



MESSAGE FROM THE CHAIR



Dear friends,

Writing these lines means that we have added yet another year of work and commitment to our history as an organisation dedicated to the sustainable development of the most disadvantaged communities. Our organisation was founded 32 years ago with a project in India. Today we have more than 100 projects in 22 countries on four continents. During this time, we have managed to help millions of people access their basic rights and it is our obligation to continue doing so.

These institutional achievements have granted us the opportunity to participate in national and international debates on development cooperation. In this regard, on the 17th of September, I had the opportunity to appear in the Spanish Senate before the panel studying new ways to manage development cooperation. The hearing reviewed the most important points on the current development agenda including the imminent arrival of 2015 and the updating of the Millennium Development Goals in light of the new scenario which will entail the adoption of new Sustainable Development Goals.

Although the Millennium Development Goals have had significant achievements, such as cutting in half the number of people living in extreme poverty or reducing infant mortality by nearly 50 percent, there are still key issues such as reducing maternal and child mortality and access to sanitation, which need to be improved. Furthermore, we must not forget that human development has taken place in an unequal manner and has not always reached the most vulnerable: rural communities, minorities and women. Finally, 70 percent of the world's poverty is concentrated in middle-income countries (MICs), which links back to the problem of inequality, one of the key challenges for the post-2015 period.

Through its presence in MICs, the importance of rural areas and the central role of women and children, the work of Ayuda en Acción is fully dedicated to the challenge of inequality. Since we were first founded, we have always firmly believed that communities and their leaders need to play the leading role in development processes. Our job is to accompany them along this path, to serve the people and to encourage collaboration with other organisations and actors in order to unite efforts that share a common goal: combating poverty and improving the lives of children, families and the communities in which they live.

Presenting Ayuda en Acción's Annual Report is always a source of pride for me. It is an opportunity for us to share the main accomplishments of our projects and campaigns with you - a task on which we have focused our efforts over the last twelve months. We wish to thank all those caring people who continue to join us on the path to fulfilling our mission. We know that solidarity can change the world and with your help, we intend to continue our commitment.

Warm regards,

Jaime Montalvo

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MESSAGE FROM THE CHIEF EXECUTIVE



Dear friends,

We have completed another year of work, accomplishments, goals and challenges. It is an honour for me to present them to you through this Annual Report.

We are part of a world in constant transformation and a more globalised society which, together with the prolonged economic crisis, is causing major changes in international development cooperation. This context has forced social organisations to take on new roles, involve new actors, find new ways of working and set in motion new development models in order to reaffirm their support for the most disadvantaged people in a world of increasing inequality.

At Ayuda en Acción, we have had to adapt and respond to this new situation, but are always motivated by what never changes for us: standing by those who live in a situation of vulnerability and exclusion.

In this respect, 2013 has been particularly significant because we have initiated two major new lines of work and action. The first, inspired by the search for new opportunities and the belief that local societies should participate in their own development, has led us to expand our horizons in Latin America. After 25 years of cooperation efforts in Peru and eight in Colombia, we have invited civil society to join forces with us and support our work, enabling us to not only do more things, but to do them better.

The second comes from the need to support new families at risk in our country and to address the rising inequality which is affecting more and more people. We have therefore expanded the scope of our work in Spain, setting in motion a social initiative inspired by the same principles and values that have guided us in the 32 years of our history: commitment to helping children, to education and to improving the lives of people by creating productive employment opportunities.

At Ayuda en Acción we believe that all poverty is part of the same global society, no matter where it is located and we are all responsible.

The following pages contain examples of our initiatives and efforts in 2013. Our sincere thanks go to all those who have entrusted us with their solidarity and make these efforts possible.

Warmly,

Patricia Moreira

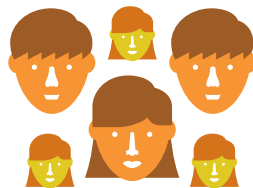
OUR ORGANISATION



SALVA CANIPILLO / A&A



In 2013 we spent **39 million** on more than **100 development projects** in four continents



Over **120.000 members** supported our work and we received **17.000 donations**. **600 companies** collaborate with us



There are **1.093 staff members** working to improve the lives of more than **2.500.000 people**

History

Ayuda en Acción was founded in 1981 and currently has approximately 120,000 collaborators who support our work in 21 countries in Latin America, Africa and Asia, as well as in Spain. In our 32 years of existence, one of our main distinguishing factors has been child sponsorship and the promotion of bonds of solidarity, which allows for interaction between those who provide support as sponsors and the beneficiaries of their help. Sponsorship not only helps to improve the conditions and quality of life of the children being sponsored, but of their families and the entire community, as well.

Institutional mission

Our efforts are aimed at improving the lives of children, families and communities in poorer countries and regions through sustainable, comprehensive development projects and awareness-raising activities that ultimately aim to promote the structural changes that will contribute to eradicating poverty.

Vision

We are an international development cooperation organisation that stands alongside the most vulnerable. An organisation whose primary task is to promote the enhancement of the individual and collective capabilities of the children, families and communities we work with to make sure they play the leading role in their own development, with ties of solidarity as our distinguishing feature.

Values

Independence: we are a secular, apolitical organisation that carries out its mission without discrimination based on race, religion or gender.

Recognition of people's right to dignity:

we assert the right to dignity of the people, families and communities we work with and join forces with them to build a more just world.

Solidarity: we help to establish ties of solidarity between our donors and the communities they support, as active commitments to achieve a dignified life for the people with whom we work.

Excellence: we rigorously and efficiently use the resources society has entrusted in us, striving at all times to perform our work as effectively as possible.

BOARD OF TRUSTEES

LUMAR FARCOO / ActionAid



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Eduardo Guijarro Anguiano
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*June 2014

HUMAN RESOURCES

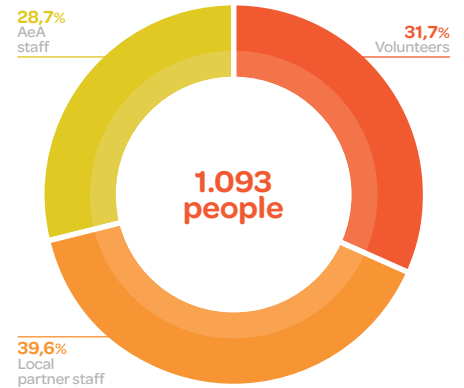
Ayuda en Acción has a team of 1,093 employees, local partners and volunteers. The joint efforts of all these people in nine countries in Latin America and in our headquarters in Spain facilitate our task of fighting for people's dignity and standing up for their rights.

In the countries where we are present, we work through our country offices, managed by Ayuda en Acción staff, and with 433 people from a range of local partners who share our goal of promoting the

structural changes required to enable us to fulfil our mission. In Spain, 346 volunteers help us to achieve our objectives.

Gender equity remains one of our priorities and in coherence with this core organisational value we employ an almost equal number of men and women.

Ayuda en Acción's Team



Country	Employees 2013	Local partner employees 2013
Bolivia	24	115
Colombia	9	16
Ecuador	42	37
El Salvador	40	8
Spain	84	0
Honduras	51	36
Mexico	10	49
Nicaragua	37	15
Paraguay	6	34
Peru	11	123
Total	314	433

Staff distribution by gender



SOCIAL BASE

Every year, tens of thousands of people demonstrate through their solidarity that it is possible to fight poverty and improve the living conditions of those who need our assistance.

In 2013, our development work could be carried out in a completely independent manner thanks to the regular contributions from an average of 120,000 members. In addition, approximately 20,000 people supported our campaigns, increasing the amount of their regular contributions or making donations to specific programmes. Our programme in support of children in Spain, launched in the last

quarter of 2013, brought in 232 members and received nearly 11,000 donations.

Thanks to the commitment of each and every one of us who make up Ayuda en Acción, we continue to work with the most disadvantaged communities in 21 countries in Latin America, Asia and Africa, and have been able to expand our work in Spain to cover the basic needs of families at risk of social exclusion.

For all these reasons, we wish to thank those who, despite the difficulties, stand with us, trusting that together we can achieve a more just world.



CELIA PENAS / AeA



MICHAEL AMENDOLIA / AccionAeA

PERU AND COLOMBIA: BROADENING THE SOCIAL BASE

At Ayuda en Acción we not only adapt to the times, but to the socio-political situation that characterises the present day. In order to comply with our mission, we have expanded our horizons and joined forces in Latin America.



The world is changing. The north is less north, the south is less south, and social organisations like ours are working to respond to new concerns and situations of need. Therefore, believing it necessary to broaden the scope of our work and to create opportunities regardless of geographical boundaries, in 2013 we launched new processes to create a broader social base in Peru and Colombia because it is of no importance where the people committed to helping others, or the people who need help, come from. Geography cannot limit the core aims of our mission.

Present circumstances and our work in Latin America reveal that inequalities still exist, despite the macroeconomic growth in some countries where we work. We have made it our objective to engage the Colombian and Peruvian civil societies and other actors - companies, institutions, etc. - with the aim of maintaining our institutional mission: the fight against poverty and the sustainable development of the most disadvantaged communities.

Throughout 2013, we have been working on building teams and infrastructure, and preparing programmes to generate a social base in both Latin American countries

and which are adapted to their reality and idiosyncrasies. Finally, this work has resulted in the launch of the sponsorship programmes *iHaz de su future tu causa!* (Make their future your cause!) (October 2013, in Colombia) and *Ser parte del esfuerzo te hace parte del logro* (Being part of the effort, makes you part of the success) (November 2013, in Peru).

In Colombia, since 2006 we have been working on self-sustaining programmes that have improved the living conditions of over 17,500 people. Currently, along with prominent allies such as the *Semana, Pies Descalzos, Carvajal* or *Corporación CDS* foundations, we are represented in Barranquilla, Quibdó, Cali, Soacha, El Salado and Maria La Baja. The sponsorship program *iHaz de su futuro tu causa!* has been presented with the support of six of the most renowned Colombian journalists and photographers - Andrés Wiesner, Daniel Samper Ospina, Héctor Abad Faciolince, Jorge Enrique Rojas, Ricardo Silva Romero y Salud Hernández- Mora. We intend to continue our cooperative efforts in the country, involving Colombian society in social issues through our projects. Furthermore, we want to help strengthen the peace process, in the midst of the

long, drawn-out armed conflict, through sustainable development, especially in rural areas.

In Peru, where we have been present since 1988, we are working in fifteen development areas in ten regions: Cusco Puno, Ayacucho, Huancavelica, Ica, Cajamarca, Piura, Lambayeque, La Libertad, the district of San Juan de Lurigancho in Lima, and in a public-private partnership in Acobamba. More than 132,300 are directly benefiting. Achievements in the country include opening 300 early learning centres and 724 educational classrooms, as well as getting 24 mobile clinics running and carrying out 1,723 health campaigns in rural areas. Ayuda en Acción began by focusing on Peru 25 years ago, starting work in the most vulnerable regions in order to eradicate poverty. Under the slogan *Ser parte del esfuerzo te hace parte del logro*, its sponsorship program has the support of ambassadors such as Maju Mantilla, Nicolás Fuchs, Brissa Málaga, Pelo Madueño and Gissela Valcárcel.

peru.ayudaenaccion.org
colombia.ayudaenaccion.org

WORLDWIDE PRESENCE



Headquarters: Madrid - Spain

Countries where we are permanently present 22

SPAIN 1

AFRICA 5

Ethiopia, Kenya, Malawi, Mozambique, Uganda

ASIA 5

Bangladesh, India, Nepal, Pakistán, Vietnam

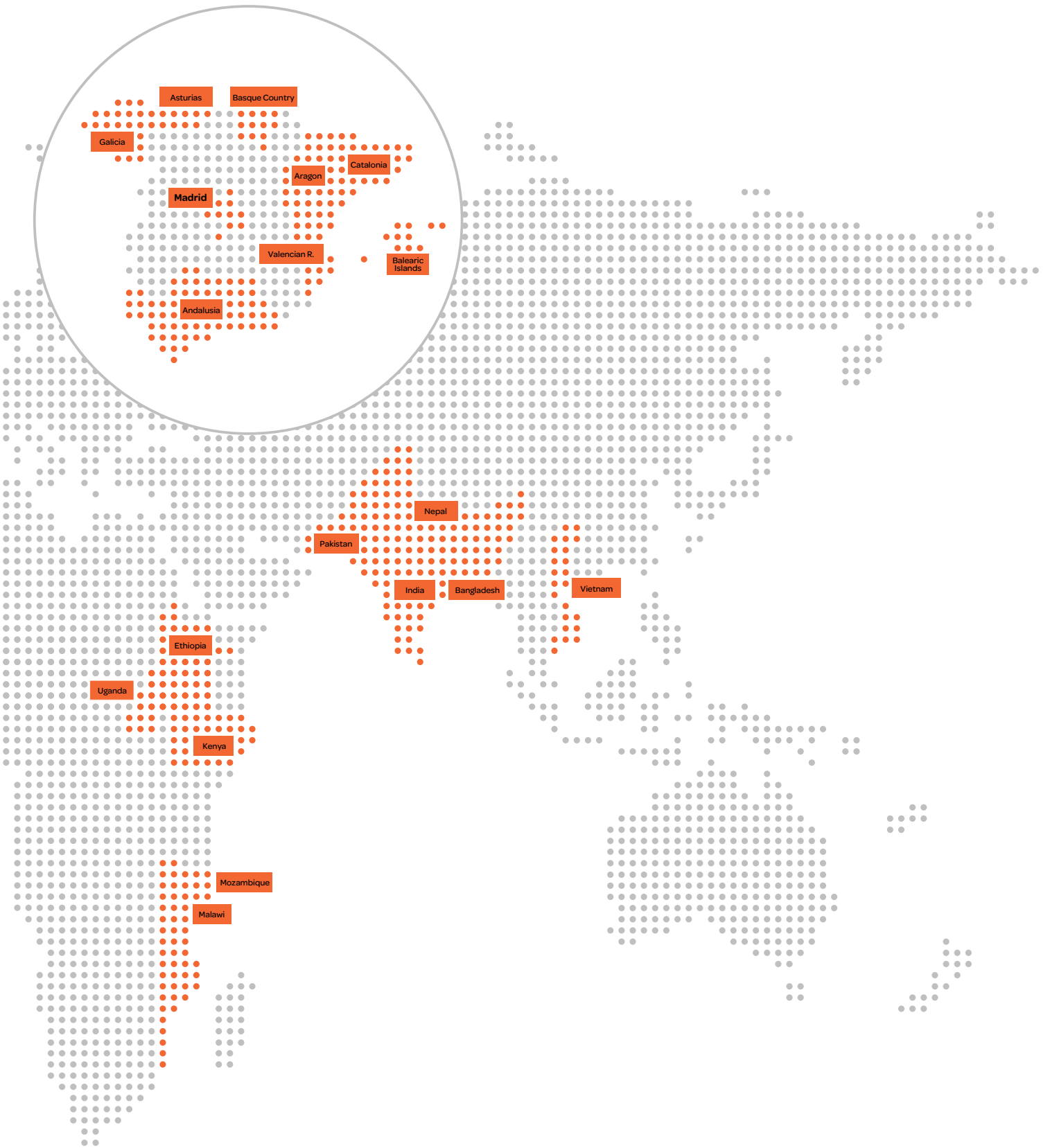
LATIN AMERICA 11

Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Paraguay, Peru.

