of these laws, to demand their fulfilment, to join forces and shout 'Here we are!' and to ensure that the laws are enacted. Hardly can a people unaware of its rights demand their fulfilment". And they add: "This workshop has allowed us to learn about the law and to demand our rights".



PIES DESCALZOS

## → Campaigns and advocacy work

The eradication of the causes of poverty and inequity requires us not only to work in the places where these circumstances are present, but also to involve the societies of both developed and developing nations.

With this aim, we worked on awareness raising, mobilisation and advocacy campaigns, often in alliance with other NGOs and social organisations, with whom we team up in order to increase our influence.

In **Ecuador**, we helped strengthen the decision-making power of local authorities and grassroots organisations, providing planning tools, promoting community leadership and creating social arenas for debate.

In **Peru**, we promoted the Peruvian Campaign for the Right to Education, a part of the Global Campaign for Education.

In **El Salvador**, we supported processes to strengthen democracy and cultural identities, publishing monthly cultural supplements and articles in *ContraPunto*, an alternative online newspaper with

which Ayuda en Acción has a strategic partnership.

In Honduras, as members of the Inter-Institutional Committee (CIAPI), we played an active part in the development of the National Policy on Attention for Early Childhood. Successes included the inclusion of the educational network model implemented by AeA in Choluteca Norte in the Education Reform Programme.

In **India**, we were invited by the Ministry of Rural Development to take part in the design of a methodology to identify the areas of the country where poverty rates are highest. The study was conducted in 254 towns and villages across 17 states and its results will serve to establish a model that will be implemented in the entire country.

In **Ethiopia**, we worked with the Women's Affairs Office on the implementation of activities against harmful traditional practices and gender-based violence. Seven women from rural environments were chosen to take part in this campaign and were trained on women's rights, related legislation and on the national constitution.

In **Mozambique**, the law on land ownership has been considered one of the most advanced in all of Africa. Its implementation, however, has met the opposition of powerful corporations and individuals. In 2010 we worked to inform the public about the contents of this law, helped the most vulnerable groups to register title deeds and advocated to ensure that land was ceded to the poorest members of society.

In **Bangladesh**, AeA agreed to take part in the review of the Disaster Management Act and issued some basic recommendations to the Ministry of Agriculture. The Government has incorporated some of these recommendations.

### Girls demand their right to education

Very often, marginalised groups can barely imagine that they are legitimate holders of rights, not even the most basic ones. Therefore, one of the main lines of our work in 2010 was to inform these people about what they are entitled to as full citizens and to take the next step towards demanding the fulfilment of their rights.

Accordingly, across Malawi we supported a total of 140 primary school Girls' Clubs, Mothers' Groups and School Management Committees. Aware of the greater risk of girls have to drop out of school in the upper forms, our campaigns in this southern African country made a particular emphasis on raising the awareness of society and of the education authorities regarding the injustice of depriving girls of a right that is so essential for their social and intellectual development. Thanks to the work that these Girls' Clubs are

doing, their members have become the main supporters and facilitators of these demands. In the conferences organised on the district and national level, they demanded not only their right to attend school regularly, but also quality education in safe contexts where they are not exposed to any form of abuse at school. One of the results of these activities was the improvement in girls' school grades in the district of Neno, where Ayuda en Acción supports a Development Area of the same name, and where 90% of the girls passed their exams in 2010.

At the same time, a concerted effort was made to reinvigorate the role and demands of the School Management Committees responsible for ensuring that state schools are adequately run.

These committees have become more active in their meetings with the education autho-



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rities, pushing for the improvement of key school issues, especially for those with the fewest means. In addition, as a part of the activities carried out during Global Action Week for Education, committees in Ntchisi and Kasakula advocated the importance of education for all.



# America, Asia and Africa

The development programmes in the following section are a sample of the work we have carried out to fulfil the Institutional Mission of Ayuda en Acción.

As we near the 30<sup>th</sup> Anniversary of Ayuda en Acción's work alongside the children, families and communities of more than twenty countries across the globe, we cannot look back solely on what was achieved last year.

Nonetheless, 2010 was a year in which we consolidated a far-reaching project, underpinning our belief in the work that Ayuda en Acción carries out in the more than 120 Development Areas presented in the following pages; ours is a valid approach that is improving the lives of the people we engage in this work.

These are days of crisis, not only of the economy but of values too. Many of the development cooperation criteria that were considered to be set in stone have

had to be reviewed. Ayuda en Acción is currently undergoing a process to improve its programmes' management tools in order to make our aid more transparent and effective. In line with cooperation agencies around the world, we are placing a strong emphasis on results-based management, on the multilateral coordination of donors and on prioritising the needs established by the recipient countries.

We are taking this step forward with the confidence provided by the backing of thousands of members and supporters, for whom Ayuda en Acción provides a means for taking part in the project of building a fairer world for those living in situations of poverty and exclusion.



REVISTA MIA



# Latin America



ACTOR/WHO



## Social, economic and political overview

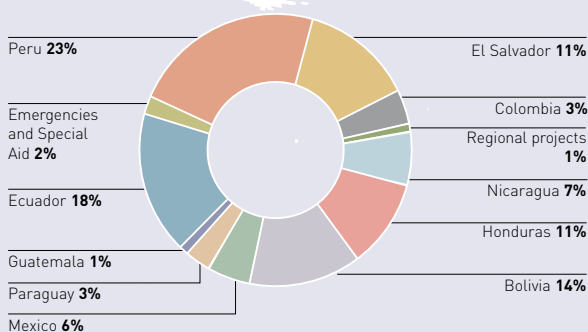
Following a 2.8% fall in per capita GDP in 2009, the Economic Commission for Latin America and the Caribbean (ECLAC) had forecast that the Latin American economy would grow 6% in 2010. As usual however, the actual results by sub-region were varied. More than two thirds of the children in countries such as Bolivia, El Salvador, Guatemala, Honduras and Peru are poor; the overall rate of child poverty in Latin America is 33% and is more prevalent in rural areas.

Nevertheless, the growth rate seen in 2010 consolidates the recovery that began in of most of the region's economies during the second half of 2009, impelled by the impact of the measures implemented by several countries and aided by the recovery of the global economy. This had a positive effect on employment, with a decrease in the region's unemployment rates and an improvement in the quality of jobs created. Inflation also rose slightly, from 4.7% in 2009 to an estimated rate of around 6.2% in 2010, due to the international price trends for certain basic goods.

In 2010, China became the third largest foreign investor in Latin America and the Caribbean (9%), behind the United States (17%) and the Netherlands (13%). Chinese investment has been directed mainly towards Brazil, Argentina and Peru, 90% of it aimed at the extraction of natural resources, especially in the hydrocarbon and mining sectors. The emergence of this new source of investment in the region spells an opportunity for companies that require capital and technology in order to carry on growing, as has been the case with the copper mining industry in Peru and the hydrocarbon sector in Argentina and Brazil. Latin American governments could use the thrust provided by these investments to open new paths for development, such as tying in the exploitation of natural resources with the construction of public infrastructures, or by incentivising the establishment of processing industries. Such a scenario would require policies to alter the regional model of industrialisation to benefit more knowledge-intensive and technology-intensive sectors, as China itself has shown.

It remains to be seen, however, how the new trend in economic policies will benefit the poorest and most excluded segments of society, which has traditionally been the main shortfall in Latin America's development processes.

Funds applied in Latin America 2010  
Total: 35,182,502 Euros





ROSANA PINTADO / AFA



ROSANA PINTADO / AFA

Development area	Opening year	Beneficiaries	Local partner	Investment €
Alcalá	2006	15,660	Fundación Participación y Sostenibilidad, PASOS	423,156
Azurduy	2009	6,500	Promotores Agropecuarios, PROAGRO	159,210
Betanzos	1998	13,132	Acción Cultural Loyola, ACLO.	392,804
Hogar Teresa de los Andes	2004	313	Hermanos de la Divina Providencia	107,225
Licoma	1996	12,363	Servicios Múltiples de Tecnologías Apropriadas, SEMTA	377,776
Luis Calvo	2006	9,788	Fundación Intercultural Nor Sud	501,950
Malmiza	1999	11,290	Pastoral Social Cáritas Potosí, PASOCAP	259,057
Manuel María Caballero	2007	13,880	Pastoral Social Cáritas Santa Cruz, PASOC	306,453
San José de Chiquitos	2008	18,000	Centro de Investigaciones de Energía y Población, CIEP	143,919
Sorata	2007	19,204	Pastoral Social Cáritas Coroico	252,908
Sucre	2008	15,068	Centro de Multiservicios Educativos, CEMSE	170,325
Viacha	1997	41,075	Centro de Investigación y Promoción del Campesinado, CIPCA.	343,785
Wichaca	1998	4,245	Centro de Desarrollo Comunitario Causananchispaj	123,692
Yapacaní	2006	31,538	Centro de Promoción Agropecuaria Campesina, CEPAC.	388,741
<b>Other projects</b>				
Advocacy on public policies for rural development	2004		Secretariado Rural Perú-Bolivia	14,662
Advocacy on public policies on food security and rural development	2001		Asociación de Instituciones de Promoción y Educación, AIPE	7,719
Food security and Local and Local Economic Development in Bolivia and Ecuador	2010	17,675	Fundación Participación y Sostenibilidad (PASOS), Centro de Multiservicios Educativos, (CEMSE), Fundación Intercultural Nor Sud, Promotores Agropecuarios (PROAGRO), y PRORURAL.	257,547
Country office	1993		Ayuda en Acción	461,941
<b>Total</b>		<b>348,297</b>		<b>5,074,615</b>



Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>1,824,885</b>
Basic education	570,399
Basic health	674,426
Support for family and community wellbeing (housing, water, food security...)	285,886
<b>Enhancing local economies</b>	<b>736,518</b>
<b>Environment and sustainable use of resources</b>	<b>53,233</b>
<b>Humanitarian action and risk management</b>	<b>268,949</b>
<b>Strengthening local technical capacities</b>	<b>209,282</b>
<b>Empowerment, governance and citizenship building</b>	<b>171,006</b>
<b>Public awareness raising and advocacy</b>	<b>30,719</b>

