

ANNUAL  
REPORT  
2011





ANNUAL REPORT 2011





# MESSAGE FROM THE CHAIR



Dear friends,

This year, it is a special pleasure to greet you and present our 2011 Annual Report, on the occasion of our 30th anniversary of sustainable, daily commitment to those who strive to escape the poverty and exclusion in which they live.

On reaching this important milestone, I would like to express a huge, warm thank you to all those who have been and continue to be actively involved in this project. A huge thank you to the people who, like our volunteers, have contributed or contribute their time and energy; to those who have supported us through their companies; to the people we work or have worked with in the public administrations, and to the hundreds of thousands of people who at some point during these 30 years have been members of Ayuda en Acción.

Ayuda en Acción began its journey 30 years ago, in 1981, with a project in India. Then came Kenya and Ecuador, and from there we gradually expanded our efforts to reach the 22 countries we work in today.

Through more than 120 projects, our work focuses on meeting basic needs, enhancing local economies, empowering communities and conducting awareness-raising and advocacy campaigns to influence the government policies that directly affect the lives of the world's poorest people. We also work on humanitarian action and risk management.

During these years, the people who support our organisation have responded admirably to emergencies such as hurricane Mitch, in 1998, the 2004 Southeast Asia tsunami, the Haiti earthquake in 2010 or the recent famine in the Horn of Africa in 2011. Our commitment to alleviate suffering and support the communities hit by these tragic situations is also a reflection of our work.

Both present and future remain shrouded in shadows, but those who continue to support us light our way. Today, more than ever, we appreciate your commitment to those who live in poverty and exclusion, yet preserve their dignity and resolve and strive for a better and fairer future. They deserve our full support, and we at Ayuda en Acción reassert our commitment to working with them every day.

We hope that you too are able to remain with us throughout these efforts.

Warm regards,

A handwritten signature in black ink, appearing to read 'Jaime Montalvo', written in a cursive style.

Jaime Montalvo  
Chair of Ayuda en Acción

# SUMMARY

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	<b>3</b> Message from the Chair
	<b>5</b> Message from the Chief Executive
<b>WHO WE ARE</b>	<b>6</b> Board of Trustees and Management Team
	<b>7</b> Volunteer Groups Social Base
	<b>8</b> Ayuda en Acción Human Resources In Africa and Asia through ActionAid International
	<b>9</b> Meeting face to face
	<b>10</b> 30 years fighting inequalities
	<b>11</b> Institutional mission, values and principles
<b>WHERE WE WORK</b>	<b>12</b> Worldwide presence
	<b>14</b> Human development indicators
<b>HOW WE WORK</b>	<b>16</b> Our work Meeting basic needs
	<b>18</b> Enhancing local economies
	<b>19</b> Strengthening local technical capacities
	<b>20</b> Humanitarian action and risk management
	<b>21</b> Empowerment, governance and citizenship building
	<b>22</b> Campaigns and advocacy work
<b>COOPERATION PROGRAMMES</b>	<b>23</b> Latin America, Asia and Africa
	<b>24</b> Latin America
	<b>25</b> Bolivia
	<b>26</b> Colombia
	<b>27</b> Ecuador
	<b>28</b> El Salvador
	<b>29</b> Guatemala
	<b>30</b> Honduras
	<b>31</b> Mexico
	<b>32</b> Nicaragua
	<b>33</b> Paraguay
	<b>34</b> Peru
	<b>35</b> Africa
	<b>36</b> Ethiopia
	<b>37</b> Equatorial Guinea
	<b>38</b> Kenya
	<b>39</b> Malawi
	<b>40</b> Mozambique
	<b>41</b> Uganda
	<b>42</b> Asia
	<b>43</b> Bangladesh
	<b>44</b> India
	<b>45</b> Nepal
	<b>46</b> Pakistan
	<b>47</b> Vietnam
<b>ACCOUNTS</b>	<b>48</b> Financial results 2011
<b>ACTION AND INFORMATION</b>	<b>52</b> Communicating the reality of developing countries
	<b>53</b> Social awareness campaigns
	<b>54</b> Networks and platforms
	<b>55</b> Increasing collaboration Advertising campaign
	<b>56</b> Solidarity events, activities and meetings
	<b>58</b> Fair Trade
	<b>59</b> Website and publications
<b>ACKNOWLEDGEMENTS</b>	<b>60</b> Private and public collaborating companies and organisations

# MESSAGE FROM THE CHIEF EXECUTIVE



Dear friends,

It is a great pleasure to address you on the presentation of the 2011 Annual Report of Ayuda en Acción as we commemorate 30 years in our fight against inequality.

I would like to take this opportunity to share a thought with you regarding the results and lessons learned during the year covered here. The year was once again marked by the impact of the global crisis, which compounded the effects of the severe, ongoing crises endured by the people we work with in Africa, Latin America and Asia: the food crisis, the crisis of inequity between women and men, the education crisis, the health crisis. Moreover, this global crisis has now affected people and institutions in countries like ours, in the so-called developed world.

Yet this globalisation of poverty reasserts our organisation's conviction in the need to maintain and strengthen the commitment of those who still believe that another, better world is possible.

And it is in this context that I wish to highlight the important lesson we are taught by those who live in the communities where we work, many of whom live in extreme poverty. Their determination to overcome, the positive attitude with which they face their enormous problems, their solidarity with those poorer than them never cease to impress us. Their enthusiasm and effort inspire us and make us proud to be a part of the Ayuda en Acción community.

For all of the above, I would like to underline the importance of not forgetting those who so badly need our support. Let us increase the ties of solidarity that we establish with them through our sponsorship, let us prove that people's solidarity knows no crisis.

On behalf of the entire team, our most sincere thanks to each and every one of you who has supported us during these 30 years. Thank you for continuing to do so!

Warmly,

A handwritten signature in black ink, which appears to read 'Patricia Moreira'. The signature is fluid and cursive, with a large initial 'P' and a long, sweeping tail.

Patricia Moreira  
Chief Executive of Ayuda en Acción



## BOARD OF TRUSTEES & MANAGEMENT TEAM

### Ayuda en Acción Board of Trustees

June 2012

#### Honorary Chair

S.A.R. D<sup>a</sup> Pilar de Borbón

#### Founding Trustee

Gonzalo Crespi de Valldaura

#### Chair of the Board of Trustees

Jaime Montalvo Correa

#### Board of Trustee Members

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 Gemma Archaga Martín  
 Celestino del Arenal Moyua  
 Carmen Díaz Sanz  
 Alberto Fuster de Carulla  
 Mercedes González Menéndez  
 Miguel Ángel Lorente Celaya  
 Francisco Luzón López  
 Rosario Montiel Armada  
 Federico Mugerza Aulestia  
 Victoriano Muñoz Cava  
 Miguel Ángel Noceda Llano  
 M<sup>a</sup> Cruz Rodríguez del Cerro  
 Consuelo Velaz de Medrano Ureta

#### Secretary

Asunción Bellver Suárez

### Ayuda en Acción Management Team

June 2012

#### SPAIN

##### Chief Executive

Patricia Moreira

##### Quality Assurance

Carlos Ochoa

##### Resources

Eduardo Guijarro

##### Campaigns

Alberto Casado

##### Planning and Operations

Jorge Cattaneo

#### REGIONAL DIRECTORS

##### Andalusia

José Manuel Román

##### Catalonia and Balearic Islands

Emilio Cardiel

##### Galicia and Asturias

Ana M<sup>a</sup> García (acting director)

##### Region of Valencia

Ana Alcaraz

##### Basque Country

Eva Sánchez

#### LATIN AMERICA

##### Bolivia

José Maguiña

##### Colombia

Edelys Abreu (acting director)

##### Ecuador

Sylvana Regalado

##### El Salvador

Carlos Ochoa (acting director)

##### Honduras

Ernesto Magaña

##### Mexico

Marco Castillo

##### Nicaragua

Carlos Ochoa (acting director)

##### Peru

José Maguiña (acting director)

##### Paraguay

Víctor Gallo





## VOLUNTEER GROUPS

Ayuda en Acción strongly supports the invaluable work carried out by our volunteers, who are a key part of our Organisation.

Their work is essential for the Foundation to perform its mission, taking our work out onto the street, raising awareness across Spain and helping to build critical citizens.

The initiative, commitment and enthusiasm, of our volunteers have helped to build this Organisation and have contributed to it being recognised for its work, values and principles.

Our volunteers carry out a wide range of tasks: they establish communication

with our members, work with the Public Administrations and represent the Organisation in many networks and coordination platforms.

We would like to highlight and acknowledge the commitment of the many volunteers groups who have now been working with us for more than 20 years. Some of them have visited our projects in the field, while many others have played an essential part in a wide range of campaigns: the Global Cam-

campaign for Education, Stand up for Equity, Zero Poverty, etc. To help them make the most of their experience, Ayuda en Acción provides our volunteers with ongoing coaching, training, meetings to exchange experiences, communication tools etc. Every year, we hold an organisation-wide Institutional Meeting and a number of regional meetings in which our volunteers and employees share their experiences, knowledge and strategies to continue working constructively on this common project.

Our volunteers' dedication, effort and commitment to the Organisation are worthy of our utmost recognition; without them, we would not have been able to achieve so many successes year after year.

## SOCIAL BASE

For over 30 years, Ayuda en Acción's work has been enabled by the support and commitment of hundreds of thousands of people who believe that a fairer world is possible.

In 2011, AeA averaged 145,000 regularly contributing members, while hundreds more made donations to support our response to the emergency in the Horn of Afri-

ca. We also wish to highlight and thank the more than 36,000 supporters who decided to increase their regular contributions to our Organisation. Their unwavering support has been essential to help us carry out our work.

The efforts of all those who stood beside us helped us to preserve our independence, benefitting more than 3.3 million people

in 22 countries across Latin America, Asia and Africa. Once again, we wish to express our most sincere gratitude to everyone in the Ayuda en Acción community. Thank you for your commitment and support in times as difficult as these, which make the sum of our contributions more necessary than ever.

# AYUDA EN ACCIÓN HUMAN RESOURCES

The Ayuda en Acción team comprises 1,472 employees, local partners and volunteers. Their efforts, enthusiasm and professionalism allow the Organisation to improve the living conditions of children, families and communities who are denied their rights. Without this joint effort it would be impossible to promote the structural changes needed to eradicate poverty. Our work in Latin America is organised on two levels:

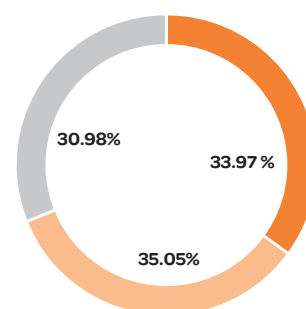
our country offices, managed by Ayuda en Acción staff; and our development areas, where we have the additional support of our local collaborating partners.

As in previous years, and in line with one of our organisational values, we remained committed to providing men and women with equal opportunities and sought to balance the number of male and female employees working for AeA.

## Total no. of workers

Country	Employees 2011	Local partner employees 2011
Bolivia	23	159
Mexico	18	49
Peru	21	142
Honduras	82	8
El Salvador	71	12
Nicaragua	62	8
Ecuador	50	59
Paraguay	5	34
Colombia	5	45
Spain	119	
<b>Total</b>	<b>456</b>	<b>516</b>

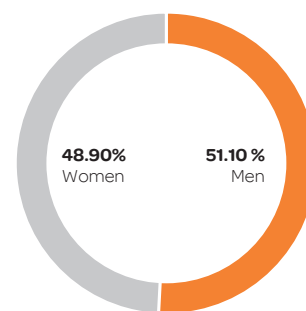
## Ayuda en Acción Personnel



Registered volunteers and supporters (*)	500
Ayuda en Acción staff	456
Local partner staff	516
<b>Total</b>	<b>1,472</b>

(\*) approximate figure

## Staff distribution by gender



# IN AFRICA AND ASIA THROUGH 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.

Internationally, it makes the voices of marginalised peoples heard at intergovernmental and international forums and works to influence government decision-making on the policies that can change people's lives. On the country level, AAI engages civil society and the business and political sectors. On the local level, AAI promotes the establishment of organisations seeking to

enhance people's capabilities and their ability to demand the fulfilment of their rights.

Over 25 million people benefit from the projects promoted by AAI in 43 countries across Asia, Africa, the Americas and Europe. These efforts rest upon long-term development programmes and awareness-raising activities that involve more than 2,000 local organisations. In addition, AAI is an active member of over 100 working alliances and networks.

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



SIEGFRIED MODOLA / SHOOT THE EARTH / ACTIONAID



Eva and Antón visit Wilmer.



Remedios visits Kieu Oanh and his family in Vietnam.

## MEETING FACE TO FACE

In 2011, a number of Ayuda en Acción members and volunteers travelled to our development areas in Latin America, Africa and Asia, to get a closer view of our work alongside some of the most deprived communities and to see how these efforts help to change the lives of thousands of people.

### Eva and Antón travel to Ecuador to meet Wilmer

Eva Ciordia and Antón Ballesteros are two of the people who after their visit chose to share their experience with us. Eva has been supporting Ayuda en Acción's work since 1994, when she sponsored a child in our project in Cusubamba (Ecuador).

In September 2011, Eva and her husband embarked on a trip to Ecuador that they will never forget. "When we decided to visit the project where we had sponsored Wilmer, we had only a very vague idea of what was cooking in Cusubamba. Once there, we discovered exactly how much the work and energy of all of the people committed to the development of these communities can achieve."

The scope and aims of the projects that Ayuda en Acción and Fondo Ecuatoriano Populorum Progressio (FEPP) implement here are vast. They include improving the

living conditions and sanitation of people's homes, developing healthcare, advancing education and ongoing training systems, promoting ecological agriculture and livestock practices and, in general, other activities to promote prosperity and self-sufficiency.

"Sharing the accomplishments of the families who benefit from these projects has been a moving and enriching experience. Over the three days our visit lasted, a lot of people spoke about the improvements to their quality of life brought about directly by the ongoing projects and expressed their sincere gratitude for the contributions made by Ayuda en Acción members.

"It was touching to sense the pride with which the people from these communities showed us the improvements the project and their own efforts have made to their homes, plots and farms. Meeting Wilmer's family was especially moving, of course. We met his parents, brothers, schoolmates and teachers.

"In short, we found a far-reaching initiative that leaves no room for charity or almsgiving, but seeks instead to activate the mechanisms these communities require to develop from within, based on cooperation between their own people and on their own individual growth. We are now convinced that every contribution, no matter how small, always helps."

### Kieu Oanh's family welcomes Remedios

Remedios Montenegro has been supporting Ayuda en Acción since 2009. Last year, she decided to use her holidays to travel to Vietnam and meet Kieu Oanh. Neither the distance nor the language barrier could keep Remedios from visiting the girl she sponsors and getting to know what her contribution means to the families who live in the Dong Anh development area.

"They are very simple, friendly and warm people. They welcomed me with songs and grateful smiles that filled me with emotion. We weren't able to talk too much because of the language barrier, but there are moments in life when looks, smiles and feelings are what matter. It has been an experience I will never in my life forget."



## 30 YEARS FIGHTING INEQUALITIES

Thirty years ago, in 1981, Ayuda en Acción set out to drive the structural changes needed to help eradicate poverty in the world's most deprived countries. Throughout these years, this aim has engaged us in the fight against inequalities.

The following pages provide a few examples of the work we carried out in 2011. They are a brief yet representative overview of some of the more than 120 projects we are implementing in 22 countries across Latin America, Africa and Asia. Our comprehensive, self-sustainable, long-term work addresses the fields of education, health, family income, agriculture, the environment, housing and infrastructure, risk management, women's rights, citizenship building and the empowerment of those who are worst-hit by inequality and exclusion. In 2011 we also continued to conduct awareness-raising and education campaigns in Spain, to show how the communities we work with live and to engage an ever-increasing number of people in the changes and achievements that our joint efforts bring about. We firmly believe that the only way to succeed in the fight against poverty is to involve more and more people every day.

