

2012
ANNUAL
REPORT



MESSAGE FROM THE CHAIR



Dear friends,

It is always a pleasure to introduce the Ayuda en Acción Annual Report through which, as every year, we wish to share with you our organisation's main milestones and achievements and to express our gratitude to all of the people, authorities, companies and organisations who support our work.

The fact that it has been a difficult year only increases our enthusiasm and drive to address our main aim and commitment: to improve the living conditions of the poorest communities through sustainable development programmes. It is the same enthusiasm and drive we see in our network of supporters and in Spanish society, which despite these hard times continues to provide us with the support that makes our work possible.

There are now barely three years left to meet the Millennium Development Goals – the deadline set by world governments to reduce extreme poverty – and ensure universal access to education, reduce child mortality by two-thirds and stop the spread of AIDS, for example. The global crisis is hindering the fulfilment of these goals. Although the United Nations has confirmed that fewer people now live below the poverty line, it is estimated that in 2015 more than one billion people will continue to live in extreme poverty. The challenges we face are enormous, but that only increases our determination to tackle them. More than ever, we must look to the future with resolve and reinforce our commitment with the poorest.

Together we have achieved a great deal, and we intend to achieve a great deal more. This report contains a small sample of our journey together over the past year. We hope that you continue alongside us for many more years of support, effort, solidarity and commitment.

Warm regards,



Jaime Montalvo
Chair of Ayuda en Acción

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MESSAGE FROM THE CHIEF EXECUTIVE



Dear friends,

I am once again pleased to share with you the Ayuda en Acción Annual Report, where we take stock of our work and the challenges we faced during the year.

We live and work in a context of increasing inequity that affects the lives of millions of people in many ways: gender inequity, inequality in the access to basic foods, to education or healthcare, amongst others.

For quite some time now, we have seen these differences grow, a fact that is also alarmingly reflected in countries like ours, which is both a cause for concern and also a call to reflect and to act.

Our experience has taught us that the great changes in society are brought about by solidarity between people. The achievements and success stories of Ayuda en Acción are based precisely on the establishment of solidarity ties that prove that there is a global citizenry that continues to believe in and fight for a better world.

Aware of how important it is not only to preserve but also to increase these networks of solidarity, in 2012 we have strengthened our educational work in Spain through the launch of Ahora Toca... (It's Time For...), a campaign designed to promote values education among schoolchildren and youngsters by providing them with experiences in solidarity and child sponsorship, one of our most prominent hallmarks. Similarly, we renewed our Project Volunteers programme, which provides people in Spain with the opportunity to get a close-up view of our efforts by working as volunteers on our projects.

It is this selfless effort on behalf of all our supporters that has allowed us to maintain our level of activity in more than 120 projects in Latin America, Asia and Africa despite the organisational and operational adjustments we have had to make.

All of the achievements described in this report were made possible thanks to the support of the Ayuda en Acción community, formed by thousands of people – sponsors, members, donors, volunteers, public and private institutions, personalities, the media and social network followers – who trust in us and give us their support.

To all of them, to all of you, and on behalf of the entire Ayuda en Acción team, I would like to warmly and sincerely thank you for helping us to carry out our work.

Warmly,

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

Patricia Moreira
Chief Executive of Ayuda en Acción

OUR ORGANISATION



JOSE MANUEL ROMÁN / Aea



CHAUDHAN / OnAsia / ActionAid



ATUL LOKE / Panos / ActionAid

History

Ayuda en Acción was founded in 1981. Today, more than 130,000 people support our work in 22 countries across Latin America, Asia and Africa. For over 30 years, one of the organisation's main distinguishing features has been child sponsorship, through which we have established solidarity ties between people in our home societies and those in the countries where we work, while also improving the living conditions of the children's entire communities.

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 co-operation 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 solidarity ties as our distinguishing feature.

Values

Independence: we are a non-denominational, non-party organisation that carries out its mission without discrimination on grounds of 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 cooperate with them to build a fairer world.

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

Excellence: we act rigorously and efficiently to apply the resources we are entrusted by society, striving at all times to perform our work as effectively as possible.

BOARD OF TRUSTEES AND MANAGEMENT TEAM

SALVA CAMPILLO / A&A



Ayuda en Acción Board of Trustees*

Honorary Chair

S.A.R. D^a Pilar de Borbón

Founding Trustee

Gonzalo Crespi de Valldaura

Chair of the Board of Trustees

Jaime Montalvo Correa

Board of Trustee Members

Alberto Fuster de Carulla
Carmen Díaz Sanz
Celestino del Arenal Moyua
Consuelo Velaz de Medrano Ureta
Federico Muguerza Aulestia
Francisco Luzón López
Gemma Archaga Martín
M^a Cruz Rodríguez del Cerro
M^a José Martínez Montesinos
Miguel Ángel Lorente Celaya
Miguel Ángel Noceda Llano
Rocío Palá Laguna
Rosario Montiel Armada
Victoriano Muñoz Cava

Secretary

Asunción Bellver Suárez

Ayuda en Acción Management Team*

SPAIN

Chief Executive

Patricia Moreira

Quality Assurance

Carlos Ochoa

Resources

Eduardo Guijarro

Campaigns

Alberto Casado

Planning and Projects

Jorge Cattaneo

Strategic Alliances

Beatriz Martín

Institutional Relations

Marta Marañón

Regional Directors

Andalusia

José Manuel Román

Asturias

Mercedes González

Catalonia and Balearic Islands

Emilio Cardiel

Galicia

María José Tejera

Region of Valencia

Ana Alcaraz

Basque Country

Carlos Ochoa

LATIN AMERICA

Bolivia

José Maguiña

Colombia

María Isabel Cerón

Ecuador

Sylvana Regalado

El Salvador

Carlos Ochoa

Honduras

Ernesto Magaña

Mexico

Marco Castillo

Nicaragua

Carlos Ochoa

Peru

José Maguiña

Paraguay

Víctor Gallo

* June 2013

HUMAN RESOURCES

The Ayuda en Acción team comprises 1,382 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 both through our country offices, managed by Ayuda en Acción staff, and in the development areas, where we work alongside 529 people from a range of local

partners who share our goal of promoting the structural changes required to enable us to fulfil our mission.

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

Country	Employees 2012	Local partner employees 2012
Bolivia	30	171
Mexico	17	44
Peru	13	125
Honduras	58	36
El Salvador	57	7
Nicaragua	41	15
Ecuador	43	68
Paraguay	5	35
Colombia	7	28
Spain	82	0
Total	353	529



SALVACAMPILLO / AeA

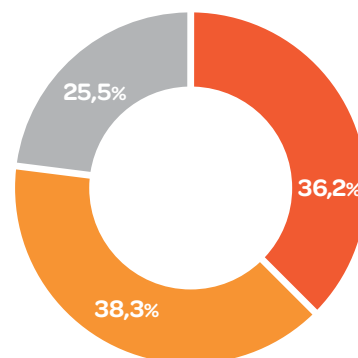
SOCIAL BASE

Once again, the work of Ayuda en Acción during the year was made possible by hundreds of thousands of people who believe in the need to continue to stand up against poverty and whose support allows us to do so with the utmost independence.

In 2012 an average of 130,000 people regularly contributed to our development programmes, thousands of whom also made specific donations to ensure the continuity of our work.

A special mention too to the effort made by more than 20,000 of our sponsors who increased the amounts they contribute regularly during the year. The widespread commitment of Spanish society allows our work to reach some three million people in 22 countries across America, Asia and Africa. We would therefore like to thank all of those who in such testing times continue to stand alongside us and believe that a fairer world is possible.