1. This table shows investments in some of the activities carried out in the country in 2010.



# Colombia



AA-COLOMBIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Bucaramanga	2008	5,841	Corporación Buen Ambiente CORAMBIENTE	137,083
Boyacá	2006	5,913	Asociación para el Desarrollo Sostenible Semillas	172,658
Quibdó	2006	25,733	Fundación Pies Descalzos (FPD)	311,333
Cauca	2006	35,745	Corporación para el Desarrollo de Tunia (CORPOTUNÍA)	169,925
<b>Other projects</b>				
Support for national organisations advocating the right to education	2010			50,811
Peace-building in Colombia	2010			38,110
Country office	2006		Ayuda en Acción	225,142
<b>Total</b>		<b>73,232</b>		<b>1,105,062</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>278,883</b>
Basic education	192,575
Basic health	53,124
Support for family and community wellbeing (housing, water, food security,...)	9,584
<b>Enhancing local economies</b>	<b>159,938</b>
<b>Environment and sustainable use of resources</b>	<b>27,824</b>
<b>Strengthening local technical capacities</b>	<b>56,102</b>
<b>Empowerment, governance and citizenship building</b>	<b>70,615</b>
<b>Public awareness raising and advocacy</b>	<b>64,110</b>

1. This table shows investments in some of the activities carried out in the country in 2010.





YAGO DE OBRE / AIA

Development area	Opening year	Beneficiaries	Local partner	Investment €
Sigsig	1997	12,375	Fundación Ecológica Rikcharina	613,304
Chinchaysuyo	2004	32,186	Fundación Ecológica Rikcharina	222,817
Bolívar	1997	16,565	Ayuda en Acción	480,712
Tungurahua	2003	12,020	Ayuda en Acción	704,266
Cusubamba	1998	23,219	Fondo Ecuatoriano Populorum Progressio FEPP	494,232
Chota – Mira	2007	21,733	Fundación a favor de los derechos ciudadanos PRODECI	319,512
Pedro Carbo	1998	19,886	Centro de Promoción Rural CPR	411,442
Santa Elena	1997	41,786	Centro de Promoción Rural CPR	319,808
Intag	1997	12,787	Fundación a favor de los derechos ciudadanos PRODECI	557,480
Carchi	2008	4,275	Ayuda en Acción	159,191
Morona	2005	6,200	Fundación Comunidad, Ambiente y Desarrollo Integral COADESI	433,838
Mitad del Mundo	1997	23,957	Fundación Casa Campesina Cayambe	455,947
Chillogallo	2002	25,042	Proyecto Salesiano Chicos Trabajadores de la Calle	293,730
<b>Other projects</b>				
Bi-national Peru-Ecuador project on food sovereignty	2006			89,542
Local economic development in Bolivia and Ecuador	2010			91,467
Country office	1996		Ayuda en Acción	842,067
<b>Total</b>		<b>384,366</b>		<b>6,489,356</b>



Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>2.014.817</b>
Basic education	569.920
Basic health	747.983
Support for family and community wellbeing (housing, water, food security,...)	462.430
<b>Enhancing local economies</b>	<b>1.470.838</b>
<b>Environment and sustainable use of resources</b>	<b>63.321</b>
<b>Humanitarian action and risk management</b>	<b>94.145</b>
<b>Strengthening local technical capacities</b>	<b>281.994</b>
<b>Empowerment, governance and citizenship building</b>	<b>424.687</b>
<b>Public awareness raising and advocacy</b>	<b>80.953</b>

1. This table shows investments in some of the activities carried out in the country in 2010.

# El Salvador



ASA EL SALVADOR



Development area	Opening year	Beneficiaries	Local partner	Investment €
Santo Domingo	1997	9,560	Ayuda en Acción	366,365
Morazán	1997	5,750	FUNDEMAC	353,796
Bahía de Jiquilisco	2000	13,825	Ayuda en Acción	451,442
Las Flores	2005	10,891	Ayuda en Acción	752,681
Ilamatepec	2008	4,873	ASAPROSAR	137,978
Suchitlán	2009	17,659	Ayuda en Acción	409,393
<b>Other projects</b>				
Food sovereignty in Central America	2006		Ayuda en Acción	274,810
Disaster risk reduction in Central America	2006		Ayuda en Acción	129,729
Food Security and Risk Management in Four Central American Countries	2010	865	Ayuda en Acción	124,684
Environmental improvement project	2010		Ayuda en Acción	74,032
Developing cultural identities	2010		Ayuda en Acción	61,556
Nutrition and access to food	2009		Ayuda en Acción	129,820
Projects for the promotion of human rights, education and microcredit	2009		Ayuda en Acción	92,112
Country office	1990		Ayuda en Acción	457,083
<b>Total</b>		<b>88,655</b>		<b>3,815,481</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>1,614,066</b>
Basic education	584,710
Basic health	18,246
Support for family and community wellbeing (housing, water, food security,...)	812,974
<b>Enhancing local economies</b>	<b>455,188</b>
<b>Environment and sustainable use of resources</b>	<b>119,229</b>
<b>Humanitarian action and risk management</b>	<b>371,085</b>
<b>Strengthening local technical capacities</b>	<b>48,329</b>
<b>Empowerment, governance and citizenship building</b>	<b>92,020</b>
<b>Public awareness raising and advocacy</b>	<b>76,108</b>

1. This table shows investments in some of the activities carried out in the country in 2010.



# Guatemala



ACTIONAID

Projects <sup>1</sup>	Opening year	Beneficiaries	Local partner	Investment €
Food sovereignty project	2006	16,209	ActionAid Guatemala	14,470
Food sovereignty project	2006	12,430	ActionAid Guatemala	119,412
Project on food security and risk management	2010	17,430	ActionAid Guatemala	285,016
<b>TOTAL</b>		<b>46,069</b>		<b>418,898</b>

Main lines of action <sup>2</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>67,225</b>
Support for family and community wellbeing (housing, water, food security,...)	67,225
<b>Enhancing local economies</b>	<b>89,753</b>
<b>Humanitarian action and risk management</b>	<b>261,920</b>



ACTIONAID

1. Projects are operating in the Departments indicated on the map.  
 2. This table shows investments in some of the activities carried out in the country in 2010.

# Honduras



Development area	Opening year	Beneficiaries	Local partner	Investment €
Choluteca Norte	1998	23,320	Ayuda en Acción	431,027
El Paraíso Sur	1998	13,808	Ayuda en Acción	955,298
Humuya	1998	4,980	Ayuda en Acción	504,770
Comayagua Norte	1998	18,080	Ayuda en Acción	335,126
Yoro	2003	8,504	Ayuda en Acción	325,131
Litoral Atlántico	2009	3,250	Centro Desarrollo Humano (CDH)	149,325
<b>Other projects</b>				
Project for coexistence and public safety	2009	491	CIPRODEH, CDH y AeA	80,885
Project on Risk Management in Central America	2006	2,742	ASONOG, AeA	265,232
Food Security & Risk Management	2010	1,550	AeA, CASM, FPNT, CDH y ASONOG	145,676
Food sovereignty in Central America	2006			58,268
Mobile paediatric healthcare unit	2008			13,632
Country office	1997		Ayuda en Acción	454,834
<b>Total</b>		<b>76,725</b>		<b>3,719,205</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>1,445,146</b>
Basic education	171,163
Basic health	312,586
Support for family and community wellbeing (housing, water, food security,...)	791,344
<b>Enhancing local economies</b>	<b>95,851</b>
<b>Environment and sustainable use of resources</b>	<b>26,887</b>
<b>Humanitarian action and risk management</b>	<b>497,478</b>
<b>Strengthening local technical capacities</b>	<b>98,326</b>
<b>Empowerment, governance and citizenship building</b>	<b>212,812</b>
<b>Public awareness raising and advocacy</b>	<b>45,380</b>

1. This table shows investments in some of the activities carried out in the country in 2010.





AMANA/CELEBRIO/ANA

Development area	Opening year	Beneficiaries	Local partner	Investment €
AMANC	2000	1,531	Asociación Mexicana de Ayuda a Niños con Cáncer AMANC	116,637
Nexapa	2008	23,589	Ayuda en Acción	238,550
Zautla	2000	16,874	Centro de Estudios para el Desarrollo Rural CESDER	354,537
Guaquitepec	2000	8,065	Patronato Pro Educación Mexicano A.C.	182,822
Tlatel Xochitenco	2000	16,980	Fundación para la Asistencia Educativa FAE	134,455
Sonora	2003	21,014	Fundación de Apoyo Infantil FAI Sonora	215,001
<b>Other projects</b>				
Disaster risk management project	2010	6,820	Colectivo Interinstitucional por la Responsabilidad Social CIRS	114,034
Social Economy project	2003	3,798	Colectivo de Empresas Sociales	31,410
Food security and sovereignty	2008	1,630	Colectivo Nacional de Seguridad Alimentaria	40,564
Hurricane Frank Emergency	2010			157,681
Country office	1997		Ayuda en Acción	409,915
<b>Total</b>		<b>102,976</b>		<b>1,995,606</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>503,181</b>
Basic education	98,116
Basic health	132,119
Support for family and community wellbeing (housing, water, food security,...)	120,219
<b>Enhancing local economies</b>	<b>106,272</b>
<b>Environment and sustainable use of resources</b>	<b>8,099</b>
<b>Humanitarian action and risk management</b>	<b>275,953</b>
<b>Strengthening local technical capacities</b>	<b>449,084</b>
<b>Empowerment, governance and citizenship building</b>	<b>95,414</b>
<b>Public awareness raising and advocacy</b>	<b>6,157</b>



1. This table shows investments in some of the activities carried out in the country in 2010.

# Nicaragua



ASA NICARAGUA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Nueva Segovia	1996	8,590	FUNDEMUNI	296,349
León	1996	14,083	Ayuda en Acción	321,099
Boaco	1997	4,372	Ayuda en Acción	289,534
Kukra Hill	1998	8,496	Ayuda en Acción	268,490
Acahualinca	2006	2,732	Dos Generaciones	169,310
Matiguás	2007	13,721	Ayuda en Acción	247,480
<b>Other projects</b>				
HIV/Aids prevention	2007	3,095	CISAS	167,971
Food Sovereignty & Safety	2006	750	SOYNICA / Ayuda en Acción	108,330
Food Sovereignty & Safety	2010	750	Ayuda en Acción	11,905
Country office	1993		Ayuda en Acción	450,504
<b>Total</b>		<b>56,589</b>		<b>2,330,972</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>705,550</b>
Basic education	262,948
Basic health	144,450
Support for family and community wellbeing (housing, water, food sovereignty,)	189,019
<b>Enhancing local economies</b>	<b>171,609</b>
<b>Environment and sustainable use of resources</b>	<b>6,036</b>
<b>Humanitarian action and risk management</b>	<b>54,569</b>
<b>Strengthening local technical capacities</b>	<b>130,541</b>
<b>Environment and sustainable use of resources</b>	<b>105,578</b>
<b>Public awareness raising and advocacy</b>	<b>4,608</b>