Throughout these years of commitment, we have continually adapted to the ever-changing global context, and 2011 was no different. Not only did the current financial crisis complicate life for the hundreds of thousands of people we work with, but also made it harder to obtain resources, underlining the need for austerity. It also required us to be more innovative and creative in our actions and to improve our management, making it more transparent and effective. All of the above were essential cornerstones of our work, as well as useful tools to deal with these difficult times.

However, these 30 years have shown us that our greatest potential lies in the ties our Organisation has established between those who want to build a better world. Throughout these years of commitment alongside some of the world's poorest communities, we have established solidarity ties, mainly through child sponsorship,

between many people who believed and still believe that putting an end to inequalities and eradicating poverty is not only necessary, but possible too.

These ties have been and still are the driving force behind Ayuda en Acción - ties between those in developed nations who have contributed or contribute their time or money to support Ayuda en Acción projects, and those in the developing world who strive every day to lead a dignified life and to exercise their fundamental rights to food, education, health, housing and equality.



## 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 is present, and works alongside 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 enable the people we work with to live with dignity.

### Excellence

Ayuda en Acción conducts itself 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 conduct ourselves with initiative, creativeness and encouraging team work.

### Networks and alliances

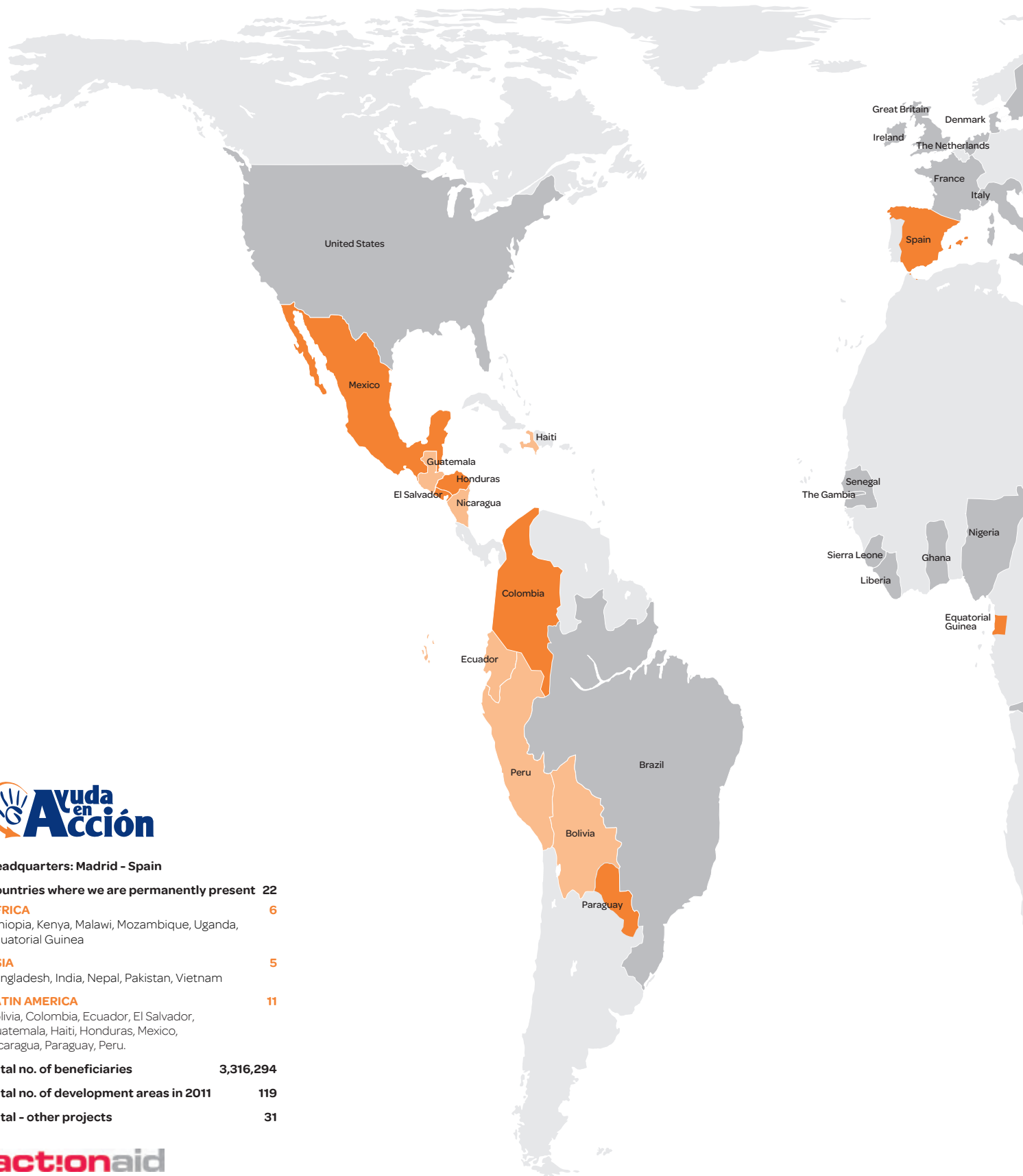
We aim to work with other organisations through networks and alliances committed to the eradication of poverty and the construction of a fair world.

### 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



Headquarters: Madrid - Spain

Countries where we are permanently present 22

**AFRICA** 6  
Ethiopia, Kenya, Malawi, Mozambique, Uganda, Equatorial Guinea

**ASIA** 5  
Bangladesh, India, Nepal, Pakistan, Vietnam

**LATIN AMERICA** 11  
Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Paraguay, Peru.

Total no. of beneficiaries 3,316,294

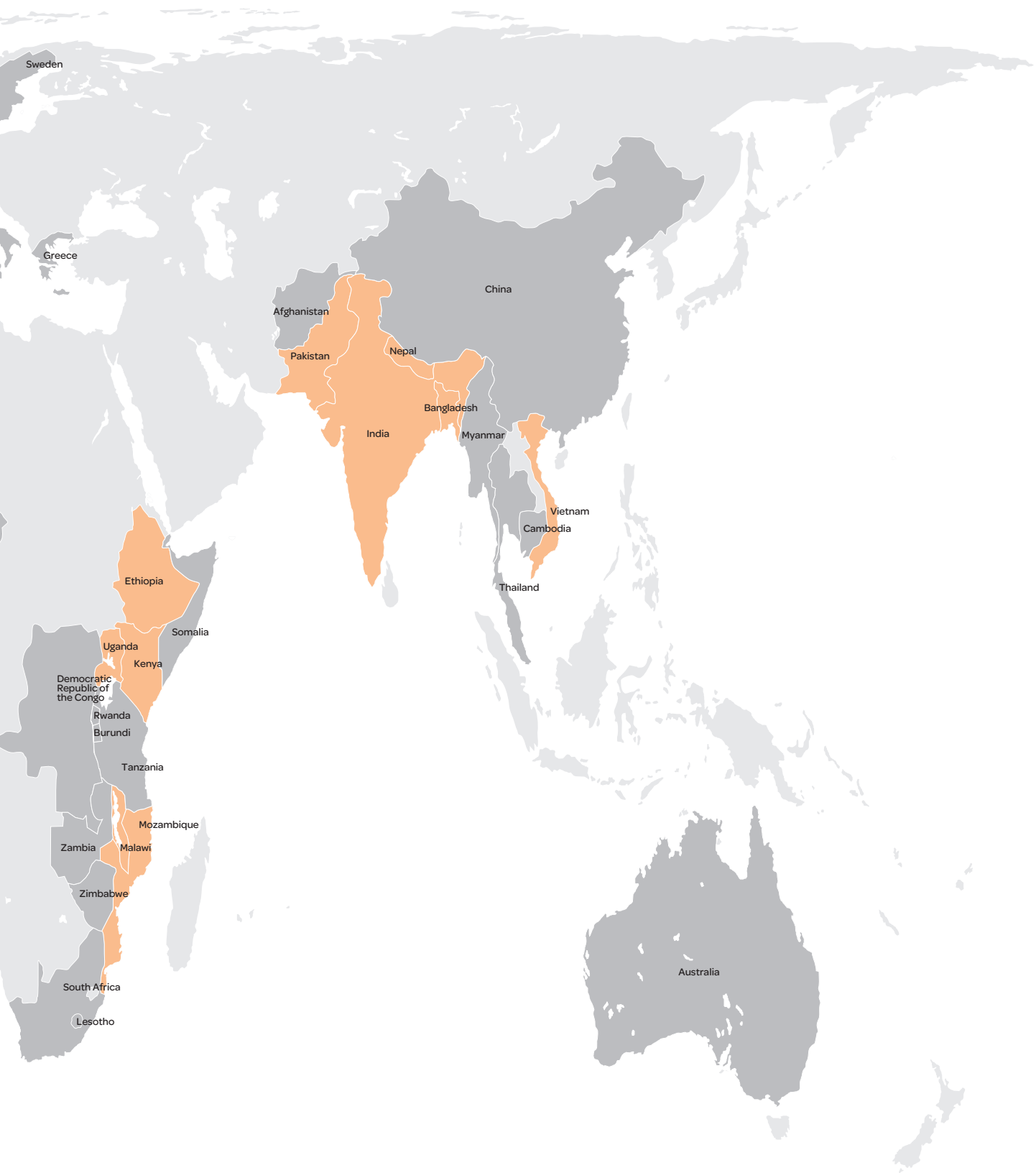
Total no. of development areas in 2011 119

Total - other projects 31



Headquarters: Johannesburg - South Africa

Countries where AAI is present 43



- Countries where Ayuda en Acción works
- Countries where ActionAid International works
- Countries where Ayuda en Acción and ActionAid International work

# HUMAN DEVELOPMENT INDICATORS

INDICATORS	BANGLADESH	BOLIVIA	COLOMBIA	ECUADOR	EL SALVADOR	SPAIN	ETHIOPIA	GUATEMALA	EQUATORIAL GUINEA	HONDURAS
Population (million)	150.4	10	46.9	14.6	6.2	46.4	84.7	14.7	0.7	7.7
Annual population growth rate	1.30%	1.60%	1.20%	1.90%	0.30%	0.50%	3.10%	1.90%	2.60%	1.80%
Life expectancy	68.9 years	66.6 years	73 years	72 years	72.2 years	81.4 years	59.3 years	71.2 years	51.1 years	73 years
Adult literacy rate	55.90%	90.70%	93.20%	84.20%	84.10%	97.70%	29.80%	74.50%	93.30%	83.60%
Mortality of children under five	52	51.00	19	24	17		104	40	121	30
Population without sustainable access to an improved water supply <sup>1</sup>	19%	12%	8%	6%	12%	0%	56%	8%		13%
Population without access to adequate sanitation <sup>2</sup>	47%	75%	26%	8%	13%	0%	88%	19%	57%	29%
Population below the poverty line <sup>3</sup>	49.60%	14%	16%	5.10%	5.10%		39%	16.90%		23.30%
Adult population living with HIV/Aids <sup>4</sup>	0.10%	0.20%	0.50%	0.40%	0.80%	0.40%	2.30%	0.80%	5%	0.80%
Rank in the Human Development Index	146	108	87	83	105	23	174	131	136	121

1. Data for 2010

2. Data for 2010

3. Population living on <1.25 dollars a day

4. Data for 2009



INDIA	KENYA	MALAWI	MEXICO	MOZAMBIQUE	NEPAL	NICARAGUA	PAKISTAN	PARAGUAY	PERU	UGANDA	VIETNAM
1,241.4	41.6	15.3	114.7	23.9	30.4	5.8	176.7	6.5	29.3	34.5	88.7
1.30%	2.40%	2.70%	1.10%	2.40%	1.60%	1%	1.5%	1.20%	1.00%	3.50%	1%
65.4 years	57.1 years	54.2 years	77 years	50.2 years	68.8 years	74 years	65.4 years	72.5 years	74 years	54.1 years	75.2 years
62.80%	87%	73.70%	93.40%	55.10%	59.10%	78%	55.50%	94.60%	89.60%	71.40%	92.80%
63	122	151	17	147	51	27	89	18	27	135	24
8%	41%	17%	4%	53%	11%	15%	8%	14%	15%	28%	5%
69%	69%	44%	15%	83%	69%	48%	55%	30%	32%	52%	25%
41.60%	19.70%		3.40%	60%	78.10%	15.80%	22.60%	5.10%	5.90%	28.70%	13.10%
0.30%	6.30%	12%	0.30%	11.50%	0.40%	0.20%	0.10%	0.30%	0.40%	6.50%	0.40%
134	143	171	57	184	157	129	145	107	80	161	128



## MEETING BASIC NEEDS

The main aim of Ayuda en Acción is to ensure that people, particularly the poorest and most excluded in the countries where we work, are able to exercise their citizenship rights.

### Our work

Ayuda en Acción works in 22 countries around the world to bring about structural changes that contribute to eradicating poverty. To fulfil this aim, and in the framework of our institutional strategy, we promote long-term, integrated territorial development programmes in the most deprived communities of Latin America, Asia and Africa.

Our attention for the period 2006-2012 is focused on the cross-cutting issues of Human Rights, Women's Rights and on promoting Solidarity Ties, with a special emphasis on children. Our main integrated lines of action are:

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

These basic rights are expressed through equitable, good quality health and education systems, the provision of essential facilities such as water and electricity and the access to decent and safe housing.

In **Peru**, in 2011 we built and equipped 8 new rural nursery schools for under 3s and built a further 16 classrooms for primary and secondary education. Our mobile polyclinics, which provide health services for the country's most remote communities, conducted 277 health campaigns that reached 25,700 people, most of them women and children.

In **Honduras**, we built 11 classrooms and 4 schools serving 2,579 children in several communities in Comayagua. We also renovated a water facility serving 5 communities in the Liure municipality (El Paraíso), providing safe water for 302 families who have since been able to improve their hygiene practices and reduce the risk of waterborne diseases.

In **Mexico**, we provided 1,700 children with cancer with medicines, transport for chemotherapy to and from hospitals in Mexico D.F. and, in some cases, wheelchairs and prostheses. We also provided nutritional support for 1,500 children in communities in the southern state of Sonora. In 2011 we also worked to improve housing conditions for 1,500 families in 36 communities. Improvements made included repairs to floors and ceilings, stoves to reduce firewood consumption and installation of eco-friendly toilets. A further 287 families in 57 communities benefitted from the improvement and reorganisation

of livestock facilities and vegetable plots, the establishment of communal maize and kidney bean farming schemes and the construction of rainwater tanks.

In **El Salvador**, we strengthened the Healthy Schools Programme and enhanced the food rights of 558 schoolboys and 438 schoolgirls from communities in the Jiquilisco Bay area by building and equipping kitchens, store rooms and dining rooms at 3 schools. In the Department of Ahuachapán, 90 women provided nutrition counselling, teaching how to prepare nourishing meals to help improve the nutritional status of 955 under 5s and pregnant mothers.

In **Paraguay**, we built 31 new classrooms and made improvements to 19 others, serving 2,200 children in total, in a project co-funded by the Government of the Canary Islands. In addition, we provided furniture and teaching resources for 123 schools in 5 development areas and enrolled 586 adults and adolescents in our literacy programmes in 3 development areas. We also equipped 8 health posts serving 1,600 families in 32 communities.

In **Nicaragua**, we improved hygiene and sanitation conditions for 102 families, building toilets and providing training on good hygiene practices. We also supported two Mobile Medical Brigades serving 24 rural communities in Kukra Hill, providing health-care for 9,370 people, including 2,295 children under 5, and funded antenatal and postnatal care for 88 pregnant mothers from remote and isolated rural communities.