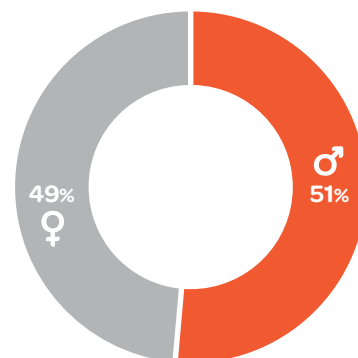
Ayuda en Acción Personnel



Registered volunteers and supporters ^(*)	500
Ayuda en Acción staff	529
Local partner staff	353
Total	1.382

(*) approximate figure

Staff distribution by gender



JAVIER SANCHEZ / EMIARIAS / AeA

VOLUNTEERS

Our volunteers bring us closer to society. Their efforts to take our awareness-raising campaigns to every region in Spain and to encourage critical citizenship are essential for us to fulfil our mission.

BRIAN SOYOLO / ActionAid



Volunteer Groups

One of the goals of our Foundation is to inform the Spanish public about our work in order to commit more people to our project. Through their local activities, our volunteers help to draw us closer to society and inform them about our work and achievements.

Our volunteers carry out a wide range of tasks and cooperate in different ways, ranging from the actions of our volunteer groups, who are present in a number of Spanish towns and cities, to individual initiatives by people who organise a range of activities in their companies, neighbourhoods or family circles. Noteworthy too is the involvement of companies who offer their employees the opportunity to cooperate with our initiatives, and of the people who decide to travel to selflessly help us in our projects and upon their return to Spain talk about the efforts and commitment of the people in the communities where we work.

Project Volunteers

The Ayuda en Acción Project Volunteers programme, which began in 2001, provides people with the opportunity to volunteer for one of our projects in the countries where we work. This provides them with the opportunity to understand and share the worries and needs faced by the women, men and children in these communities.

In 2012, 55 people, many of them members, took part either individually or as part of a company initiative in one of our programme's three forms of volunteering. The first scheme, Technical Volunteering, involves working on our projects for anywhere between 15 days and 4 months on specialised tasks that require specific professional profiles. Immersion Volunteering consists of 10 to 12-day projects where the volunteer lives with a family and helps the community with its tasks. Finally, Volunteer Teams work for 2 to 3 weeks in support tasks in one of our development areas.