Total no. of beneficiaries Over 2.500.000

Total no. of development areas in 2013 115

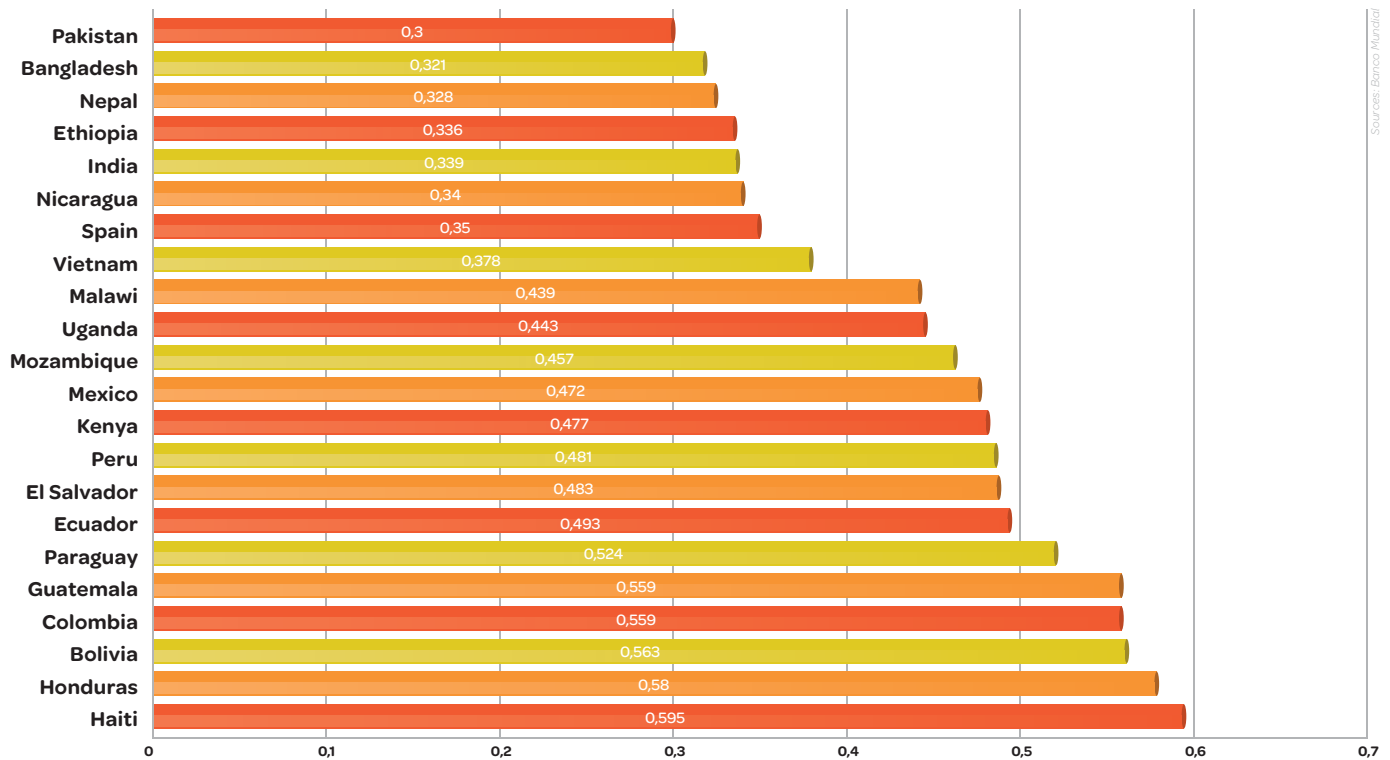
 **Ayuda en Acción offices 18**



CHALLENGING REALITIES

Social inequality is a major obstacle to human rights. Even in countries with high levels of growth, much of the population continues to live in poverty. Working as we do in 14 of the 50 countries with greatest inequality, we are constantly faced with this reality. What challenges do we have to face?

Gini Index*



Sources: Banco Mundial

*Devised by statistician Corrado Gini, this index measures the level of income inequality within a country. It represents the extent to which the distribution of income (or, in some cases, consumption expenditure) among individuals or households within an economy deviates from a perfectly equal distribution. 0 represents perfect equality and perfect distribution, while 1 represents maximum inequality.



38 percent of the murders of women that take place in the world are committed by their partner

At the start of 2013, the proportion of **women in parliaments** all over the world **did not exceed 20 percent**

Physical or sexual violence is a public health problem that affects **over a third of all women worldwide**

Even now in the 21st century, **there is no country in the world** where **men and women** enjoy **equal rights and opportunities**

The **women in impoverished countries** possess **less than 2 percent** of cultivable land but **produce 70 percent of the food**

Every day, 800 women in the world **die from preventable causes** related to **pregnancy or childbirth**. **99% of maternal deaths** occur in developing countries

Sources: ONU, PNUD, ODM, OMS

18,000 children die every day from preventable causes

150 million children suffer some kind of **disability**

Approximately **400 million children** live in **extreme poverty**

Every day, 39,000 girls under the age of 18 get **married**

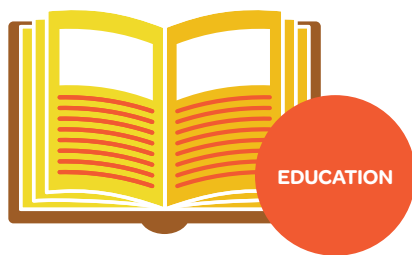


There are currently between **250,000 and 300,000 child soldiers** in the world. **One third** of them are in **Africa**

The number of **children in the world who work** is **168 million**. **85 million** do hazardous jobs

Over **13 million children die each year** from diseases directly **related** to the **shortage of food**

Sources: ONU, FAO, OMS, OIT, BM



58 million boys and girls do not attend school. Half of them live in countries affected by conflicts

Girls represent **54 percent of the world's population** of children who do not attend school

In one third of countries of the world, **less than 75 percent of teachers have received training**

Since the year 2000, the number of **illiterate adults (774 million)** has only **decreased by one percent**

If all school students finished their schooling with basic reading skills, **171 million people could escape poverty**

Of the 650 million school-aged children in the world, at least **250 million are not learning the basics of reading and arithmetic**

Sources: UNESCO, EFA, CME

Currently, **30 percent of Spanish children** are at **risk of social exclusion**

Of the nearly 20 million **European children at risk of poverty**, more than **13 percent are Spanish**



Spain is the European country with **the second highest rate of child poverty**, surpassed only by Romania

41.4 percent of Spanish households have no means of coping with **unforeseen expenses**

The nearly **2,500,000 children at risk of poverty in Spain** make up **5.6 percent** of the total population

Spain was the **European country with the second highest unemployment rate** at 26.1 percent and the percentage of **households with all active members out of work** reached **10.6 percent**

Sources: Oficina de Estadística de la Comisión Europea, Eurostat, España en cifras 2014 (INE), informes publicados por Unicef, Cáritas, Save the Children y CIECODE

WHAT WE HAVE ACHIEVED IN 2013

In countries where we are present, we foster structural changes that contribute to eradicating poverty. This is just a small sample of the work of a whole year, of the achievements made by the communities with which we work.

In order to eradicate poverty, we promote programmes for comprehensive and long-term territorial development in the most disadvantaged communities. Human rights, gender equality, promoting ties of solidarity and special attention to children have been the focus and cross-cutting issues of our work, whose main integrated approaches are:

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



SALVA CAMPILLO / A&A

MEETING BASIC NEEDS

Ensuring that the disadvantaged and excluded people in the countries where we work enjoy basic rights such as food, education, health, water and housing.

ECUADOR

In the Espejo and Mira (Carchi) cantons, 561 boys and girls from six schools have school facilities with better infrastructure, basic services and equipment.

HONDURAS

We opened two play centres for pre-school children in the villages of Santa Fe and Guadalupe.

KENYA

32 new schools improve the education of 31,000 school children in Wenje. For the first time in the history of Kenya, 34 girls from our project in Tangelbei achieved the top marks in the country in primary exams.

ETHIOPIA

450 children in two villages in Seru have access to two new schools.



PERU

300 children with different abilities, both severe and associated, received specialised educational assistance at five special basic education centres, thus guaranteeing their right to education.

MALAWI

We renovated four primary schools in Machinga for 3,000 poor children. In Neno, the construction of two schools allows 400 children to have access to secondary education and 2,300 school students received support to continue their studies.

BOLIVIA

In seven projects, coverage in primary education increased by 6.2 percent; in eight projects, secondary education increased by 30.33 percent.

EL SALVADOR

We improved the quality and access to education of 447 children and teenagers from four schools in the town of Suchitoto, and of 1,266 children in the municipalities of San Ignacio and La Palma.

NEPAL

86 children with hearing disabilities attended classes in sign language in the Kailili district. In Danke, a secondary school classroom was equipped so that deaf children can enjoy sign language classes.

MOZAMBIQUE

1,450 children received school material in Namarroi.

ETHIOPIA

900 people from two locations enjoy safe drinking water thanks to the well built in Janamora. 55.71 percent of the population in rural areas now has access to water.

INDIA

Five villages in Lakhimpur Kheri have access to safe drinking water thanks to their tanks being repaired.



BOLIVIA

In seven projects we installed 21 water systems to supply more than 15,000 people. We built 43 water treatment plants in Sorata, Manuel María Caballero, and Sucre Alcalá, serving over 1,000 people.

COLOMBIA

Six wells for water storage have been put into operation in El Salado.

NICARAGUA

In Boaco, the percentage of malnourished children was reduced by 7.5 percent. In Kukra Hill, 23 percent of families have improved their diet, diversifying the consumption of different types of food.

COLOMBIA

We have reduced malnutrition rates in the Barranquilla development area to 20 percent.



ECUADOR

We have monitored the nutrition of 220 children under the age of five in Tungurahua and provided check-ups for nursing mothers to improve their nutritional status.

UGANDA

48,000 women in ten districts of Kalangala have diversified and improved their livelihoods.

PERU

We conducted 232 health campaigns in coordination with the local health networks, provided health care to 20,650 people in the fields of general medicine, clinical analysis, obstetrics and gynaecology, paediatrics, dentistry and ophthalmology, among others.

PARAGUAY

We have equipped three health centres with capacity for 7,500 people. One centre was equipped with mammography services.



MEXICO

We support a total of 1,700 children with cancer through cancer treatments, providing transportation to different hospitals in Mexico City for therapy, and in some cases wheelchairs and prostheses.

NICARAGUA

In Tuma La Dalia, we conducted 439 health sessions and organised six campaigns for gynaecological examinations.

INDIA

138 children and 35 mothers of Digambarpur have received access to health and nutritional support.

IMPROVING LOCAL ECONOMIES

Creating sustainable development processes in order to ensure food security and food sovereignty and generate income.



BOLIVIA

1,400 peasant families in nine projects have increased their production by 49.33 percent and their income by 24.37 percent. In seven projects, we built 33 reservoirs for crop and livestock production for 961 families.

COLOMBIA

In Soacha and Quibdó we promoted the Productive Patios programme with training courses on urban farming, preparation of organic and chemical fertilizer, seed handling, fungicides and food handling.



ECUADOR

In Tungurahua the economy of 423 families has been stimulated by developing production chains, obtaining 53,000 fresh cheeses, 3,876 hundredweights of potatoes, 3,000 guinea pigs and 4,300 kg of guarango.

MEXICO

The Solidarity Economy network has been reinforced by the participation of 132 social enterprises which increased their annual sales by 10 percent and the strengthened local and regional markets.



EL SALVADOR

In Llamatepec, 73 women and 77 men of farming cooperatives improved food security and income through the production of vegetables in controlled environments.

PERU

261 families have benefited from units of laying hens in Puno and Cutervo. Organising into cooperatives has permitted growers to sell more than 2,500 tons of asparagus in Lambayeque, La Libertad and Ica. In Acobamba, annual milk production of 740,000 litres of milk guaranteed consumption for families and allowed more than 70,000 cheeses to be made and sold from the excess production.



MOZAMBIQUE

Improved seeds (maize, vegetables) have been distributed to 75 families affected by the floods earlier this year in the villages of Cumbene in Nhongonhane.

ETHIOPIA

In Kamashi, 85 percent of families can send their children to school, thanks to the creation of cooperatives, which have benefited more than 1,000 households.



STRENGTHENING LOCAL TECHNICAL CAPACITIES

Strengthening local capacities makes it possible to create viable, sustainable processes of local development, while encouraging the creation and maintenance of active communities.



BOLIVIA

In fourteen municipalities, we trained the members of 129 economic organisations in business management and negotiating with potential markets.

ECUADOR

809 families of the Cusubamba and Mulalillo communities (537 women and 272 men) have received training and technical assistance in sustainable agricultural production.



PERU

The capabilities of 743 Yachachiq community leaders (a Quechua word that means “those who teach”) were reinforced.

ETHIOPIA

150 illiterate women learned to read and write in three adult centres built in Seru and were trained to set up a business.



INDIA

23 farmers in Nalgonda managed to implement a system of intensive rice cultivation.

MALAWI

250 women in vulnerable situations (HIV and other diseases) have undertaken new business activities and improved their income.



MOZAMBIQUE

580 members of the Namarroi community were trained in legislation on land ownership, access and control over productive resources and the rights of children.

HUMANITARIAN ACTION AND RISK MANAGEMENT

Preventing, mitigating and enabling populations in the face of threats, as well as rehabilitating and reconstructing communities affected by natural disasters.



BOLIVIA

We have implemented preventative measures in Chaco (Chuquisaca Department) for vulnerable families in three municipalities, carrying out preventative measures in 28 educational centres and promoting the training of 250 teachers in education for emergencies.

EL SALVADOR

We have carried out mitigation construction to prevent risks in communities in Suchitlán; reconstructed and reconditioned two footbridges and the drainage system for tidal water in Jiquilisco Bay; and built a footbridge in Llamatepec.