“The use of new technologies aids intellectual development”

In **Kenya**, our school meals programmes made sure that 65,854 students could carry on going to school during the drought. We also provided food for 285,757 people in Isiolo, Mwingi, Sericho, Tangulbei, Marafa, Nieni, Narok, Ijara and Wuas Elangata. In the town of Modogashe, tankers ensured water supplies for more than 6,000 families and 1,512 schoolchildren.

In **Vietnam**, we provided 300 women with education on sexual and reproductive health and on the transmission, symptoms, prevention and treatment of HIV/AIDS.

In **Malawi**, we provided medicines and nutritious foods for 240 women and 78 children living with AIDS.

Our development areas in **Nepal** achieved high school enrolment rates. Nearly all of the new students enrolled in schools supported by our local partners.

Committed to quality in education and supported by Ayuda en Acción, Fundación Pies Descalzos has implemented an integrated learning approach for the children and adolescents of Colombia's displaced and vulnerable communities. This approach regards school as a focal point of community development, and as such addresses issues related not only to education, but also to nutrition, health, youth empowerment and income generation.

One of its most notable achievements has been the introduction of Information and Communication Technologies (ICTs) in the classroom. ICTs were brought in during 2011 to help improve the school grades obtained by primary school students in the city of Quibdó.

According to teacher Nelly Medina, one of the project leaders, “The use of new technologies in the classroom aids research, develops students’ intellect and encourages their involvement and team spirit.”

Training and counselling were provided for the management staff, teachers and 250 students involved in the project. One of the direct results was the improvement in the marks the students obtained their state examinations. The new approach has also increased the interest shown by parents in their children’s education.



Building hope in Nezahualcoyotl, Mexico

Nezahualcoyotl, or Neza, is one of the poorest and most excluded cities in Latin America. It lacks facilities such as sewage, clean water or paved roads, and is surrounded by mountains of rubbish that stretch out 8 kilometres to form the country’s second-largest open-air rubbish dump. The combination of poverty, exclusion and appalling health conditions make Neza a city where the hope of living with dignity is easily lost, as shown by its high rates of alcoholism, drug abuse and violence.

In 1996, Fundación para la Asistencia Educativa and Ayuda en Acción set out on a long road aimed at building hope for the families of Neza. To achieve this, they implemented a strategy that links education, nutrition and health.

Throughout these years, great efforts have been made to fulfil the right to health of these families. Each year, the health clinic has seen around 6,000 adults; provided primary care and nutrition for 4,800 children; trained some 15 community health workers and provided healthcare for nearly 180 children with disabilities.

In 2011 we started to close down the Development Area with the support of Fundación de Atención Infantil, with whom we are finalising the details of care provision for children with disabilities and during the year provided care for 70 of these children.

# ENHANCING LOCAL ECONOMIES

Ayuda en Acción promotes local and regional economic development processes that link producers, consumers and the public policies aimed at ensuring food sovereignty and food rights.

To achieve this, we support small-scale producers and their organisations, strengthening their production, manufacturing and sales processes to enhance the local economy.

In **Bolivia**, we worked with families to help increase their income, production capacity and negotiating skills in order to ensure their right to food. In Azurduy, 170 families of amaranth growers doubled their crops through the construction or improvement of 15 irrigation systems and a new storage silo. In Betanzos, we built 2 drip-irrigation systems serving 380 farmers and helped a further 550 in Sorata to improve their crop growing and management skills.

In **Paraguay**, we strengthened the management skills of 88 farmers' organisations, providing a total of 922 people with training on improved production and marketing processes. In Tava'í, 250 small-scale organic farmers increased their monthly income from €35 to €118.

In **Peru**, we built 25 new water tanks as part of our water catchment programme, which seeks to tackle the shortage of water in the High Andes and help the local population through the sustainable use of water and environmental preservation. This programme has now built 274 water tanks in Peru, benefitting 6,329 families who live off the land.

In **El Salvador**, we promoted the creation of metalwork microenterprises that helped 23 families to increase their household income. Producers of coffee, dairy products, seafood, vegetable, preserves and other produce also improved their income

through the promotion of food fairs and markets.

In the canton of Sigsig, **Ecuador**, we helped 150 families to boost their income and ensured food sovereignty for 1,300 people by introducing organic farming practices and innovative marketing approaches for their produce and for the agricultural and tourist services they offer.

In **Honduras**, 42 women from two microenterprises in the Department of Yoro received training on management, production and marketing. These women's groups, who already run a water processing and bottling plant and a dairy produce microenterprise, are now able to generate better income for their families.

In Kukra Hill, **Nicaragua**, we increased nutrition levels and access to food for 170 families in 14 communities by improving their means of production. We promoted farming initiatives encouraging alternative crop cultivation and improved the quality of drinking water.

In **Nepal**, we helped 835 farmers to implement new practices to ensure agricultural sustainability. The use of organic fertilizers increased local food production in Bajura, Baitadi, Dang, Dhanusha, Rasuwa and Terhathum.



## Increasing production on Bolivian family farms

Seventy percent of the inhabitants of the municipalities of Sucre, Azurduy, Tarvita, Sopachuy, Alcalá, El Villar, Villa Vaca Guzman and Huacaya, in Chuquisaca, live on less than a dollar a day and are faced by the threat of hunger.

Poor access to land and water and the lack of backing for farming ventures are the main factors denying farmers and indigenous families their right to food.

"Our crops used to be poor, barely enough to feed the family. We did not know how to produce and sell our products", says Agustina Sandoval, president of the Milanés River Basin Farmers' Association.

In order to help ensure the food rights of over 3,500 families in Chuquisaca, Ayuda en Acción and the Spanish Agency for International Development Cooperation launched a food security programme.

This support allowed 700 families to draw up land planning schemes to improve their crop yields; 11 drip irrigation systems were built, providing a further 120 hectares of arable land; 1,600 farmers received training on vegetable growing and livestock rearing techniques and 400 students learned about good nutrition practices.

# STRENGTHENING LOCAL TECHNICAL CAPACITIES

In order to encourage active citizenship, we work to strengthen the local capacities required to ensure the viability and sustainability of local development processes.

The people we involve in these training processes include community leaders, teachers, literacy specialists, health staff, agricultural promoters or local organisation managers.

In Cayambe, **Ecuador**, we worked with indigenous farming communities, helping 203 adults to improve their qualifications by providing them with bilingual education in addition to training on agricultural production techniques. Sixty-three percent of the participants were women.

In **Mexico**, we trained 71 potters to improve their skills in the manufacture of fire bricks for use in ovens, casting moulds and decoration. They later met with brick makers from the State of Oaxaca to exchange their experiences.

In **Paraguay**, 922 farmers from 5 development areas improved their production and marketing processes. In the Misiones development area three microenterprises were set up (grain, sesame oil and cassava flour processing), and in the Pedro Juan development area modern techniques were introduced in 150 hectares of maize and non-GM soy crops.

In **Honduras**, as of 2011 a total of 120 youngsters from 7 communities are attending computer skills and citizenship schools. They receive training both on technical issues and advocacy, to ensure their ability to exercise their citizenship and demand the fulfilment of their rights. In addition, training was provided for over 100 volunteers working in 22 playgroups, 21 early stimulation centres and 94 pre-school education centres. The training

contributed towards improving education for 1,801 children in some 100 communities, while simultaneously promoting the right to education for excluded populations in Honduras. In San José de Chiquitos, **Bolivia**, we launched the *Chiquitos Emprende project*, which provided training for 2,000 people on how to improve tourist services and the quality of the handicrafts made there.

In **Peru**, we promoted the Parque Artesanal Atin project, which involves 35 craftswomen. The project has also helped to restore a tradition inherited from the Mochica culture, and, through training and empowerment, has highlighted the importance of women's involvement in community development. A literacy programme was the starting point that drove the project.

In **El Salvador**, we strengthened the capabilities of 103 people who took part in workshops on the sustainable agricultural management of resources.

In **Bangladesh**, we trained midwives to assist deliveries and to follow up on the health of pregnant mothers. This initiative has brought about a decline in mother-and-child mortality rates.

In **Vietnam**, we provided over 1,000 people in Cau Ngang with loans and technical assistance for chicken, cattle and pig breeding that allowed the families involved to significantly improve their quality of life.



Training midwives in Nicaragua

One of the main areas Ayuda en Acción worked on in Kukra Hill in 2011 was to strengthen the technical skills of midwives, health brigade workers and community leaders for reducing mother-and-child mortality.

Many pregnant mothers did not attend the health centre due to transport problems and also to the lack of awareness regarding the importance of good medical care. In view of the context, we thought it necessary to provide better training and to raise awareness on the issue. Working with the Ministry of Health, we implemented a plan to prevent perinatal mother and child mortality, which involved 190 health brigade workers, midwives and community leaders from 26 rural communities. They acquired knowledge and skills on how to manage obstetric and neonatal emergencies and how to provide comprehensive care for preventable childhood diseases without putting pregnant mothers' lives at risk.

"The midwives were unaware of some of the methods to assist mothers during labour", says Rufino Luna, leader of La Pichinga Community. "Now, even though we are aware that the best thing is to go through labour at a health centre or hospital, we are better prepared to address these situations and community leaders know more about how to respond to them."

# HUMANITARIAN ACTION AND RISK MANAGEMENT

Ayuda en Acción works on natural disaster prevention, mitigation, preparedness and response and also on the rehabilitation and reconstruction required after such events.

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

In **Peru**, in 2011 we finished our reconstruction programme in Ica, after working constantly for four years alongside the families affected by the devastating earthquake that struck the country in 2007. The programme built 436 earthquake-resistant houses for the affected families, exceeding our initial target of 400, along with 24 new classrooms in schools that had been damaged, and we also backed new business ventures to provide employment opportunities for those affected.

In **Mexico**, funds from the *Entre Todos* (All Together) disaster recovery and risk prevention fund enabled us to support 12 projects worth one million Mexican pesos to aid the communities in the states of Chiapas, Oaxaca, Tabasco and Veracruz that were hit by hurricane Frank and tropical storm Georgette in September 2010. On the Yucatan Peninsula we designed school plans for addressing psychosocial care for children in the event of a disaster.

In **Ecuador**, we worked with the teaching community on the design of contingency plans for 32 schools and established 6 community teams focused on managing the risks related to the 'Mama Tungurahua' volcano.

In **Colombia**, we assisted families hit by the cold wave in the Department of Santander, improving temporary shelters and repairing damaged housing. We also provided food support, seed and fertilizers for regenerating damaged crops.

In **Honduras**, we responded to the emergency triggered by tropical storm 12E by implementing activities to assist 1,020 families in 38 communities belonging to 2 municipalities in El Paraíso, repairing the roads to 5 communities. We are also working on the repair of 19 water facilities and 61 houses and providing consumables to reactivate 77 farming plots.

In **India**, some 3,000,000 people in 19 districts in the State of Odisha (formerly Orissa) were hit by floods in September 2011. We distributed food kits, provided medical aid and supplied shelter items, benefitting nearly 15,000 Dalit and Muslim families, who we also provided with animal feed and fodder for their livestock.

In **Ethiopia** we responded to the emergency triggered by the drought, providing food relief for 10,086 people. We also provided Famix, a highly nutritional food, to 3,530 pregnant and breastfeeding mothers and 300,163 elderly people.

In **Haiti**, we launched a goat-breeding programme in which 72 children were each given a goat. In exchange, once their goat has bred each child is expected to return a kid to the programme. This ensures the project's sustainability and allows other children to benefit from it.



## Floods hit Pakistan once again

Pakistan had not yet recovered from the devastating impact of the 2010 floods when the following year it was hit by an unusually strong monsoon season. The magnitude of the rains prompted the Government to once again declare a state of emergency. This time it was especially difficult to reach the affected populations, as the previous year's reconstruction phase was ongoing: some communication routes remained damaged and a good number of basic services had not yet been fully restored.

Our emergency activities reached 29,300 households, benefitting more than 230,000 people in the areas worst hit by the rains. We distributed food, emergency shelter and washing items, drinking water, agricultural consumables, etc.

We also provided those affected with legal advice and support to help them apply for Government compensation.

Integrating our emergency response into our social and economic development activities for the country's most vulnerable groups, we also took the occasion to provide women, minorities and people with disabilities with property (such as livestock, farm plots and houses, among other items) and their corresponding property deeds.

# EMPOWERMENT, GOVERNANCE AND CITIZENSHIP

Our strategy aims for territorial development processes to consolidate the democratic governance of social, economic and institutional structures.

Strengthening political, organisational and technical capabilities allows local organisations to drive development in the areas where they work (local, regional, national). We support the creation of forums for citizens to speak with their own voices, for people to demand their rights, and for public bodies to establish themselves so they can effectively fulfil the responsibilities they hold by Rule of Law.

In **Bolivia**, we provided training for 2,485 students from Malmiza and Sucre on their rights and on the mechanisms available to exercise them, and also for staff of the Ombudsman for Children and Adolescents to improve the services it provides for children. In Azurduy we helped 333 women to obtain their identity cards.

In **El Salvador**, more than 10,000 children from 6 development areas took part in several festivals to restore cultural values and to promote ties of friendship, solidarity and cross-cultural exchange between the children and youth of the communities involved. The fairs also addressed issues related to life skills and civic engagement.

In **Peru**, as part of our governance and citizenship work, we supported the campaign *Un voto informado es un voto responsable ¡Decide a conciencia!* (An informed vote is a responsible vote. Make a conscious choice!). the campaign involved a series of forums and workshops in different regions to encourage people to make an informed and responsible choice in the April presidential and parliamentary elections.

In **Honduras**, we continued to promote registration practices, providing training for

60 community liaison officers who went on to become registration promoters certified by the country's General Register Office. The initiative also achieved the registration of 63 children in Yoro who can now exercise their right to identity.

In **Ecuador**, we promoted the exercise of citizenship and the recognition of local culture among children, creating opportunities for them to actively take part in fulfilling this right. To this end, we held three area meetings that were attended by 800 children, who discussed and reflected on their rights and responsibilities and submitted a letter to the cantonal authority for children and adolescents stating their main demands.

In **Vietnam**, we held 26 training workshops and campaigns to inform 2,100 men and women from the Dong Anh area on the Law on Gender Equity and the Law on Domestic Violence.

In **Pakistan**, the Parliament introduced a draft bill to support women who have survived acid attacks. Working closely with the Ministry of Women's Development, we trained 133 women on issues related to violence against women. In addition, 380 fathers took part in courses on protecting girls from early marriages.



The rural women of Peru demand their rights

Women make up 50% of Peru's rural population. They tend to their homes and contribute to the family economy, making them an essential component of food security in the country. However, they are socially invisible and are neglected by public policies.

"Despite our contribution to household economies and to the national diet, we suffer the highest poverty and illiteracy indicators, we are victims of violence, our health is precarious and our work undervalued. Only 4.7% of women farmers hold legally registered title deeds", says Lourdes Huanca, president of FEMUCARINAP, the Peruvian Women's National Federation of Farmers, Artisans, Indigenous Natives and Wage-Earners.

Therefore, to mark the International Day of Rural Women and World Food Day, on the 14th October 2011 over a thousand rural women from around the country assembled by FEMUCARINAP marched through the streets of Lima to demand their rights, greater investment in rural areas, poverty reduction and greater efforts to guarantee the right to food.

**Ayuda en Acción** joined efforts to place the demands of the country's women farmers on the public agenda. The event was attended, among other authorities, by Nadine Heredia, First Lady of Peru, and Susana Villarán, Mayor of Lima.

# CAMPAIGNS AND ADVOCACY WORK

To eradicate the causes of poverty and inequity, it is essential to work on the issues that give rise to these causes, both in developed and developing nations.