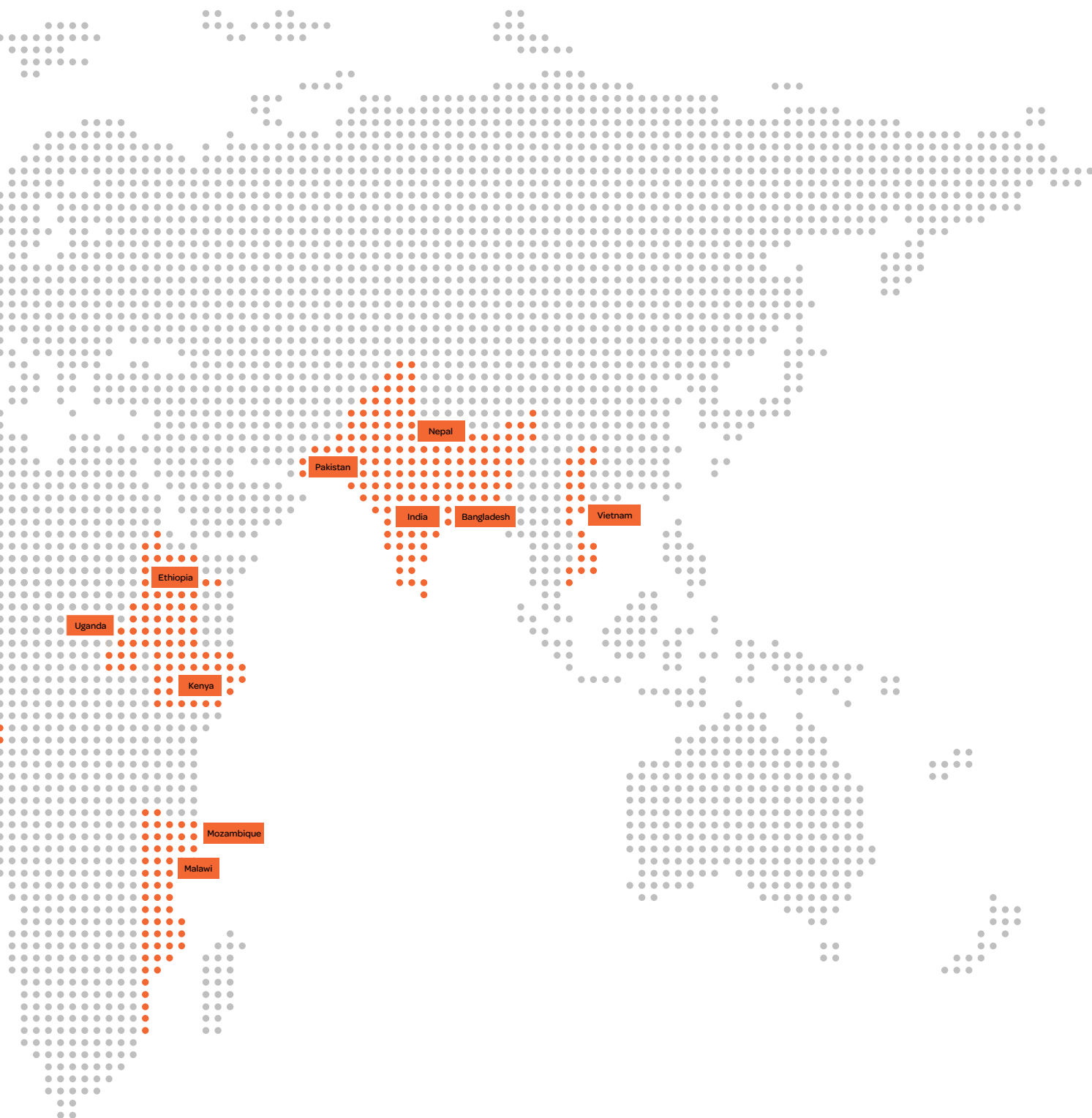
SALVA CAMPILLO / A&A



WORLDWIDE PRESENCE

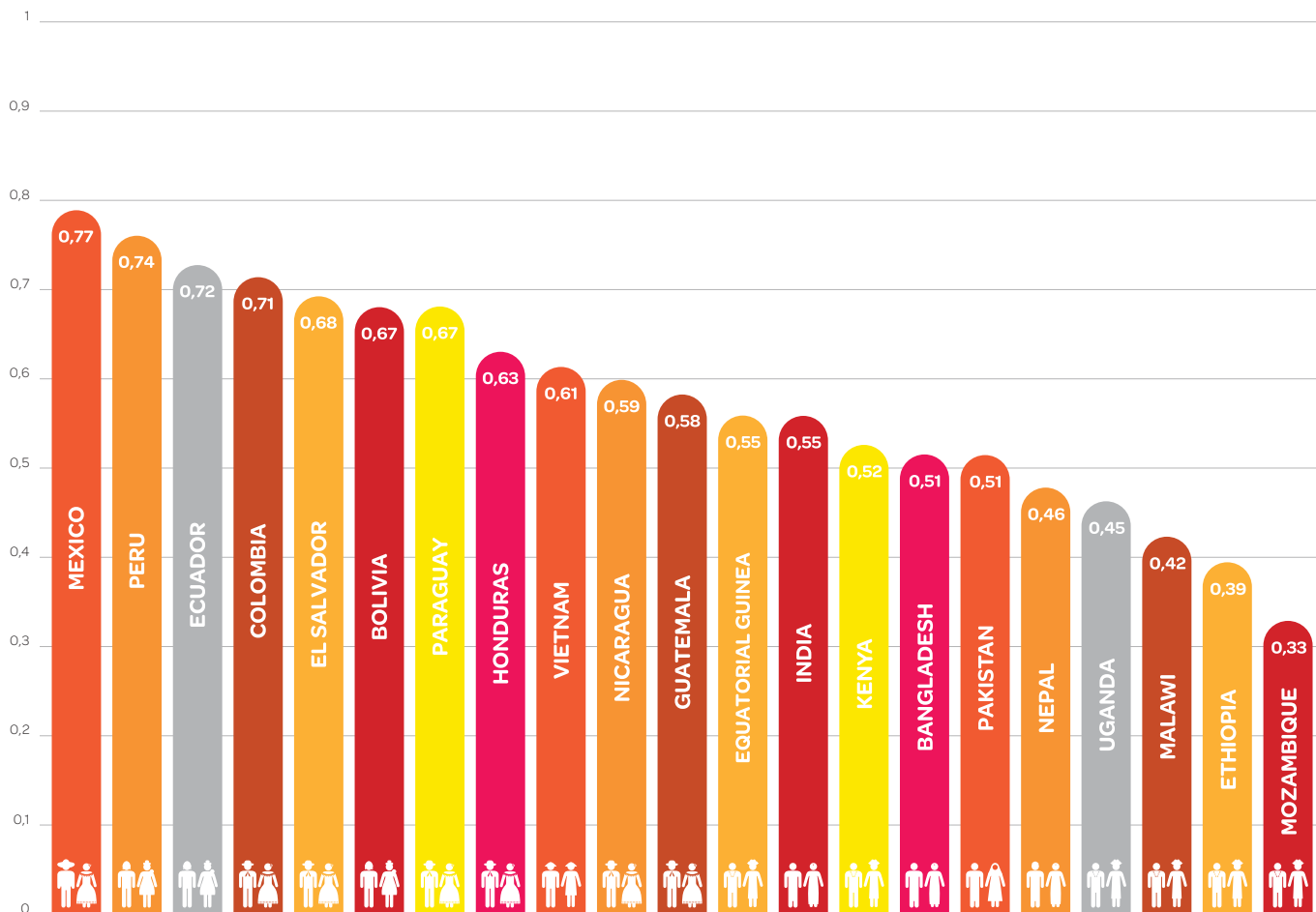


Headquarters: Madrid - Spain	
Countries where we are permanently present	22
AFRICA	6
Ethiopia, Kenya, Malawi, Mozambique, Uganda, Equatorial Guinea	
ASIA	5
Bangladesh, India, Nepal, Pakistán, Vietnam	
LATIN AMERICA	11
Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Paraguay, Peru.	
Total no. of beneficiaries	Around 3 million
Total no. of development areas in 2012	124



CHALLENGING REALITIES

HUMAN DEVELOPMENT INDEX*



Out of the 186 countries assessed, Norway tops the list with the highest HDI. Spain is 23rd, Mexico 61st and Mozambique 185th.

(*) Data: UNDP report, March 2013

IN **2012**, THE NET TOTAL OF AID PROVIDED BY DEVELOPED TO **DEVELOPING NATIONS** AMOUNTED TO **€126 BILLION**, **4% LESS** THAN IN **2011**

140 MILLION WOMEN AND GIRLS CURRENTLY SUFFER THE CONSEQUENCES OF **FEMALE GENITAL MUTILATION**



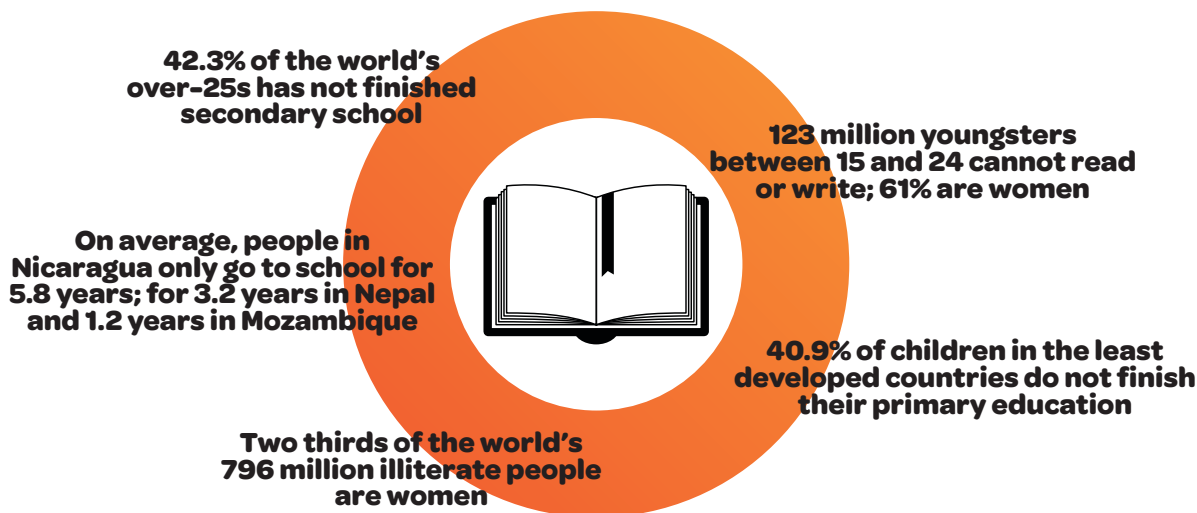
OUT OF **868** MILLION PEOPLE WITH MALNUTRITION PROBLEMS, **852** MILLION LIVE IN DEVELOPING COUNTRIES

ONE IN EVERY **FOUR** CHILDREN WORLDWIDE PRESENTS SIGNS OF **STUNTED GROWTH**



RIGHT TO EDUCATION

61 million children worldwide cannot go to school



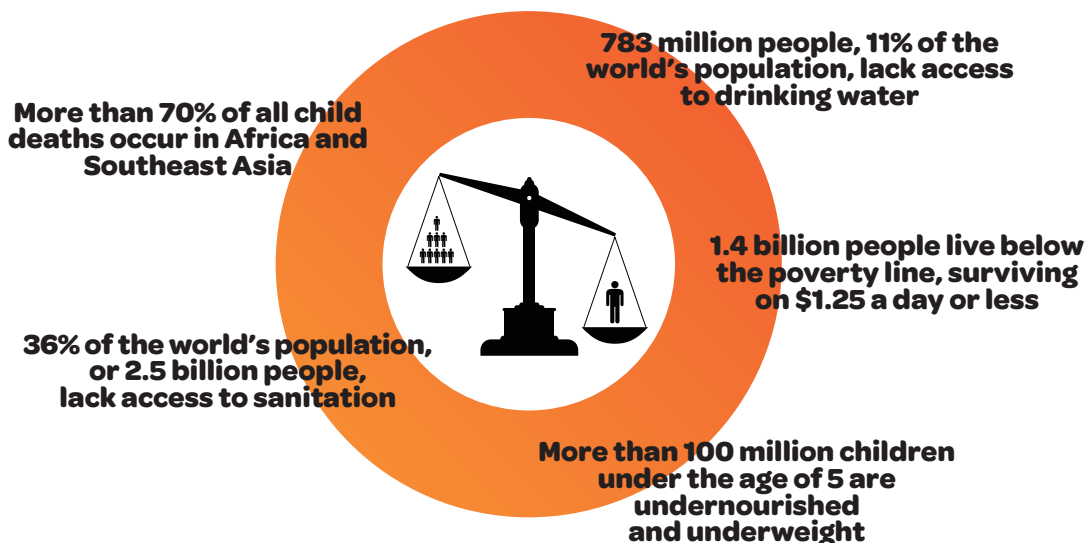
IN **ETHIOPIA & MOZAMBIQUE** THERE ARE **0.3 DOCTORS** FOR EVERY **10,000 INHABITANTS**
0.2 IN MALAWI
ETHIOPIA HAS ONE HOSPITAL FOR EVERY **HALF A MILLION INHABITANTS**

IN **2012** MORE THAN **32 MILLION** PEOPLE WERE FORCIBLY **DISPLACED BY DISASTERS**

EVERY **15 SECONDS**, **A WOMAN IS ASSAULTED** SOMEWHERE IN THE WORLD

POVERTY

There are currently almost 1 billion hungry people in the world. 70% are women



THE RIGHTS-BASED APPROACH

We constantly develop our approach in order to maximise our results and the impact we generate. We have progressively adapted our focus on lines of action to a more results-driven and territorially-focused rights-based approach.