PERU

In Ica, a highly seismic region, 30 Early Warning Systems have been set up, and a Civil Defence Committee has identified schools as safe areas of refuge in case of earthquake. Parents and teachers have arranged to care for children and other members of the population who could be affected.

PARAGUAY

We have equipped three health posts with first aid materials and contributed to road safety in Pedro Juan.



ECUADOR

In Tungurahua, ten risk management plans have been drawn up and community committees have been formed.

MEXICO

The Estación Cero (Station Zero) action group has launched a humanitarian aid plan with food aid and shelter for Central American migrants through shelters located in the states of Puebla and Tlaxcala.



HONDURAS

A Drought Early Warning System has been designed and implemented. A group of 21 women observers were trained and supplied with basic equipment to record data in the communities of El Tablón, El Tamarindo and Las Flores, which are part of the dry corridor of Honduras.

EMPOWERMENT, GOVERNANCE AND CITIZENSHIP

Fostering active citizenship which develops its political, organisational and technical capabilities makes it possible to create strong social, economic and institutional structures.



COLOMBIA

By coordinating 18 youth organisations in the municipality of Soacha, individual and collective capabilities were improved in the area of Economic, Social, Cultural and Environmental Rights (ESCR).



PERU

In 224 municipalities, we have promoted democratic practices in schools involving more than 15,000 children and teenagers.



MEXICO

We trained indigenous, migrant labourers on issues of human rights, labour rights, migration law and citizenship. Those who participated were young people, men and women of Mixtec, Zoque, Chol, Tzaltal, Tzotzil ethnicity from the States of Chiapas, Guerrero and Oaxaca who migrate to the states in the north of the country.



MALAWI

2,000 women have obtained access to land rights for agricultural use, thus increasing their income and quality of life. In Machinga, 26 women have been trained to take on positions of councillors at the district or parliamentary level.



PARAGUAY

200 citizens have obtained identity cards, 34 children have been enrolled in the civil registry and conducting community meetings is sponsored in four communities in the Department of Misiones.



INDIA

In the AIM project, 388 women have received a maternity allowance. In 12 villages in Lakhimpur Kheri, campaigns raising awareness against gender-based violence were put into effect and 392 women and girls from Digambarpur, victims of violence, were assisted to obtain access to the courts. 35 child marriages were stopped in Angikar.

CAMPAIGNS AND ADVOCACY WORK

Creating a collective consciousness that prioritises the eradication of poverty is the first step in the struggle to fight inequalities.



ECUADOR

Three assemblies for the defence of citizens' rights were set up in the Carlizamá, Chitacaspi and San Pedro de Puchués communities, motivating 120 families to participate.



HONDURAS

As part of the Social Agenda for Children, hundreds of children made their voices heard during the various workshops held in the north corridor of Honduras.



KENYA

Violence against girls and young women by family members, teachers and peers has been reduced by 50 percent in some districts. 1,538 female students and 189 women from Usigu have been trained regarding gender-based violence and now report the perpetrators so that measures can be taken against them and justice administered.



PERU

During the Global Action Week for Education, more than 5,000 school students and 263 teachers actively participated in the campaign "Every child needs a teacher: Trained teachers for all".



INDIA

The Bal Panchayats (children's groups) are actively promoting the rights of children in 16 villages and 920 children have joined these groups. We have also worked to implement the "2012 Law for the Protection of Children against Sexual Harassment".



BANGLADESH

Three community awareness programmes have been organised for 300 people from Madarbari, which have involved community residents, local elected representatives, religious leaders, government officials, NGO workers, journalists and lawyers.



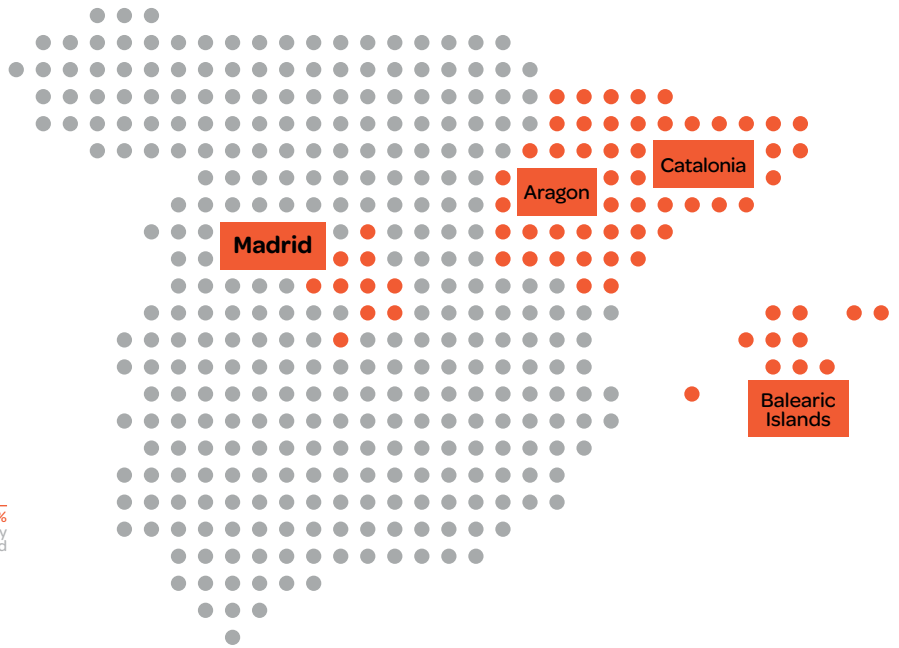
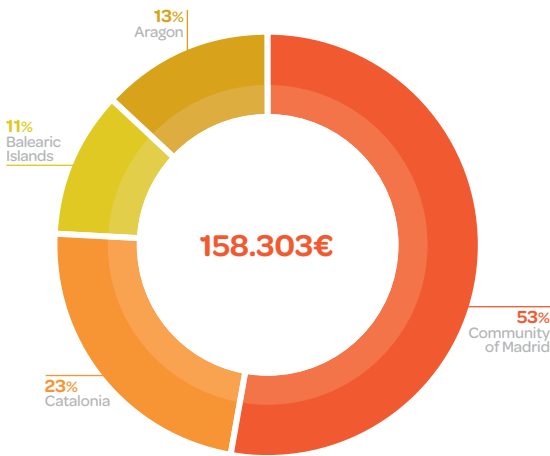
ETHIOPIA

157 people carrying out harmful traditional practices, such as female genital mutilation (FGM), have given them up thanks to awareness work done by the Decha Women's Follow-up Groups.

PROJECT TO SUPPORT CHILDREN IN SPAIN

SPAIN

Funds applied in Spain 2013



Given our responsibility as an organisation committed to combating inequality, we decided to directly confront the new situation in Spain. We have been encouraged by our membership base, which is concerned by this situation, as well as by our desire to act in coherence with the same motivation we have pursued over the last 32 years beyond our country's borders.

After years working in America, Asia and Africa, our experience in the field of education reveals that developing projects through schools can improve both children's education and also reach families. Working with schools is also a hallmark of Ayuda en Acción in Spain through the programme of education in social values

"Ahora Toca ..." (It's time for...) which has been running for ten years.

In the past two years we have seen how, due to the prolonged crisis, the landscape has begun to change and how more and more families that just a year or two ago were able to meet their basic needs have lost their ability to do so. This is reflected in the inability to pay for textbooks, extra lessons, school means, and to participate in group activities such as school trips and visits to museums. They are families that are newly at risk of poverty and exclusion if measures are not taken in time.

For this reason, in 2013 we have expanded the scope of our activities in Spain,

along with the educational community in the schools we have next door, in our neighbourhoods. Our goal, in the medium and long term, is to help create a support network in the educational community and foster productive resources that offer these families a light at the end of the tunnel, beyond simply covering their basic needs.

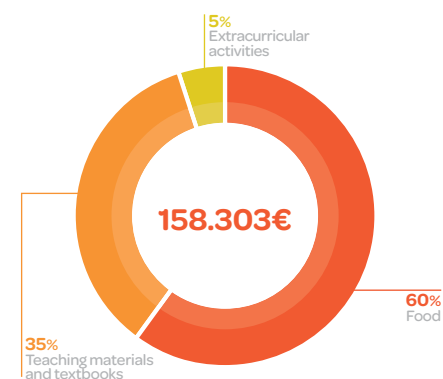
In this context and considering our experience working outside of Spain, Ayuda en Acción wishes to help meet the following basic needs in the field of education: a school cafeteria, textbooks and extra tutoring. We believe the best way to have a more just future is by investing in young people.



Autonomous Communities	Investment (euros)
Community of Madrid	84.446
Catalonia	35.833
Balearic Islands	16.814
Aragon	21.210
TOTAL	158.303

Main lines of action	Resources used (euros)
Food assistance	94.982
Aid for teaching materials and textbooks	55.406
Grants for extracurricular activities	7.915

Financial support in 2013 by main lines of action



*All data summarised on these pages (16 and 17) refer to the last quarter of 2013.

AYUDA EN ACCIÓN AND THE DEVELOPMENT COOPERATION SYSTEM

Our cooperation programmes follow a development model tailored to the reality of each country and implemented by local organisations with which we form a partnership. Together with rural communities, we work to improve the lives of those who are most disadvantaged.



SALVA CAMPILLO / A&A



GEORGIE SCOTT / ActionAid



SALVA CAMPILLO / A&A

For the international development system, the year 2013 was a period of reflection on the progress made towards the Millennium Development Goals (MDGs), prior to the high-level summit that will adopt a new set of goals in September 2015. The new goals will take into account the aims set by the MDGs but must also respond to the new challenges, maintaining the balance between the three main elements of sustainable development: an economic transformation that provides opportunities for people to escape poverty, social justice that facilitates the struggle against inequalities of all kinds, and protection of the environment to ensure the sustainability of all the above over time.

In September 2013, during the 68th session of the UN General Assembly, a special event was held to recognise the efforts made so far to achieve the MDGs. It was pointed out that progress has been uneven both among regions and countries, as well as among population groups within them. As an example, according to the 2013 Report on the MDGs in Latin America as a whole, the percentage of

undernourished people in the total population fell from 15 percent in 1990-1992 to 8 percent in 2010-2012, but the percentage actually increased to 18 percent in the Caribbean sub-region. Furthermore, this same report shows that in 2011, only 53 percent of rural births were attended by skilled health staff, compared to 84 percent in urban areas.

Looking at Spain in particular, in 2013 the Fourth Master Plan for Spanish Development Aid, which sets out the guidelines for the next four years of Spanish development policy, entered into force. One of the new aspects of this plan is its firm commitment to results-oriented development assistance in line with one of the key principles of the Paris Declaration on Aid Effectiveness. At Ayuda en Acción we are fully committed to this approach and actively encourage it. In fact, for several years we have been promoting a learning process in conjunction with our local partners whose purpose is to jointly formulate the development results we aim to achieve. This management system is allowing us to put a great deal of emphasis on complementarities

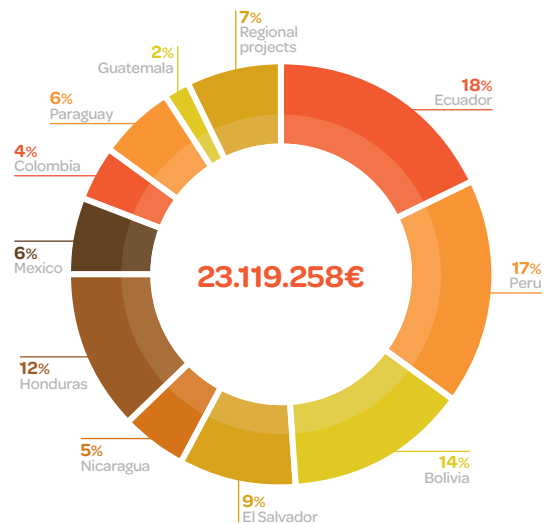
among stakeholders and them taking on the objectives as their own, as well as the institutional strengthening of the local governing bodies with which we work so that they orient their policies towards the progressive development of human rights.

As noted above, combating inequality is one of the biggest challenges of development cooperation today. Ayuda en Acción works in 14 of the 50 most unequal countries in the world, in a context that the UN qualifies as alarming because of the danger of social conflict. Our priority is to create opportunities to reverse this situation. We know that people can change the reality of the situations in which they live and that by strengthening their capacities and creating the right conditions, they can develop opportunities for a better future for themselves. At Ayuda en Acción, we make this change possible by bringing together the solidarity and efforts of many actors.



LATIN AMERICA

Funds applied in Latin America in 2013





Development area	Opening year	Beneficiaries	Local partner	Invest. €
Malmiza	1999	11.289	Pastoral Social Cáritas Potosí (PASOCAP)	123.097
Hogar Teresa de los Andes	2004	3.679	Hermanos de la Divina Providencia	128.220
Alcalá	2006	17.481	Fundación Participación y Sostenibilidad (PASOS)	281.829
Luis Calvo	2006	12.000	Fundación Intercultural Nor Sud	340.450
Manuel María Caballero	2007	13.880	Pastoral Social Cáritas Santa Cruz (PASOC)	251.440
Sorata	2007	21.120	Pastoral Social Cáritas Coroico	196.158
San José de Chiquitos	2008	18.507	Centro de Promoción Agropecuaria Campesina (CEPAC)	277.214
Sucre	2008	18.006	Centro de Multiservicios Educativos (CEMSE)	289.349
Azurduy	2009	12.578	Promotores Agropecuarios (PROAGRO)	336.870
Cotagaita	2012	18.776	Fundación Cultural Loyola (ACLO)	261.640

Other projects				
Convenio de Seguridad Alimentaria y Desarrollo Económico Local (AECID)	2010	17.675	Fundación Participación y Sostenibilidad (PASOS), Centro de Multiservicios Educativos (CEMSE), Fundación Intercultural Nor Sud, Promotores Agropecuarios (PROAGRO) y PRORURAL	495.747
Fortalecimiento de la atención primaria de salud en Cotagaita (PROCOSI - CAF)	2012	7.500	Ayuda en Acción	64.453
Autonomía económica y empoderamiento de las mujeres campesinas e indígenas (Agencia Cooperación Gobierno Vasco)	2012	530	Ayuda en Acción	50.200
Ayuda humanitaria de emergencia para las comunidades campesinas de la cuenca del río San Juan del Oro (ECHO - Unión Europea)	2013	9.425	Fundación Cultural Loyola (ACLO) y Ayuda en Acción	90.990
Country Office		4.900	Ayuda en Acción	562.189
TOTAL		147.316		3.344.328

The beneficiaries and the financial part of the "Other projects" section are included in the number of beneficiaries and economic investment described in detail under areas of development