1. This table shows investments in some of the activities carried out in the country in 2010.

# Paraguay



ASA PARAGUAY

Development area	Opening year	Beneficiaries	Local partner	Investment €
Pedro Juan	2006	15,353	Acción Comunitaria (ACOM)	174,595
Misiones	2007	24,003	Centro de Estudios Paraguayos Antonio Guasch (CEPAG)	164,213
Tavaí Pora	2007	16,922	Centro de Educación, Capacitación y Tecnología Campesina (CECTEC)	165,091
San Roque	2008	12,611	Servicio Ecuménico de Promoción Alternativa (SEPA)	116,191
San Joaquín	2008	12,150	Centro Paraguayo de Cooperativistas (CPC)	115,743
<b>Other projects</b>				
Advocacy on Human Rights & Education	2006		Coordinadora por los Derechos Humanos en Paraguay (CODEHUPY) y Coordinadora por los Derechos de la Infancia y Adolescencia (CDIA)	116,423
Support for the Paraguayan Forum for Education	2010		Foro Paraguayo de Educación	2,518
Food security & sovereignty	2009			57,268
Strengthening food security and production	2010			154,691
Country office	2006		Ayuda en Acción	149,735
<b>Total</b>		<b>81,039</b>		<b>1,216,468</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>255,898</b>
Basic education	129,463
Basic health	33,113
Support for family and community wellbeing (housing, water, food security,...)	54,611
<b>Enhancing local economies</b>	<b>304,611</b>
<b>Environment and sustainable use of resources</b>	<b>1,459</b>
<b>Humanitarian action and risk management</b>	<b>13,239</b>
<b>Strengthening local technical capacities</b>	<b>38,259</b>
<b>Empowerment, governance and citizenship building</b>	<b>152,348</b>
<b>Public awareness raising and advocacy</b>	<b>25,690</b>



1. This table shows investments in some of the activities carried out in the country in 2010.





JULIO VELARINO



Development area	Opening year	Beneficiaries	Local partner	Investment €
Proyecto urbano Yancana Huasy	1996	1,300	Yancana Huasy	168,738
Bambamarca	1997	32,587	PRODIA	414,250
Chota	1997	50,000	Perú en Acción	729,575
Cutervo	1997	20,872	ESCAES	481,006
San Juan de Lurigancho	1997	11,506	TACIF	333,690
Paján - Trujillo	1997	6,947	CIEDI	413,318
Piura	1998	5,146	VISAD	473,839
Ica- Paracas Verde	1998	29,280	DECAL	425,248
Cusco	2003	13,279	WARA	543,875
Lambayeque	2004	18,050	CIPDES	394,969
Proyecto Binacional Ayabaca	2005	18,671	ESCAES	373,188
Santa Cruz	2007	17,500	CDCIP	226,534
Puno	2007	5,384	WARA	246,713
Apurimac	2007	714	WARA	83,731
Ayacucho	2007	9,055	CEDAP	327,170
Huancavelica	2007	3,853	CEDAP	184,801
<b>Other projects</b>				
Earthquake reconstruction in Ica	2008			1,269,084
Decent housing for earthquake victims in Ica	2009			294,925
Participation in Peruvian civil society networks	2010			26,415
Country office	1988		Ayuda en Acción	678,659
<b>Total</b>		<b>244,144</b>		<b>8,089,728</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>1,740,597</b>
Basic education	749,539
Basic health	237,124
Support for family and community wellbeing (housing, water, food security,...)	427,112
<b>Enhancing local economies</b>	<b>1,678,710</b>
<b>Environment and sustainable use of resources</b>	<b>57,115</b>
<b>Humanitarian action and risk management</b>	<b>1,599,401</b>
<b>Strengthening local technical capacities</b>	<b>443,784</b>
<b>Empowerment, governance and citizenship building</b>	<b>235,440</b>
<b>Public awareness raising and advocacy</b>	<b>33,989</b>

1. This table shows investments in some of the activities carried out in the country in 2010.





FERNANDO LÓPEZ DEL PRADO/AAA

## Social, economic and political overview

Sustained economic growth in most of Africa in 2010 did not translate into noticeable progress in social development indicators, many of which are part of the Millennium Development Goals to be met by 2015. Despite relative improvements in overall malnutrition rates, school attendance and health, Africa's poverty, mother-and-child mortality and unemployment rates remained extremely high.

Extreme poverty indicators continued to be chronically high and economic progress did not have an impact on job creation nor increase the income of the continents' poorest communities.

In 2010, the proportion of Africans whose calorie intake was below international recommendations fell from 30% to 24%, although rising food prices could pose a threat to this positive trend.

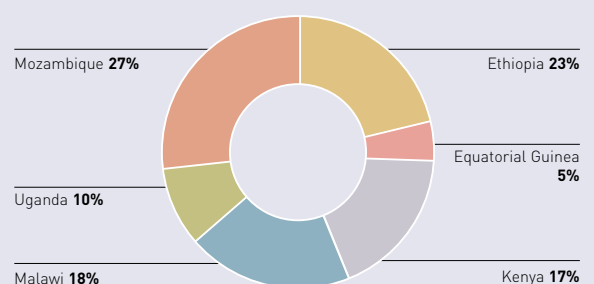
The continent has made significant progress in terms of enrolment figures for basic education. Over the past decade, this indicator has risen 18%. However, many challenges remain, such as improving the quality of teaching, increasing the number of children finishing school, improving school infrastructures and teaching materials or reducing student-teacher ratios.

The situation of African women also improved, although there is a huge amount of work still to be done considering the widespread persistence of practices deeply rooted in the patriarchal system, among other factors. Although there was a rise in the number of girls attending school, this was not so in the upper forms, where boys were still predominant. Nevertheless, several countries in the east and south of the continent saw an increase in the number of female parliamentarians.

All 31 countries where more than 100 children out of every 1000 born alive die before the age of five are located south of the Sahara desert. Nonetheless, it is worth noting that this figure was halved in countries such as Eritrea, Ethiopia, Liberia and Madagascar.



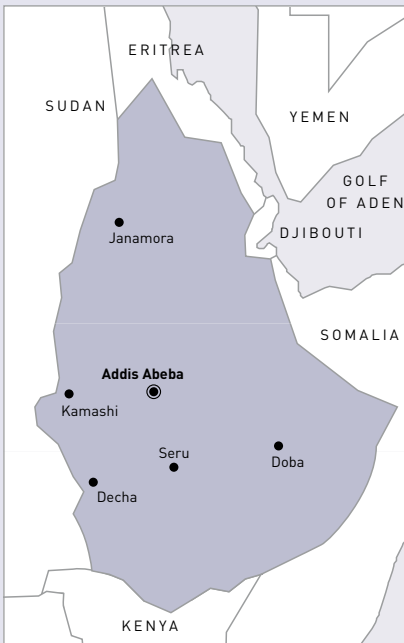
Funds applied in Africa in 2010  
Total: **5,731,915** Euros



# Ethiopia



FERNANDO LOPEZ DEL PRADO / AIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Doba	2002	26,120	ERSHA	237,448
Janamora	2004	12,437	Own teams	428,424
Seru	2005	8,119	Own teams	199,297
Kamashi	2006	13,112	Own teams	198,862
Decha	2006	23,046	Own teams	224,539
<b>Total</b>		<b>82,834</b>		<b>1,288,570</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>670,479</b>
Basic education	157,859
Basic health	65,245
Support for family and community wellbeing (housing, water, food security,...)	283,782
<b>Enhancing local economies</b>	<b>95,000</b>
<b>Humanitarian action and risk management</b>	<b>188,946</b>
<b>Empowerment, governance and citizenship building</b>	<b>65,444</b>
<b>Public awareness raising and advocacy</b>	<b>56,128</b>



FERNANDO LOPEZ DEL PRADO / AIA

1. This table shows investments in some of the activities carried out in the country in 2010.



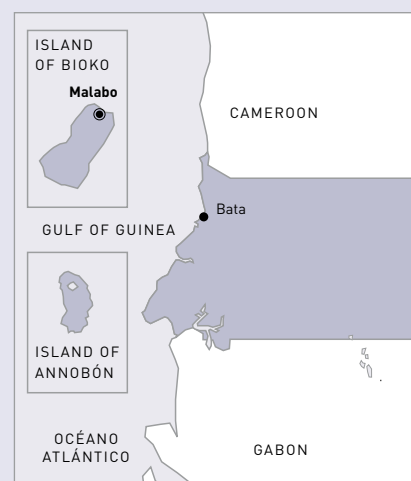
# Equatorial Guinea



ARTURO BIBANG

Development area	Opening year	Beneficiaries	Local partner	Investment €
Education project	2006	7,500	Ministerio de Educación de Guinea Ecuatorial	57,711
Health project	2006	9,000	Ministerio de Sanidad de Guinea Ecuatorial	90,975
Gender project	2006	5,500	Ministerio de Promoción de la Mujer de Guinea Ecuatorial	150,353
<b>Total</b>		<b>22,000</b>		<b>299,039</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>86,124</b>
Basic education	26,099
Basic health	60,025
<b>Empowerment, governance and citizenship building</b>	<b>67,900</b>

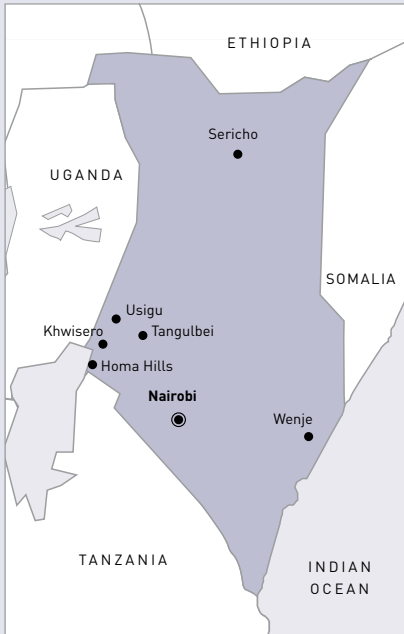


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1. This table shows investments in some of the activities carried out in the country in 2010.