How does Ayuda en Acción understand the rights-based approach to work?

Working with a rights-based approach involves recognising that the people living in poverty and exclusion do not merely require assistance, but that they are entitled to make their own decisions regarding their development and to demand the public services, benefits, policies and behaviours that guarantee their freedom, development and dignity; in short, services that guarantee their ability to exercise their rights. As such, their demands are enforceable life principles recognised by an international legal framework.

What rights are they?

Ever since the Universal Declaration of Human Rights was signed on 10th December 1949, in order to ensure their fulfilment a range of international agreements and conventions have been passed that are binding for all of the countries that have ratified them.

The rights-based approach at Ayuda en Acción

Our position is that of an organisation that promotes, advocates and supports the effective implementation of human rights. The exercise and demand of such rights by the individuals and groups we work with lie at the core of our action, with special attention to the most impoverished population groups whose rights are blatantly violated.

We emphasise:

- **Women's and children's rights**
- **The right to food**
- **The right to education**

This supersedes the needs-based approach to human development. Interventions do not aim to meet immediate needs, but to support people whose rights are violated so that they develop their own capabilities to stand up for them.



RIGHTS-BASED APPROACH	NEEDS-BASED APPROACH
People are entitled to aid	People deserve aid
Comprehensive approach	Specific projects targeting specific groups
Every group involved increases its awareness	Service provision
Long-term perspective	Short-term perspective
Empowerment: people are aware of their rights and have the power to demand them	Meeting needs
Rights based on international standards	Needs determined subjectively
Rights are indivisible and interdependent	Hierarchy of needs. Some needs are more important than others
Rights are universal (identical for everyone, everywhere)	Needs vary according to the situation of the individual and the environment
As well as a moral obligation, governments also have a legal one	Governments should do something but nobody's obligations are defined
Beneficiaries are active participants in their own right	Beneficiaries can take part in order to improve service delivery
Everyone plays their part in the realisation of rights	Certain groups have the technical expertise to meet each need

SALVA CAMPILLO / A&A



SALVA CAMPILLO / A&A





OUR WORK

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

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

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

MEETING BASIC NEEDS

One of our main goals is to ensure the fulfilment of basic rights such as the right to food, education, health, water and housing for the poor and excluded peoples of the countries in which we work.

Our work promotes the complete fulfilment, as a fundamental right, of the right to food in a dignified and inclusive manner. Furthermore, we understand education not only as an essential human right for the development of individuals and society, but also as a vehicle for social change. Ayuda en Acción's priority objectives also include quality education and health systems, water, electricity and decent and safe housing.

In **Bolivia**, in 2012 we built 17 classrooms, two schools and a boarding school in Sorata Azurduy, which will ensure education for more than 400 children and adolescents. In addition, we helped to equip 31 reading rooms, supported training for 1,587 teachers to improve teaching procedures and provided 55 computers for telecentres in Manuel María Caballero, San José de Chiquitos and Cotagaita, that will be used by more than 2,000 students. We also built two health centres to provide quality health services for more than 400 people in Cotagaita and San José de Chiquitos, and helped to construct 15 healthy homes in Luis Calvo to minimize the risk of contracting Chagas disease.

In **El Salvador**, we promoted the right to water for 137 families, 92 of who now have safe drinking water after their homes were hooked up to one of the two new water networks constructed. A further 45 families in the Buenos Aires community in the town of Juayúa (Department of Sonsonate) will now have a domestic supply of water during the dry season thanks to the construction of a tank to collect and store water from the winter rains.

In **Colombia**, we improved water treatment in the municipalities of Matanza and Lebrija through the construction of four water treatment plants serving 260

families, a clinic and two children's homes, and we also fitted water filters at eleven school canteens in Cauca. In Boyacá we built the Tibasosa community centre and the facilities for the Paya community radio station. In the department of Cauca we conducted nutritional screening and follow-up at 25 schools, supplied first aid kits for schools and provided teachers with first aid training.

In **Paraguay**, we equipped nine health posts serving 1,600 households in 32 communities and set up water facilities for 297 families. We improved the quality of education for 1,080 children by constructing seven new classrooms and restoring and refurbishing eleven more, three of which were also fitted with computer equipment. In addition, we enrolled a further 200 youngsters and adults in our literacy programmes.

In **Honduras**, the children of the communities of Bocuire and El Hato, in the El Paraíso Sur development area, will now be able to grow and develop adequately after the opening of two Early Stimulation Centres and two playgroups which their own parents will manage and maintain. We also promoted awareness on women's rights through training in the "Paso a Paso" ("Step by Step") method, a constructive approach to the issues that concern youngsters, such as the prevention of early pregnancies and sexually transmitted diseases.

In **Peru**, we built and/or refurbished 11 Early Learning Centres in the Provinces of Cangallo (Ayacucho Region), Santa Cruz (Cajamarca), Gran Chimú (La Libertad), and Chulucanas (Piura). More than 800 children up to 3 years old now enjoy better opportunities in their early childhood. In addition, 153 early education advocates



IMPROVING THE QUALITY OF EDUCATION IN QUIBDÓ, BARRANQUILLA AND CAZUCÁ

improved their skills through experiential workshops and practical sessions. Our Healthy Homes Programme enrolled 622 families, who learnt about good disease prevention practices such as the consumption of safe drinking water, hand washing and balanced nutrition. In the rural areas of Ayacucho, Cajamarca, La Libertad, Piura and Cusco, 1,506 women and 36 men learnt to read and write.

In **Ecuador**, we supported 32 schools in Cantón Sigsig that provide education for 3,442 children and adolescents. Meanwhile, in Cantón Guano we provided training for 664 parents from 25 communities on good nutrition and food preparation practices and diversified crop production through the implementation of integrated production techniques, helping to reduce acute malnutrition by 6.9%.

In **India**, we supported basic education for young children, covering school enrolment fees for 500 children in the Prayatna Samithi development area.

In **Bangladesh**, we distributed health & hygiene kits (containing, amongst other items, a toothbrush, nail clippers, soap, toothpaste and a thermometer) for 970 children.

In **Ethiopia**, 1,174 farmers in the Decha district increased their crop production and earnings thanks to the institutionalisation of the Seed Banking System and its positive impact on the marketing of their produce.

In **Malawi's** Ntchisi district, 200 children improved their computer skills and abilities thanks to our new computer training courses.

In Colombia, the promotion of quality public education through the Pies Descalzos schools in Quibdó and Barranquilla and the Gabriel García Márquez school in Cazucá, has been one of the main priorities of Fundación Pies Descalzos (Barefoot Foundation), supported by Ayuda en Acción.