To achieve this aim it is vitally important to raise awareness, mobilise public opinion and discuss and lobby in public arenas, and then leverage the impact of these actions in the political sphere. This requires networking with other civil society organisations (CSOs) and with the groups present on the ground to enhance the knowledge and awareness regarding the problems themselves, as well as their causes and solutions.

In **Ecuador**, we strengthened rights holders' capabilities and good governance practices through the promotion of public discussion and negotiation forums for democratic territorial development. The actions of grassroots organisations in the canton of Sigsig resulted in the approval of ordinances protecting highlands, natural forests and watersheds and agroecological markets

In **El Salvador**, we submitted a proposal to the education authorities in the Department of Morazán to improve the quality of education in the Department. The proposal was drafted between government organisations, CSOs and communities in the area. Likewise, we contributed to reviving collective identity, culture and memory through forums, travelling exhibitions, ethnocultural research and other actions conducted by our strategic partner, the Museum of Word and Image (MUPI), creating new spaces for reflection and awareness raising.

In **Mexico**, and in cooperation with several movements and networks, we achieved the approval of the constitutional reform

on the Right to Food, the Law on Migration and the Law on Child Care Centres, now known as the 5th June Law.

On the issue of migration, we organised two fairs and a photo exhibition to raise social awareness on the human rights of migrants.

In **Peru**, working with the Peruvian Campaign for the Right to Education (CEPD), we took part in the launch of the campaign *Education for women and girls is a right iMake it a reality!*, which demanded greater commitment on behalf of the Peruvian Government to address illiteracy in the country, where over a million people, mostly young and adult women from rural areas, still do not know how to read or write.

In **Paraguay**, we promoted the participative discussion and drafting of the Law on Food Security and Food Sovereignty, which will be submitted to the National Parliament in 2012. The project was a joint effort between farmers' organisations and 29 civil society organisations (both national and international). The process was overseen by the FAO, the Ministry of Agriculture and the Office of the Planning Secretary.

In **India**, ActionAid and its local partner LAN held regular meetings with women's groups to discuss issues such as inequity and gender-based, caste-based and religious discrimination, etc. The meetings helped the women of Barmer to learn about their rights and raised their awareness on the importance of their social, economic and political role.



FERNANDO LÓPEZ DEL PRADO / AIA

## The people of Kenya learn about their new Constitution

The spiral of violence that followed the 2007 presidential election in Kenya was one of the key factors for undertaking a series of reforms in the country. One of the highlights of these reforms was the 2010 Constitution. This new charter summarises the ambitions of Kenyan citizens as regards human rights, equality, freedom, democracy and social justice.

One of the major challenges that the new situation posed for civil society organisations in 2011 was to inform about the rights and responsibilities of Kenyans consecrated in the new constitution, paying special attention to the most remote and deprived rural communities.

We organised public events to explain what the new law involved. Many women were unaware of their right to hold property if they divorced or became widowed.

Local Budget Supervision Committees were set up in Suba, Nairobi, Isiolo and Marsabit to provide information on the procedures to obtain locally available funds.

In Khwisero, Tangelbei and Bam-buri, Social Protection Initiatives were set up to inform about the new social services established in the constitution. We supported its implementation on a nationwide scale and created the Kenyan Platform for Social Protection, charged with watching over the rights of the country's poorest and most excluded social groups.





## LATIN 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.

The main developmental challenge the world faces in the 21st century is to reach a consensus to protect the planet's future and the right of future generations to lead a full and healthy life.

In 2011 Ayuda en Acción linked environmental sustainability and equity more closely, as both are essential components for ensuring human freedoms for the present and future generations.

Over the year, inequality rose all around the world, even in the most developed countries. The increase in inequality of income offset the progress made earlier in health and education to the point that in 2011, according to the UNDP, the world's human development fell as much as 24%. Through the Human Development Index (HDI), every year the UNDP measures data for each country on the life expectancy, health, education and quality of life its citizens. In terms of health, Sub-Saharan Africa continues to be the most unequal region

on the HDI. Asia saw a decline in education indicators, while Latin America remains the most unequal region in terms of income distribution.

It is the poorest countries that bear the heaviest burden of climate change, which has now become an additional factor of inequality, translating, amongst other things, into reduced resilience to natural disasters. This factor simply compounds others that perpetuate inequality: access to production resources, such as land and water, is becoming increasingly difficult for small-scale farmers, particularly women, whose opportunities and independence remain extremely limited, as are access to healthcare or to quality education, which is an essential tool for human development.

In 2011 we continued to focus on the fight against inequality and on the full exercise of rights for all, especially children, youth and women.



# LATIN AMERICA

## Social, economic and political overview

Latin America is home to 177 million poor, 70 million of whom are destitute. Following the 2009 crisis, economic activity and employment in Latin America showed a rapid recovery in 2010. Per capita GDP rose 4.8% but, according to ECLAC data, the region's poverty index remained at 31.4%, with 12.3% of the population living in extreme poverty or destitution.

Although the poverty rate fell slightly in 2011, to 30.4%, roughly 1 percent less than 2010, extreme poverty rose, as the overall increase in household income was offset by food prices rising more than other consumer basket goods.

Looking at the countries where Ayuda en Acción works, poverty rates ranged from 61.9% in Nicaragua (31.9% in extreme poverty) to 34.8% in countries such as Peru or Mexico, where extreme poverty stood at 11%.

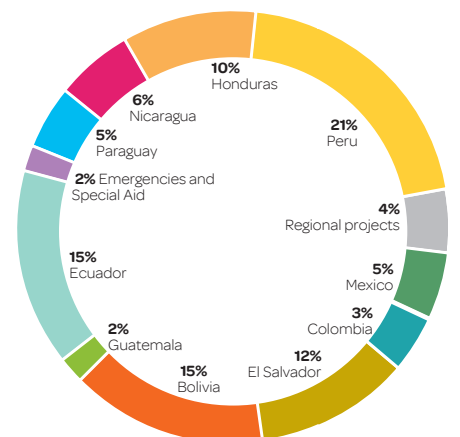
Income distribution in Latin American countries is amongst the most unequal in the world. The trend did not change after the economic crisis, as inequality rose faster than income. One example of the inequality in the region is that the poorest population segment accounts for half of all employment, yet contributes just 10.6% to the overall GDP. Unemployment affects women more than men, and increasingly

those with the fewest means. As a result, in 2009 unemployment among women in the lowest income bracket was five times higher than among those in the upper band. Youth unemployment is another area of special concern. According to household surveys, the rate of unemployment in 1990 among people between 15 and 24 almost doubled that of the overall population, but since, the gap has grown rather than declined. Moreover, unemployment is much higher among youngsters from lower income homes than in the upper tiers, and there has been no noticeable change over the past twenty years.

The high levels of poverty and inequality, coupled with governments' scarce tax-collecting capacity, puts these countries in a difficult situation, as public expenditure needs are very high and real efforts to address the needs of large population sectors, whose economic and social rights are infringed, are lacking. In this context, Aea's work in Latin America is needed more than ever.



**Funds applied in Latin America in 2011**  
Total: 29,335,577 Euros





Development area	Opening year	Beneficiaries	Local partner	Investment €
Alcalá	2006	16,006	Fundación Participación y Sostenibilidad (PASOS)	269,756
Azurduy	2009	13,598	Promotores Agropecuarios (PROAGRO)	236,868
Betanzos	1998	8,804	Acción Cultural Loyola (ACLO)	295,446
Hogar Teresa de los Andes	2004	480	Hermanos de la Divina Providencia	139,352
Licoma	1996	12,363	Servicios Múltiples de Tecnologías Apropriadas (SEMTA)	182,683
Luis Calvo	2006	12,100	Fundación Intercultural Nor Sud	246,085
Malmiza	1999	11,289	Pastoral Social Cáritas Potosí (PASOCAP)	170,243
Manuel María Caballero	2007	14,070	Pastoral Social Cáritas Santa Cruz (PASOC)	391,507
San José de Chiquitos	2008	18,507	Centro de Investigaciones de Energía y Población (CIEP)	191,836
Sorata	2007	19,204	Pastoral Social Cáritas Coroico	217,063
Sucre	2008	15,203	Centro de Multiservicios Educativos (CEMSE)	182,372
Viacha	1997	14,730	Centro de Investigación y Promoción del Campesinado (CIPCA)	280,624
Yapacaní	2006	31,538	Centro de Promoción Agropecuaria Campesina (CEPAC)	182,211

#### Other projects

Food rights 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,	657,855
Implementation of community and municipal health systems in extremely deprived rural networks in the department of Potosí	2008	118,626	Programa de Coordinación de Salud Integral (PROCOSI)	38,227
Country Office			Ayuda en Acción	616,401
<b>Total</b>		<b>324,193</b>		<b>4,260,301</b>

#### Main lines of action <sup>1</sup>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>1,207,921</b>
Basic education	437,440
Basic health	217,550
Support for family and community wellbeing (housing, water, food rights...)	219,491
<b>Enhancing local economies</b>	<b>818,139</b>
<b>Environment and sustainable use of resources</b>	<b>191,177</b>
<b>Humanitarian action and risk management</b>	<b>185,351</b>
<b>Strengthening local technical capacities</b>	<b>215,334</b>
<b>Empowerment, governance and citizenship building</b>	<b>205,562</b>
<b>Public awareness raising and advocacy</b>	<b>30,738</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.

## BOLIVIA





# COLOMBIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Bucaramanga	2008	3,141	Corporación Buen Ambiente (CORAMBIENTE)	139,683
Boyacá	2006	1,732	Asociación para el Desarrollo Sostenible Semillas	174,173
Cauca	2006	7,140	Corporación para el Desarrollo de Tunia (CORPOTUNIA)	170,117
Fundación Pies Descalzos (Barranquilla, Quibdó & Cazucá)	2006	5,718	Fundación Pies Descalzos (FPD)	173,733

### Other projects

Peace building in Colombia	2010		CD-Paz	135,725
Country Office	2006		Ayuda en Acción	214,787
<b>Total</b>		<b>17,731</b>		<b>1,008,218</b>

### Main lines of action<sup>1</sup>

	Funds applied €
<b>Meeting basic needs</b>	<b>138,949</b>
Basic education	37,809
Basic health	26,384
Support for family and community wellbeing (housing, water, food rights...)	22,128
<b>Enhancing local economies</b>	<b>80,756</b>
<b>Environment and sustainable use of resources</b>	<b>18,881</b>
<b>Humanitarian action and risk management</b>	<b>11,216</b>
<b>Strengthening local technical capacities</b>	<b>103,965</b>
<b>Empowerment, governance and citizenship building</b>	<b>198,845</b>
<b>Public awareness raising and advocacy</b>	<b>2,337</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



Development area	Opening year	Beneficiaries	Local partner	Investment €
Sigsig	1997	14,213	Fundación Ecológica Rikcharina	328,769
Chinchaysuyo	2004	32,186	Ayuda en Acción	221,810
Bolívar	1997	21,888	Ayuda en Acción	235,395
Tungurahua	2003	8,970	Ayuda en Acción	321,224
Cusubamba	1998	23,219	Fondo Ecuatoriano Populorum Progressio (FEPP)	200,334
Chota Mira	2007	21,733	Fundación a favor de los derechos ciudadanos (PRODECI)	249,863
Pedro Carbo	1998	27,881	Centro de Promoción Rural (CPR)	208,610
Santa Elena	1997	153,825	Centro de Promoción Rural (CPR)	307,280
Intag	1997	7,977	Fundación a favor de los derechos ciudadanos (PRODECI)	286,213
Carchi	2008	10,576	Ayuda en Acción	210,855
Morona	2005	12,900	Fundación Comunidad, Ambiente y Desarrollo Integral (COADESI)	183,683
Mitad del Mundo	1997	23,957	Fundación Casa Campesina Cayambe	333,042
Chillogallo	2002	25,042	Proyecto Salesiano Chicos Trabajadores de la Calle	247,441
<b>Other projects</b>				
Food rights and economic development in Bolivia and Ecuador	2010			633,665
Country Office	1996		Ayuda en Acción	541,173
<b>Total</b>		<b>384,367</b>		<b>4,509,357</b>

Main lines of action	Funds applied €
<b>Meeting basic needs</b>	<b>1,449,198</b>
Basic education	435,423
Basic health	329,812
Support for family and community wellbeing (housing, water, food rights...)	485,675
<b>Enhancing local economies</b>	<b>768,352</b>
<b>Environment and sustainable use of resources</b>	<b>46,199</b>
<b>Humanitarian action and risk management</b>	<b>54,627</b>
<b>Strengthening local technical capacities</b>	<b>227,474</b>
<b>Empowerment, governance and citizenship building</b>	<b>433,101</b>
<b>Public awareness raising and advocacy</b>	<b>86,416</b>

## ECUADOR





# EL SALVADOR



Development area	Opening year	Beneficiaries	Local partner	Investment €
Morazán	1997	21,171	FUNDEMAC	288,827
Jiquilisco Bay	2000	11,052	Ayuda en Acción	301,124
Las Flores	2005	10,435	Ayuda en Acción	280,045
Ilamatepec	2008	13,415	Ayuda en Acción	223,539
Suchitlán	2009	17,659	Ayuda en Acción	228,137
Miramundo	2010	18,808	Ayuda en Acción	132,527

Other projects				
Food security and risk management in four Central American countries	2010	9,070	Ayuda en Acción	637,367
Children's nutrition and food rights	2010	4,329	Ayuda en Acción	168,38
Community drinking water facilities	2010	473	Ayuda en Acción	73,543
Disaster risk reduction in Central America	2006	1,430	Ayuda en Acción	73,915
Strengthening food rights	2009	650	Ayuda en Acción	67,154
Country Office	2011	12,873	Ayuda en Acción	1,135,795
<b>Total</b>		<b>121,365</b>		<b>3,610,360</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>1,684,850</b>
Basic education	324,140
Basic health	15,056
Support for family and community wellbeing (housing, water, food rights...)	1,089,424
<b>Enhancing local economies</b>	<b>233,433</b>
<b>Environment and sustainable use of resources</b>	<b>65,966</b>
<b>Humanitarian action and risk management</b>	<b>514,289</b>
<b>Strengthening local technical capacities</b>	<b>36,335</b>
<b>Empowerment, governance and citizenship building</b>	<b>6,043</b>
<b>Public awareness raising and advocacy</b>	<b>70,135</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



Projects <sup>1</sup>	Opening year	Beneficiaries	Local partner	Investment €
Project on food rights and risk management	2010	46,621	ActionAid Guatemala	450,000
<b>Total</b>		<b>46,621</b>		<b>450,000</b>

Main lines of action <sup>2</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>350,000</b>
Support for family and community wellbeing (housing, water, food rights...)	350,000
<b>Humanitarian action and risk management</b>	<b>100,000</b>

1. The projects are implemented in the Departments indicated on the map  
 2. This table shows investments in Euros in some of the activities carried out in the country in 2011.