EMILIA RIBAS / AIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Sericho	1997	16,500	Own teams	98,689
Homa Hills	1997	19,000	Own teams	92,018
Wenje	2002	19,000	Own teams	164,619
Usigu	2002	38,200	Own teams	236,970
Tangelbei	2006	46,000	Own teams	276,843
Khwisero	2010	500	Own teams	93,240
<b>Total</b>		<b>139,200</b>		<b>962,380</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>577,638</b>
Basic health	307,796
Support for family and community wellbeing (housing, water, food security,...)	269,842
<b>Empowerment, governance and citizenship building</b>	<b>262,396</b>



FERNANDO LÓPEZ DEL PRADO / AIA

1. This table shows investments in some of the activities carried out in the country in 2010.

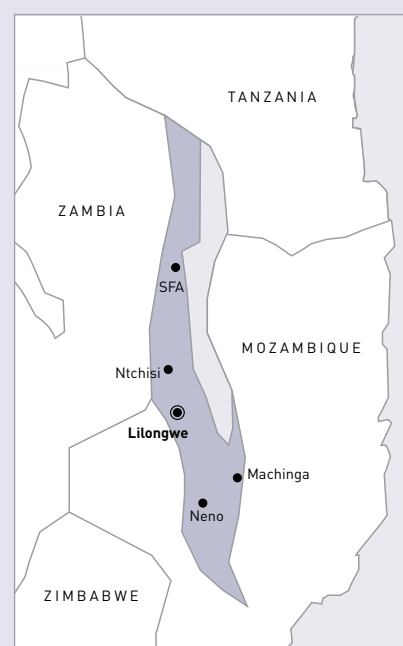




FERNANDO LÓPEZ DEL PRADO / AIA

Development area	Opening year	Beneficiaries	Local partner	Investment €
SFA	1999	4,030	Own teams	234,085
Machinga	2005	25,836	Own teams	305,945
Neno	2007	25,334	Own teams	257,934
Ntchisi	2007	22,471	Own teams	253,332
<b>Total</b>		<b>77,671</b>		<b>1,051,296</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>568,457</b>
Basic education	229,376
Basic health	179,512
Support for family and community wellbeing (housing, water, food security,...)	159,569
<b>Enhancing local economies</b>	<b>54,062</b>
<b>Strengthening local technical capacities</b>	<b>79,793</b>
<b>Empowerment, governance and citizenship building</b>	<b>159,498</b>



FERNANDO LÓPEZ DEL PRADO / AIA

1. This table shows investments in some of the activities carried out in the country in 2010.

# Mozambique



FERNANDO LOPEZ DEL PRADO / AIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Namarroi	2001	36,000	Own teams	337,331
Nhongonhane	1997	32,782	Own teams	428,287
<b>Other projects</b>				
Erati health project				345,351
Strengthening civil society in Cabo Delgado				450,659
<b>Total</b>		<b>68,782</b>		<b>1,561,628</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>906,374</b>
Basic education	214,063
Basic health	459,276
Support for family and community wellbeing (housing, water, food security,...)	58,884
<b>Enhancing local economies</b>	<b>24,849</b>
<b>Strengthening local technical capacities</b>	<b>71,857</b>
<b>Empowerment, governance and citizenship building</b>	<b>430,222</b>
<b>Public awareness raising and advocacy</b>	<b>29,000</b>



ANA GARCIA / AIA

1. This table shows investments in some of the activities carried out in the country in 2010.

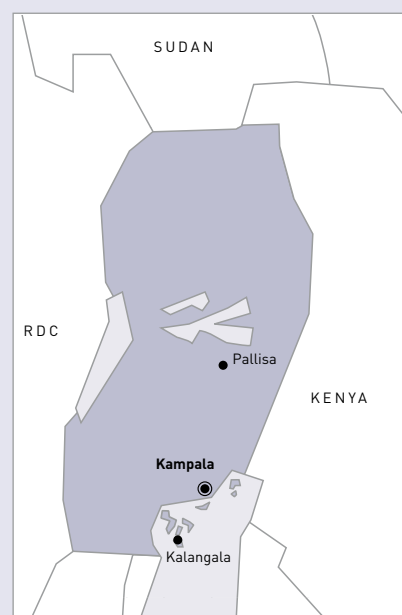




FERNANDO LOPEZ DEL PRADO / AIA

Development area	Opening year	Beneficiaries	Local partner	Investment €
Kalangala	2001	3,300	Own teams	236,324
Pallisa	1999	281,997	Own teams	332,679
<b>Total</b>		<b>285,297</b>		<b>569,003</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>323,466</b>
Basic education	148,791
Basic health	88,388
Support for family and community wellbeing (housing, water, food security,...)	86,286
<b>Empowerment, governance and citizenship building</b>	<b>65,712</b>



ICAR DE LA FENM / AIA

1. This table shows investments in some of the activities carried out in the country in 2010.



# Asia

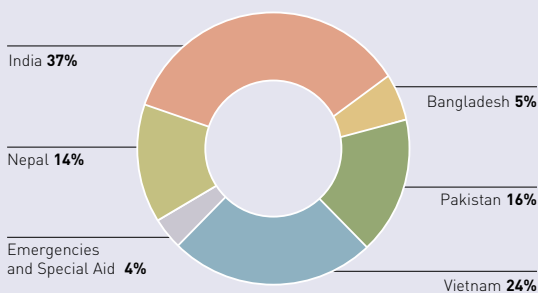


FERNANDO LOPEZ DEL PRADO / ARA

## Social, economic and political overview

In 2010, a number of developing economies in South and South-east Asia managed to return to the growth path following the financial crisis of 2008- 2009. Key factors for this recovery included the implementation of measures to stimulate fiscal policies and to bolster the export sector. As a result, in 2010 growth in the region was almost 9%, unquestionably boosted by the economic performance of emerging nations such as China, India and, to a lesser extent, Indonesia. Nevertheless, we cannot forget that some of the countries in the region sit alongside the countries of sub-Saharan Africa as those lowest ranked in the world in terms of human development. These countries also enjoyed sustained growth, particularly in the tourism sector and in their commodity and textile exports, although this did not equate to improvements across the board in standards of living. Their poorest inhabitants were once again the most vulnerable segment to factors such as rising food prices, which left millions depending on foreign aid. Basic food prices in many countries rose as much as 35%. Elsewhere on the continent, the onset and persistence of adverse weather conditions affected the availability of staple foods. In certain regions, the availability of these products was compromised due to crop conversion to produce biofuels instead of food, to export duties or to speculative transactions, among other reasons, setting the clock back on the progress made by the most impoverished inhabitants of these countries. Similarly, the economic recovery and the return to growth did not reduce the vulnerability of people in less qualified and lower paid jobs, particularly women and youngsters. According to United Nations estimates, the rise in food and fuel prices has led a further 19 million people into poverty. Forecasts predict that a continuation of the trend seen in 2010 would deal a severe blow to the efforts to fulfil the Millennium Development Goals set for 2015.

Funds applied in Asia in 2010  
Total: **2,806,062** euros



# Bangladesh



EMILIA ARBES / ASA

Development area	Opening year	Beneficiaries	Local partner	Investment €
Bitá	2001	4,290	Bangladesh Institute of Theatre Arts (BITA)	25,275
Gazipur	2006	26,850	PSTC (Population Service & Training Center)	108,531
<b>Total</b>		<b>31,140</b>		<b>133,806</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>72,255</b>
Basic education	41,480
Basic health	30,775
<b>Strengthening local technical capacities</b>	<b>26,761</b>



EMILIA ARBES / ASA

1. This table shows investments in some of the activities carried out in the country in 2010.



# La India



ICAR DE LA PENIA / ANA



Development area	Opening year	Beneficiaries	Local partner	Investment €
PKK	2001	111,926	PKK (Pratibandhi Kalyan Kendra)	73,169
Sneha Abhiyaan	2002	30,224	Sneha Abhiyan	76,454
Jamgoria Sevabrata	2003	250,000	Jamgoria Sevabrata	57,139
Barmer	2003	115,144	Lok Adhikar Network	121,892
SGA	2003	17,324	SGA (Samgra Grameena Ashram)	57,158
MVP	2004	9,600	MPV (Musahaar Vikas Pahal)	87,497
Digambarpur Angikar	2007	122,331	Digambarpur Angikar	63,632
SMPUP	2007	100,704	SMPUP (Samuhik Marudi Pratikar Udyam – Padampur)	64,692
AIM	2007	29,896	AIM	71,297
PAPN / Sirmour	2008	25,193	PAPN (People's Action for People in Need)	98,270
Janvikas	2008	25,000	AVHRS/ Janvikas	98,639
FLLRC / Arunodhaya	2008	411,777	Arunodhaya Centre for Street and Working Children	98,547
SSTEP	2008	9,550	SSTEP (Society for Social Transformation and Environment Protection)	80,934
<b>Total</b>		<b>1,258,669</b>		<b>1,049,320</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>758,620</b>
Basic education	123,653
Basic health	78,313
Support for family and community wellbeing (housing, water, food security,...)	556,653
<b>Empowerment, governance and citizenship building</b>	<b>114,661</b>

1. This table shows investments in some of the activities carried out in the country in 2010.

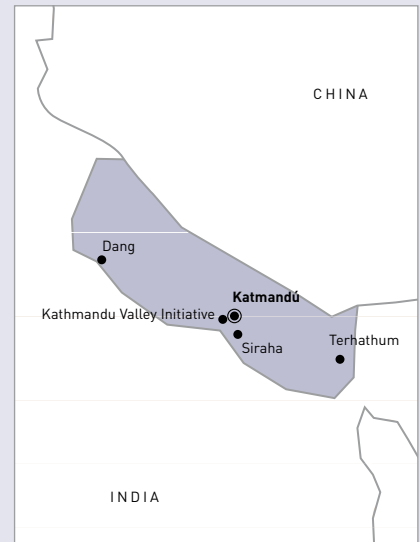




BRJANSINGH / ACTIONAID

Development area	Opening year	Beneficiaries	Local partner	Investment €
Siraha	2005	2,048	Dalit Jana Kalyan Yuba Club (DJKYC) Dalit Samaj Sewa Sangh (DSSS)	88,738
Dang	2005	27,730	SEED (Society for Environment Education Development) y BCD (Boat for Community Development)	103,544
Terhathum	2009	7,205	DAS (Dalit Awareness Society) / DS (Deurali Society)	104,536
Kathmandu Valley Initiative	2010	3,414	NMES (Nepal Mahila Ekata Samaj) / HNN (Home Net Nepal)	103,407
<b>Total</b>		<b>40,397</b>		<b>400,225</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>260,146</b>
Basic education	124,070
Basic health	92,052
Support for family and community wellbeing (housing, water, food security,...)	44,025
<b>Strengthening local technical capacities</b>	<b>36,020</b>



FERNANDO LOPEZ DEL PRADO / AIA

1. This table shows investments in some of the activities carried out in the country in 2010.

# Pakistan



REVISTA NIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Fisher Folk Karachi	2003	70,187	PFF (Pakistan Fisher Folk Forum)	126,269
Bolan	2006	35,851	PEACE (Participatory Educational Awareness and Community Empowerment)	88,591
Muzaffargarh	2006	157,000	HDC (Hirrak Development Centre)	103,109
Umerkot	2008	6,991	Sami Samaj Sujag Sangat (SSSS)	132,507
<b>Total</b>		<b>270,029</b>		<b>450,476</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>265,721</b>
Basic education	99,599
Basic health	36,355
Support for family and community wellbeing (housing, water, food security,...)	129,767
<b>Empowerment, governance and citizenship building</b>	<b>82,138</b>
<b>Public awareness raising and advocacy</b>	<b>102,617</b>