As part of the strategies designed to this end, they held teaching workshops for primary and secondary school teachers, working on course design and implementation, up-to-date teaching strategies, evaluation systems, competency-based assessment and reading skills. In addition, they provided schoolteachers and managers with training on management procedures.

The process involves 136 teachers working with 3,984 students, providing them with strategies that the youngsters can go on to implement both in their formal education and their everyday lives.

Nidia Ríos, a Social Sciences teacher at the Gabriel García Márquez School in the Cazucá district of Soacha, is very pleased with the achievements of the training process: "In recent years the teaching component has been strengthened. Part of the progress has come through the implementation of the teaching sequence, which has helped us to find other learning styles that are better adapted to the needs of our students, thus ensuring that they learn the appropriate skills".

These approaches address educational issues bearing in mind the factors that directly influence quality, achieving an impact on the educational community and seeking to ensure the sustainability of the processes involved.



FOOD SOVEREIGNTY STRATEGY IN ECUADOR AND BOLIVIA

Food sovereignty is the right of peoples to decide what they produce and consume. They decide their policies on food and agriculture, seeking self-sufficiency and awarding farmers a central role as the producers of the foods that nourish and sustain life. In order to achieve food sovereignty in the Andean regions of Ecuador and Bolivia, Ayuda en Acción has worked on developing a strategy against hunger.

In Ecuador, the SIPAS (Integrated Agriculture and Livestock Systems) seek to strengthen the local agrarian economy by producing healthy, nutritious foods in the agriculture and livestock production chain. We seek to make families the key element in growing and perpetuating their crops, aiming to ensure that they do not depend on others for food and hence reduce extreme poverty, which in some areas affects up to 30% of the population.

In Bolivia, farming initiatives with crops such as pepper, honey, amaranth and corn help peasant farmers to increase their production capacity and to progressively move towards sustainable practices. The goal is to increase market competitiveness for these people, of whom nearly 60% live in extreme poverty.

These efforts are implemented under a wider strategy to promote people's own exercise of their Right to Food ("Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services") by lobbying civil society to organise itself and demand its fulfilment.

ENHANCING LOCAL ECONOMIES

We strive to bring together local producers, consumers and authorities to generate the sustainable economic development processes needed to ensure communities' sovereignty and right to food.

Our work is reflected in the strengthening and training of small-scale farmers, their communities and organisations, transforming and modernising the marketing of their produce and enhancing their local economies.

In **Peru**, more than 2,000 farmers have succeeded in marketing quality organic produce. Among them, 10 smallholders from Totos and Paras, in Ayacucho's Cangallo province, presented their goods - quinoa, amaranth, corn, garlic, Hass avocado, native potatoes, honey and physalis - at Mistura 2012, the most important food fair not only in Peru but in all of Latin America.

In **El Salvador**, 27 families from the Association of Organic Vegetable Growers (ACOPV), in the municipality of San Ignacio, were provided with better equipment for handling fresh vegetables and are now able to fetch higher prices for their produce. The new equipment, which improves their facilities' hygiene conditions and the presentation of their produce, has enabled them to enter new markets.

In **Bolivia**, we worked with families to help increase their household income, production capacity and negotiating skills, thus enhancing their food rights. We constructed 63 water harvesting systems for crop and livestock production in six development areas; in Manuel María Caballero we built and equipped a mill that is now used by 45 farmers to produce molasses (a sugar cane syrup) and whole cane sugar; and in Malmiza we provided 604 farmers with equipment to improve and enhance the production processes for their potato, bean and corn crops and for the manufacture of sports clothing and fabrics.

In **Ecuador**, in Cantón Guano, which comprises 18 communities in the province of

Chimborazo, 326 families implemented Integrated Agriculture and Livestock Systems (SIPAS) to diversify their production, care for the environment and provide healthy Andean foods for household consumption, thus helping to reduce food shortages. Their facilities also include children's playgrounds that help to strengthen family bonds.

In **Colombia** we supported the opening of two local markets in Lebrija and Matanza, in the department of Santander, managed by two women's associations, AMUCALE and ASOMUCOF. In Cauca, the agribusiness fair and Pan-American market were institutionalised as supply systems in which peasant farmers can take part. The Asopanela Quilichao and Antúven associations were provided training on appropriate production techniques and health regulation compliance.

In **Malawi**, 70 young graduates from Ntchisi were provided with start-up grants to launch their own businesses and improve their post-education livelihoods.

In **Vietnam**, we helped a group of 250 farmers in Cau Ngang to improve the marketing of their produce by supporting their organisations and promoting cooperativism between them.

In **Mozambique**, 1,200 people from Nhon-gonhane were provided access to and control over arable lands where they have set up sustainable agriculture practices that have increased their crop yields.



SUSTAINABLE AGRICULTURE MODELS IN INDIA

Over two thousand people in the states of Odisha and Jharkhand are implementing sustainable agricultural models to ensure food sovereignty thanks to Ayuda en Acción and the "la Caixa" Welfare Projects' Socioeconomic Programme.

The programme works alongside small-scale farmers whose crops are dependent on rainwater. Their situation is further threatened by climate change, lack of access to technologies, debt due to the purchase of GM seeds and soil penetration of chemical compounds that pose health and environmental hazards.

In response to this situation, we promote a different model of income generation, helping farmers to market their produce directly and promoting kitchen gardens to make sure that people's nutritional requirements are covered. We set up collective seed banks to reduce external dependence on this resource, work to eliminate chemicals from crops and promote an agricultural development fund to allow farmers to increase their productivity without having to resort to unscrupulous local moneylenders.

This is the third year running that Ayuda en Acción and "la Caixa" Welfare Projects have teamed up to promote rural development and food rights by implementing entrepreneurial solutions. In each case, community building is combined with the enhancement of production economies, thus helping rural populations to preserve their livelihoods and develop their own sustainable farming initiatives.

STRENGTHENING LOCAL CAPACITIES

The strengthening of local capabilities is a necessary step for creating viable and sustainable development processes while nurturing the creation and preservation of active communities.

These training processes involve people with decision-making capabilities in management and production in a wide range of fields, such as agriculture, animal husbandry, health and education.

In **Bolivia**, we trained 26 members of economic organisations in business management practices and negotiation with the potential markets of seven municipalities. In Sucre, we helped to set up kitchen gardens at seven schools, strengthening students' knowledge of crop-growing while also improving their nutrition.

In **Paraguay**, 1,998 farmers were provided with training in areas such as farming, bread making or vermiculture. In addition, we engaged 306 farming units in training programmes on management, finance, trade and administration. A further 50 youngsters sat courses on middle management and 200 people took part in healthy eating workshops.

In **El Salvador**, 17 youngsters from the Agua Caliente community in Suchitoto have undergone training in carpentry and wood crafting. This has helped them to develop new skills for using the resources at their disposal more efficiently and involved them in social activities such as the repair of school furniture for the children in their communities. In addition, 420 people learnt about the Law on Comprehensive Protection for Children and Adolescents (LEPINA) and 271 community council members also received training on women's rights, organisational culture and leadership.

In **Honduras**, as part of our Food Security and Sovereignty project, Ayuda en Acción and local partner Fundación de Waal promoted good preventive health practices to help ensure the birth of healthy children

through the Antenatal Prevention of Disabilities programme, which provided training for 130 community leaders and 98 university graduates and students from nine municipalities. To further promote preventive practices, the participants then provided the same training in their communities.

In **Peru**, we helped strengthen the livestock sector through training on artificial insemination techniques and donated Brown Swiss breed cattle to increase milk production. While Criollo cows produce three to five litres of milk a day, the former can provide up to 20 litres. Thanks to this, the families involved increased their total production to 582,000 litres, enough to ensure their own household consumption, sell some of their production on the market and set aside another part for cheese making. Freshwater fish farming was another way in which we helped to strengthen household economies. Over 228,000 trout were raised in Cutervo, Chota and Bambamarca (Cajamarca) and Anta (Cusco), both for household consumption and sale in local markets.