# GUATEMALA





## HONDURAS



Development area	Opening year	Beneficiaries	Local partner	Investment €
Choluteca Norte	1998	4,267	Ayuda en Acción	228,487
El Paraíso Sur	1998	8,578	Ayuda en Acción	460,841
Humuya	1998	5,326	Ayuda en Acción	214,215
Comayagua Norte	1998	9,901	Ayuda en Acción	219,926
Yoro	2003	8,246	Ayuda en Acción	356,726
Atlantic Seaboard	2009	4,112	Centro Desarrollo Humano (CDH)	119,553

Other projects				
Risk management in Central America (AECID)	2006	7,913	ASONOG, Ayuda en Acción	483,118
Improving living conditions for vulnerable families and communities	2008	7,309	Ayuda en Acción	114,685
Project on coexistence and public safety (AECID)	2009	491	CIPRODEH, CDH y Ayuda en Acción	161,056
Healthy homes for poor Honduran families	2011	3,860	CDH, CEDAC, OIKOS and Ayuda en Acción	160,646
Country Office	1997	7,199	Ayuda en Acción	544,288
<b>Total</b>		<b>67,202</b>		<b>3,063,541</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>854,092</b>
Basic education	118,076
Basic health	75,543
Support for family and community wellbeing (housing, water, food rights...)	451,264
<b>Enhancing local economies</b>	<b>82,442</b>
<b>Environment and sustainable use of resources</b>	<b>143,067</b>
<b>Humanitarian action and risk management</b>	<b>345,930</b>
<b>Strengthening local technical capacities</b>	<b>86,219</b>
<b>Empowerment, governance and citizenship building</b>	<b>236,451</b>
<b>Public awareness raising and advocacy</b>	<b>123,042</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.





Development area	Opening year	Beneficiaries	Local partner	Investment €
Amanc	2000	1,583	Asociación Mexicana de Ayuda a Niños con Cáncer (AMANC)	121,611
Nexapa	2008	21,953	Ayuda en Acción	165,630
Zautla	2000	16,903	Centro de Estudios para el Desarrollo Rural (CESDER)	137,094
Guaquitepec	2000	6,867	Patronato Pro Educación Mexicano A.C.	171,964
Tlatel Xochitenco	2000	8,560	Fundación para la asistencia Educativa, FAE and FAI NEZA	81,279
Sonora	2003	20,914	Fundación de Apoyo Infantil FAI Sonora	209,021
Enlace Chiapas	2011	5,434	Enlace Comunicación y Capacitación, AC	37,932
<b>Other projects</b>				
Risk management project in Puebla	2009	6,820	Colectivo Interinstitucional por la Responsabilidad Social, CIRSA, and UNDP	61,092
Risk management project in Chiapas	2010	12,900	ASSIAC and UNDP	26,043
Women's network for a culture of fair treatment (Ciudad Juárez)	2010	583	SABIC	54,851
Project on food rights and food sovereignty	2008	1,600	Colectivo Nacional de Seguridad Alimentaria	23,422
Indigenous women on the road to comprehensive, self-sustainable development	2009	315	Noche Zihuamej	10,572
Social economy project (Central and Southern Mexico)	2003	4,899	Alliance of 152 social enterprises and cooperatives	20,657
Country Office	1997		Ayuda en Acción	287,346
<b>Total</b>		<b>109,331</b>		<b>1,408,514</b>
<b>Main lines of action</b>				<b>Funds applied €</b>
<b>Meeting basic needs</b>				<b>452,045</b>
Basic education				82,519
Basic health				153,750
Support for family and community wellbeing (housing, water, food rights...)				94,788
<b>Enhancing local economies</b>				<b>66,954</b>
<b>Environment and sustainable use of resources</b>				<b>10,506</b>
<b>Humanitarian action and risk management</b>				<b>100,344</b>
<b>Strengthening local technical capacities</b>				<b>164,651</b>
<b>Empowerment, governance and citizenship building</b>				<b>112,276</b>
<b>Public awareness raising and advocacy</b>				<b>32,054</b>

## MEXICO





## NICARAGUA



Development area	Opening year	Beneficiaries	Local partner	Investment €
León	1996	6,669	Ayuda en Acción	100,819
Boaco	1997	6,260	Ayuda en Acción	267,926
Kukra Hill	1998	18,956	Ayuda en Acción	191,952
Acahualinca	2006	3,135	Dos Generaciones	112,531
Matiguás	2007	13,921	Ayuda en Acción	237,332

Other projects				
Food Sovereignty in Central America	2006	143	Ayuda en Acción	89,218
Food right and risk management in Central America	2010	845	Ayuda en Acción, SOYNICA	356,172
Country Office	1993	2,191	Ayuda en Acción	442,567
<b>Total</b>		<b>52,120</b>		<b>1,798,518</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>801,270</b>
Basic education	251,369
Basic health	61,035
Support for family and community wellbeing (housing, water, food rights...)	356,980
<b>Enhancing local economies</b>	<b>67,098</b>
<b>Environment and sustainable use of resources</b>	<b>8,322</b>
<b>Humanitarian action and risk management</b>	<b>23,419</b>
<b>Strengthening local technical capacities</b>	<b>50,529</b>
<b>Empowerment, governance and citizenship building</b>	<b>14,877</b>
<b>Public awareness raising and advocacy</b>	<b>1,863</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



Development area	Opening year	Beneficiaries	Local partner	Investment €
Pedro Juan Caballero	2006	15,353	Acción Comunitaria (ACOM)	315,343
Misiones	2007	24,003	Centro de Estudios Paraguayos Antonio Guasch (CEPAG)	183,152
Tava í Pora	2007	16,922	Centro de Educación, Capacitación y Tecnología Campesina (CECTEC)	319,440
San Roque	2008	12,611	Servicio EcuMénico de Promoción Alternativa (SEPA)	150,097
San Joaquín	2008	12,150	Centro Paraguayo de Cooperativistas (CPC)	152,054

Other projects				
Strengthening networks for the rights of children and adolescents	2009		Coordinadora por los Derechos Humanos en Paraguay (CODEHUPY) y Coordinadora por los Derechos de la Infancia y Adolescencia (CDIA)	167,455
Food rights and food sovereignty	2010		Centro de Educación, Capacitación y Tecnología Campesina (CECTEC) y Centro de Estudios e Investigaciones de Derecho Rural y Reforma Agraria (CEIDRA)	68,980
Strengthening the Paraguayan Forum for Education	2010		Foro Paraguayo de Educación	61,143
Country Office	2006		Ayuda en Acción	257,025
<b>Total</b>		<b>81,039</b>		<b>1,674,690</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>730,824</b>
Basic education	359,687
Basic health	41,057
Support for family and community wellbeing (housing, water, food rights...)	264,213
<b>Enhancing local economies</b>	<b>95,502</b>
<b>Environment and sustainable use of resources</b>	<b>3,862</b>
<b>Humanitarian action and risk management</b>	<b>9,618</b>
<b>Strengthening local technical capacities</b>	<b>33,928</b>
<b>Empowerment, governance and citizenship building</b>	<b>188,311</b>
<b>Public awareness raising and advocacy</b>	<b>30,436</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.

## PARAGUAY





## PERU



Development area	Opening year	Beneficiaries	Local partner	Investment €
Yancana Huasy urban project	1996	1,202	Yancanahuasy	172,601
Bambamarca	1997	16,797	PRODIA	317,541
Chota	1997	39,797	Peru en Acción	426,725
Cutervo	1997	20,872	ESCAES	258,486
Paiján-Trujillo	1997	9,790	CIEDI	430,835
San Juan de Lurigancho	1997	3,474	TACIF	163,708
Ica-Paracas Verde	1998	17,448	DECAL	275,857
Piura	1998	5,238	VISAD	469,864
Cusco	2003	22,387	WARA	595,850
Lambayeque	2004	10,386	CIPDES	412,740
Ayabaca bi-national project	2005	18,671	ESCAES	238,134
Ayacucho	2007	11,561	CEDAP	247,755
Santa Cruz	2007	14,500	CDCIP	366,647

Other projects				
Reconstruction for people affected by the earthquake in Ica	2008	2,180	Ayuda en Acción	205,073
Sustainable human development against poverty	2010		Ayuda en Acción, Peru en Acción, ESCAES, PRODIA, CDCIP	358,749
Oficina Nacional	1988		Ayuda en Acción	1,144,914
<b>Total</b>		<b>194,303</b>		<b>6,085,479</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>1,230,583</b>
Basic education	528,948
Basic health	80,117
Support for family and community wellbeing (housing, water, food rights...)	353,435
<b>Enhancing local economies</b>	<b>1,347,988</b>
<b>Environment and sustainable use of resources</b>	<b>82,257</b>
<b>Humanitarian action and risk management</b>	<b>309,019</b>
<b>Strengthening local technical capacities</b>	<b>326,134</b>
<b>Empowerment, governance and citizenship building</b>	<b>181,350</b>
<b>Public awareness raising and advocacy</b>	<b>45,179</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



# AFRICA

## Social, economic and political overview

In 2011, Africa was home to some of the world's fastest growing economies. Growth in East Africa averaged 5.8%. There were increased investments in public infrastructures, greater profits from mining and agriculture, and more foreign direct investment in energy production. Annual growth in some countries in Southern Africa exceeded 6%.

Africa's increasing trade and cooperation with emerging economies, such as BRIC countries (Brazil, Russia, India, China), Turkey and Gulf oil states, dampened the impact of the global crisis on the continent. Despite this, the economic growth did not ensure the food rights of a substantial part of Africa's inhabitants. In 2011, some 400 million Africans survived on just one U.S. dollar a day.

The Horn of Africa featured prominently in the worldwide media, due to one of the worst droughts in 60 years. Somalia was the hardest-hit country.

The number of armed conflicts on the continent fell. Twenty-four percent of the world's conflicts took place in Africa, down from 55% in 2002.

In 2011, the **Ethiopian** economy improved significantly, the most notable results coming in the agriculture and service sectors. On the flip side, however, food prices

rose 39%. In July 2011, the United Nations' Office for the Coordination of Humanitarian Affairs estimated that 3 million **Kenyans** were affected by one of the worst droughts on record. The government declared a state of national emergency.

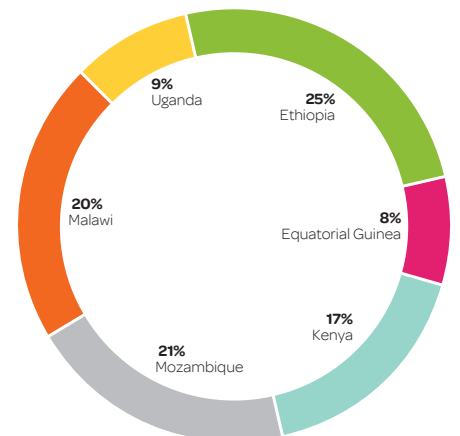
**Malawi's** political climate deteriorated progressively throughout 2011. Rising taxes and fuel prices, combined with accusations of abuse of power levelled at the ruling party, triggered protests that were harshly suppressed by the authorities.

**Uganda** held its second presidential, parliamentary and local council elections since the multiparty system was restored. Although the process went peacefully, national and international observers questioned its legitimacy. For the first time in the country's history, a woman was elected Head of Parliament.

In 2011, **Mozambique** recorded a significant increase in foreign direct investment, which created employment opportunities and improving macroeconomic indicators, but also forced population displacements and the violation of labour rights.



**Funds applied in Africa 2011**  
Total: 5,384,973 Euros





## ETHIOPIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Doba	2002	65,426	ERSHA	211,175
Janamora	2004	21,605	ActionAid	244,581
Seru	2005	21,447	ActionAid	230,558
Kamashi	2006	12,053	ActionAid	240,617
Decha	2006	12,292	ActionAid	233,481

### Other projects

Drinking water facilities and basic sanitation in Decha	213,735
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<b>Total</b>	<b>132,823</b>	<b>1,374,147</b>
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### Main lines of action<sup>1</sup>

	Funds applied €
<b>Meeting basic needs</b>	<b>769,668</b>
Basic education	94,569
Basic health	30,176
Support for family and community wellbeing (housing, water, food rights...)	466,450
<b>Enhancing local economies</b>	<b>40,000</b>
<b>Humanitarian action and risk management</b>	<b>199,007</b>
<b>Empowerment, governance and citizenship building</b>	<b>72,269</b>
<b>Public awareness raising and advocacy</b>	<b>60,238</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



ARTURO BIBRANG

Development area	Opening year	Beneficiaries	Local partner	Investment €
Health project	2006	9,000	Ministry of Health of Equatorial Guinea	287,506
Women's rights project	2006	5,500	Ministry for the Promotion of Women of Equatorial Guinea	139,019
<b>Total</b>		<b>14,500</b>		<b>426,525</b>

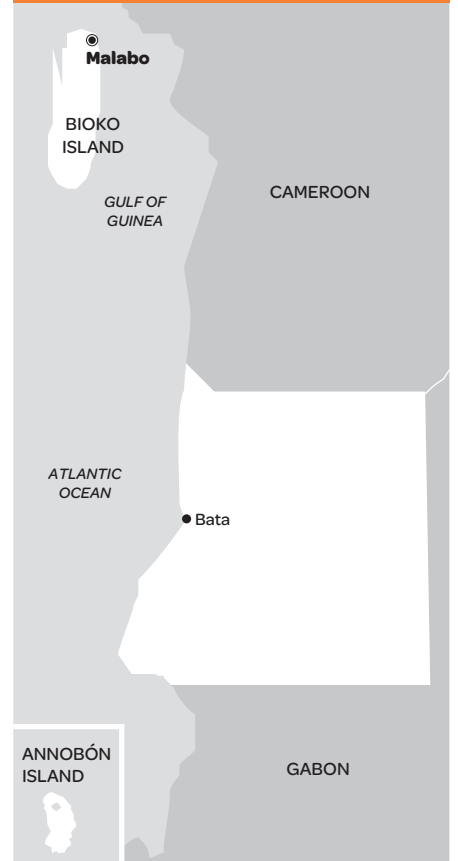
Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>248,636</b>
Basic health	248,636
<b>Empowerment, governance and citizenship building</b>	<b>87,493</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



JACQUELINE OLMEDEO / A&A

## EQUATORIAL GUINEA





# KENYA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Sericho	1997	16,500	ActionAid	29,988
Wenje	2002	9,800	ActionAid	157,051
Usigu	2002	38,200	ActionAid	234,563
Tangelbei	2006	46,000	ActionAid	278,919
Khwisero	2010	500	ActionAid	229,704

### Other projects

Cooperation agreement with Ithe Kirira Foundation (grants for 360 girls)				4,500
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<b>Total</b>		<b>111,000</b>		<b>934,725</b>
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### Main lines of action<sup>1</sup>

	Funds applied €
<b>Meeting basic needs</b>	<b>541,164</b>
Basic education	4,500
Basic health	286,043
Support for family and community wellbeing (housing, water, food rights...)	250,621
<b>Empowerment, governance and citizenship building</b>	<b>264,341</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.







Development area	Opening year	Beneficiaries	Local partner	Investment €
SFA	1999	7,234	ActionAid	243,036
Machinga	2005	10,234	ActionAid	252,915
Neno	2007	16,000	ActionAid	259,237
Ntchisi	2007	12,140	ActionAid	250,276

Other projects				
Women of Lilongwe, Malawi				54,062
<b>Total</b>		<b>45,608</b>		<b>1,059,526</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>573,149</b>
Basic education	231,269
Basic health	180,993
Support for family and community wellbeing (housing, water, food rights...)	160,886
<b>Enhancing local economies</b>	<b>54,062</b>
<b>Strengthening local technical capacities</b>	<b>80,451</b>
<b>Empowerment, governance and citizenship building</b>	<b>160,814</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



FERNANDO LÓPEZ DEL PRADO / AIA

# MALAWI





# MOZAMBIQUE



Development area	Opening year	Beneficiaries	Local partner	Investment €
Namarroi	2001	13,661	ActionAid	329,093
Nhongonhane	1997	15,983	ActionAid	280,542

Other projects	
Erati health project	192,144
Strengthening civil society in Cabo Delgado	310,760
<b>Total</b>	<b>29,644</b>
	<b>1,112,539</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>607,535</b>
Basic education	77,005
Basic health	310,018
Support for family and community wellbeing (housing, water, food rights...)	55,483
<b>Strengthening local technical capacities</b>	<b>39,225</b>
<b>Empowerment, governance and citizenship building</b>	<b>363,065</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.