UMAR FARUQI / ACTIONAID

1. This table shows investments in some of the activities carried out in the country in 2010.

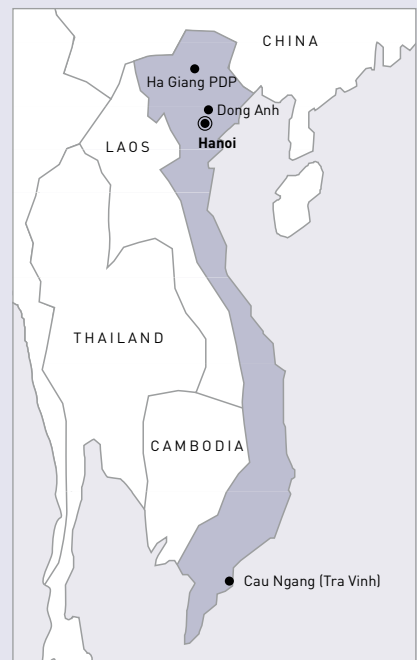




ICAR DE LA PENA / ANA

Development area	Opening year	Beneficiaries	Local partner	Investment €
Cau Ngang (Tra Vinh)	2002	11,634	Own teams	155,287
Ha Giang PDP	2002	6,202	Own teams	185,359
Dong Anh	2007	18,417	C&D (Center for Cooperation Human Resource Development)	331,768
<b>Total</b>		<b>36,253</b>		<b>672,414</b>

Main lines of action <sup>1</sup>	Resources applied €
<b>Meeting basic needs</b>	<b>290,421</b>
Basic education	175,144
Basic health	68,120
Support for family and community wellbeing (housing, water, food security,...)	47,158
<b>Humanitarian action and risk management</b>	<b>176,882</b>
<b>Strengthening local technical capacities</b>	<b>47,326</b>
<b>Empowerment, governance and citizenship building</b>	<b>75,456</b>
<b>Public awareness raising and advocacy</b>	<b>24,947</b>



ICAR DE LA PENA / ANA

1. This table shows investments in some of the activities carried out in the country in 2010.



# Financial results 2010

## BALANCE SHEET

As of 31 December 2010. In thousands of Euros.

ASSETS	Year 2010	Year 2009
<b>A) NON-CURRENT ASSETS</b>	<b>13,623</b>	<b>1,510</b>
<b>I. Intangible fixed assets</b>	<b>49</b>	<b>104</b>
1. Patents, licenses, brands, etc.	2	3
2. Computers applications	47	101
<b>III. Tangible fixed assets</b>	<b>1,005</b>	<b>1,098</b>
1. Land and buildings	0	14
2. Technical installations and other fixed assets	1.005	1.084
<b>VI. Long-term financial investments</b>	<b>12,569</b>	<b>308</b>
1. Other financial assets	100	308
2. Long-term Public Administration	12.469	0
<b>B) CURRENT ASSETS</b>	<b>42,213</b>	<b>39,020</b>
<b>I. Non-current assets held for sale</b>	<b>302</b>	<b>467</b>
<b>II. Stock</b>	<b>135</b>	<b>143</b>
1. Goods for use in the activity	64	83
2. Raw materials and other supplies	0	1
4. Retainers to suppliers	71	59
<b>IV. Commercial debtors and other receivables pending</b>	<b>10,586</b>	<b>4,912</b>
1. Sales and service clients	255	364
2. Clients, companies and associated parties	47	219
3. Miscellaneous debtors	84	296
4. Staff	48	6
5. Other credits with Public Administrations	10.152	4.027
<b>VI. Short-term financial investments</b>	<b>12,890</b>	<b>12,691</b>
1. Other financial assets	12.890	12.691
<b>VII. Short-term accruals</b>	<b>26</b>	<b>38</b>
<b>VIII. Cash and other equivalent current assets</b>	<b>18,274</b>	<b>20,769</b>
1. Treasury	18,274	20,769
<b>TOTAL ASSETS</b>	<b>55,836</b>	<b>40,530</b>

LIABILITIES	Year 2010	Year 2009
<b>A) NET WORTH</b>	<b>19,982</b>	<b>18,532</b>
<b>A-1) OWN FUNDS</b>	<b>19,982</b>	<b>18,532</b>
<b>I. Foundation endowment</b>	<b>760</b>	<b>760</b>
<b>III. Surplus from previous fiscal years</b>	<b>17,773</b>	<b>17,395</b>
1. Surplus for core activities	17,773	17,395
<b>IV. Surplus for the year</b>	<b>1,449</b>	<b>377</b>
<b>B) NON-CURRENT LIABILITIES</b>	<b>0</b>	<b>1</b>
<b>II. Long-term debts with credit institutions</b>	<b>0</b>	<b>1</b>
2. Debt with credit institutions	0	1
<b>C) CURRENT LIABILITIES</b>	<b>35,854</b>	<b>21,997</b>
<b>II. Short-term provisions</b>	<b>315</b>	<b>182</b>
<b>III. Creditor beneficiaries</b>	<b>32,762</b>	<b>19,128</b>
<b>VI. Commercial creditors and other accounts payable</b>	<b>2,777</b>	<b>2,687</b>
1. Suppliers	192	127
2. Miscellaneous creditors	2,017	1,947
3. Staff (Remuneration pending payment)	335	343
4. Other debt with Public Administrations	233	270
<b>TOTAL NET WORTH AND LIABILITIES</b>	<b>55,836</b>	<b>40,530</b>

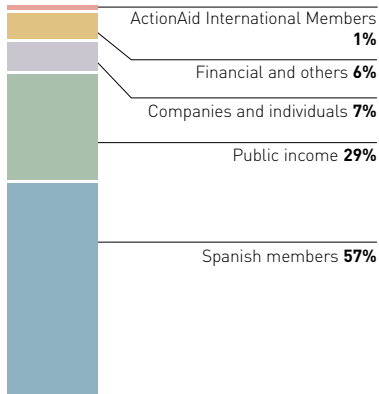
**PROFIT AND LOSS STATEMENT***As of 31 December 2010, In thousands of Euros,*

	Year 2010	Year 2009
<b>A) CONTINUING OPERATIONS</b>		
<b>1. Own activity income</b>	<b>52,929</b>	<b>50,389</b>
a) Member fees	32,678	33,834
b) Income from promoters, sponsors and collaborators	1,576	547
c) Subventions, donations and legacies	18,745	16,011
d) Reimbursement of subventions, donations and legacies	-70	-3
<b>2. Monetary aid and others</b>	<b>-28,528</b>	<b>-26,304</b>
a) Financial aid	-28,845	-26,314
b) Reimbursement of aid and allocations	317	10
<b>3. Sales and other ordinary income from business</b>	<b>271</b>	<b>245</b>
<b>4. Balance sheet change on finished products</b>	<b>-19</b>	<b>-8</b>
<b>6. Provisions</b>	<b>-222</b>	<b>-180</b>
<b>7. Other operating income</b>	<b>137</b>	<b>75</b>
<b>8. Staff expenses</b>	<b>-8,606</b>	<b>-8,156</b>
a) Wages, salaries and similar expenditure	-6,906	-6,637
b) Social Security expenses	-1,700	-1,519
c) Provisions	0	0
<b>9. Other operating expenses</b>	<b>-16,770</b>	<b>-15,413</b>
a) External services	-16,271	-15,286
b) Taxes	-24	-22
c) Losses and impairment of provisions through business transactions	-72	-49
d) Others	-403	-56
<b>10. Depreciation of fixed assets</b>	<b>-435</b>	<b>-531</b>
<b>12. Excess provisions</b>	<b>6</b>	<b>0</b>
<b>13. Impairment and results from disposal of fixed assets</b>	<b>0</b>	<b>-48</b>
<b>A.1) OPERATING RESULTS</b>	<b>-1,237</b>	<b>69</b>
<b>14. Financial income</b>	<b>325</b>	<b>581</b>
a) From marketable securities and credits of fixed assets	325	581
a.1) Third-party	325	581
<b>15. Financial expenses</b>	<b>0</b>	<b>0</b>
a) Through debt with third parties	0	0
<b>16. Fair value variation on financial instruments</b>	<b>0</b>	<b>0</b>
<b>17. Exchange rate differences</b>	<b>2,361</b>	<b>-278</b>
<b>18. Impairment and results from disposal of financial instruments</b>	<b>0</b>	<b>5</b>
b) Results of disposals and others	0	5
<b>A.2) FINANCIAL RESULTS</b>	<b>2,686</b>	<b>308</b>
<b>A.3) RESULTS BEFORE TAX</b>	<b>1,449</b>	<b>377</b>
<b>A.5) POSITIVE YEAR-END SURPLUS</b>	<b>1,449</b>	<b>377</b>

# Financial results 2010

## Income 2010

Total: 56,613,094 Euros



Ayuda en Acción revenues in 2010 amounted to 56,613,094 Euros, allowing us to promote and fund more than 120 development programmes in 22 countries across America, Asia and Africa.

Our Spanish members supplied 57% of our revenues. Their support as well as the funding of our donors was reinforced by contributions from public and private bodies, ActionAid International and other sources of funding.

Out of a total of 55,542,050 Euros applied in 2010, 88% were allocated to the implementation of programmes in the areas of development cooperation, awareness-raising, advocacy and education, in other

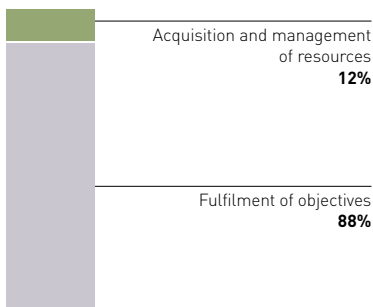
words, to meeting basic needs, enhancing local economies, strengthening technical capacities, empowerment, governance and citizenship building, humanitarian action, public awareness raising and other expenses required to achieve our aims.

The remaining 12% was allocated to the acquisition and management of resources.

79% of the funds were allocated to projects in America, Asia and Africa, while the remaining 21% was applied to activities carried out in Spain, such as awareness raising and development education campaigns, technical supervision of projects, fundraising activities and management and administration of resources.