In **Kenya**, we supported 50 members of the Khwisero farmers' organisation, who attended the annual agriculture fair in Kisumu to learn new farming techniques and discover new products to improve their daily work.

In **India**, 200 families from the Vidya Dham Samiti region were trained on how to sow high quality seeds and also on sustainable, environmentally-friendly farming techniques.

In Janamora, **Ethiopia**, 120 women from Wasel, Sabra and Gashajagrie Kebeles were provided with the initial training and funding they needed to join credit and savings cooperatives.



HORTICULTURALIST WOMEN IN PARAGUAY IMPROVE THEIR QUALITY OF LIFE

In 2009, a group of women from the María Auxiliadora Producer's Board (JUN-DEMAR) in the town of Pedro Juan Caballero decided to set up a horticultural cooperative. Their aim was to diversify their production and grow vegetables and medicinal and aromatic plants, both for their own consumption and to sell in order to prop up their family income. To begin with, 10 women formed the Fortuna Guazú Group of Women Horticulturalists and started to work together on a one hectare communal vegetable garden whose original irrigation system was later improved.

Now they have a nursery too, in which they grow seedlings of seasonal plants, and we have provided them with tools, consumables, technical training and other courses to expand their knowledge and increase production. "We organised ourselves and got to work. It has really helped to have an abundant supply of water, a nursery and the technical support of Ayuda en Acción and ACOM (Acción Comunitaria, one of our local partners in Paraguay). We feel proud; together we have learnt that it was possible to improve our lives", says Hortencia, one of the Fortuna Guazú horticulturalists.

On her part, Pablina, who not only looks after her 6 children but also carefully tends to the plants in the communal plot, tells us: "The vegetables we grow aren't just for selling; they have also changed our own diets, and that's very important. The money I earn from sales helps to pay for my children's education and for my family's health, food and clothing".

HUMANITARIAN ACTION AND RISK MANAGEMENT

Our work in prevention, mitigation, preparedness and response allows populations to be ready for potential natural disasters and promotes the rehabilitation and reconstruction of the communities that endure them.

In situations of socio-political tension and instability, armed conflict, natural disasters, epidemics and famine, our approach to risk management allows us to work on reducing and transforming hazards by acting on their causes and their social impact.

In **Bolivia**, we developed risk management systems in partnership with local governments and provided response to specific emergencies to ensure dignified living conditions for those affected. During 2012 we launched three prevention projects in the department of Chuquisaca for over 6,000 people in the municipalities of Villa Vaca Guzmán, Huacaya, Huacareta, Azurduy and Tarvita and set up or expanded eight community water distribution systems and two water storage systems. We also implemented a Crop Rehabilitation Plan and provided corn seed. In addition, schoolchildren learnt about risk management through 3 modules taught at 24 schools. In the same line of work, we strengthened the Risk Management Unit at Villa Vaca Guzmán and supported both the establishment of Operational Emergency Committees and the dissemination of municipal contingency plans.

In the Guano and Quero cantons in **Ecuador** fifteen community Risk Management committees were set up, each with community response plans and basic equipment for Damage Assessment and Needs Analysis (DANA). In addition, 27 schools in these cantons drew up Institutional School Emergency Plans, and the Decentralized Autonomous Government (GAD) of Ilapo Parish developed a Parish Risk Management Plan to safeguard the lives of children and families in the event of an eruption of the Tungurahua Volcano.

In **El Salvador**, 278 people from 20 Community Civil Defence Committees in Suchitoto, San Ignacio and La Palma acquired knowledge and skills to reduce risks

in their communities, benefiting a total of 2,972 families. These structures have their own Community Risk Management plans within the framework of the Municipal Civil Defence Commissions and the Nationwide Civil Defence System.

In **Honduras**, 951 people (173 families in five communities) were provided with tools for the agricultural recovery of their plots, and 373 more (67 families from 18 communities) were provided with building materials and technical support to repair damaged homes and increase their resilience to storms and earthquakes. An additional 8,000 people (1,440 families in 20 communities) benefitted from the rehabilitation of water systems.

In **Nicaragua**, Early Warning Systems (EWS) were set up in seventeen communities, benefiting 9,124 people, of whom 4,504 are women. The EWS is part of the regional early warning system, coordinated by the Nicaraguan Army's Civil Defence branch.

In **Ethiopia**, we created early warning and emergency management committees comprising 200 people, including experts, who received training to help them draw up a community vulnerability analysis plan.

In **Bangladesh**, working through our local partner Population Services and Training Center (PSTC) we taught more than 300 factory workers how to act in the event of an earthquake.



REBUILDING HONDURAS AFTER TROPICAL DEPRESSION 12-E

Tropical Depression 12-E affected the entire country of Honduras, and in the south caused severe flooding and landslides that damaged homes, roads, water systems and crops and displaced much of the population. Many families were unable to attend their jobs in the agribusinesses operating in the region, thus limiting their capacity to purchase food and other household goods. Damage to water systems limited the availability of drinking water, while damaged sanitation systems exposed the population to contaminated water, especially affecting the most vulnerable population groups, namely children under 5 and the elderly.

Ayuda en Acción responded immediately, working in municipal shelters, distributing 200 food rations and focusing its efforts on 8,596 people in 39 communities in the municipalities of Liure and Soledad, investing €285,490 from its own funds, the EU ECHO programme, the French Government and municipal councils. To address the rehabilitation of roads, water systems and housing, we deployed a gender-equal "cash for work" scheme that contributed to the household economies of the 892 participating families, helping to keep the families together by minimising their need to move to other communities in search of work. 61 families received support to repair their homes and fit them with sinks and we helped a further 35 to build latrines. We also rebuilt 19 drinking water facilities serving 8,000 people, provided 173 families with support for replanting subsistence crops and rebuilt 7km of rural roads connecting 911 people from five communities to their nearest towns.

EMPOWERMENT, GOVERNANCE AND CITIZENSHIP

Active citizens who develop their political, organisational and technical capabilities are essential for creating the sturdy, resilient social, economic and institutional structures required for territorial development.

Our strategy aims to consolidate democratic governance structures by creating social spaces in which people take full ownership and freely demand the fulfilment of their rights, while strengthening public bodies to help them to effectively respond to these demands.

In **Colombia**, 50 youngsters from Quibdó took part in the drafting of a proposal for a Public Youth Policy that was presented to their local council. The proposal revolved around four themes: leadership, income generation opportunities, reproductive health and formal and informal education. In addition, we organised human rights workshops for children from all of the development areas.

In **Paraguay**, we strengthened nine organisations, along with five local district councils and a number of interagency coordination committees. Twenty community organisations received information on rights and citizenship; we worked on setting up childhood and youth committees in five municipalities; we strengthened and promoted 30 women's committees and district organisations; and helped 106 farming units to form networks for managing the storage and marketing of their produce.

In **Ecuador**, we engaged 70 organisations involved in the management of drinking water and irrigation resources in the participatory research conducted by the National Water Resources Forum to ensure their input was included in nationwide discussions on the recognition of the importance of community management as a constitutional and legitimate alternative for populations to exercise their right to water.

In **Bolivia**, we rallied citizens and organisations to continue working for the fulfilment of their individual and collective rights. In Manuel María Caballero, Sucre, Azurduy and the Teresa de los Andes Home we

helped 1,281 people to obtain identity documents, as well as 1,110 birth certificates for the children of Manuel María Caballero. We also helped to consolidate 25 women's organisations and farming units in six development areas and provided training on a range of issues for their members.