Development area	Opening year	Beneficiaries	Local partner	Investment €
Kalangala	2001	6,064	ActionAid	215,261
Pallisa	1999	60,500	ActionAid	259,508
<b>Total</b>		<b>66,564</b>		<b>474,769</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>230,691</b>
Basic education	76,063
Basic health	68,730
Support for family and community wellbeing (housing, water, food rights...)	85,899
<b>Empowerment, governance and citizenship building</b>	<b>65,417</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



FERNANDO LÓPEZ DEL PRADO / A&A

# UGANDA



## ASIA

### Social, economic and political overview

The reduction of poverty and inequality remained one of the greatest challenges for the entire Asian continent in 2011. The inequalities, both within these countries and between neighbouring nations, threatened domestic stability and regional cooperation.

Despite the rapid growth of Asia's economy in recent decades, its benefits have not been distributed equally. In 2011, almost the half of the continent's population - almost 2 billion people - survived on less than two U.S. dollars a day. Uncontrolled urban development created significant barriers to basic social services, decent education and employment opportunities for the inhabitants of Asia's megacities, who are among continent's most vulnerable population groups. In rural areas meanwhile, poverty reduction, mortality among women and children under five and basic household sanitation remained far from the desirable levels. Asia's exports, one of the main driving forces for its growth, were slowed by global economic and financial uncertainty. In view of the continent's growing role in the global economy, it is essential that over the coming years the region makes every effort to promote sustainable and inclusive growth.

In 2011, **Pakistan** was again hit by floods, just as its inhabitants were struggling to

overcome the impact of the previous year's floods. The number of people affected reached 18 million.

The failure of **Nepal's** Constituent Assembly to ratify the new constitution prevented the country from achieving stability. The rising unemployment and lack of liquidity and private investment caused by the instability hindered the performance of the country's economy.

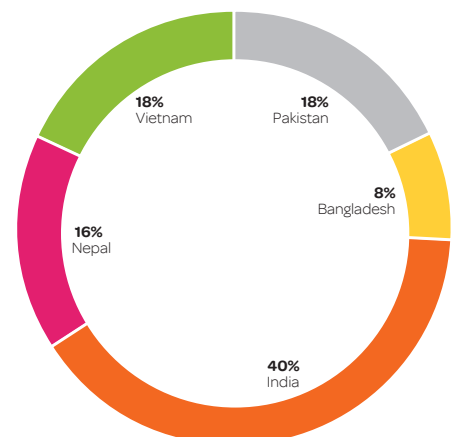
2011 in **India** could be considered the year of civil society. Millions of people took to the streets to demand greater transparency, increased public investment in social services and renewable energies, and lower food and fuel prices.

In **Bangladesh**, the government adopted a national policy on development and protection for women and children. Nevertheless, violence against women, in the form of domestic violence, continuing dowry practices and sexual abuse, remained intolerably high.

In 2011, **Vietnam** was one of the nations that made the most progress towards achieving the Millennium Development Goals.



**Funds applied in Asia 2011**  
Total: 2,688,695 Euros





Development area	Opening year	Beneficiaries	Local partner	Investment €
Gazipur	2006	22,850	Population Service & Training Center (PSTC)	153,637
Madarbari	2011	2,873	Bangladesh Institute of Theatre Arts (BITA)	58,800
<b>Total</b>		<b>25,723</b>		<b>212,437</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>114,716</b>
Basic education	65,856
Basic health	48,860
<b>Strengthening local technical capacities</b>	<b>42,487</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



# BANGLADESH



# INDIA



Development area	Opening year	Beneficiaries	Local partner	Investment €
Sneha Abhiyaan	2002	35,199	Sneha Abhiyan	68,562
Jamgoria Sevabrata	2003	24,000	Jamgoria Sevabrata	51,993
Barmer	2003	15,035	Lok Adhikar Network	111,565
SGA	2003	16,364	Samgra Grameena Ashram (SGA)	52,006
MPV	2004	16,364	Musahaar Vikas Pahal (MPV)	95,681
Digambarpur Angikar	2007	280,726	Digambarpur Angikar	70,416
SMPUP	2007	63,694	Samuhik Marudi Pratikar Udyam - Padampur (SMPUP)	71,823
AIM	2007	22,514	AIM	75,383
PAPN / Sirmour	2008	26,829	People's Action for People in Need (PAPN)	105,575
Janvikas	2008	39,840	AVHRS / Janvikas	106,842
FLLRC / Arunodhaya	2008	413,939	Arunodhaya Centre for Street and Working Children	106,480
SSTEP	2008	15,000	Society for Social Transformation and Environment Protection (SSTEP)	87,806
Prayatna Samithi	2011	68,580	Prayatna Samithi	73,672
<b>Total</b>		<b>1,038,084</b>		<b>1,077,804</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>781,546</b>
Basic education	129,784
Basic health	78,830
Support for family and community wellbeing (housing, water, food rights...)	572,932
<b>Humanitarian action and risk management</b>	<b>1,007</b>
<b>Empowerment, governance and citizenship building</b>	<b>113,261</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



Development area	Opening year	Beneficiaries	Local partner	Investment €
Siraha	2005	3,088	Dalit Jana Kalyan Yuba Club (DJKYC) / Dalit Samaj Sewa Sangh (DSSS)	84,189
Dang	2005	15,582	Society for Environment Education Development (SEED) / Boat for Community Development (BCD)	117,538
Terhathum	2009	4,832	Dalit Awareness Society (DAS) / Deurali Society (DS)	117,590
Kathmandu Valley Initiative	2010	6,269	Nepal Mahila Ekata Samaj (NMES) / Home Net Nepal (HNN)	126,534
<b>Total</b>		<b>29,771</b>		<b>445,851</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>289,803</b>
Basic education	138,214
Basic health	102,546
Support for family and community wellbeing (housing, water, food rights...)	49,044
<b>Strengthening local technical capacities</b>	<b>40,127</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



# NEPAL



# PAKISTAN

Development area	Opening year	Beneficiaries	Local partner	Investment €
Fisher Folk Karachi	2003	12,033	Pakistan Fisher Folk Forum (PFF)	52,406
Bolan	2006	21,000	Participatory Educational Awareness and Community Empowerment (PEACE)	42,862
Muzaffargarh	2006	104,206	Hirrak Development Centre (HDC)	114,261
Umerkot	2008	5,188	Sami Samaj Sujag Sangat (SSSS)	125,646
Mardan	2011	248,621	Pakistan Rural Development Program (PRDP)	141,237
<b>Total</b>		<b>391,048</b>		<b>476,412</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>248,694</b>
Basic education	110,874
Basic health	15,866
Support for family and community wellbeing (housing, water, food rights...)	121,955
<b>Empowerment, governance and citizenship building</b>	<b>107,008</b>
<b>Public awareness raising and advocacy</b>	<b>120,710</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.







Development area	Opening year	Beneficiaries	Local partner	Investment €
Cau Ngang	2002	10,309	ActionAid	151,585
Ha Giang PDP	2002	19,094	ActionAid	158,748
Dong Anh	2007	2,354	Center for Cooperation Human Resource Development (C&D)	152,037
Dak Lak	2011	1,500	Eaka District's People Committee	13,821
<b>Total</b>		<b>33,257</b>		<b>476,191</b>

Main lines of action <sup>1</sup>	Funds applied €
<b>Meeting basic needs</b>	<b>275,974</b>
Basic education	163,974
Basic health	68,190
Support for family and community wellbeing (housing, water, food rights...)	43,810
<b>Strengthening local technical capacities</b>	<b>47,058</b>
<b>Empowerment, governance and citizenship building</b>	<b>75,403</b>
<b>Public awareness raising and advocacy</b>	<b>22,443</b>

1. This table shows investments in Euros in some of the activities carried out in the country in 2011.



## VIETNAM

# FINANCIAL RESULTS 2011

## BALANCE SHEET

As of 31 December 2011. In thousands of Euros.

ASSETS	2011	2010
<b>A) NON-CURRENT ASSETS</b>	<b>7,570</b>	<b>13,623</b>
<b>I. Intangible fixed assets</b>	<b>32</b>	<b>49</b>
1. Patents, licenses, brands, etc,	3	2
2. Computer software	29	47
<b>III. Tangible fixed assets</b>	<b>828</b>	<b>1,005</b>
2. Technical installations and other fixed assets	828	1,005
<b>VI. Long-term financial investments</b>	<b>6,710</b>	<b>12,569</b>
1. Other financial assets	101	100
2. Long-term Public Administration	6,609	12,469
<b>B) CURRENT ASSETS</b>	<b>40,876</b>	<b>42,213</b>
<b>I. Non-current assets held for sale</b>	<b>302</b>	<b>302</b>
<b>II. Stock</b>	<b>62</b>	<b>135</b>
1. Goods for use in the activity	45	64
4. Retainers to suppliers	17	71
<b>IV. Commercial debtors and other receivables pending</b>	<b>11,563</b>	<b>10,586</b>
1. Sales and service clients	184	255
2. Clients, companies and associated parties	35	47
3. Miscellaneous debtors	408	84
4. Staff	59	48
5. Other credits with Public Administrations	10,877	10,152
<b>VI. Short-term financial investments</b>	<b>11,589</b>	<b>12,890</b>
1. Other financial assets	11,589	12,890
<b>VII. Short-term accruals</b>	<b>48</b>	<b>26</b>
<b>VIII. Cash and other equivalent current assets</b>	<b>17,312</b>	<b>18,274</b>
1. Treasury	17,312	18,274

NET WORTH & LIABILITIES	2011	2010
<b>A) NET WORTH</b>	<b>20,172</b>	<b>19,982</b>
<b>A-1) OWN FUNDS</b>	<b>20,172</b>	<b>19,982</b>
<b>I. Foundation endowment</b>	<b>760</b>	<b>760</b>
<b>III. Surplus from previous fiscal years</b>	<b>19,222</b>	<b>17,773</b>
1. Surplus for core activities	19,222	17,773
<b>IV. Surplus for the year</b>	<b>190</b>	<b>1,449</b>
<b>C) CURRENT LIABILITIES</b>	<b>28,274</b>	<b>35,854</b>
<b>II. Short-term provisions</b>	<b>0</b>	<b>315</b>
<b>III. Creditor beneficiaries</b>	<b>25,588</b>	<b>32,762</b>
<b>VI. Commercial creditors and other accounts payable</b>	<b>2,686</b>	<b>2,777</b>
1. Supplier	2	192
2. Miscellaneous creditors	1,992	2,017
3. Staff (Remuneration pending payment)	359	335
4. Other debt with Public Administrations	333	233

**TOTAL ASSETS** 48,446

**TOTAL NET WORTH AND LIABILITIES** 48,446 55,836

## BALANCE SHEET

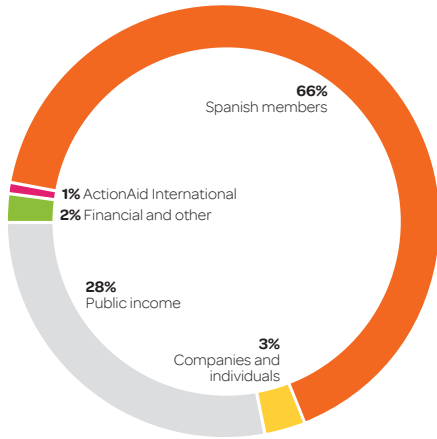
As of 31 December 2011. In thousands of Euros.

	2011	2010
<b>A) CONTINUING OPERATIONS</b>		
<b>1. Own activity income</b>	<b>45,674</b>	<b>52,929</b>
a) Member fees	31,362	32,678
b) Income from promoters, sponsors and collaborators	414	1,576
c) Subventions, donations and legacies	13,904	18,745
d) Reimbursement of subventions, donations and legacies	-6	-70
<b>2. Monetary aid and others</b>	<b>-24,943</b>	<b>-28,528</b>
a) Financial aid	-25,001	-28,845
b) Reimbursement of aid and allocations	58	317
<b>3. Sales and other ordinary income from business</b>	<b>128</b>	<b>271</b>
<b>4. Balance sheet change on finished products</b>	<b>-19</b>	<b>-19</b>
<b>6. Provisions</b>	<b>-52</b>	<b>-222</b>
<b>7. Other operating income</b>	<b>268</b>	<b>137</b>
<b>8. Staff expenses</b>	<b>-8,553</b>	<b>-8,606</b>
a) Wages, salaries and related expenditure	-7,096	-6,906
b) Social Security expenses	-1,457	-1,700
<b>9. Other operating expenses</b>	<b>-11,516</b>	<b>-16,770</b>
a) External services	-11,418	-16,271
b) Taxes	-18	-24
c) Losses and impairment of provisions through business transactions	-4	-72
d) Others	-76	-403
<b>10. Depreciation of fixed assets</b>	<b>-420</b>	<b>-435</b>
<b>12. Excess provisions</b>	<b>0</b>	<b>6</b>
<b>13. Impairment and results from disposal of fixed assets</b>	<b>-26</b>	<b>0</b>
<b>A.1) OPERATING RESULTS</b>	<b>541</b>	<b>-1,237</b>
<b>14. Financial income</b>	<b>443</b>	<b>325</b>
a) From marketable securities and credits of fixed assets	443	325
a.I) Third-party	443	325
<b>17. Exchange rate differences</b>	<b>-794</b>	<b>2,361</b>
<b>A.2) FINANCIAL RESULTS</b>	<b>-351</b>	<b>2,686</b>
<b>A.3) RESULTS BEFORE TAX</b>	<b>190</b>	<b>1,449</b>
<b>A.5) POSITIVE (NEGATIVE) YEAR-END SURPLUS</b>	<b>190</b>	<b>1,449</b>

# FINANCIAL RESULTS 2011

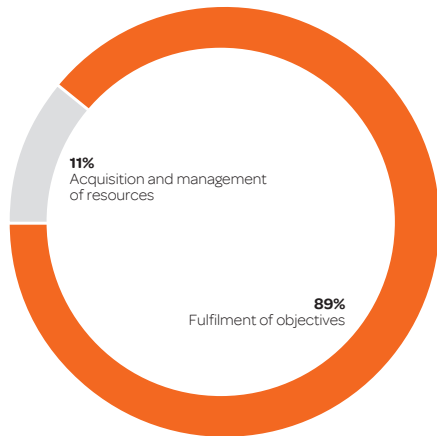
## Income 2011

Total: 46,618,218 Euros



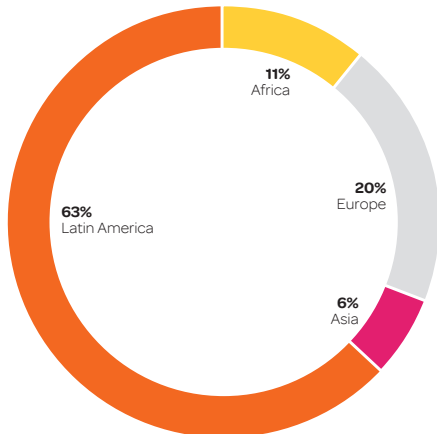
## Application of funds 2011

Total: 46,699,186 Euros



## Application of funds 2011 by region

Total: 46,699,186 Euros



Ayuda en Acción revenues in 2011 amounted to **46,618,218 Euros**, allowing us to promote and fund **more than 120 development programmes in 22 countries** across Latin America, Asia and Africa.

Our Spanish members supplied 66% of our revenues. Their support and that of our donors was reinforced by contributions from public and private bodies, ActionAid International and other sources of funding.

Out of a total of **46,699,186 Euros** applied in 2011, **89% were allocated to implementing development cooperation programmes**, in other words, to meeting basic needs, enhancing local economies, strengthening technical capacities, empowerment, governance and citizenship building, humanitarian action and campaigns and advocacy work, and to other expenses required to fulfil our aims. The remaining **11%** was allocated to the **acquisition and management of resources**.