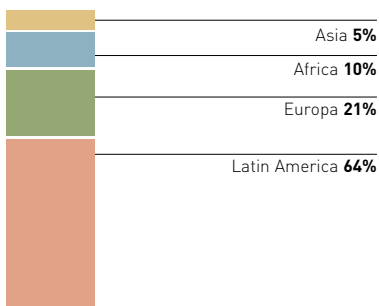
## Application of funds 2010

55,542,050 Euros



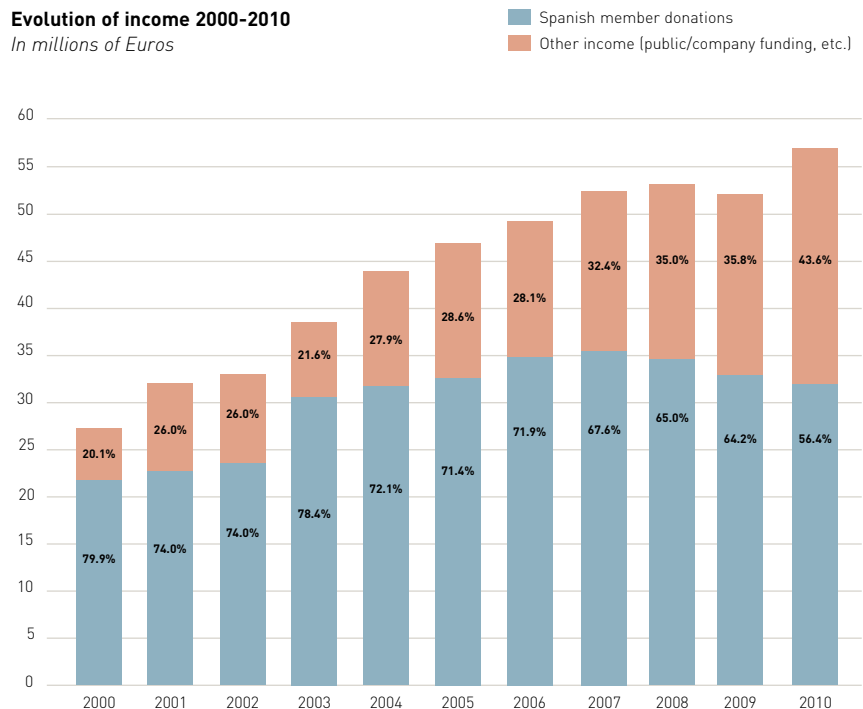
## Application of funds 2010 by region

55,542,050 euros



## Evolution of income 2000-2010

In millions of Euros



## Auditing

The Ayuda en Acción Foundation is accountable to the Protectorate of Foundations of the Ministry of Health, Social Policy and Equality. Our annual accounts for the 2010 financial year were inspected by auditing firm Deloitte<sup>(1)</sup>. The result was favourable and without reservations. This accounting review process is performed in all of the countries where the Foundation is present, thus reinforcing the fulfilment of its legal obligations in each one.

Our annual accounts and the audit report are available to all those who might be interested, both in print and on our website, [www.ayudaenaccion.org](http://www.ayudaenaccion.org)

(1) After issuing an invitation to tender for international auditing firms, the Board of Trustees selected Deloitte as our auditors for the next three years.



### Joint funding with Public Administrations and International Agencies

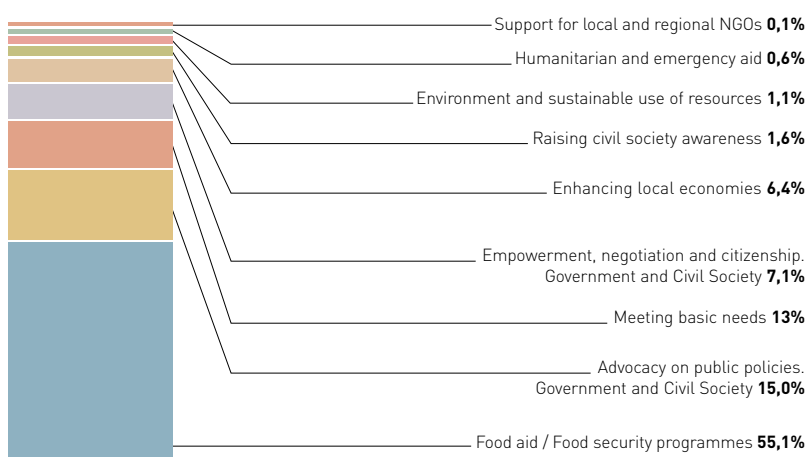
Throughout the year, our Organisation worked in close cooperation with a number of national and regional public bodies (Central Administration, Autonomous Communities and Governments, Provincial and Town Councils, Development Funds and Others).

These contributions provided the Organisation with 31,071,377 Euros, enabling the implementation of 78 projects.

During fiscal year 2010, income attributed to results amounted to 16,559,029 Euros, originating from projects approved both in 2010 and in previous years. The difference between the amounts approved in each financial year and the funds attributed as income is pending distribution in forthcoming years.

#### Distribution of funds by lines of action

Total: 31.071.377 euros



### Source and destination of the funds approved

Ayuda en Acción obtained 1,051,747 Euros, 3.4% of the total funds granted, through international bodies and the European Union.

Funding from the Agencia Española de Cooperación (Spanish Agency for International Development Cooperation, AECID), amounted to 23,287,281 Euros, granted through 5 agreements that will be implemented in Latin America, Africa and Spain over four years. The amount equates to 74.9% of all public funds approved.

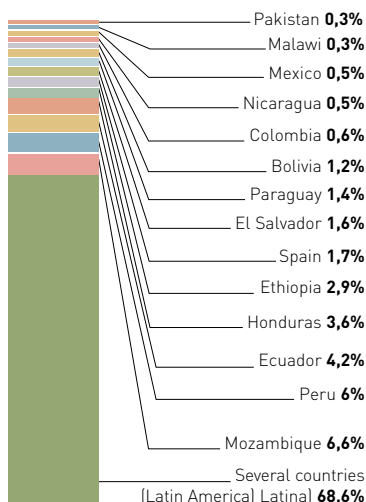
Regional Government funding amounted to 5,304,046 Euros, 17.1% of the total.

Provincial and Town Councils contributed 1,335,183 Euros, 4.3%.

Joint funding from other organisations, such as Savings Banks, Universities and Foundations, totalled 93,120 Euros, 0.3% of the funds approved

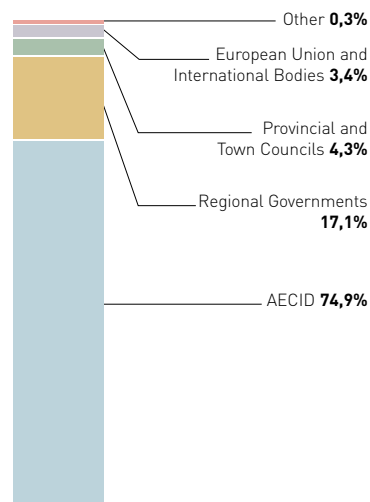
#### Distribution of funds by country of destination

Total: 31,071,377 Euros



#### Distribution of funds by source

Total: 31,071,377 euros



## Transparency and good governance

Ayuda en Acción pays special attention to transparency and accountability. We pride ourselves of membership of the transparency committee of the Spanish Platform of Development NGOs (CONGDE) and of our active involvement in the design of its Transparen-

cy and Good Governance Tool, published in 2010. We hold ourselves accountable to all of our stakeholders and to our donors, such as the AECID and ECHO, among others, through a follow-up and accountability system that guarantees the rigorous and transparent use

of funds. For a number of years now we have undergone Transparency and Good Governance assessments as established by the Fundación Lealtad and we comply with all of their requisites.

## Communicating the reality of Developing Countries

### Media

In order to raise media awareness and, subsequently, that of the general public regarding Ayuda en Acción's work in other countries, in 2010 we travelled to Bolivia with Canal Sur Televisión programme "Es Posible" ("It's possible"). They broadcast three reports on water production, solidarity links and productive and entrepreneurial initiatives in the country.

Similarly, under our "Stand Up for Equity: It's a Matter of Justice" campaign, we travelled to India with Catalunya Radio and TVE.

We would like to take the opportunity to thank all of the media who supported us by publishing our press releases, articles, reports etc., thus helping Ayuda en Acción to make its work known to the general public. Their collaboration during the year was all the more valuable in view of the difficulties posed by the crisis.

### Sectoral Solidarity Ties

During 2010, we continued to consolidate Solidarity Ties between schools in several Spanish towns and others in Latin America. In Andalusia, with the visit of six Latin American teachers to schools in Seville, Malaga, Jaen and Almeria, we held the First International Meeting on Educational Solidarity Ties (ESTs) in Jubrique and we also organised a number of awareness-raising actions in Andalusian schools. An EST Day was also held with teachers from the Region of Valencia, who in May hosted the coordinator of the Cabañas Development Area, El Salvador. In Madrid, colleagues from Ecuador and Colombia visited schools in Fuenlabrada. In Asturias, we published a handbook on Children's Rights and a compilation of traditional children's stories from Sonora (Mexico) and Asturias, titled "Vinculando Tradiciones" ("Linking Traditions"). These publications are available on [www.vinculoeducativo.ayudaenaccion.org](http://www.vinculoeducativo.ayudaenaccion.org).

Solidarity Ties between women's organisations, which are strongly promot-

ed through our "Stand Up for Equity: It's a Matter of Justice" campaign, were created as a means to establish links encouraging mutual understanding and respect. Their ultimate aim is to enable women to generate specific joint proposals that contribute to the building of a fairer world based on their specific realities. In 2010, a number of women's organisations from Spain and from other countries where we work held a number of meetings to foster these ties. Examples include the meetings in Huéscar (Granada), which brought together women from Andalusia, Mexico and Ecuador; in Nicaragua, which welcomed representatives from Asturias (Spain); in the Region of Valencia, which hosted representatives of Salvadoran women's organisations and; Órgiva (Granada), which was the venue for the North-South Meeting of Women's Organisations. In addition, the activities organised in Galicia and Asturias with Nicaraguan women provided these predominantly rural women's organisations with a chance to meet and continue their collaboration.



## Social awareness-raising campaigns

Ayuda en Acción conducts public awareness-raising campaigns that seek to bring about the changes and improvements required in the legislation or practices of governments and public bodies to improve the lives of the communities we work with in developing countries.

A host of activities were organised under the "Stand Up for Equity: It's a Matter of Justice" campaign. In San Miguel de Abona (Tenerife), the activities to mark International Women's Day included the Women's Faces exhibition, which was on show at the town hall exhibition centre. The exhibition closed with a series of awareness raising activities in the main square in Abona, where hundreds of people posed with our "Igualia", the campaign mascot. The exhibition then moved to the Arona Youth Centre, where awareness-raising activities were also carried out.