In Chiapas, **Mexico**, we held migration and photography workshops for more than 40 students. We also held 30 human rights workshops in Zautla and rallied 32 communities to demonstrate against a mining exploitation in the Tlamanca community.

In **El Salvador**, 417 people took part in National Solidarity Ties Committees, sharing their views on sexual and reproductive rights and lobbying health and education authorities to step up their efforts to raise awareness on the prevention of HIV, STDs and early pregnancies.

In Vietnam our work included workshops for 120 women from Cau Ngang to raise their awareness on gender-based violence and their entitlement to social services and decent jobs without any form of discrimination.

In **Malawi**, 1,000 women in Kasakula increased their income opportunities through a grant that helped 50 of them to become credit facilitators in a community savings scheme.

In **Kenya**, a group of 100 women from the region of Usigu received training on women's rights to monitor and report violence against women in the area and thus establish themselves as a pressure group in their community.



EQUATORIAL GUINEA: WOMEN'S CITIZENSHIP AND THE FIGHT FOR EQUITY

The agreement on "Strengthening Women in Equatorial Guinea" reached with the Agencia Española de Cooperación (Spanish Agency for Cooperation) and jointly implemented with Equatorial Guinea's Ministry for Social Affairs and for the Promotion of Women, has spelt a breakthrough in the uphill struggle faced by the women of Equatorial Guinea, whose government views merely as child-bearers rather than full citizens.

Our organisation has been involved in several processes to empower the women of Equatorial Guinea. We supported them in their attempts to legalise their associations when information was not forthcoming. We provided them with materials and documentation to legalise their groups, to speak appropriately about women's rights and gender-based violence, and to demand the rights they are due by nature. We informed them about all the things they are entitled to but others do not want them to know, such as the treaties Equatorial Guinea has ratified on Women's Rights; every 8th March (International Women's Day) and 25th November (International Day for the Elimination of Violence against Women) we marched alongside them on the streets of the country's main cities.

Through the agreement, we identified and worked with 22 women's groups in Malabo and Bata, such as ASAMA, AMUDIGE, MUBA, MANAM or NNEM MBOHO; amongst other actions, we conducted awareness raising campaigns in the country's main media, produced comics about CEDAW (Convention on the Elimination of All Forms of Discrimination against Women) and reports on the situation of girls' education in Equatorial Guinea, all of this with a single purpose: to ensure that the women of Equatorial Guinea learn to fight for their rights and continue to advance without looking back.

CAMPAIGNS AND ADVOCACY WORK

Creating a collective consciousness that prioritises the eradication of poverty is the first step in the struggle to fight inequities by addressing their root causes.

With this aim in mind, we work to create public arenas in which we implement awareness-raising, mobilisation and advocacy campaigns that we then carry over to the political decision-making spheres that shape people's lives. In order to achieve this, one of our priorities is to create and strengthen networks between grassroots organisations.

In **Honduras**, the Inter-Agency Committee on Early Childhood Care, of which Ayuda en Acción is a member, succeeded in pushing through the Policy on Comprehensive Care Policy for Children Under Six. The aim of this policy is to provide the country's government, as the guarantor of children's rights, with a guideline for implementing concerted strategies that ensure the survival, development and protection of young children.

In the **Ecuadorian** province of Chimborazo, as part of the Plan for the Protection of Children and Adolescents, we supported the drafting and approval of a Provincial Ordinance titled "Children and adolescents of Chimborazo province happy, in a peaceful environment and free from violence", to ensure their rights and comprehensive protection. With the same aim, 58 children and adolescents in the Guano and Quero cantons exercised their right to participation through their involvement in the election process for the Advisory Council of Children and Adolescents of Ecuador (CCNNA-E). In Cantón Sigsig we designed public policy proposals to address the demands of peasant families; in 2012, fourteen community organisations and six local governments were involved in the discussion, approval and implementation of these regulations, which govern issues such as the protection of moors, natural forests, water sources and springs or trade at agro-ecological, handicraft and solidarity fairs.

In **El Salvador**, several organisations from the municipality of San Ignacio have set up a cross-sector panel to discuss and seek territorial development alternatives in the area in coordination with the local and national governments. Ayuda en Acción also implements several cooperation instruments with a number of Salvadoran agencies to work jointly on proposals for interventions aiming to improve the living conditions of the country's most vulnerable families. In addition, 97 community organisations engaged in actions to demand the fulfilment of their rights, such as the Forum for Action on Education.

In **Bangladesh**, with the aim of promoting occupational safety policies, we provided counsel for 200 workers regarding their actual workplace conditions compared to the labour law in force, which was passed in 2010. In addition, we held joint meetings and workshops on Corporate Social Responsibility with 90 business managers and factory owners, and handed out informational materials on the issue.

In **Vietnam**, we promoted critical analysis skills among the most vulnerable groups of Cau Ngang, such as poor women, minorities and youth, through awareness-raising campaigns in their communities and by supporting networking between grassroots organisations. We also helped to strengthen local government workers' knowledge on issues such as legislation, administrative reform and labour policies, addressing them at all times from a human rights perspective.



THE REGIONAL CIVIL SOCIETY EDUCATION FUND

The Latin American Campaign for the Right to Education (CLADE) reaffirms the responsibility of States in ensuring the right to education. This requires consolidating civil society's capacity to debate and take collective action in the forums where discussions take place on the public policies that their nations commit to, and also to develop its capability to advocate the fulfilment of the Human Right to Education (HRE).

This precisely is the purpose of the Regional Civil Society Education Fund for Latin America and the Caribbean (FRESCE), which Ayuda en Acción and ActionAid manage in strategic alliance with the CLADE in fourteen of the region's countries – Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Haiti, Nicaragua, Mexico, Paraguay and Peru – with the support of the Spanish Agency for International Development Cooperation and the Global Partnership for Education (GPE).

One of the outcomes of this process, which began two years ago, has been the consolidation of the national coalitions involved, achieved by strengthening their members and creating provincial, departmental and federal forums. This has allowed the forums and coalitions that adhere to the principles set forth by the HRE to develop their own country agendas. We have also promoted advocacy efforts through lobbying and mass mobilisation. One of the arenas for HRE advocacy will undoubtedly be the discussions on the Post-2015 Development Goals. Our challenge will be to work with the CLADE to consolidate and articulate the national agendas at the regional level in order to reposition free, quality education for all as a human right for which states are responsible, and to strengthen the role of civil society in the debates on education policies.

LATIN AMERICA, ASIA AND AFRICA

Our cooperation programmes are the best example of our efforts to fight poverty and help improve the quality of life of many of the inhabitants of these countries.

GEORGIE SCOTT / ActionAid Uganda



ICIAR DE LA PEÑA / Aea



The end of 2012 leaves us three years away from the deadline to meet the Millennium Development Goals (MDGs) that world leaders agreed over a decade ago. Working together, governments, the United Nations, the private sector and civil society have managed to save many lives and improve the living conditions of many people.

According to the United Nations Development Programme (UNDP), for the first time since they started analysing poverty trends, the number of people living either in poverty or extreme poverty fell in every developing region, including Sub-Saharan Africa, the region where these rates are highest. Estimates indicate that the number of people living on \$ 1.25 or less a day had dropped from 2 billion in 1990 to 1.4 billion in 2010.

Nevertheless, current forecasts show that by 2015 over 600 million people worldwide will still lack access to clean drinking water, nearly one billion will continue to live on less than \$ 1.25 a day, mothers will continue to die during childbirth, and there will still be children suffering and dying from preventable diseases. Hunger will continue to be a global problem, and ensuring that all

children complete their primary education will remain an essential unmet target that will continue to negatively affect the rest of the goals.