Main lines of action	Funds applied (euros)
Meeting basic needs	900.035
Basic education	385.931
Basic health	315.766
Support for family and community wellbeing (housing, water, food rights...)	198.337
Enhancing local economies	668.154
Environment and sustainable use of resources	142.868
Humanitarian action and risk management	158.718
Strengthening local technical capacities	90.160
Empowerment, governance and citizenship building	178.238
Public awareness raising and advocacy	42.628

BOLIVIA





COLOMBIA



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Chocó	2012	6.853	Fundación Pies Descalzos (FPD)	164.116
Soacha	2012	18.702	Fundación Pies Descalzos (FPD)	150.968
Barranquilla	2012	11.691	Fundación Pies Descalzos (FPD)	123.206
Other projects				
Pacurita	2013	226	Fundación Pies Descalzos – Alcaldía de Quibdó	121.428
Proyecto Golazo (Cali)	2013	500	Fundación Carvajal	11.326
El Salado	2013	1.208	Fundación Semana	39.529
María La Baja	2013	530	Corporación Desarrollo Solidario (CDS)	36.158
Country Office	2006		Ayuda en Acción	371.636
TOTAL		39.710		1.018.367

Main lines of action	Funds applied (euros)
Meeting basic needs	276.711
Basic education	72.508
Support for family and community wellbeing (housing, water, food rights...)	204.202
Enhancing local economies	24.839
Strengthening local technical capacities	14.159
Empowerment, governance and citizenship building	95.753
Public awareness raising and advocacy	64.615



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Sigsig	1997	7.032	Fundación Ecológica Rikcharina	218.168
Bolívar	1997	17.386	Ayuda en Acción	265.955
Santa Elena	1997	9.022	Centro de Promoción Rural (CPR)	218.211
Intag	1997	3.797	PRODECI	161.390
Cusubamba	1998	4.264	FEPP	500.090
Pedro Carbo	1998	14.795	Centro de Promoción Rural (CPR)	222.169
Chillogallo	2002	9.947	Proyecto Salesiano Chicos Trabajadores de la Calle	196.424
Tungurahua	2003	13.015	Ayuda en Acción	493.041
Chinchaysuyo	2004	1.500	Ayuda en Acción	241.765
Chota - Mira	2007	5.530	PRODECI	297.217
Carchi	2008	4.264	Ayuda en Acción	204.706
Pukara	2013	12.207	Ayuda en Acción	202.606

Other projects

Food rights and local economic development (AECID)	2010	12.959	Fondo Ecuatoriano Populorum Progressio (FEPP) y Ayuda en Acción	715.087
Fortalecimiento Salud Sierra Norte Ecuador (Ayuntamiento de Barcelona)	2010	4.226	Fundación a favor de los derechos ciudadanos (PRODECI) y Ayuda en Acción	120.078
Programa de Gestión de Riesgos (Junta de Andalucía)	2011	5.148	Centro de Promoción Rural (CPR) y Ayuda en Acción	115.784
Fortalecimiento del empoderamiento de las mujeres afrochoteñas (Agencia Catalana de Cooperación)	2011	4.900	Fundación a favor de los derechos ciudadanos (PRODECI) y Ayuda en Acción	51.191
Proyectos de desarrollo en Puerto López y Esmeraldas	2013	11.898	Asociación Cristiana de Jóvenes (ACJ) y Corporación Esmeraldeña para la Formación y Desarrollo Integral	150.768
Country Office	1996		Ayuda en Acción	573.757

TOTAL **114.657** **4.174.216**

The beneficiaries and the financial part of the "Other projects" section are included in the number of beneficiaries and economic investment described in detail under areas of development.

Main lines of action	Funds applied (euros)
Meeting basic needs	1.024.947
Basic education	204.819
Basic health	225.469
Support for family and community wellbeing (housing, water, food rights...)	594.659
Enhancing local economies	694.981
Environment and sustainable use of resources	58.873
Humanitarian action and risk management	56.642
Strengthening local technical capacities	133.027
Empowerment, governance and citizenship building	446.063
Public awareness raising and advocacy	106.285

ECUADOR





EL SALVADOR



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Morazán	1997	23.804	Fundemac	317.804
Jiquilisco	2000	24.493	Ayuda en Acción	340.854
Las Flores	2005	13.792	Ayuda en Acción	317.858
Ilamatepec	2008	3.737	Ayuda en Acción	143.732
Suchitlán	2009	15.594	Ayuda en Acción	169.560
Miramundo	2010	4.512	Ayuda en Acción	290.556
Other projects				
Food security and risk management (AECID)	2010	4.498	Ayuda en Acción	383.541
Mejoramiento de las condiciones de salud de familias rurales de nueve municipios (AACID)	2013	8.014	Ayuda en Acción	151.498
Enseñanza Lúdica y Emprendimiento para jóvenes (Ayuntamiento de Barcelona)	2013	231	Ayuda en Acción, MUPI y Secretaría de Cultura de la Presidencia	123.277
Country Office	1990		Ayuda en Acción	236.196
TOTAL		98.675		2.060.205

The financial part of the "Other projects" section is included in the economic investment described in detail under areas of development.

Main lines of action	Funds applied (euros)
Meeting basic needs	807.104
Basic education	293.685
Basic health	185.826
Support for family and community wellbeing (housing, water, food rights...)	327.593
Enhancing local economies	182.455
Environment and sustainable use of resources	21.377
Humanitarian action and risk management	169.659
Strengthening local technical capacities	116.145
Empowerment, governance and citizenship building	66.782
Public awareness raising and advocacy	15.173



GREG FUNNELL / ActionAid

Development area	Opening year	Beneficiaries	Local partner	Invest. €
Food security and risk management (AECID)	2010	17.982	ActionAid Guatemala	488.567
TOTAL		17.982		488.567

Main lines of action	Funds applied (euros)
Meeting basic needs	244.284
Support for family and community wellbeing (housing, water, food rights...)	244.284
Humanitarian action and risk management	244.284



CHARLESCKERT / ActionAid

Development area	Opening year	Beneficiaries	Local partner	Invest. €
Juanarya	2011	1.393	ActionAid	32.568
TOTAL		1.393		32.568

Main lines of action	Funds applied (euros)
Humanitarian action and risk management	32.568





HONDURAS



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Choluteca Norte	1998	12.948	Ayuda en Acción	315.957
El Paraíso Sur	1998	19.289	Sur en Acción	296.728
Comayagua Norte	1998	7.673	Ayuda en Acción	264.523
Yoro	2003	6.565	Ayuda en Acción	456.292
Litoral Atlántico	2009	13.246	Centro Desarrollo Humano (CDH)	172.147
Garífuna Cabo Camarón	2012	7.018	Comisión de Acción Social Menonita (CASM)	157.969
Garífuna Centro	2012	3.330	Fundación San Alonso Rodríguez (FSAR)	114.649
Other projects				
Food security and risk management (AECID)	2010	4.520	Ayuda en Acción, Sur en Acción, CASM, CDH, FPNT y ASONOG	597.964
Healthy homes for poor Honduran families (UE)	2011	4.250	Ayuda en Acción, CDH, CEDAC y OIKOS	268.457
Community resilience to drought in the dry tropical region (ECHO)	2012	8.429	Ayuda en Acción, Sur en Acción y FSAR	343.263
Country Office	1997		Ayuda en Acción	314.135
TOTAL		73.959		2.751.504

The beneficiaries and the financial part of the "Other projects" section are included in the number of beneficiaries and economic investment described in detail under areas of development.

Main lines of action	Funds applied (euros)
Meeting basic needs	905.085
Basic education	140.857
Basic health	22.848
Support for family and community wellbeing (housing, water, food rights...)	741.381
Enhancing local economies	69.806
Environment and sustainable use of resources	17.466
Humanitarian action and risk management	542.649
Strengthening local technical capacities	72.519
Empowerment, governance and citizenship building	100.481
Public awareness raising and advocacy	7.259



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Amanc	2000	1.583	Asociación Mexicana de Ayuda a Niños con Cáncer (AMANC)	234.511
Zautla	2000	11.600	Centro de Estudios para el Desarrollo Rural (CESDER)	95.795
Guaquitepec	2000	6.867	Patronato Pro Educación Mexicano A.C.	124.664
Nexapa	2000	21.953	Desarrollo Regional Autogestivo Integral Sustentable A.C. (DRAIS)	168.316
Sonora	2003	20.914	Fundación de Apoyo Infantil FAI Sonora	167.648
Enlace Chiapas	2011	5.434	Enlace Comunicación y Capacitación A.C.	84.524
Other projects				
Southern Mexico Risk Management project	2011	6.569	PNUD - Programa de Manejo de Riesgos (PMR)	93.577
Jornaleros indígenas migrantes (Ayuntamiento de Eibar)	2012	132	Voces Mesoamericanas Acción con Pueblos Migrantes, Enlace Comunicación y Capacitación, IAP, Frente Indígena de Organizaciones Binacionales	31.780
Country Office	1997	6.499	Ayuda en Acción	345.770
TOTAL		74.850		1.346.586

The beneficiaries and the financial part of the "Other projects" section are included in the number of beneficiaries and economic investment described in detail under areas of development.

Main lines of action	Funds applied (euros)
Meeting basic needs	469.395
Basic education	174.396
Basic health	177.540
Support for family and community wellbeing (housing, water, food rights...)	117.459
Enhancing local economies	76.152
Environment and sustainable use of resources	22.835
Humanitarian action and risk management	90.155
Strengthening local technical capacities	117.499
Empowerment, governance and citizenship building	62.934
Public awareness raising and advocacy	32.992





NICARAGUA



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Kukra Hill	1998	9.470	Ayuda en Acción	171.049
Matiguás	2007	13.687	Ayuda en Acción	192.684
Río Blanco	2012	12.540	Ayuda en Acción	187.280
Tuma La Dalia	2013	4.647	ODESAR	93.737
Other projects				
Food security and risk management (AECID)	2010	6.598	Ayuda en Acción, SOYNICA	295.900
Country Office	1993		Ayuda en Acción	266.169
TOTAL		40.344		1.051.429

The beneficiaries and the financial part of the "Other projects" section are included in the number of beneficiaries and economic investment described in detail under areas of development.

Main lines of action	Funds applied (euros)
Meeting basic needs	385.043
Basic education	120.736
Basic health	11.677
Support for family and community wellbeing (housing, water, food rights...)	252.630
Enhancing local economies	3.223
Environment and sustainable use of resources	9.877
Strengthening local technical capacities	61.534
Empowerment, governance and citizenship building	20.259



MARYÓRIT GUEVARA / AcciónAid



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Pedro Juan Caballero	2006	19.495	Acción Comunitaria (ACOM)	144.074
Misiones	2007	19.822	Centro de Estudios Paraguayos Antonio Guasch (CEPAG)	237.903
Tavaí	2007	12.700	Centro de Educación, Capacitación y Tecnología Campesina (CECTEC)	314.916
San Roque	2008	6.729	Servicio Ecuménico de Promoción Alternativa (SEPA)	133.737
San Joaquín	2008	10.489	Centro Paraguayo de Cooperativistas (CPC)	142.286
San Pedro del Paraná	2013	8.571	Centro de Estudios y Formación para el Ecodesarrollo - Alter Vida	78.141
Other projects				
Fortalecimiento de oportunidades locales de empleo juvenil y acceso a tecnologías de la información y la comunicación (Junta de Extremadura)	2013	588	CPC, CEPAG, SEPA y Asociación Trinidad	41.196
Country Office	2006		Ayuda en Acción	250.047
TOTAL		77.806		1.318.702

The beneficiaries and the financial part of the "Other projects" section are included in the number of beneficiaries and economic investment described in detail under areas of development.

Main lines of action	Funds applied (euros)
Meeting basic needs	548.777
Basic education	109.241
Basic health	44.229
Support for family and community wellbeing (housing, water, food rights...)	395.307
Enhancing local economies	130.747
Environment and sustainable use of resources	2.327
Humanitarian action and risk management	4.435
Strengthening local technical capacities	33.818
Empowerment, governance and citizenship building	43.950
Public awareness raising and advocacy	6.604

PARAGUAY





PERU



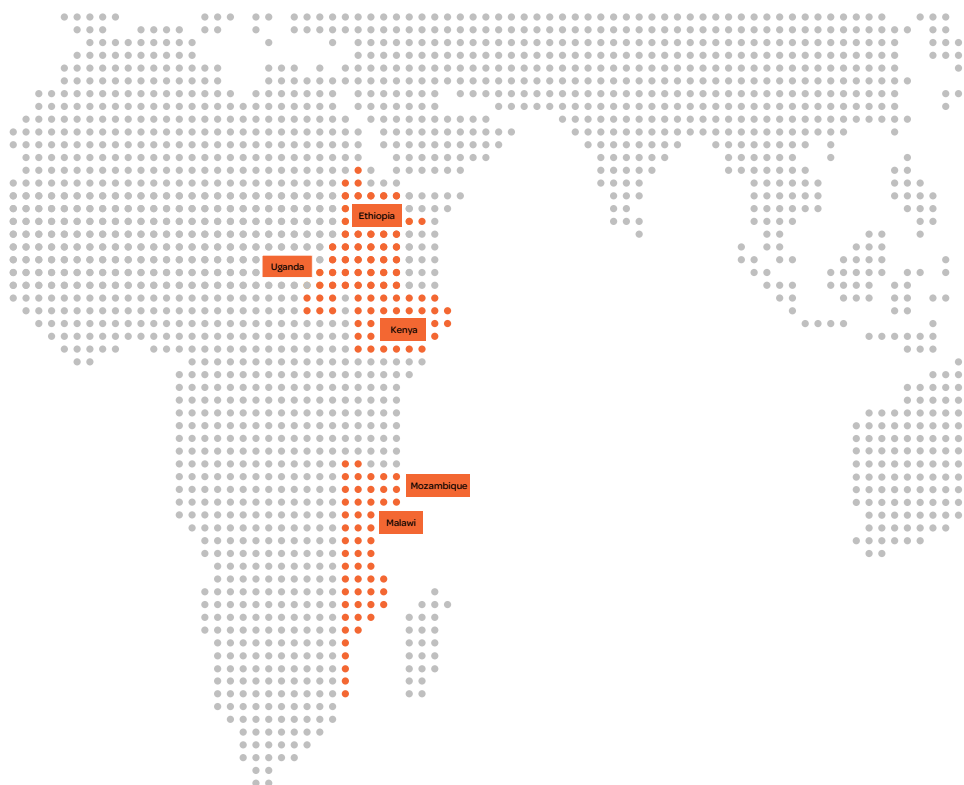
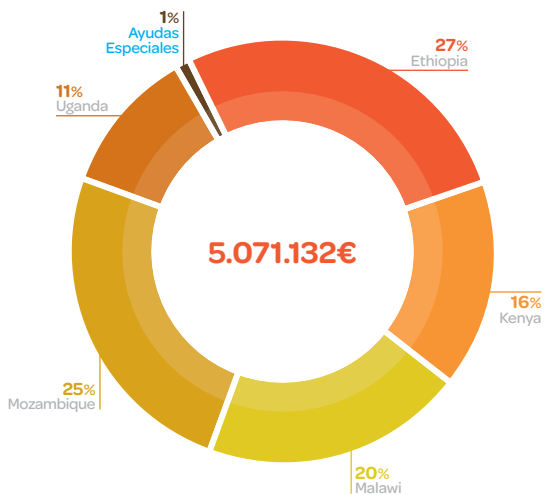
Development area	Opening year	Beneficiaries	Local partner	Invest. €
Yancana Huasy	1996	1.300	Yancanahuasy	137.285
Chota	1997	4.792	Perú en Acción	59.023
Cutervo	1997	3.050	ESCAES	277.074
Paiján - Trujillo	1997	2.831	CIEDI	241.466
Paracas Verde - Ica	1998	18.958	DECAL	146.332
Piura	1998	4.996	VISAD	165.727
Lambayeque	2004	10.386	CIPDES	337.397
Chinchaysuyo	2005	3.870	ESCAES	192.131
Ayacucho	2007	3.433	CEDAP	219.477
Santa Cruz	2007	3.208	CDCIP	200.892
Chumbivilcas	2012	3.040	ARARIWA	127.202
Conchán y Chalamarca	2012	3.355	Centro Ideas	130.728
Puno	2012	1.932	DESCO	252.962
Cusco	2012	3.657	WARA	196.052
San Miguel	2012	15.641	PRODIA	299.572
Other projects				
APPD Acobamba (AECID)	2011	1.262	Ayuda en Acción / Instituto Regional para la educación y el desarrollo - Instituto Redes (REDES)	156.740
Country Office	1988		Ayuda en Acción	725.000
TOTAL		85.711		3.865.059