## Auditoría

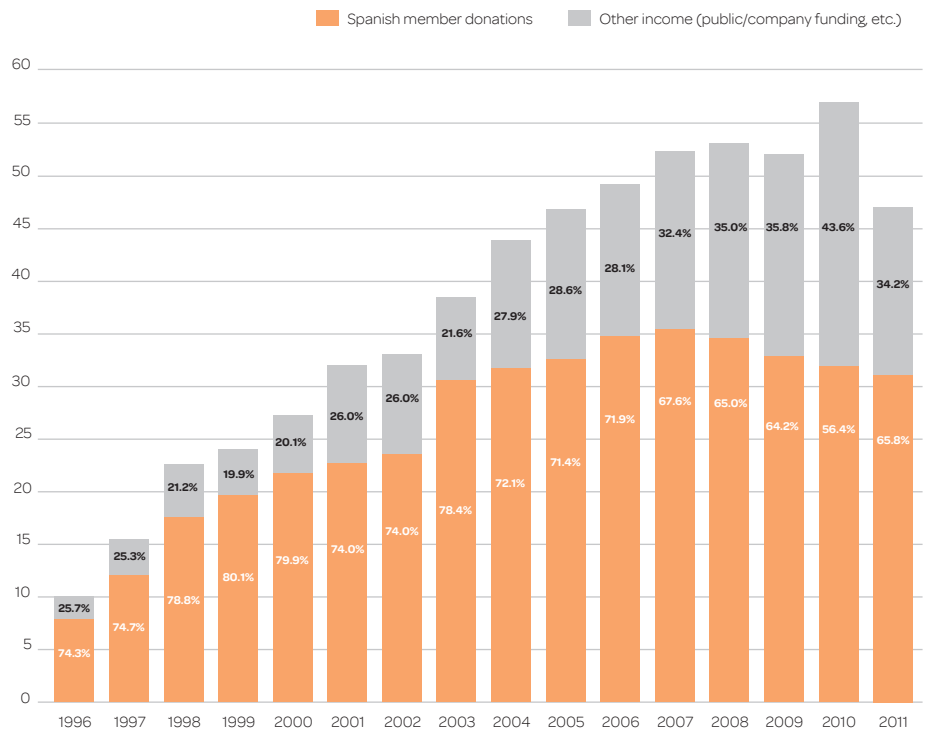
Fundación Ayuda en Acción is accountable to the Protectorate of Foundations of the Ministry of Health, Social Services and Equality. Our annual accounts for the 2011 financial year were inspected by auditing firm Deloitte, whose report was favourable and unqualified.

We also conduct this accounting review process in all of the countries where we work, thus reinforcing the fulfilment of our legal obligations in each one.

Our annual accounts and the audit report are available to all those interested, both in print and on our website:

[www.ayudaenaccion.org](http://www.ayudaenaccion.org)

## Evolution of income 1996-2011 (in millions of Euros)



## Joint funding with public administrations and international bodies

Throughout the year, our Organisation worked in close cooperation with a number of public bodies. **Funds applied** in 2011 amounted to **13,035,405 Euros**, of which **5,085,943 Euros** came from the allocation for 2011 of the agreements signed with the Agencia Española de Cooperación Internacional para el Desarrollo (Spanish Agency for International Development Cooperation, or AECID) for 2010-2014. The remaining public funds applied were provided for projects and programmes implemented in cooperation with other international, national, regional and local bodies, awarded both in previous years and in 2011.

Funds **approved** amounted to **5,860,972 Euros**, allowing us to begin **52 new projects**. The difference between the amounts

approved each year and those applied or marked as income is pending distribution in forthcoming financial years.

## Source and destination of the funds approved

International bodies and the European Union provided **348,391 Euros**, or **5.9%** of all of the funds granted.

Funding from national bodies, such as the AECID, totalled **434,837 Euros**, or **7.4%** of the funds approved.

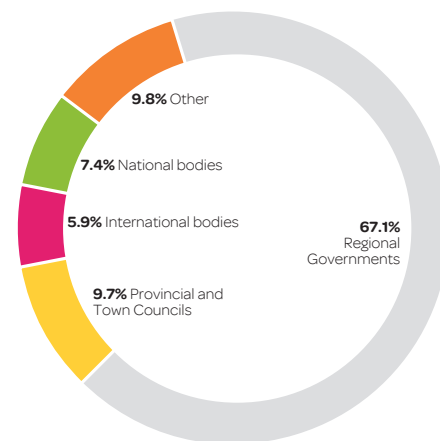
Regional Government funding amounted to **3,935,202 Euros**, or **67.1%** of the total.

Provincial and Town Councils contributed **565,854 Euros**, or **9.7%**.

Joint funding from other organisations, such as Savings Banks, Universities or Foundations, totalled **576,687 Euros**, amounting to **9.9%** of the funds approved.

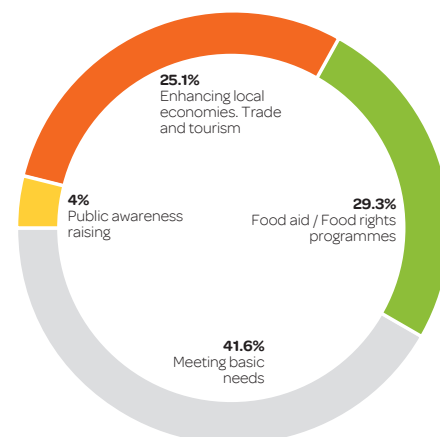
### Distribution of funds by source

Total: 5,860,972 Euros



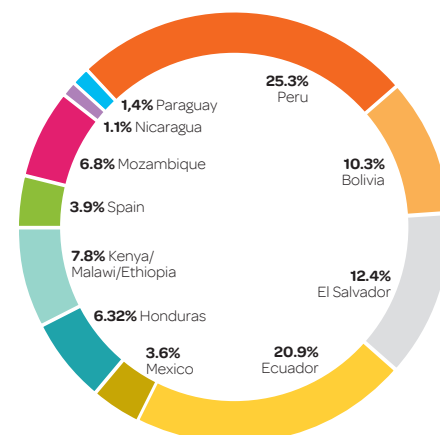
### Distribution of funds by lines of action

Total: 5,860,972 Euros



### Distribution of funds by country of destination

Total: 5,860,972 Euros



## Transparency and good governance

Transparency and accountability are two of the organisational principles that govern the management of Ayuda en Acción. Proof of this commitment to transparency and good governance can be found in the following activities conducted in 2011:

- Regular accountability exercises towards of our stakeholders, both in Spain and in the countries where we work: staff, members, volunteers, governance structures, public and private funding agencies, beneficiaries and local partners.
- Participation in the transparency and good governance committee of the Spanish Platform of Development NGOs (CONGDE).
- Drafting of the CONGDE directory and other external accountability exercises with different private organisations and bodies.
- The evaluation processes established by the Spanish Agency for International Development Cooperation (AECID) and the European Humanitarian Aid Agency (ECHO).



## COMMUNICATING THE REALITY OF DEVELOPING COUNTRIES

In 2011, the media publicised and supported our Organisation's work, which was strongly reinforced too by the cultural exchanges established through our solidarity ties.

### Media

In December 2011, our trip to Peru with Canal Sur Televisión's programme *Es Posible* (It's Possible) and newspaper *Público* gave rise to four reports on the situation of women and their daily struggle to achieve equal opportunities, and on community involvement in the projects on the right to food and food sovereignty we implement in the country.

Well into the 21st century, there is still no country in the world where women and men enjoy equal rights and opportunities. Women endure conditions of subordination. Although circumstances vary according to where they are born - social class, age or skin colour, among other factors - women in every culture are forced to overcome greater obstacles and barriers than men in order to enjoy equal rights. We would like to take this opportunity to thank

all of the media who share our concern for women's rights, which are so essential for economic and social progress. Our thanks too to those whose support has enabled us to bring the work of ActionAid closer to the public, through the publication of reports, interviews, press releases and appeals.

### Solidarity Ties

In 2011, a new school from the Region of Valencia got on board our Educational Solidarity Ties (EST) project, bringing the number of infant or primary schools involved to four. The main theme they worked on during the 2011/12 school year was the Rights of Children and Adolescents. In total, around 1,200 students and 70 teachers in the region are involved in ESTs, which are

supported by the City of Valencia and the Generalitat Valenciana.

In November, an EST day was held in Oviedo, Asturias, for students to deepen their understanding of the important role that education plays in development. The meeting was attended by our colleague Selva Nancy Rojas, from Ayuda en Acción Paraguay, who told the audience about the Marcial Samaniego school, in the town of Pedro Juan Caballero, and about its ties with the Jesús Álvarez Valdés school in El Franco, Asturias.

Another two meetings were held with teachers in Andalusia.

Women from Asturias and New Segovia (Nicaragua) continued their relationship as part of our Solidarity Ties between Women's Organisations.

To mark the International Day of Rural Women, on the 21st October they held a round-table conference in Nava, which featured a presentation of the book *Doce Esferas Brillantes*, which talks about the lives of rural women in Nicaragua seen through each of the areas addressed by the Beijing Platform for Action. In November, a meeting was held in Camás (Cabranaes), attended by all of the organisations involved in this initiative.



## SOCIAL AWARENESS CAMPAIGNS

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

In 2011, the **Global Campaign for Education**, of which we are part, focused its activities on the right to education of women and girls. From 11th-17th April, ninety towns and cities around Spain held activities to mark **Global Action Week (GAW) 2011**, this year under the slogan *Education Is No Tall Story. Rights for Girls and Women Now!* The common theme worldwide was The Big Story, which used stories as a guiding line to address the role of education in the lives of women and girls and, therefore, in society on the whole. In all, 590 schools, 12 universities and 27 adult education centres took part in GAW, engaging in a wide range of activities (storytelling, meetings with politicians, film forums, workshops, etc..).

Major events were held in 47 towns and cities. The Spanish Parliament hosted the main event, in which its Committee

on Cooperation welcomed a delegation of students from all over Spain. Ayuda en Acción was part of the regional and local teams set up in Galicia, Asturias, the Basque Country, Catalonia, the Valencia Region, Andalusia, Cuenca, León, Logroño, Salamanca, Valladolid, Zaragoza and Madrid.

As part of the Spanish Coalition of the Global Campaign for Education, we took part in the drafting of the report **Hagámoslo bien** (Let's do it right) presented in October by comedian Juan Luis Cano, one of the members of comedy duo Gomaespuma. In addition, in July Ayuda en Acción took the Global Campaign for Education to the 2011 Etnosur Music Festival in Alcalá la Real (Jaén). The activity was organised by our volunteer groups in Jaén, Córdoba and Granada.

Through the **Poverty Zero** campaign, we have sought to raise and reinforce awareness among society and the media on the importance of citizens actively demanding political changes to drive the fight against poverty. In October, Action Against Poverty week was held all over Spain. A wide number of events were held in virtually all of Spain's largest cities, coordinated by the Spanish Platform of Development NGOs (CONGDE).

In Catalonia, women's rights campaign **Mou-te x la Igualtat** (Stand Up For Equity) ended in 2011. The year saw a number of activities, such as the campaign's presence at the World Social Forum in Dakar. Another important event was the presentation of our latest report on the treatment of women's rights in the media, titled *Representation of gender relations in news on developing countries: a case study of the Catalan media*. The event was held at the Society of Catalan Journalists in Lleida, where some thirty journalists attended a screening of *Desenfocament de Gènere* (Blurred Gender), a report based on our experience with the media during the three years the campaign lasted.

Also in Catalonia, in January we launched **Dones i Homes ens Movem per la Igualtat** (Women and Men on the Move for Equity),



**Campaigns like Urgent Right to Food Campaign, Get into Action for Equality, Zero Poverty, the Global Campaign for Education, etc., involve hundreds of thousands of solidary people who believe a better world is possible.**

an education for development programme that the Catalan Development Cooperation Agency has agreed to fund for the next three years. One of the programme's most notable activities was our participation in the High Level Forum on Aid Effectiveness held in Busan.

Similarly, June saw the launch of the **Plataforma Muévete por la Igualdad. Es de Justicia** (Stand Up for Equity. It's a Matter of Justice Platform), which will be run in partnership with Entreculturas and InteRed, with funding from the Madrid Regional Government. Its aim is to raise awareness among the general public, especially in Madrid, on the relationship between women's rights and development and, more specifically, on the role women play in development in developing countries and their societies.

In Galicia, in October we launched the campaign **En Acción por la Igualdad** (Get into Action for Equality). The campaign is the starting point of a joint initiative with the office on women's rights of the University of A Coruña that aims to raise awareness among students on the global causes of poverty and inequality, with activities based on the 12 critical areas of the Beijing Platform. The campaign has a dedicated website, and has also published a report on the role of women in climate

change. As part of the campaign, we also presented learning resources for kids on equality issues.

In Valencia, the Spanish Federation of Scouting invited us to speak at its University of Valencia summer camp (20th-25th August), providing us with the opportunity to present AeA's work on women's rights.

At the start of the year, we joined the team coordinating the **Robin Hood Tax Alliance**, along with Intermon, Inspiración, Save the Children, Plan and the Action for Global Health platform. The Alliance, which is present in 10 European countries including Spain, aims to build a broad and diverse civic movement in these countries to demand the implementation of an international financial transactions tax to raise funds to reduce social inequalities, fight poverty and address the effects of climate change.

Activities in the **Urgent Right to Food** campaign, in partnership with Prosalus, Caritas and ONGAWA, included the production of two materials: a 'Survival kit' designed for Mr. M.A. Moratinos, the Spanish candidate to the Directorate General of the FAO, containing the campaign's recommendations for the reform of the FAO; and the book *Especulación Financiera y Crisis Alimentaria* (Financial Speculation and Food Crisis), which addresses

food price volatility and financial speculation in this field. The main aim of the Andalusian project **El Poder de la Ciudadanía** (The Power of Citizenship), co-funded by the Andalusian Development Cooperation Agency, is to promote active citizenship. Its activities during the year focused on training both for the women's organisations we had already worked with on previous projects, and for the general public, by preparing activists who can in turn publicise these aims and provide training in their own circles.

## Networks and platforms

Ayuda en Acción join forces with other organisations, forming networks and platforms to pursue shared objectives.

In 2011, we played an active role in the national coordination platform (CONGDE), 16 regional platforms, and another 30 on the provincial and local levels. We also took part in international forums and meetings, such as the Open Forum for CSO Development Effectiveness in Busan, South Korea, where we met with NGO representatives from all over the world. We also took part in alliances such as WIDE, a European network of women's rights and development organisations.



# INCREASING COLLABORATION

Ayuda en Acción has established a new approach to corporate partnerships that aims to develop sustainable, strategic relationships.

## Companies

Both to present this new model and as an acknowledgement to the companies that have supported us most over the years, we organised a breakfast meeting attended, amongst others, by **Fundación Accenture, Gaes, Travel Club, Forletter, E.2000, Dell, Europe Assistance, Intermark** and **Ferrovial**.

Thanks to this work, a number of campaigns were set up that allowed us to present our development projects to customers, employees, and the general public. Examples include our presence in **Marionnaud beauty shops, Pullmantur cruises**, the **GAES' network of hearing centres** or at **Dabadum**, the traditional kids and family fun expo held each December in Madrid's IFEMA convention centre, in collaboration with soft drinks company **Trina**.

Simultaneously, we continued to work on corporate funding for our projects. For example, the support of **Forletter, Promo-caixa, Kutxa** and **Doctaforum** helped us fund, amongst others, our project on psychological support and cancer treatment for children in Mexico. Another line of work that was stepped up in 2011 involves identifying and submitting projects to the calls for development proposals made by companies and foundations. Thanks to these efforts, **Grupo Rioja Alta** funded an agricultural modernisation and diversification project in Peru; **Obra Social Caja**

**Cantabria** funded the construction and equipping of school dining rooms in El Salvador; **Fundación Mapfre's** Instituto de Acción Social helped us launch *Formando Comunidad* (Community Building), a project centred on comprehensive education in Ecuador, while **Obra Social La Caixa** funded a programme on strengthening small-scale producers' associations on Peru's northern coast.