To mark the International Day against Gender-Based Violence, on 20th November, the Department for Women's Rights of the Adeje Town Council organised a series of activities, which included the *Women's Faces* photo exhibition and a round table called "Here and Now: Actions for the prevention of violence against women".

Our volunteer group in Madrid also took part in the International Day Against Gender-Based Violence organising a photo

exhibition called "*Women and Poverty*" at the Margarita Burón Centre for Initiatives in Alcorcón. The exhibition ended with a performance of the play "The Dragon's Treasure", bringing an end to an entire week of awareness-raising activities focused on the promotion of women's rights and on the prevention of gender-based violence.

The Spanish Coalition of the Global Campaign for Education worked on the latest activities of the "1GOAL - Education for All" campaign, a joint initiative between the Global Campaign for Education and FIFA. The aim is to demand that political leaders assign the necessary resources to achieve education for all by 2015. The central themes in 2010 were literacy teaching for youths and adults and ongoing education, which is one of the most neglected issues on the path to fulfilling the United Nations' Millennium Development Goals (MDGs).

As in previous years, our volunteer groups in Logroño, Santander, Pamplona, Cuenca, Murcia, Las Palmas, Salamanca,

Leon and Valladolid also supported the coalition, promoting Global Action Week for Education in their respective towns.

In Castile and Leon, our Valladolid group carried out awareness-raising actions with the local branch of the regional development NGO platform. On 15th October, the Teatro Zorrilla hosted a performance of the play "Vivir" ("To Live"), directed by Pedro Sáez.

Also in October, our volunteer group in Logroño teamed up with "Sin Excusas 2015", the Logroño Town Council and the Regional Government of Logroño, to mark Millennium Development Goals' Week and to encourage society to strengthen its responsibility and commitment in the eradication of poverty.

With these aims in mind, from the 8th to the 15th October they set up "Voices against Poverty", an interactive exhibition which encouraged the people of Logroño to speak out and demand the eradication of poverty and the fulfilment of the MDGs. The City Council Municipal Auditorium hosted "2015







DNE



DNE



DNE



JAVIER SANCHEZ/AAA

Tiempo Vital" ("2015 Vital Time"), a play produced by Clan de Bichos theatre company that combines sketches, puppets, video and music and raises public awareness regarding the MDGs and other important global issues.

Millennium Development Goals' Week ended on Friday 15th with a walk and bike rally under the slogan "Stand Up against Poverty, Support the MDGs".

In Extremadura, our Frenegal de la Sierra group also joined the activities against poverty. Children carried banners bearing slogans against poverty and raised public awareness delivering a message of solidarity, handing out balloons and ribbons to encourage people to join in the march, which also featured the reading of a manifesto against poverty.

In the Canary Islands, Tenerife took part in the event by setting up a stand in La Laguna University for the entire week, along with the *Women's Faces* photo exhibition, which was open to the public at the Aulario de Guajara.

In Castile La Mancha, we took part in all of the events held in Cuenca through the Alliance against Poverty. These included "Millennium Goals, Alliance against Poverty" exhibition, which opened to the public on Wednesday, 13th. On Thursday, activities kicked off with a talk about the MDGs, and on Saturday 16th there was a rally from the train station to the Plaza de España, which included a minute of silence and the reading of the manifesto.

In Albacete, we also took part in all of the activities held through our membership of the 0.7 Platform. They included a round table by the title of "Analysis in development cooperation policies", in which representatives from several political parties took part. On the 15th October there were several painting, dance and badge-making workshops. The week was brought to an end with a human chain and the reading of the manifesto.

## Networks and platforms

Ayuda en Acción works alongside other organisations by joining forces in networks and platforms that pursue common goals.

In 2010, we played an active role in 16 regional coordination platforms and in a further 30 on the provincial and municipal levels.

These efforts allowed us to make our voice heard on cooperation issues in Spain's political decision-making circles and brought us closer to Spanish citizens, raising their awareness and rallying them for our cause.



AAA

## Increasing collaboration

### Project Volunteers

During 2010, 18 people from around Spain who had submitted proposals to our "Project Volunteers" programme travelled to our projects in Latin America to work on activities that ranged from training workshops to the implementation of technical solutions.

There are many interesting examples of the actions they implemented. In Peru, there were creativity workshops for young entrepreneurs, computer skills courses for both students and teachers and music and popular culture workshops, while activities in El Salvador included a community literacy campaign and carpentry workshops for young people.

These were unique and motivating experiences, both for the volunteers themselves, who were able to witness Ayuda en Acción's work first-hand, and also for the people who welcomed and hosted them.

### Companies

Many companies supported our relief and reconstruction efforts in response to the earthquake that struck Haiti in January 2010. Some companies, like **Travel Club**, showed their commitment to the people of Haiti by setting up fundraising campaigns

amongst their members to support the victims. **Banco Santander** and **Banco Sabadell** Atlántico were also among the companies who supported Ayuda en Acción's emergency and reconstruction efforts.

**Fundación Biodiversidad**, through its call for solidarity projects, funded a project for the recovery of the marine turtle in Jiquilisco Bay in El Salvador. This project is co-funded by **Caja Madrid** Obra Social through its call for cooperation projects.

The cooperation of **Fundación Arjé** allowed us to promote local stakeholder participation and encourage synergies in the agricultural, fishing, tourism and commerce sectors and also to optimize and strengthen both community health services and formal and non-formal education in Ecuador.

For yet another year, we also had the collaboration of **Fundación La Caixa**. Their support for the Yapacaní development area (Bolivia), which stretches back three years, is aimed at helping to create more jobs and increasing family income. Similarly, **Promocaixa** also donated a part of its proceeds to projects in Peru and Bolivia.

**Salicru S.A.** continued to help us to promote and raise awareness on fair trade, sending Fair Trade Christmas hampers to its clients.

In 2010, **Pullmantur** continued its support of Ayuda en Acción, which stretches back to 2008, by involving their head office staff, cruise ship crews and client base in a wide range of initiatives. The funds raised are helping to provide food and improve the nutrition of rural schoolchildren in El Salvador. The project is also supported by **Doctaforum**, **Fundación Alimerka** and **Marionnaud Parfumeries**, who involve their clients in the project through a campaign called "Tú das un poco, ellos reciben mucho" ("You give a little, they receive a lot").

**Mapfre** supported Ayuda en Acción's work by funding an educational project in Ecuador. Other companies that supported our work included **Club Deportivo Fortuna** and the **Iberestudios** education website, whose commitment to the Empresas Solidarias 0.7% programme is an innovative example of corporate responsibility. **Catalunya Radio**, meanwhile, signed a collaboration agreement with the "Stand Up for Equity: It's a Matter of Justice" campaign in Cataluña and the Balearic Islands.

**Trina**, **Forletter**, **Tortillerías Cáscaras**, **Kutxa**, the **Deutsche Bank** Workers' Committee and **Vidal Europa** are further examples of the companies that helped us to fund and promote our work.

## Advertising Campaign

In 2010 we launched our "Get Into Action" campaign, in which actor Jose Coronado and his son Nicolás played a prominent role by travelling to Ecuador to witness the progress the communities in developing countries are making in their own development.

The campaign underlines how easy and motivating it is to support development, providing examples of people who feel they are not really doing anything and demonstrating how far their contributions to Ayuda en Acción actually go.

This type of support allows us to carry out long-term development projects while providing thousands of people the opportunity to enjoy a better future.

The campaign seeks to establish complicity with potential supporters and partners, telling audiences that they can also be one of those people whose apparently insignificant support goes a long, long way when they "Get Into Action" against poverty!



NICOLÁS CORONADO

## Solidarity events, activities and meetings

Throughout the year we were present in events and activities that allowed us to make known the work that our organisation carries out in Latin America, Africa and Asia.

When the earthquake struck in Haiti on 12th January, Spanish society responded massively to support the victims and took part in a wide range of fundraising events. Prominent examples included the art sale at the Thyssen Museum, the telethon held by Canal Sur on Andalusia Day or the ACB Copa del Rey Basketball final.

The ACB, Spain's professional basketball league, joined in the efforts to support Haiti from the very first moment. Coinciding with the Copa del Rey Basketball Cup final, the ACB launched a campaign called "Stand Up for Haiti", with the aim of helping to rebuild the lives of the thousands of people who had been affected by the earthquake, with a special focus on the children of Haiti.

The Canal Sur telethon, an eight-hour special held on Andalusia Day to raise funds to help Ayuda en Acción build a primary school in Haiti, was another important fundraising event. The programme featured a large number of personalities, and set up a call centre and provided the account numbers at Spain's major banks

and savings banks for the audience to make their donations. The show also provided people with the chance to contribute by downloading a cover version of the Andalusian anthem, recorded by Pastora Soler, David de María and Vanesa Martín, onto their mobile phones.

The initiative also included the release of a CD called "Andalucía por la Humanidad", featuring tracks by Alejandro Sanz, Carlos Cano, Niña Pastori, José Mercé and Chambao, amongst others. The proceeds from the CD also went towards the construction of the aforementioned primary school.

On the 15<sup>th</sup> March, the Thyssen-Bornemisza Museum hosted a fundraising art sale called "Everyone with Haiti", an initiative promoted by Doña Pilar de Borbón, Honorary Chair of Ayuda en Acción, and artists' association Pro Arte y Cultura. The occasion was attended by a number of personalities from the political, cultural and business spheres. The event, hosted by actor Jose Coronado, also featured speeches by Yolette Azor-Charles, Haiti's ambassador to Spain, and Doña Pilar de Borbón. Singer Daniel Zuera added a musical note singing "Wangolo", a traditional Haitian melody that talks about hope in the face of adversity and about change and future.

Music also featured in 2010 through Ayuda en Acción's first ever presence at





the FIB Heineken music festival in Benicàssim, from the 15th to the 18th of July, where we rallied the support of many artists and hundreds of festival-goers for the fulfilment of the Millennium Development Goals. (MDGs).

Invited by the organisers, Ayuda en Acción focused its efforts on raising awareness amongst the attendants about our work in Africa, Asia and America and on an appeal to demand governments to comply with the agreements undertaken for the fulfilment of the MDGs.

Renowned bands such as Ilegales, Love of Lesbian, Standstill, Efterklang, Southern Art Society or The Pinker Tones supported Ayuda en Acción's work, recording messages in favour of the fight against poverty. Well-known journalists such as Julio Ruiz of RNE3, TVE's Arantxa Markuleta, MTV's Johan Wald, as well as the festival's technicians, organisers and staff, also endorsed our demands.

Hundreds of people learnt more about life in developing countries visiting our Bedouin tent, where they also had the chance to enjoy our fair trade coffee and tea or buy costume jewellery and handicrafts made by the communities we work with.