Main lines of action	Funds applied (euros)
Meeting basic needs	591.467
Basic education	224.821
Basic health	110.420
Support for family and community wellbeing (housing, water, food rights...)	256.226
Enhancing local economies	1.020.683
Environment and sustainable use of resources	99.017
Humanitarian action and risk management	13.703
Strengthening local technical capacities	170.096
Empowerment, governance and citizenship building	175.091
Public awareness raising and advocacy	32.910



AFRICA

Funds applied in Africa in 2013





ETHIOPIA



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Doba	2002	65.426	ERSHA	174.266
Janamora	2004	21.605	ActionAid	238.996
Seru	2005	21.447	ActionAid	242.674
Kamashi	2006	12.053	ActionAid	217.132
Decha	2006	12.292	ActionAid	192.611
Other projects				
Drinking water facilities and basic sanitation in Decha	2010	9.206	ActionAid	100.000
Cooperativismo apícola en Ofla y Genna Bossa	2011	1.012	ActionAid	172.592
TOTAL		143.041		1.338.271

Main lines of action	Funds applied (euros)
Meeting basic needs	768.824
Basic education	141.130
Basic health	34.174
Support for family and community wellbeing (housing, water, food rights...)	593.520
Enhancing local economies	63.862
Humanitarian action and risk management	177.256
Empowerment, governance and citizenship building	65.337
Public awareness raising and advocacy	54.796





Development area	Opening year	Beneficiaries	Local partner	Invest. €
Wenje	2002	9.800	ActionAid	129.093
Usigu	2002	38.200	ActionAid	144.390
Tangulbei	2006	46.000	ActionAid	269.076
Khwisero	2010	500	ActionAid	281.212
Nyarongi	2012	774	ActionAid	9.837
Other projects				
Construcción de una casa dormitorio para niñas víctimas de la violencia de género y mutilación genital femenina en Tharaka	2013	240	Fundación Kirira	28.922
TOTAL		95.514		862.530

Main lines of action	Funds applied (euros)
Meeting basic needs	591.729
Basic education	119.193
Basic health	256.756
Support for family and community wellbeing (housing, water, food rights...)	215.780
Empowerment, governance and citizenship building	241.879





Development area	Opening year	Beneficiaries	Local partner	Invest. €
SFA	1999	7.234	ActionAid	241.154
Machinga	2005	10.234	ActionAid	248.471
Neno	2007	16.000	ActionAid	254.294
Ntchisi	2007	12.140	ActionAid	245.557
TOTAL		45.608		989.477

Main lines of action	Funds applied (euros)
Meeting basic needs	564.036
Basic education	227.592
Basic health	178.116
Support for family and community wellbeing (housing, water, food rights...)	158.328
Strengthening local technical capacities	79.172
Empowerment, governance and citizenship building	158.257



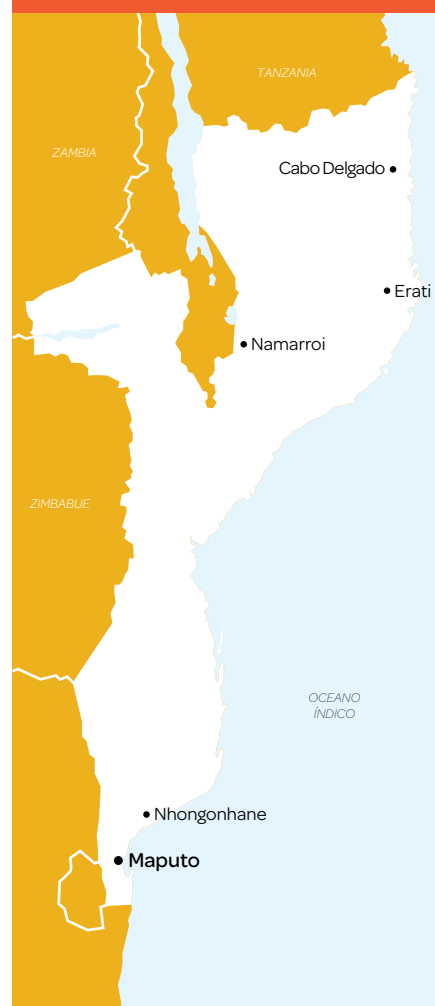


Development area	Opening year	Beneficiaries	Local partner	Invest. €
Nhongonhane	1997	15.983	ActionAid	222.192
Namarroi	2001	13.661	ActionAid	246.792
Other projects				
Strengthening civil society in Cabo Delgado	2010		ActionAid	200.000
Erati health project	2011	133	ActionAid	86.116
TOTAL		29.777		755.100

Main lines of action	Funds applied (euros)
Meeting basic needs	323.670
Basic education	104.093
Basic health	144.395
Support for family and community wellbeing (housing, water, food rights...)	75.183
Strengthening local technical capacities	31.290
Empowerment, governance and citizenship building	326.138



MOZAMBIQUE





UGANDA



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Pallisa	1999	60.500	ActionAid	248.681
Kalangala	2001	6.064	ActionAid	252.945
Pader	2012		ActionAid	38.531
TOTAL		66.564		540.157

Main lines of action	Funds applied (euros)
Meeting basic needs	279.354
Basic education	117.358
Basic health	66.937
Support for family and community wellbeing (housing, water, food rights...)	95.058
Empowerment, governance and citizenship building	72.038

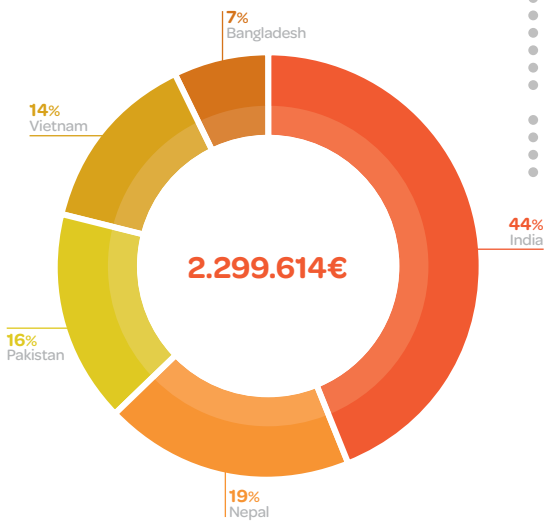


ICIAR DELA PEÑA / Aisa



ASIA

Funds applied in Asia in 2013





BANGLADESH



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Gazipur	2006	22.850	Population Service & Training Center (PSTC)	125.396
Madarbari	2011	2.873	Bangladesh Institute of Theatre Arts (BITA)	32.886
TOTAL		25.723		158.282

Main lines of action	Funds applied (euros)
Meeting basic needs	85.472
Basic education	49.067
Basic health	36.405
Strengthening local technical capacities	31.656



FERNANDO LÓPEZ DE HARO / ASA



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Sneha Abhiyan	2002	35.199	Sneha Abhiyan	69.362
Jamgoria Sevabrata	2003	24.000	Jamgoria Sevabrata	47.909
Barmer	2003	15.035	Lok Adhikar Network	87.737
SGA	2003	16.364	Samgra Grameena Ashram (SGA)	43.294
MVP	2004	16.364	Musahaar Vikas Pahal (MVP)	68.933
Digambarpur Angikar	2007	280.726	Digambarpur Angikar	67.908
SMPUP	2007	63.694	Samuhik Marudi Pratikar Udyam – Padampur (SMPUP)	59.191
AIM	2007	22.514	AIM	67.225
PAPN / Sirmour	2008	26.829	People's Action for People in Need (PAPN)	67.908
Janvikas	2008	39.840	AVHRS/ Janvikas	71.498
FLLRC / Arunodhaya	2008	413.939	Arunodhaya Centre for Street and Working Children	78.079
SSTEP	2008	15.000	Society for Social Transformation and Environment Protection (SSTEP)	65.088
Prayatna Samithi	2011	68.580	Prayatna Samithi	55.601
Other projects				
Increasing the income of India's farmers project (Jharkand y Odisha)	2012	2.000	ActionAid	164.695
TOTAL		1.040.084		1.014.428

Main lines of action	Funds applied (euros)
Meeting basic needs	778.354
Basic education	98.892
Basic health	62.609
Support for family and community wellbeing (housing, water, food rights...)	616.853
Empowerment, governance and citizenship building	92.479





NEPAL



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Siraha	2005	3.088	Dalit Jana Kalyan Yuba Club (DJKYC) / Dalit Samaj Sewa Sangh (DSSS)	82.441
Dang	2005	15.582	Society for Environment Education Development (SEED) / Boat for Community Development (BCD)	98.903
Terhathum	2009	4.832	Dalit Awareness Society (DAS) / Deurali Society (DS)	99.074
Kathmandu Valley Initiative	2010	6.269	Nepal Mahila Ekata Samaj (NMES) / Home Net Nepal (HNN)	115.193
Other projects				
Promoción de la educación de niños y niñas con problemas auditivos	2012	3.075	ActionAid	49.337
TOTAL		32.846		444.948

Main lines of action	Funds applied (euros)
Meeting basic needs	306.484
Basic education	122.639
Basic health	140.327
Support for family and community wellbeing (housing, water, food rights...)	43.517
Strengthening local technical capacities	35.605



KISHOR K. SHARMA / ActionAid



Development area	Opening year	Beneficiaries	Local partner	Invest. €
Muzaffargarh	2006	104.206	Hirrak Development Centre (HDC)	101.656
Umerkot	2008	5.188	Sami Samaj Sujag Sangat (SSSS)	104.273
Mardan	2011	248.621	Pakistan Rural Development Program (PRDP)	151.150
TOTAL		358.015		357.079

Main lines of action	Funds applied (euros)
Meeting basic needs	168.997
Basic education	85.875
Support for family and community wellbeing (housing, water, food rights...)	83.121
Empowerment, governance and citizenship building	91.400
Public awareness raising and advocacy	96.682





Development area	Opening year	Beneficiaries	Local partner	Invest. €
Cau Ngang	2002	10.309	ActionAid	112.120
Ha Giang	2002	19.094	ActionAid	137.968
Dak Lak	2011	1.500	Eaka District's People Committee	74.790
TOTAL		30.903		324.878

Main lines of action	Funds applied (euros)
Meeting basic needs	197.611
Basic education	122.714
Basic health	40.434
Support for family and community wellbeing (housing, water, food rights...)	34.463
Strengthening local technical capacities	27.267
Empowerment, governance and citizenship building	45.721
Public awareness raising and advocacy	18.368



HARRY FREELAND / ActionAid

FINANCIAL RESULTS 2013

Balance sheet*

Assets	2013	2012
A) NON-CURRENT ASSETS	716	744
I. Intangible fixed assets	15	14
1. Patents, licenses, brands, etc	9	2
2. Computer software	6	12
III. Tangible fixed assets	447	618
2. Technical installations and other fixed assets	447	618
VI. Long-term financial investments	254	142
1. Other financial assets	57	63
2. Loans to third parties	24	0
3. Long-term Public Administration	173	79
B) CURRENT ASSETS	37.154	41.285
I. Non-current assets held for sale	425	575
II. Stock	19	35
1. Goods for use in the activity	10	32
4. Retainers to suppliers	9	3
IV. Commercial debtors and other receivables pending	5.221	13.170
1. Sales and service clients	40	66
2. Clients, companies and associated parties	9	8
3. Miscellaneous debtors	451	397
4. Staff	5	22
5. Other credits with Public Administrations	4.716	12.677
VI. Short-term financial investments	11.439	11.555
1. Other financial assets	11.439	11.555
VII. Short-term accruals	48	42
VIII. Cash and other equivalent current assets	20.002	15.908
1. Treasury	20.002	15.908
TOTAL ASSETS	42.059	48.446
Net Worth & Liabilities	2013	2012
A) NET WORTH	20.843	19.879
A-1) OWN FUNDS	20.843	19.879
I. Foundation endowment	760	760
III. Surplus from previous fiscal years	19.119	19.412
1. Carryover for own purposes	19.119	19.412
IV. Surplus for the year	964	-293
C) CURRENT LIABILITIES	17.027	22.180
II. Short-term provisions	511	-
III. Short-term debts	13.952	19.350
1. Refundable subsidies	13.952	19.350
V. Commercial creditors and other accounts payable	2.564	2.830
1. Supplier	4	21
2. Miscellaneous creditors	1.923	2.299
3. Staff (Remuneration pending payment)	271	224
4. Other debt with Public Administrations	366	286
TOTAL NET WORTH AND LIABILITIES	37.870	42.059

*As of 31 December 2013. In thousands of Euros.