Another essential component of our work is to ensure the loyalty of the companies that have worked closely with our Organisation over the years, whose continued support allows us to work alongside communities to improve their living conditions. To this end, and in the framework of our policy of transparency, we encouraged field visits such as Pedro Martínez's trip to one of the projects his **restaurant Cásca-ras** helps fund in Peru.

## Project Volunteers

Our Project Volunteers programme, which began back in 2001, aims to give Ayuda en Acción volunteers the opportunity to increase their involvement by collaborating in our development projects directly on the ground.

In 2011, we established our *Viajes a terreno* (Field Trips) programme, to standardise these initiatives and provide more people with an opportunity to gain first-hand experience of our work on the ground. This new initiative was prompted by our volunteers' overwhelming desire to cooperate more actively in our ongoing programmes in different countries. The activities they perform include teaching support, training workshops or helping with the everyday work of the communities.

The Field Trips programme is most certainly a fantastic opportunity for volunteers to learn about our work alongside the communities and to make their holiday a memorable and inspiring experience.



EMILIA ARIAS

## Advertising campaign

In 2011, we ran the campaign *Comparte tu corazón* (Share your heart), whose main character is Carlitos, a 6-year-old Ecuadorian boy born with a serious heart condition. His story shows how far the support of our social base goes.

Carlitos' illness had affected his and his parents' lives until he was able to undergo surgery thanks to the support of Ayuda en Acción's members. After two operations, Carlitos was able to attend the primary school in the community where lives with his parents, Hugo and Angelita, and his sister Marisol, and also to correspond with his Spanish friend Antonia, the Ayuda en Acción sponsor whose support helps the independent development of communities like Carlitos'.

Generous, selfless gestures like hers can have an unexpected multiplier effect. Ayuda en Acción firmly believes in this principle, because we see its effect every single day. When you sponsor a child, you share your heart. Your cooperation is much more than a financial contribution; it has the strength and the capacity to become a tie of solidarity, a return journey in which both parties contribute, benefit and learn together. The story of Carlitos is that of many anonymous people and of the communities in which they live - people who, thanks to sponsorship, can hope for a better life.



AyA El Salvador

School dining room in El Salvador built thanks to the support of several companies



## SOLIDARITY EVENTS, ACTIVITIES AND MEETINGS

All of the events and activities organised to publicise and support our Organisation's work share a common goal: to change the future of the world's most disadvantaged people.

A medical and dental clinic at the Don Bosco children's home in Santo Domingo (Ecuador) or a primary school in Coniri (Bolivia), are some examples of the projects funded in 2011 thanks to the thousands of people who took part in the wide range of events and activities that Ayuda en Acción was involved in.

In May, we teamed up with the **Valladolid Latino Solidario festival**, one of the most attended and intercultural festivals of its kind anywhere in the world. The proceeds obtained from the sale of charity wristbands were put towards ensuring healthcare for 520 street children and youths in Santo Domingo, Ecuador. Performances in this edition of the festival included musicians such as Miguel Rios, Alex Ubago, Dani Martin or Maldita Nerea, all of whom recorded messages to voice their support for the festival and invite their fans to cooperate with Ayuda en Acción.

For yet another year, we took part in the **Titirilandia** festival, held every year in Madrid's Parque del Retiro since 1993. More than 20,000 attendees enjoyed the storytelling, puppets, games and activities that Ayuda en Acción volunteers took part in. Activities included workshops where kids had their faces painted to represent all of the world's different races, a multicultural mural, etc., aimed at fostering children's interest and respect for children around the world, and at raising visitors' awareness on the need to support those living in situations of poverty, exclusion and neglect. The event also featured a Fair Trade stand where children could find out about the aims of this alternative form of trade.

Like every year, the festival's closing ceremony was the now traditional Charity Puppet Marathon, jointly organised by Ayuda en Acción.



The proceeds from this 18th edition of the festival went towards equipping the medical clinic at the Casa Don Bosco, in Tsáchilas de Santo Domingo (Ecuador).

In November, we took part in the iconic **Behobia-San Sebastian** Fun Run, which every year brings together runners from around the world. At the finish line, our Donosti volunteer group collected 15,777 disposable chips that the participants wore in their shoes and donated at the end of the race. The chips were later recycled, each one raising €0.80. The funds obtained were used to set up school meals programmes for rural Salvadoran schools, specifically in the municipalities of Juayúa and Salcoatitán, in the Department of Sonsonate (western El Salvador), and in the municipalities of Jiquilisco and Puerto del Triunfo, in the eastern Department of Usulután.

The programme has helped to improve the nutrition of 4,239 students: 1,963 girls and 2,366 boys. Indirect beneficiaries include the parents and teaching staff in the project areas.

In **Zaragoza**, a charity dinner was held on the 24th November, organised by our volunteer group in this Aragonese city. The dinner helped us to bring the work of Ayuda en Acción closer to more than

300 people who attended the event. The proceeds were used to fund the Coniri primary school, in Viacha (Bolivia). Thanks to this initiative, eight teachers will provide 76 kindergarten and primary school children with a decent education. The indirect beneficiaries of the project totalled 628 families.

In December, we also took part in the **2011 Dabadum** exhibition at the IFEMA Convention Centre in Madrid. The event included all kinds of educational and fun activities for the whole family. Through numerous activities and stage performance, visitors discovered the joy of reading, the importance of sport and good nutrition, the art of cooking, solidarity, passion for the environment, the digital world, the magic of theatre and film, etc.

In this environment where kids could have fun, learn and strengthen bonds with their families and friends, Ayuda en Acción - in collaboration with soft drinks company Trina - displayed the Organisation's work

in Peru through a replica of its communal vegetable garden project. The children, accompanied by monitors, learnt how to create and maintain a traditional plot with a large variety of plants and vegetables.

The activity also featured a photo stand, where kids could have their pictures taken holding a bag of food symbolising their support for the right to food.

In the Christmas season we took part in another important event, the **City of Children Programme** at Madrid's Conde Duque Cultural Centre.

Ayuda en Acción took the opportunity to promote Fair Trade values among visiting families. Through the interactive exhibition *Pablo, ¿nos enseñas a comprar?* (Pablo, would you teach us how to shop?) we sought to raise the awareness of parents and kids regarding Fair Trade and Ethical Consumerism.

After visiting the exhibition, families hung their wishes on our Christmas tree and entered a draw for a hamper of Fair

**Performances in this edition of the festival included musicians such as Miguel Rios, Alex Ubago, Dani Martin or Maldita Nerea, all of whom recorded messages to voice their support for the festival and invite their fans to cooperate with Ayuda en Acción.**



All of these events and activities, along with the involvement and contribution of many people over the years, have made it possible for Ayuda en Acción to commemorate 30 years working to achieve a fairer world.

Trade goods. Another of the features was the exhibition *Criaturas del Bosque de Madera Justa* (Creatures of the Sustainable Forest), aimed at raising awareness about the ethical consumption of FSC-certified wood products. The Fair Trade area also included an exhibition of Fair Trade items, along with a shop and a cafe selling Fair Trade products.

All these activities were managed by Fundación Ayuda en Acción and other Fair Trade organisations, as part of the Christmas activities organized by the Madrid City Council, which in 2010 ratified its commitment to being a Fair Trade City.

Our **member meetings** are another of the organisation's notable activities. In 2011, Ayuda en Acción turned 30: three decades of hard work and achievements that would not have been possible without our grassroots support.

From the 7th-10th June, we accompanied our directors in Paraguay, El Salvador, Honduras, Ecuador, Mexico and Bolivia, as well as our resourcing director in Ecuador, on their annual visit to Spain. We visited a total of 15 cities, including A Coruña, Alicante, Barcelona, Madrid, Bilbao, Las Palmas de Gran Canaria, Valencia, Valladolid, Oviedo and Seville.

These meetings provided our directors with the chance to talk with our members

about the various thematic areas Ayuda en Acción works on in the countries where we operate, particularly in the fields of education, right to food, natural disaster prevention and financial support for women. The meetings also provided members and volunteers with the opportunity to talk about their first-hand experience of our work and commitment both in Spain and in the development areas where we work.



## 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 in developing countries that farm or manufacture the goods, promoting equity between men and women, putting an end to child labour and protecting the environment.

Throughout the year, Ayuda en Acción played an active role in the Network of Cities for Fair Trade Programme in Madrid, which seeks to engage public administrations, private companies, the hospitality industry and the teaching sector in the promotion and purchase of Fair Trade goods.

We also conducted awareness-raising activities in the education sector, organising Fair Trade days at Rey Juan Carlos University, Pablo Neruda secondary school, and the Simone Ortega School of Hospitality. The latter launched several initiatives to publicise our work, such as a cooking contest using Fair Trade products.

Companies such as Accenture, Martínez Oriente and Salicru included Fair Trade products in their staff Christmas hampers.

In addition, the efforts of our volunteers allowed Ayuda en Acción to take part in a number of events to raise awareness and sell Fair Trade products in cities such as Albacete, Alicante, Ermua, Eibar and San Sebastian.



# WEBSITE AND PUBLICATIONS

Ayuda en Acción continued to develop its online communications to reach out to an ever-increasing number of people.

Our website, social network presence and e-letters kept our readers - especially our members and supporters - in touch with the most relevant news and reports.

## Online communications

Internet has changed the way people communicate and relate. Keeping in line with the times, we use every tool at our disposal (the worldwide web, social networks, blogs, newsletters, etc.) to get closer to our supporters and volunteers and keep them up to date on our projects and activities.

Every month, our e-letter informs our grassroots about our campaigns, activities and events, and provides them with the views of people in the communities we support, who can speak with their own voices about the difficulties they encounter and about their successes. In addition, this medium allows us to maintain a more immediate relationship with our grassroots and provides them with the opportunity to take part in many of the events and activities we are involved in.

## [www.ayudaenaccion.org](http://www.ayudaenaccion.org)

Our website is one of the most important communication channels for reporting on the latest news concerning the Organisation. It also displays all of our work in the 22 Latin American, African and Asian countries where we are present, allowing readers to get to know more about the reality of these communities.

Another of the website's features is our Fair Trade shop, which renews its catalogue regularly and offers visitors a variety of items, such as food, accessories or clothing.

The site also provides an opportunity for many of the people who work with us -from children in the communities to our members and volunteers- to talk about their commitment, work and experiences on our projects.

## Social networks

Facebook, Twitter and YouTube allow us to talk much more directly and fluently with

our supporters, who can share their photos, videos or testimonials with us. Some activities with their own dedicated Facebook and Twitter profiles have made a significant impact, such as the education for development programme *Dones i Homes Ens Movem Per La Igualtat* (Women and Men on the Move for Equity). Our followers include women's rights experts, journalists, politicians, social organisations and public bodies. Our Twitter profile has been an excellent tool to complement our Facebook page and has made a lot of our activities go viral.

## Publications

### Ayuda en Acción Magazine

For 26 years now, our flagship magazine has featured reports about our projects, member testimonials, the experiences of Ayuda en Acción volunteers and staff and the activities we are engaged in. Through it, we offer supporters information about the initiatives we promote both in developed and developing countries, as well as interviews and other news about our activities. In 2011, we published two issues of the magazine, which circulates 140,000 copies.

# ACKNOWLEDGEMENTS

Ayuda en Acción wishes to thank all of the public organisations, foundations, companies and financial institutions that have shown their commitment to our aim of improving the living conditions of the world's poorest communities. Our most sincere thanks too to all of the media that throughout 2011 helped us inform the general public about the cooperation and awareness efforts that our Organisation promotes both in developed and developing countries.

## Private and public collaborating companies and organisations

### Public funding

European Union  
 Agencia Española de Cooperación Internacional para el Desarrollo  
 Agencia Andaluza de Cooperación Internacional para el Desarrollo  
 Agencia Asturiana de Cooperación al Desarrollo  
 Agencia Catalana de Cooperación al Desarrollo  
 Agencia de Cooperación de las Islas Baleares  
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 Gobierno de La Rioja  
 Gobierno de Navarra  
 Gobierno de Perú  
 Gobierno Vasco  
 Junta de Castilla y León  
 Xunta de Galicia  
 Diputación de Ciudad Real  
 Diputación de Barcelona  
 Diputación de Burgos  
 Diputación de Girona  
 Diputación de León  
 Diputación de Lleida  
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 Diputación de Valladolid  
 Alcaldía Municipal e Matiguás  
 Ayuntamiento de Burgos  
 Ayuntamiento de Bilbao  
 Ayuntamiento de Burgos  
 Ayuntamiento de Ermua

Ayuntamiento de Eibar  
 Ayuntamiento de Granollers  
 Ayuntamiento de Lleida  
 Ayuntamiento de Logroño  
 Ayuntamiento de Palencia  
 Ayuntamiento de Terrasa  
 Ayuntamiento de Ubrique  
 Ayuntamiento de Valencia

### Private companies and organisations

Abatolmac S.L.  
 AC Nielsen  
 Activent  
 Air Miles  
 Alimentación de colegios infantiles  
 Ambiente y Forestación S.L.  
 Ambilamp  
 Ara publicidad  
 Asociación Vecinos Miralobueno Sur  
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 Banco Espíritu Santo sa sucursal Spain  
 Banco Sabadell Atlántico  
 Banco Interamericano de Desarrollo  
 Benedicto Gestión de Proyectos  
 Bodegas & Viñedos Monfil S.L.  
 Café AB  
 Caja Cantabria  
 Caja Rural de Asturias  
 Canal Sur  
 CIFP Escuela Hostelería y Turismo Simone  
 Club Deportivo Fortuna

CNP Vida  
 Colegio Público Príncipe Felipe  
 Diego Aznar Asesores S.L.  
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 Ipsos Mori  
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 JP Morgan Chase Bank na sucursal España

La Bruixa D'or  
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 Schweppes S.A.  
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THANK YOU



**Headquarters:** c/ Bravo Murillo, 178 4a Planta. Edificio Tecnus. 28020 Madrid. Tlfno: 91 522 60 60. Fax: 91 570 61 05

**Andalusia Office:** c/ Fernández de Rivera, 32, 3o Dcha · 41001 Seville · Tlfno: 95 421 51 63 · Fax: 95 421 09 65

**Asturias Office:** c/ Cimadevilla, 15 Esc. A, 2o E · 33003 Oviedo · Tlfno: 985 21 47 25 · Fax: 985 21 47 25

**Catalonia and Balearic Islands Office:** c/ Balmes, 32, 3o 1a · 08007 Barcelona · Tlfno: 93 488 33 77 · Fax: 93 488 32 79

**Galicia Office:** c/ Francisco Mariño, 5, 2o izq. A · 15004 A Coruña · Tlfno: 981 13 37 37 · Fax: 981 13 37 36

**Valencia Region Office:** c/ Cronista Carreres, 9, 6o- D · 46003 Valencia · Tlfno: 96 310 61 21 · Fax: 96 351 31 68

**Zaragoza Office:** c/ Mayor, 34-36, 1o · 50001 Zaragoza · Tlfno: 976 29 81 32

**Basque Country Office:** Plaza de Sarrikoalde, 2, bajo · 48015 Bilbao · Tlfno: 94 447 96 77 · Fax: 94 447 97 61

[www.ayudaenaccion.org](http://www.ayudaenaccion.org) · [informacion@ayudaenaccion.org](mailto:informacion@ayudaenaccion.org)

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Promoting dignity  
and solidarity  
to build a  
fairer world