"Stand Up for Equity: It's a Matter of Justice", the women's rights campaign we promote in coalition with Interred and Entreculturas to advocate the equal par-

ticipation of women in all decision making arenas, was also present at the festival, raising awareness among festival-goers and encouraging them to speak out in favour of its aims.

According to the festival organisers, in 2010, FIB Heineken was once again a success, gathering 127,000 people who enjoyed four days of music featuring bands such as Gorillaz, The Prodigy, Vampire Weekend and Kasabian.

*The Thyssen-Bornemisza Museum hosted a fundraising art sale called "Everyone with Haiti", an initiative promoted by Doña Pilar de Borbón, Honorary Chair of Ayuda en Acción, and artists' association Pro Arte y Cultura.*

The Titirilandia puppet festival, held to the benefit of Ayuda en Acción in El Retiro Park, Madrid, was another of the events we took part in during 2010. On 30th August, puppet companies donated their performances while Ayuda en Acción volunteers carried out awareness raising events related to solidarity and cultural exchange: face painting workshops, costumes from around the world, a "better world" modelled from plasticine, sale of fair trade goods....





ICAR DE LA PENYA / ANA



ANA

## Fair trade

Fair trade is an alternative form of commerce that seeks to increase justice and dignity in trade between producers, vendors and consumers. The principles it advocates include paying decent salaries to the communities that farm or manufacture the goods in developing countries, promoting equity between men and women, putting an end to child labour and protecting the environment. Ayuda en Acción played an active role in the Network of Cities for Fair Trade Programme in Madrid, Fuenlabrada and Torrelavega. The programme consists in promoting Fair Trade in the towns involved in order to engage public administrations, private companies,

the catering industry and the teaching sector in the promotion and purchase of Fair Trade goods. In March, the Marqués de Santillana secondary school in Torrelavega became the first recipient of the Schools In Favour of Fair Trade in Spain award. For World Fair Trade Day, we teamed up with other NGOs in a festival organised in Madrid, Barcelona, Bilbao, Pamplona, Santander, Torrelavega, Ferrol, Oviedo and Seville. The event brought Fair Trade closer to society, inviting the general public to take part in the events held in each town. This festival is also a part of a larger international platform that holds similar events in thousands of cities

In the five years prior to taking on this new genre, which uses stories as a tool to raise awareness and convey values, the volunteers group had organised theatre productions intended for children and families, always aiming to raise awareness regarding life in developing countries and to bring audiences closer to issues such as women's rights, social justice or development cooperation.

These are just examples some of the activities that we carried out during 2010, thanks to the work of our social base, of the volunteers who faithfully support us, and to the tireless efforts of the workers of Ayuda en Acción.



around the globe. Other events in which we promoted Fair Trade included major music festivals, such as the Festival Planeta Madrid, WOMAD festivals or the Festival Internacional de Benicàssim (FIB Heineken), and other events, such as the Cross-Cultural Fair in Colmenarejo, the Fourth Fair Trade Fair of Castile La Mancha, the Artisans' Market in Cercedilla or the Natural Products' Market in Villalba. Our main Christmas event was Diverfam, which gave us the opportunity to bring Fair Trade closer to thousands of families.

## Página web y publicaciones online

Throughout the year, Ayuda en Acción continued to use online communications to keep internet audiences in touch with our work and projects. Through e-letters, our website and social networks, we informed our readers about the most relevant news and reports and encouraged them to take part in up-coming activities.

### Online communications

In 2010, online communications were once again a key tool for Ayuda en Acción to keep in contact with our volunteers and social base and to inform all internet users about our work and projects.

Our members receive a fortnightly e-letter, 'Closer to you', which keeps them up to date with our organisation's most important events. The newsletter allows us to keep in touch with our supporters, linking to videos of first-hand experiences and testimonials and offering members the chance to take part in promotions, ticket draws for fundraising concerts, exhibitions, etc.

### www.ayudaenaccion.org

Our website was the primary communication channel to inform the public of the latest news about the Organisation. Our site displays all of our work in the world's poorest regions and gives users the chance to learn about the reality, the way of life and the events in all of the 22 countries where we are present, as well as the major emergency responses we are involved in.

In addition, some of the Ayuda en Acción members who travelled to the countries where we work used the website to share their experiences with the rest of our users.

Our website also offers its guests the chance to visit our online Fair Trade Shop, thus bringing this alternative approach to trade closer to its users.

### Social networks

To bring ourselves closer to its supporters and volunteers, Ayuda en Acción evolves to improve and adapt to changes in society. To maintain this direct and close contact, the Organisation is now present on social networks such as Facebook and Twitter. In addition, our YouTube channel contains videos of our campaigns and work, interviews with our beneficiaries, etc.

Our "Stand Up for Equity. It's a Matter of Justice" campaign drew more than 7,000 "friends" through the Igualias group on Facebook, while the campaign's blog was one of the most popular Spanish-language blogs on the theme of equity and women's rights.



## Publications

### Ayuda en Acción Magazine

As we have done for 25 years now, we published and sent our semi-annual institutional magazine to all of our members and supporters as another way of keeping them in touch with the work done in all of the countries where we are present.

The magazine includes stories, news and interviews about our activities, as well as our Fair Trade catalogue.





## Private and public collaborating companies and organisations

Ayuda en Acción wishes to thank all of the public organisations, foundations, companies and financial institutions that have supported our aim of improving the living conditions of the world's poorest communities.

Our most sincere gratitude also to all of the media that allowed us throughout 2010 to inform the general public about the cooperation and awareness efforts that our Organisation promotes both in developed and developing countries.

### PUBLIC FUNDING

European Union - EuropeAid  
Directorate General for Development  
European Commission

Agencia Española de Cooperación Internacional

Agencia Andaluza de Cooperación Internacional  
Agencia Catalana de Cooperación Al Desarrollo  
Agencia de Cooperación de Las Islas Baleares  
Comunidad de Madrid  
Comunidad de Murcia  
Generalitat Valenciana  
Gobierno de Canarias  
Gobierno de Cantabria  
Gobierno de Aragón  
Gobierno de Navarra  
Gobierno del Principado de Asturias  
Gobierno Vasco  
Junta Castilla La Mancha  
Junta de Castilla Y León  
Xunta de Galicia

Ayto de Alicante  
Ayto de Barcelona  
Ayto de Bilbao  
Ayto de Coruña  
Ayto de Cuenca  
Ayto de Eibar  
Ayto de Girona  
Ayto de Granollers  
Ayto de Langreo  
Ayto de Logroño  
Ayto de Oviedo  
Ayto de Palencia  
Ayto de Palma De Mallorca  
Ayto de Santander  
Ayto de Sevilla  
Ayto de Siero  
Ayto de Tarraza  
Ayto de Valencia  
Ayto de Valladolid  
Ayto de Vilanova I La Geltrú  
Ayto de Zaragoza

Dip de Barcelona  
Dip de Burgos  
Dip de Córdoba  
Dip de Lleida  
Dip de Girona  
Dip de León  
Dip Foral de Bizkaia

Bancaja  
Caja Madrid  
Caja de ahorros del mediterráneo  
Fundación Biodiversidad

### COMPANIES 2010

40 Principales  
AC NIELSEN  
ACB  
Acero Club Olabeaga  
Activenti  
Adecco  
Air Miles  
Alimentacion de colegios infantiles  
Alvaro guadaño  
Ara Publicidad  
Arantazu Gandiaga Topagunea  
Área de Igualdad Ayto. de Arrgorriaga  
Asociación vecinos San Nicolas  
Athenea Ingenieria  
Aula de Cultura de Getxo  
Ayuntamiento de Adeje  
Ayuntamiento de Arona  
Ayuntamiento de Jun  
Ayuntamiento de Quintanilla Vivar  
Ayuntamiento de San Miguel de Abona  
Banco Santander  
Benedicto Gestio de Projectes  
Bilbao Exhibition Center (BEC)  
Cafarma  
Caja de Burgos  
Canal Sur  
Carton Consumible  
Casa de Cultura Clara Campoamor de Barakaldo  
Casa de Cultura de Cruces  
CEIP La Florida de Alicante

CEIP La Paz de Elche  
CEIP Nuestra Sra del Rosario  
CEIP San Fernando  
CEIP Vicente Mortes de Paterna  
CEPES Andalucía  
Cervezas Alhambra  
Clínicas San Nicasio  
Club Deportivo Fortuna  
Cnp Vida  
Colegio de Ingenieros técnicos de Obras  
Cola Cao  
Colegio Mirabat  
Colegio Valle del Miro  
Colejob  
Comité de Ayuda al Tercer Mundo de la Kutxa  
Diego Aznar Asesores  
Doctaforum  
El Manjar de Hermanos Ortega  
El Niño libre  
Embio  
Empleados TVE  
Exist Design  
F Accenture + trabajadores  
Forletter  
Fundación Alimerka  
Fundación Accenture  
Fundacion Balía  
Fundación Mapfre  
Fundación Sa Nostra  
Fundacion Thyssen  
Gedemasa  
Gran Hotel Bahía del Duque  
Grupo Abades  
Hegoak Logística  
Ines Entrecanales  
Ingeinsa  
Instituto Azahar  
Instituto Ciudad de las Dalías  
Inversiones y Patrimonio Castellana  
Isla Mágica  
Jalsosa  
Jp Morgan  
Kutxa Aretoa  
La Bruixa d'or  
La Caixa  
Laboranka S Coope

Lengua y Cultura Inglesa  
LIDL Supermercados  
Marionnaud Parfumeries  
Martomagic S.L  
Mediapro  
Minialmacenes y trasteros  
Muebles Briole  
Music Fun  
MusicFun Producciones  
Nefab  
Novasoft  
Nuevas Formas de Comunicación  
Ofsport  
Open Up  
Optima  
Palacio Yohn Bilbao  
Palacio Lobiano Ermua  
Peña Txikiteros de Bilbao  
Proselco  
Puleva Food  
Pullmantur  
Radio Tropical  
Reaction  
Rendelsur  
Renfe  
Representaciones Murcia  
Restaurante Tortilleras  
Schwepps  
Sevilla Dance Center  
Sibelius Consultoria  
Sistemas Digitales  
SKF  
Sociedad Cooperativa Alhucema  
Sony España  
Sursecons  
The Boston Consulting  
Trabajadores The Boston  
Trina  
Unicaja  
Universidad de La Laguna  
Verdejo Grupo Empresarial  
Vidal Europa  
Voces para la Paz  
Vodafone  
Yo Dona



THANK YOU



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Promoting dignity and solidarity to build a fairer world