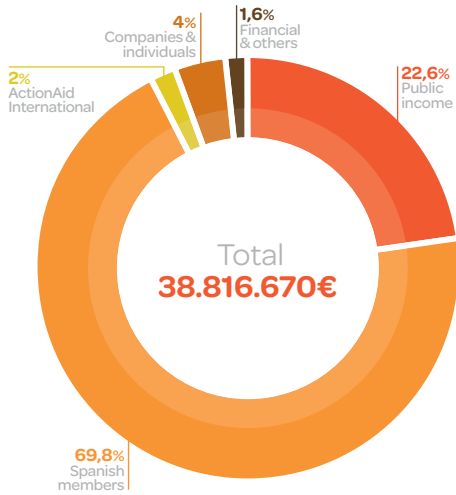
Profit & Loss Account*

	2013	2012
A. SURPLUS FOR THE YEAR		
I. Own activity income	38.281	41.947
a. Member fees	27.893	29.886
b. Income from promoters, sponsors and collaborators	403	358
c. Subventions, donations and legacies	9.886	11.651
d. Reimbursement of aid and allocations	99	52
2. Sales and other ordinary income from business	24	55
3. Monetary aid and others	-23.999	-28.880
a. Financial aid	-20.043	-24.530
b. Non-financial aid	-3.343	-4.086
c. Reimbursement of subventions, donations and legacies	-253	-264
4. Balance sheet change on finished products	-22	-13
5. Provisions	-12	-48
6. Other operating income	135	240
7. Staff expenses	-6.420	-8.133
a. Wages, salaries and related expenditure	-5.191	-6.824
b. Social Security expenses	-1.229	-1.309
8. Other operating expenses	-6.100	-5.830
a. External services	-5.529	-5.720
b. Taxes	-22	-24
c. Losses and impairment of provisions through business transactions	-542	-46
d. Others	-7	-40
9. Depreciation of fixed assets	-263	-338
11. Excess provisions	-	6
12. Impairment and results from disposal of fixed assets	-90	-5
A.1) PROFIT FROM OPERATIONS	1.534	-999
13. Financial income	304	344
a. From marketable securities and credits of fixed assets	304	344
a.1. Third-party	304	344
16. Exchange rate differences	-874	363
17. Impairment and gains or losses on disposal of financial instruments	-	-1
A.2) FINANCIAL RESULTS	-570	706
A.3) PROFIT BEFORE TAX	964	-293
A.4) CHANGES IN EQUITY RECOGNISED IN SURPLUS FOR THE YEAR (1)	964	-293
B) INCOME AND EXPENSES ATTRIBUTED DIRECTLY TO EQUITY	-	-
C) AMOUNTS TRANSFERRED TO SURPLUS FOR THE YEAR	-	-
D) CHANGES IN EQUITY BY INCOME AND EXPENSES ATTRIBUTED DIRECTLY TO EQUITY	-	-
E) TOTAL CHANGES IN EQUITY FOR THE YEAR	964	-293

*As of 31 December 2013. In thousands of Euros.

FUNDS RAISED AND UTILISED IN 2013

Income



In 2013, Ayuda en Acción's income, which amounted to € 38,816,670, helped promote and finance 115 development programmes in 21 countries in Latin America, Asia and Africa.

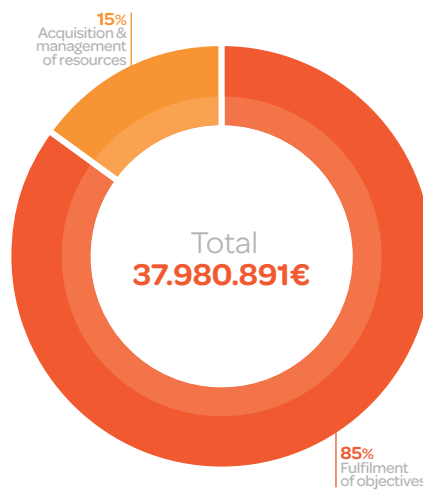
Of our total revenue, 69.8 percent came from the regular commitment of our Spanish members. Their support, and that of donors, was bolstered by contributions received from public and private entities, Ayuda en Acción International and other sources of funding.

In October 2013 we launched a new project to help children in Spain in collaboration with schools. Thanks to the solidarity of our members and private initiatives, in the Christmas Campaign we received € 315,000 to fund the programme.

Of the funds utilised in 2013, 85 percent (€ 37,980,891) was allocated to programmes for development aid (i.e. satisfying basic needs, stimulating local economies, strengthening technical skills, empowerment, governance and citizenship-building, humanitarian action, awareness of civil society and public policy advocacy, and other expenses necessary for compliance purposes). The remaining 15 percent of the funds was spent on obtaining and managing resources.

80 percent of the funds went to projects in Latin America, Asia and Africa while the remaining 20 percent was allocated to activities in Spain, such as awareness-raising and education on development aid, technical supervision of projects, fundraising activities, the project to support children in Spain, as well as management and administration of resources.

Application of funds



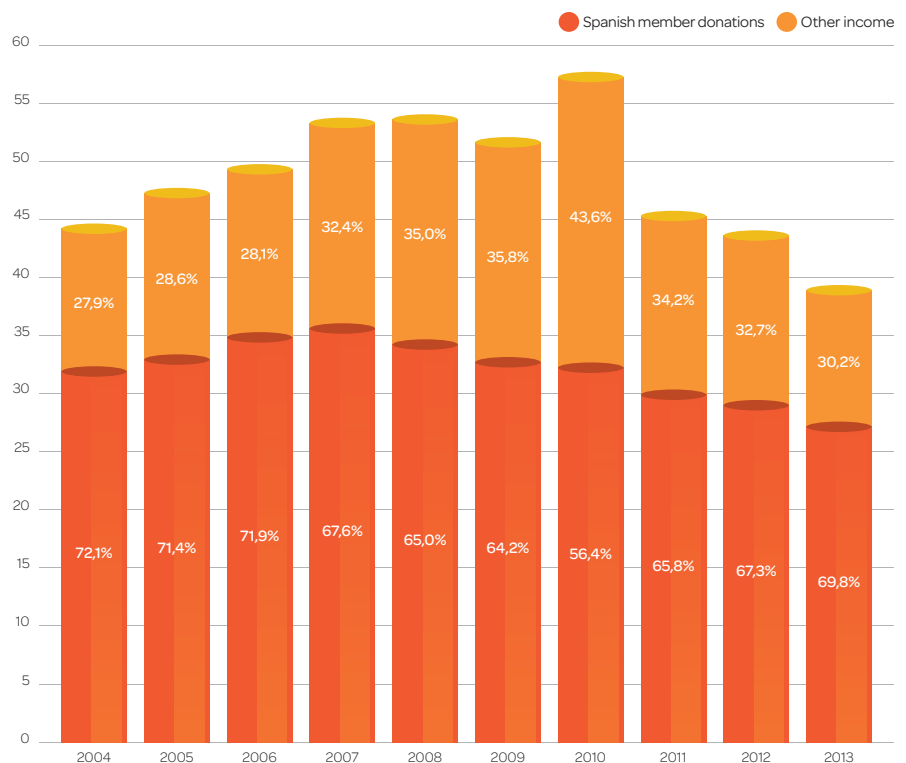
Auditing

The Ayuda en Acción Foundation is accountable to the Protectorate of Foundations of the Ministry of Health, Social Services and Equality. Our annual accounts for the 2012 financial year were inspected by the auditing firm, Deloitte, who gave a favourable and qualified opinion.

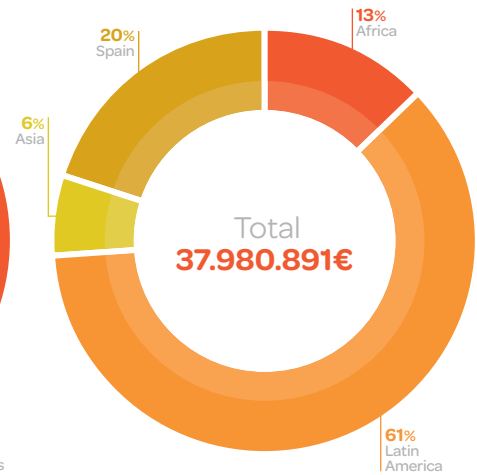
The accounting review covered all of the countries where we are present, thus reinforcing the fulfilment of our legal obligations in each country. Our annual accounts and the audit report are available to all those who may be interested in our online publication:

memoria.ayudaenaccion.org

Evolution of income 2004 - 2013 (in millions of Euros)



Application of funds by region



Funding from public administrations and international agencies

Funds from public grants utilised in 2013 amounted to €8,765,972, of which €4,959,945 came from the agreements signed with Spanish Agency for International Development Cooperation (AECID) for 2010-2014. The remaining public funds, €5,131,779, were provided through the projects and programmes of the European Union and other international, national, regional and local bodies, awarded both in previous years and in 2013.

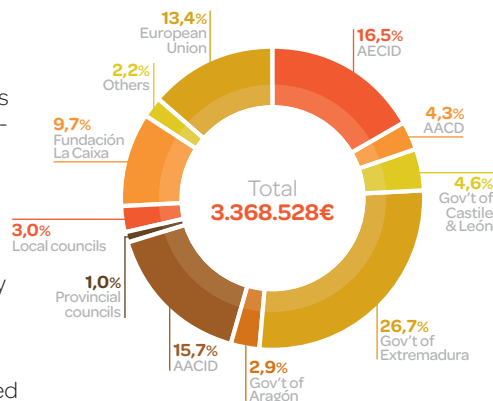
Origin and destination of public funds approved

In 2013, approval was obtained for a total of €3,368,528, which allowed us to start 34 new projects. The difference between approved and utilised funding each year is that approved funding is pending distribution in the coming years' results.

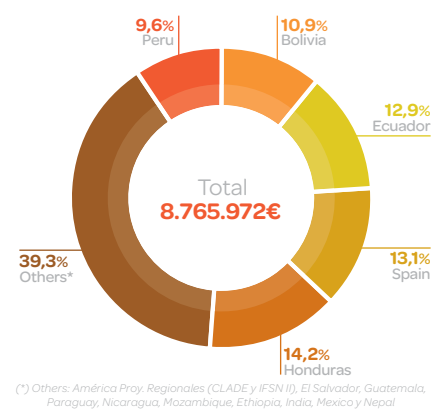
€452,290 (13.4 percent of the total amount) were obtained through the European Union. Funding from national organisations such as the Spanish Agency for International Development Cooperation, (AECID), amounted to € 554,950 (16.5 percent). As for the Autonomous Communities, funding obtained amounted to €1,828,957, or 54.3 percent of the total amount. It is important to point out that the Autonomous Government of Extremadura approved three projects for a total amount of €899,045 for programmes in Bolivia, Nicaragua and Paraguay. We should also highlight the funding approved by the Autonomous Government of Andalusia (AACID), which in 2013 contributed €530,107 to Peru and Mozambique.

The various Rural and Town Councils contributed a total of €133,757 (4 percent) and funding from other institutions, such as savings banks, universities, foundations and other international organisations, came to a total of €398,573 (11.8 percent). An important contribution was made by the La Caixa (savings bank) Foundation with €325,000 for a programme in Ethiopia.

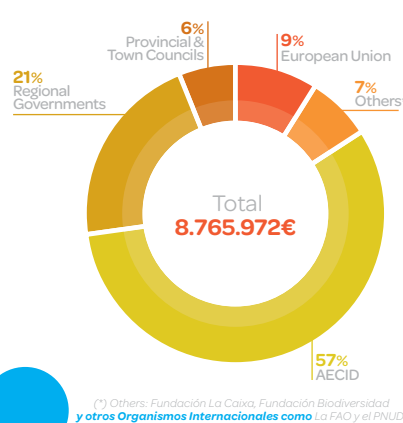
Public Funds approved



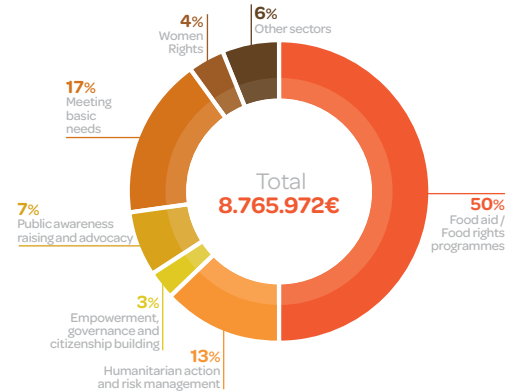
Destination of Public Funds applied



Source of Public Funds applied



Public funds applied by main lines of action



TRANSPARENCY AND ACCOUNTABILITY

Internal policies

- **Transparency and accountability:** Transparency and accountability to all our stakeholders, along with austerity and rigour in the use of resources, are two institutional principles which govern our management. We periodically publish our annual report and audited accounts.
- **Quality control:** We employ quality control processes in the countries where we work, both internally and externally, using professional and independent auditors and evaluators.
- **Permanent teams:** We have a permanent structure in Latin America, Asia and Africa with the aim, among other things, of permanently supervising the use of funds.
- **Planning and monitoring:** Procedure that allows us to detect deviations from the objectives set and to be able to take the necessary corrective measures.

External agents

- **Protectorate of Foundations of the Ministry of Health, Social Services and Equality:** On an annual basis we are accountable to the Protectorate, and as established by the Law on Foundations, we have our accounts audited and produce an Activity Report.
- **Spanish Platform of Development NGOs (CONGDE):** We are members of the CONGDE Group on Transparency and Good Governance and have successfully passed all the sections in its Transparency and Good Governance Tool up to and including 2014. As a founding member of CONGDE, we have signed the Coordinator's Code of Conduct. We also belong to several coordinating bodies at the local and Autonomous Region levels, which have their own codes of conduct.
- **Fundación Lealtad (Loyalty Foundation):** We have voluntarily undergone its transparency audit since the year 2002.
- **AECID and the Humanitarian Aid department of the European Commission (ECHO):** We are one of 47 Spanish non-governmental development organisations (NGDOs) qualified by the AECID to access cooperation agreements. We are periodically accountable to AECID and ECHO through a monitoring and justification system which ensures transparency and rigour in the use of the funds that are awarded by calls for proposals for cooperation projects or agreements. This system includes periodic reporting, which is checked against data in the field, and final reports that include both a technical justification of the objectives achieved as well as a financial justification of the proper use of funds. To complement this we carry out external audits at the end of each agreement.



INSTITUTIONAL CAMPAIGNS AND PROJECTS

Our campaigns and projects are essential to promote the changes in society and in public institutions that will help us to transform the future of the most deprived members of the communities where we work.



In March, Ayuda en Acción launched the Mujeres Invisibles (Invisible Women) campaign, intended to raise awareness of the problems and challenges that millions of women face on a daily basis around the world. To achieve equal conditions for all and end the feminization of poverty, it is essential not only to promote programmes in which women enjoy complete independence in making decisions about their own lives, but to make visible the social, economic and cultural barriers that they face daily. This has been the aim of this campaign, focused on telling success stories of women like Rosa Panta, president of the Association of Women Entrepreneurs (MAPEL, Ecuador), or the women and girls that the Kirira Foundation is working with against FGM in Kenya, projects to which its income was allocated. The campaign went through different phases, for example, incorporating the micro-donation platform Invisible Flowers to Support Invisible Women. Its advertising spot was also a huge success, becoming a viral video with great impact in the media and social networks, leading

to Mujeres Invisibles being chosen in May as the winner of the 15th edition of the web awards in the Culture and Social category, competing against nearly 90 other projects.

San Salvador is the second most violent city in the world, with an average of 72 murders per 1,000 inhabitants. Every day, its young people face an environment in which violence has become the norm and where gangs wield enormous power. The BCN-San Salvador project is an online platform that uses artistic and cultural creation to promote exchanges between young people from Barcelona and San Salvador. It is the visible face of Carpa Lúdica (Play Tent), a space intended to include everyone promoting art, culture and healthy recreation for young people in San Salvador through workshops and activities that may serve as a social and professional alternative for the future. A cultural centre that brings together dozens of stories of young people who have overcome difficulties, avoid violence and feel themselves to be agents in an important, necessary



transformation. It came into existence in San Salvador in April thanks to Ayuda en Acción, the Museum of Word and Image, the Secretariat of Culture and the San Salvador City Council; and in Catalonia by Ayuda en Acción, Connectats and the Barcelona City Council.

The SAME 2013, the main activity of the Global Campaign for Education (GCE), took place from the 22nd to the 28th of April and focused on underlining the importance of having sufficient teachers in the world with proper training, motivation, pay and recognition. In Spain, under the slogan ¡Sin profes no hay escuela! (Without teachers, there is no school!), more than 500 schools and 6,000 people joined forces with school students to support the online action, Put your teacher on the map!, a world map showing where 1.7 million teachers are needed in the world, along with the necessary skills and characteristics. The campaign organisations met the (Spanish) Senate Committee on International Development Cooperation to show the work of the more than 50



organisations and to draw attention to the need to make the right to high quality basic education a reality.

Every second Saturday of May, World Fair Trade Day is celebrated with events organised all over the world. It was celebrated in 60 places in Spain, with the aim of promoting this alternative, fair trade system. Throughout the day, solidarity with the victims of the tragic events in the factories in Bangladesh was stressed. Sugar was the product chosen to explain that there are other ways to organise the economy and other ways to establish business relationships based on fair treatment. Ayuda en Acción was present, along with other organisations, in the events in Cuenca, León, Logroño, Madrid, Oviedo, Salamanca, Tapia de Casariego, Valladolid and Zaragoza.

The SOMOS (WE ARE) campaign is an initiative of 35 NGOs that have come together for the second consecutive year to thank the members and donors for their support, cooperation and loyalty. Despite the crisis, more than 7.5 million

people in Spain collaborate with a non-profit institution. Well-known personalities such as Vicente del Bosque, Ana Pastor, Juanma López Iturriaga, Christian Galvez, Carlos Sobera and Anne Igarriburu encouraged Spanish society to show its commitment to NGOs by taking to the streets wearing a garment inside out on 24 May, SOMOS Day.

Haz tu Campaña (Start Your own Campaign) is an innovative proposal by Ayuda en Acción that aims to provide our members, volunteers and the general public with a new means of channelling their solidarity and sharing it online with friends and family. Starting from the website, haztucampana.ayudaenaccion.org, anyone can easily start a charitable campaign, involve more people in their campaign and choose the project they want to support with the proceeds. We launched this platform in June and throughout 2013 over 50 campaigns were launched. Many of our members, volunteers, collaborators and companies have joined the initiative because any excuse is good enough to help achieve a fairer

world: a birthday, a wedding, a card-playing competition among friends or a meal with colleagues. Thanks to their solidarity we were able to help finance projects for women, children and education.

Children remain the most vulnerable group in society and unfairly suffer from the worst consequences of inequalities. At Ayuda en Acción, we are starting to ask ourselves, "Why don't hunger and poverty pick on somebody their own size?", and this is where the Christmas campaign Dile al Hambre (Tell Hunger...), which, through illustrations of the gigantic monsters, personify the threats that affect millions of boys and girls every day: hunger, child mortality and poverty, lack of access to education and health care. We believe it is essential to look the monsters in the eyes and confront them, which is why the campaign proposed sponsoring children in America, Asia and Africa or contributing to the project to support the basic needs of children in Spain as ways of collaborating.

CHILDREN IN SPAIN: EQUAL OPPORTUNITIES

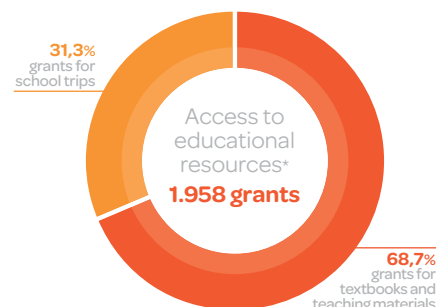
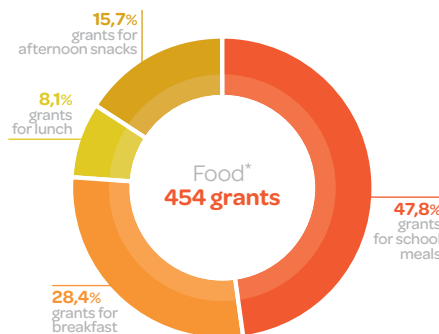
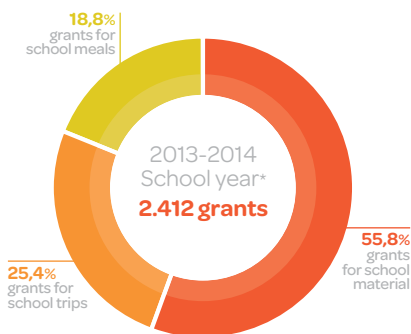
For over 30 years we have been supporting millions of people living in poverty in Africa, Asia and Latin America. Faced with the increase in child poverty in our country, in 2013 we started a project to meet the basic needs of children and support newly vulnerable families.



ROMINA PENATE / A&A



CRISTINA MARURI / A&A



* These data are for the 2013-2014 school year (September to June)

In recent years, the economic crisis and the austerity measures have affected some of the fundamental rights of childhood, such as the right to adequate nutrition and the right to education with the necessary resources. This has increased the levels of poverty and social inequality, with children being the most vulnerable and disadvantaged.

The current situation and our commitment have encouraged us to also fight poverty and inequality in Spain. Through this programme, we aim to ensure that all children have the same learning opportunities and to support families through initiatives to improve employability in order to generate socio-economic opportunities that decrease their vulnerability.

The project was launched in the last quarter of 2013, coinciding with the beginning of the school year, and seeks to ensure that all children have access to education on an equal footing. The purpose is to alleviate the basic needs that affect children's health and school performance, such as: ensuring adequate

nutrition through grants for school meals, promoting healthy lifestyles, providing basic materials and access to educational resources, offering extra-curricular activities, promoting an educational programme on human values like shared social responsibility, solidarity, participation and collaborative work, as well as encouraging the participation of parents in the life of the school and in consolidating the school community.

During the 2013-2014 school year we started the project in a total of 21 schools: two in Aragon, six in Catalonia, four in the Community of Madrid, one in Galicia, three in the Community of Valencia and five in the Balearic Islands, directly benefiting 1,700 children, and 7,500 indirectly.

In this first phase we have worked with schools to identify families who are vulnerable due to the current situation and who are finding themselves at risk of exclusion for the first time in their lives. The aid has been directed to cover basic needs, distributed as follows:

- 454 grants for school meals (breakfast, lunch, dinner and afternoon snack)
- 1346 grants for textbooks and teaching materials
- 612 grants for school trips
- Support for certain specific educational needs (e.g.: speech therapy for some students)
- Setting up facilities in schools (material for psychomotor therapy classrooms, playground, library)

Ayuda en Acción seeks to go beyond the provision of children's basic needs and help reduce educational and social inequalities, promoting a type of school that participates and drives improvements in the immediate neighbourhood and society. To do this, we are promoting a network of support within the educational community, involving teachers, children, families, school, the neighbourhood and all stakeholders, to generate a more favourable socio-educational environment.

espana.ayudaenaccion.org

CHILDREN WHO SPONSOR CHILDREN: THEY CHANGE THE WORLD

Sponsorship among children gives the youngest at the home the chance to live out an adventure in solidarity in which they feel they are the leading players of social change, while fighting for a better world.



SALVA CAMPILLO / AEA



SALVA CAMPILLO / AEA



For more than 32 years, Ayuda en Acción has been using sponsorship as a tool to create bonds of solidarity that go beyond making a financial contribution. Experience has shown that many adults who sponsor usually involve their children in the relationship with the children in the communities in which they collaborate. In short, sponsorship becomes an instrument through which the youngest learn about different realities and begin to reflect on inequality, poverty and injustice. This reality led us to develop sponsorship among children, which apart from being a development cooperation project, becomes an educational tool for the entire family to learn about human values.

Exchanging letters with sponsored children, games, comics, videos and a host of other educational materials allow the children doing the sponsoring and their families to broaden their outlook in an entertaining way about the values that really matter. Through education in their leisure time they learn about other ways of living, other cultures and realities that help them understand that though all the world's children have the same rights, they do not enjoy the same opportunities.

The character Wedu, an extraordinary being who comes from another planet and who does not understand why there is so much inequality in ours, accompanies the children throughout the educational process and

guides them through material and activities. In addition, the stuffed animal Wedu, which the children receive, becomes the faithful representative of the values of friendship and solidarity which are so necessary.

Schools have also joined the project to educate the youngest children in the values of solidarity through the Weducole (Wedu School) initiative. There are many schools that already have Wedu as a classmate and which, through materials and specific projects for the classroom, participate by sponsoring a child from another country. This way they experience what solidarity means while learning and having fun.

wedu.ayudaenaccion.org



SALVA CAMPILLO / AEA



AHORA TOCA... EDUCATIONAL PROGRAMME

The first edition of Ahora Toca..., the educational programme promoted by a network of schools in Spain and unites them with the common goal of fighting poverty, began in the 2012-2013 school year.

More than 80 schools in Spain and four in Peru have participated in the educational programme, elaborating proposals in the classroom that involve the entire school community in building a more just world. Through a variety of educational materials and activities, they have been able to reflect on and learn about their rights (childhood, food, equality, education, etc.) and how

millions of people around the world struggle to achieve and exercise them every day.

In the 2013-2014 school year, the second edition of the programme has introduced new content, such as a proposal for the Peace Day activities for the 0-3 year-old age group, a storybook for a more just world and a digital story competition. In addition, we doubled the number of schools taking part - more than 200 in Spain and four in Peru, and premiered our own profiles on Facebook (EducaciónAeA) and Twitter (@EducaciónAeA).

programaeducativo.ayudaenaccion.org

KEY EVENTS IN 2013

In 2013, numerous events related to Ayuda en Acción took place. Their main objective is to make society aware of the organisation's work and to raise awareness about the consequences of poverty, although some events have also served to raise funds.



Actividades y Exposiciones en Cataluña

As part of the Dones i Homes en moviment per la igualtat programme, Ayuda en Acción held events throughout the year that aim to promote exercising citizenship in a non-sexist manner and the empowerment of women in the economy. Among the various events and exhibitions, we would like to highlight the sessions with the title: Women in the new economic scenario:

- Discussion groups at the Association of Economists of Catalonia
- Roundtable at the Association of Journalists
- Workshops with Observatori Dona, Empresa i Economia at the Barcelona Chamber of Commerce
- Workshop at the Rovira i Virgili University of Communication and Economics in Tarragona



Charity Dance Gala in Alicante

The dance schools in Alicante held the 17th edition of this gala with some 170 dancers from dance schools and academies taking part: Florida, Pilar Ocaña, Inés López, Mueve y Baila, Juan Barón, Jacqueline Sánchez y Pilar Sempere oriental dance group, with the support of the Alicante volunteer action group. The funds raised were used to build two classrooms in early learning centres in Ayacucho, Peru.

MARCH



APRIL



EPWN Concert

As part of the Invisible Women campaign dedicated to gender equality and equal opportunities, the renowned pianist Gustavo Díaz-Jerez gave a charity concert in Madrid organised by the European Professional Women's Network (EPWN) Association (and Ayuda en Acción, to benefit the MAPEL Association of Women Entrepreneurs in Ecuador. The event brought together more than 200 people who filled the auditorium at the Conde Duque Cultural Centre.

JUNE



10th Anniversary of the Accenture Foundation

On the 14th of June, the Accenture Foundation invited Ayuda en Acción, along with other organisations, to participate in the celebration of its 10th anniversary. The aim of the initiative was to raise the awareness of Accenture's employees and their families regarding the work carried out by the organisations its foundation supports. Ayuda en Acción aimed to show the children who attended the difficulties that children in other countries face to get to school every morning.

JUNE



Charity concert in Zaragoza

On Wednesday, the 19th of June, the tenor Eduardo Aladrén and the organist Esther Ciudad gave a recital in the Patio de Santa Isabel in the iconic Ajaferia Palace. Together they performed a recital for voice and piano with some of the most popular pieces of the lyrical repertoire. In addition, the LaMov dance company offered a privileged preview of its next show. Proceeds from the concert went to broaden the scope of the Golazo project in Colombia, benefiting 500 children of the El Retiro suburb in Cali.

OTHERS EVENTS:

April

- Sant Jordi Day in Cornellá

May

- Planeta Madrid: network initiatives, promotion and sale of fair trade
- Ayuda en Acción Members' Day in Cornellá
- Workshop on Corporate Volunteering organised by the Association of Economists of Valencia

June

- Repsol Spring: promotion and sale of fair trade products
- Charity concert by the Lo Rat Penat choir in Picassent (Valencia)
- Charity concert in the Auditorium in Valencia

July

- Exhibition at the library in Villamayor (Salamanca): broadcasting the fair trade message
- Flash – Flash: fundraising in the Madrid restaurant for the project to support children in Spain

AUGUST



Charity Dinner in Sanxenxo

On Friday, the 9th of August, Ayuda en Acción hosted a charity dinner at the Royal Yacht Club in the town of Sanxenxo (Pontevedra) with proceeds earmarked for the expansion of the Golazo project in Colombia, benefiting 500 children of the El Retiro suburb (Cali), 380 families and the entire community.

OCTOBER

Puppets in solidarity in Moreda de Aller

On the 17th of October the Solidarity Puppet show "As, Os, @s" took place in Moreda de Aller. Using all the arts of visual theatre, puppetry, objects, body movement, speech, and music, the values of solidarity were explained through the stories of Lilith and Arony. This action was made possible by the Aller Town Council and Yheppa Puppet Company. Proceeds were destined entirely for the construction of an early learning centre for the care of children from 0-3 years of age in the Peruvian province of Gran Chimú.



NOVEMBER



Evento Blog España (Spain Blog Event)

For the second year in a row, Ayuda en Acción was present in one of the most important Web 2.0 European events, the Evento Blog España (EBE). This year, we participated in the Hackathon, a gathering of developers, designers, layout artists and marketing experts who joined forces to create a mobile application to solve the challenges posed by Ayuda en Acción and UNICEF. Attending the EBE for the second time, Ayuda en Acción continues to utilise technological innovation for communication based on new formats.

NOVEMBER

Special Intereconomía Programme

On the 22nd of November, a special programme, "One day to change a life" was broadcast on the Intereconomía TV channel. Journalist Andres Caparrós illustrated the reality of life in the communities where we work in Rio Blanco, Nicaragua. Thanks to the testimonies, the spokespersons and life stories that were told during the programme, more than 1,000 people joined the organisation through the sponsorship initiative.



DECEMBER



Christmas Concerts

On Sunday, the 15th of December, the Andalusian Barenboim-Said Public Foundation hosted a symphonic concert at the Central Theatre in Seville in support of our Christmas Dile al Hambre... campaign, interpreted by the orchestra of the Academy of Orchestral Studies, conducted by the Venezuelan maestro, Manuel Hernandez. The Mutua Madrileña Foundation offered two concerts by Inma Shara and Santa Cecilia Classical Orchestra at the National Auditorium in Madrid on the 17th and 18th of December. The proceeds went to the project to care for children in Spain.

August

- Charitable prize drawing in Granollers

October

- Charitable race in Breda
- Charitable fair with organisations in Cornellá
- Activity: "Exercise your caring heart," a charitable Pilates session on the beach in Alicante

November

- Charitable dinner with students from IESE
- Charitable concert given by the punk & roll group "La Gresca"

- "New Future" charitable bazaar: publicising the project to support children in Spain
- 11th Bilbao Fair Trade Week
- Promotion with ADIF: stand to publicise and sell fair trade products in the Oviedo train station

December

- Nadalíño (Galicia): spreading the message among children
- Fnac Asturias: member drive and promotion of the Dile al Hambre... campaign
- Press Association Festival (Cuenca): promotion corporate by the Cuenca volunteer group
- Repsol Christmas: stand to sell fair trade products

PARTNERSHIPS WITH THE PRIVATE SECTOR

For over 30 years, Ayuda en Acción has been working with private institutions and has a social base of more than 600 companies that collaborate with the organisation on a regular basis.



SALVA CAMPILLO / A&A

The Strategic Alliance Model

In recent years, we have been systematising the way we relate to businesses, private donors and corporate foundations through what Ayuda en Acción calls its Strategic Alliance Model.

This model seeks alliances that add value for both parties, align the company's social action or its corporate social responsibility with its business strategy, are sustainable and durable over time, and gradually take shape and grow in value as the result of a shared learning process in which mutual trust has been forged, generating satisfactory results for all.

Forms of collaboration

1. Financing Cooperation Projects

In 2013 we highlighted the implementation of projects that have benefited from the calls for proposals from the La Caixa Foundation (economic development projects in Peru, Ethiopia and India) and from Ferrovial (project for access to drinking water in Colombia, as part of its Social Infrastructure Programme).

For the fourth year in a row we are fortunate to have the support of the Mapfre Institute of Social Action ("Building Community" project in Ecuador) and for the third year, the support of the Arjé Foundation (entrepreneurship project for young people in Ecuador). We also won the call for proposals made by the Bancaja Foundation (project to prevent Chagas disease in Bolivia), we have implemented the project of the Natura Awards (project for children with hearing problems in Nepal) and we have received the support of Nexus Consultants to finance an education and health project in Ethiopia.

2. Contribution to the project to support children in Spain

In the last quarter of 2013 many companies have joined the programme to help support children in Spain (which began in October), primarily through Christmas campaigns and donations from employees. This is the case of Gas Natural, TNT, Experius, Sodexo and Magna Mirrors Spain. We must thank the collaboration of the

Clínica Baviera (eye tests for children at schools where we work) and VISIONLAB (donation of glasses).

3. Initiatives with employees and customers

We must also mention the collaboration of Accenture (fundraising for a food project in Nicaragua through a campaign of rounding off employees' salaries), Travel Club (fundraising by collecting the points that customers donate to a health and gender project in Uganda and for the project to support children in Spain), Forletter (donation through the sale of Christmas cards for an education project in Nicaragua) and Gaes (fundraising from patients which goes to a project for children with hearing problems in Nepal).

Through various initiatives with employees and customers, we have received other contributions towards the project to support children in Spain. Here, we should mention the Reboss Foundation (by selling the "V.O." film magazine



at the Spanish Solidarity Film Festival in Cáceres), Marionnaud (a percentage of the profits from the sale of a range of products), the Barclays Foundation and the VIPS Group.

A group of employees of the Deutsche Bank has also contributed by means of an in-house initiative to a water-purifying project in Bolivia and Promocaixa (CaixaBank), the Royal Automobile Club of Catalonia and Banc Sabadell have made contributions to Ayuda en Acción projects through funds raised through their customer loyalty points.

Corporate Volunteering

For another year, Management Solutions has repeated its Solidarity Summer with Ayuda en Acción involving 20 employees on a project that aims to improve the lives of people with disabilities in Bolivia. In 2013, ASISA also sent eight volunteers to a health project in Bolivia. Accenture involved six employees in its Solidarity Holidays programme, which provided

training through projects in Peru and Bolivia; and the Gran Hotel Bahia del Duque, a regular partner of Ayuda en Acción, sent an employee to Peru.

Hastu Campaña Platform

The digital platform that Ayuda en Acción created to channel the charitable activities of citizens who want to raise funds through events, celebrations, etc., has captivated the interest of employees at Sony, Malaga Lawyers in Action, RESA (university residence halls) and Labor 10. Proceeds have been used for the project to support children in Spain, an education project (early learning centres) in Peru and another for food in Uganda.

4. Publicity initiatives, campaigns and events

The Mutua Madrileña Foundation has reconfirmed its commitment to Ayuda en Acción by donating the proceeds from two extraordinary Christmas concerts given by Inma Schara. The proceeds have been used for the project to support

children in Spain. Among the publicity activities, we should highlight sharing the message about the Dile al Hambre... campaign among 10,000 professionals of the Hot and Cold portal and through Corunna Radio. The project to support children in Spain has also been publicised in the Catalan media (TVE San Cugat, Barcelona TV BTV, El Periódico de Catalunya and Catalunya Radio). We should also mention the space in advertisements and free advertising given to us by JC Decaux.

The Ahora Toca... Educational Programme

Finally, we wish to thank Sodexo for helping to publicise the Ahora Toca... educational programme on human values (during the lunch hour at 15 schools) and Ranopla (free access to its computer program to encourage reading in the schools registered in our educational programme).

VOLUNTARIADO A TERRENO

This programme offers private individuals, students, companies and other groups the opportunity to participate as a volunteer in international projects and contribute to the work the organization carries out in various countries. In the 2013 programme, 300 places were offered in more than 70 projects in Bolivia, Ecuador, Peru, Paraguay and Ethiopia.



Figures for the Project volunteer programme 2013

	BOLIVIA	PERU	ECUADOR	ETHIOPIA	PARAGUAY	OTHER COUNTRIES	
TECHNICAL	3	12	10	1	1	5	32
TEAM	31	4	8	8	5	-	56
IMMERSION	-	11	1	-	5	-	17
Total	34	27	19	9	11	5	105

EQUIPO LO HE TRADUCIDO POR TEAM (grupo de personas)

*Otros Países que acogieron voluntarios/as en 2013 fueron: Honduras, Colombia, Nicaragua y Malawi

Technical volunteers

These are projects lasting 15 days to 4 months with specialised tasks such as technology training, recycling, supporting local enterprises, community tourism, building up school communities, etc. Applicants need to comply with the professional profile stated in the job offer.

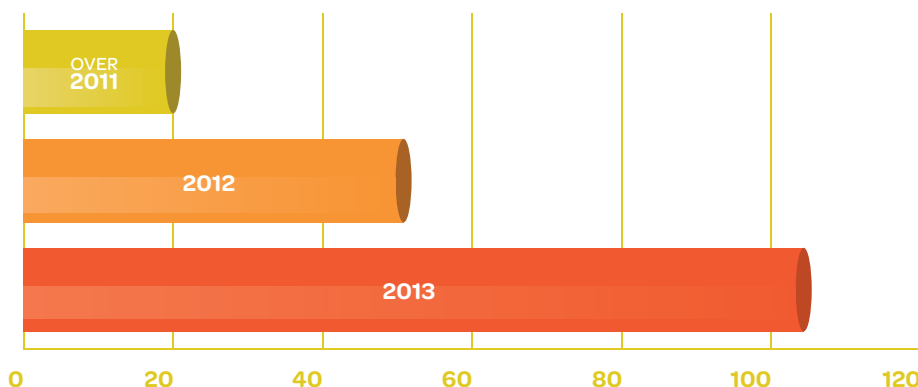
Team Volunteers

These are two to three week projects involving groups of five to 35 people. They collaborate in building and reconstruction tasks, setting up "green" schools, and providing support in schools with special needs, etc.

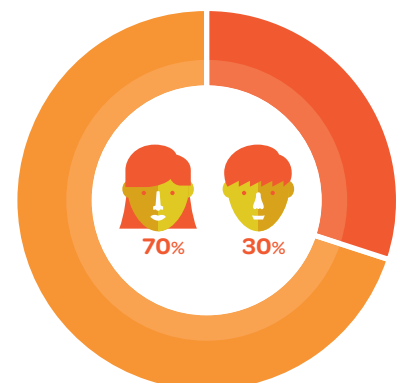
Immersion Volunteers

These are projects lasting about 12 days, which involve living with a family in one of the communities where we work. Volunteers assist in the daily tasks of community and family.

How the programme has developed 2011-2013



Distribution of volunteers by gender in 2013



voluntariosaterreno.ayudaenaccion.org

ACKNOWLEDGEMENTS

Ayuda en Acción wishes to thank all of the public organisations, foundations, companies and financial institutions that have shown their commitment to our goals. We would also like to express our most sincere gratitude to all of the media who, in 2012, allowed us to make our cooperation and awareness-raising efforts known.

Private and public collaborating companies and organisations

Public funding

Comisión Europea - Dirección General de Ayuda Humanitaria y Protección Civil (ECHO) y Dirección General de Desarrollo y Cooperación (EuropeAid)
 Organización de NNUU para la Alimentación y la Agricultura (FAO)
 Agencia Española de Cooperación Internacional para el Desarrollo
 Agencia Extremeña de Cooperación Internacional para el Desarrollo
 Agencia Andaluza de Cooperación Internacional para el Desarrollo
 Agencia Asturiana de Cooperación al Desarrollo
 Agencia Vasca de Cooperación para el Desarrollo
 Agencia Catalana de Cooperación al Desarrollo
 Junta de Castilla y León
 Gobierno de Aragón
 Cortes de Aragón
 Generalitat Valenciana
 Xunta de Galicia
 Gobierno de las Islas Baleares
 Ayuntamiento de Oviedo
 Ayuntamiento de Avilés
 Ayuntamiento de Cuenca
 Ayuntamiento de Lleida
 Ayuntamiento de Granollers
 Ayuntamiento de Terrassa
 Ayuntamiento de Ubrique
 Diputación de Cuenca
 Diputación de Lleida

Private companies and organisations

AC Nielsen Company S.L.
 Apartamentos Terrasol S.L.
 Area Global Tecnología y Comunicación
 Arrendamiento de Fincas Urbanas S.A.
 Asociación Emprendedores Valle San Jorge
 Bankia
 Baqueira Beret S.A.
 Bmw Bank Gmbh Sucursal España
 Bodegas San Valero
 Bsck Gestión S.A. Sgiic
 Cámara De Comercio A Coruña
 Casio
 Centro Infantil Nube De Algodón

Chocolates Lacasa
 Cnp Vida Sa
 Coaliment Granollers S.A.U.
 Coev
 Comercial Herpe S.A.
 Construcciones Modulares Cabisuar S.A.
 Construcciones Y Rehabit Stoa S.L.
 Cool Cards Publicidad S.L.
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 Expertus Services Group S.L.
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 Kai Network S.L.
 KH7 Loreda
 La Región S.A.
 LaMov Compañía de Danza
 Loycar S.L.
 Magna Mirrors España S.A.
 Máquinas Opein S.L.
 Marionnaud Parfumeries Ibérica S.L.
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 Nobelis
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 Peña El Huevo
 Pequeños Héroeos
 Pikolin S.L.

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Media

Boing
 EBE
 eldiario.es
 Intereconomía TV
 Interqué



FIRST HAND

"My husband and my boy help me in the vegetable garden. It's a family job. What we grow is for my kids to eat... If we don't use it all, we go out with the other women to sell or share the extra vegetables with other families."

JUANA PÉREZ, 40 AÑOS
Food and gender project in Chiapas
(Mexico)



Juana Perez lives in La Libertad, a community in the State of Chiapas, and is one of twenty women who launched the Las Florecitas community centre where mothers can leave small children who are not old enough to go to school while they go to work in the fields or provide domestic services. The mothers organise the shifts themselves, depending on the number of children they have. "Those who have two children have to take care of the children for two days and if they have three, then three days. Every day, two of us make the meals and another two look after the children".

Before starting the centre, the women had no choice but to take children out to the fields where, perched on their mothers' backs, they were exposed to sun and rain for hours. "Now we can go out to work without worrying and know they are well looked after by other mothers who do basic teaching". Las Florecitas is a project "where we cooperate through the produce we grow"; every day the mothers prepare breakfast and lunch for the youngest primary school children, thus ensuring that they are all fed.

The project began with the support of Ayuda en Acción in the construction of Las Florecitas, but thought was also given to the importance of starting training on crop cultivation and animal husbandry, which would ensure food for all the family. Now all the women have expanded their crops, introduced new seeds and have built fences to protect the crops from animals. They have also increased the number of chickens, started breeding rabbits and have built sheds where the animals are protected and safe from diseases.

THANK YOU

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312 kg of landfill



62 kg de CO₂ of greenhouse gases



615 km of travel in the average European car



8.653 litres of water



797 kWh of energy



507 kg of wood

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Promoting dignity
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a fairer world