Especially important are the issues of the unequal progress made between countries and regions and the profound differences between populations, particularly between the inhabitants of rural and urban areas. Gender inequity remains, as women continue to face discrimination in access to education, work, property ownership and participation in government. Violence against women continues to undermine the efforts made to meet all of the MDGs and is still the leading cause of death and disability among women aged 16-44 years.

In the words of Ban Ki-Moon, Secretary General of the UN, "The current economic crises must not be allowed to decelerate or reverse the progress that has been made. Let us build on the successes we have achieved so far, and let us not relent until all the Millennium Development Goals have been attained".

JOSE MANUEL ROMÁN / AeaAndalucía





LATIN AMERICA

Social, economic and political review

According to the available figures, both poverty and destitution continued to fall in Latin America during the past year, posting the lowest figures in three decades. Although poverty has not been reduced in all of the region's countries over the past 12 months, it has in most of them.

In this context, and based on the available household surveys, in 2012 there were 167 million people living in poverty (approximately 29.5%), of whom 11.5% - some 66 million people - lived in conditions of extreme poverty or destitution. People under the age of 18 accounted for 51% of the destitute, meaning that virtually half of the poor are children. Poverty rates in the countries where Ayuda en Acción has a permanent presence ranged from 67% in Honduras to 27% in Peru.

One of the major challenges still facing Latin America is to reduce the prevailing high levels of inequity in terms of income distribution on the continent, which remains one of the world's most unequal regions: 57.1% of all income goes to the richest 20% of the population, while the poorest 20% barely receive 2.9%.

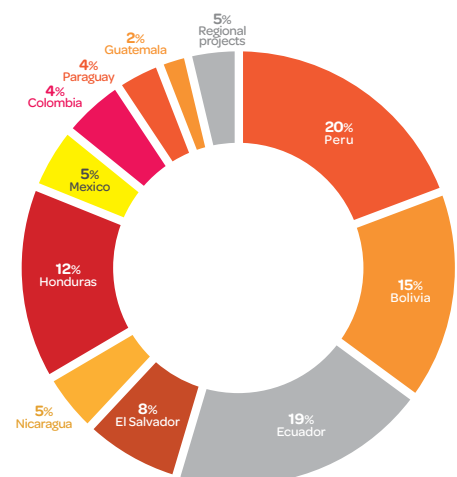
For example, there are regions such as the Colombian Chocó or Peru's Andean region where human development levels are far

lower than those of their capitals, and where poverty, inequity and social exclusion can be found in all their crude reality despite the strong growth of their countries' economies. Once again, these problems mostly affect the most vulnerable groups - women, children, and indigenous peoples - and translate into high rates of malnutrition, illiteracy and poverty.

Despite the recent progress achieved, Latin American countries still suffer from high levels of inequity, coupled with a deep-rooted distrust of their institutions. Studies conducted on public perceptions regarding the inequity of income distribution reveal a persistent discontent among citizens with how their institutions are run and with how economic, social and political resources are shared in their countries. These persistent feelings of citizens' discontent with their institutions is both an obstacle and a challenge for the overall sense of belonging and for the construction of social contracts guided by the values of equity.



Funds applied in Latin America in 2012 Total: 26,053,105 Euros





BOLIVIA

Development area	Opening year	Beneficiaries	Local partner	Investment€
Malmiza	1999	11.289	Pastoral Social Cáritas Potosí (PASOCAP)	163.165
Hogar Teresa de los Andes	2004	491	Hermanos de la Divina Providencia	150.811
Alcalá	2006	17.500	Fundación Participación y Sostenibilidad (PASOS)	266.762
Luis Calvo	2006	12.500	Fundación Intercultural Nor Sud	241.252
Yapacaní	2006	23.147	Centro de Promoción Agropecuaria Campesina (CEPAC)	174.852
Manuel María Caballero	2007	14.070	Pastoral Social Cáritas Santa Cruz (PASOC)	269.226
Sorata	2007	19.204	Pastoral Social Cáritas Coroico	209.428
San José de Chiquitos	2008	17.564	Centro de Promoción Agropecuaria Campesina (CEPAC)	268.160
Sucre	2008	15.203	Centro de Multiservicios Educativos (CEMSE)	286.342
Azurduy	2009	13.598	Promotores Agropecuarios (PROAGRO)	382.608
Cotagaita	2012	14.200	Fundación Cultural Loyola (ACLO)	182.624

Other projects

Food rights and local economic development in Bolivia and Ecuador	2010	17.675	Fundación Participación y Sostenibilidad (PASOS), Centro de Multiservicios Educativos (CEMSE), Fundación Intercultural Nor Sud, Promotores Agropecuarios (PROAGRO) y PRORURAL	773.356
Implementation of community and municipal health systems in extremely deprived rural networks in the department of Potosí	2011	3.055	Ayuda en Acción	97.138
Country Office		7.500	Ayuda en Acción	467.919

TOTAL 186.996 3.933.643

Main lines of action*	Funds applied (euros)
Meeting basic needs	959.753
Basic education	349.274
Basic health	408.852
Support for family and community wellbeing (housing, water, food rights...)	201.628
Enhancing local economies	754.131
Environment and sustainable use of resources	250.495
Humanitarian action and risk management	237.693
Strengthening local technical capacities	163.672
Empowerment, governance and citizenship building	147.650
Public awareness raising and advocacy	12.989

* This table shows investments in Euros in some of the activities carried out in the country in 2012





COLOMBIA



Development area	Opening year	Beneficiaries	Local partner	Investment€
Bucaramanga	2008	1.103	Corporación Buen Ambiente (CORAMBIENTE)	80.363
Boyacá	2006	1.872	Asociación para el Desarrollo Sostenible de Semillas	192.541
Cauca	2006	8.699	Corporación para el Desarrollo de Tunia (CORPOTUNIA)	133.298
Quibdó	2012	2.813	Fundación Pies Descalzos (FPD)	151.440
Barranquilla	2012	7.482	Fundación Pies Descalzos (FPD)	127.645
Cazucá	2012	4.570	Fundación Pies Descalzos (FPD)	148.882
Other projects				
Peace building in Colombia	2010		CD-Paz	4.010
Country Office	2006		Ayuda en Acción	285.818
TOTAL		26.539		1.123.997

Main lines of action*	Funds applied (euros)
Meeting basic needs	410.559
Basic education	265.115
Basic health	8.915
Support for family and community wellbeing (housing, water, food rights...)	136.530
Enhancing local economies	61.124
Environment and sustainable use of resources	21.740
Strengthening local technical capacities	104.632
Empowerment, governance and citizenship building	58.347
Public awareness raising and advocacy	9.724

* This table shows investments in Euros in some of the activities carried out in the country in 2012



Development area	Opening year	Beneficiaries	Local partner	Investment€
Sigsig	1997	7.032	Fundación Ecológica Rikcharina	373.882
Chinchaysuyo	2004	13.442	Ayuda en Acción	266.877
Bolívar	1997	17.386	Ayuda en Acción	238.332
Tungurahua	2003	13.015	Ayuda en Acción	236.481
Cusubamba	1998	9.097	Fondo Ecuatoriano Populorum Progressio (FEPP)	204.655
Chota - Mira	2007	5.530	Fundación a favor de los derechos ciudadanos (PRODECI)	273.380
Pedro Carbo	1998	14.795	Centro de Promoción Rural (CPR)	189.320
Santa Elena	1997	8.622	Centro de Promoción Rural (CPR)	308.921
Intag	1997	3.797	Fundación a favor de los derechos ciudadanos (PRODECI)	191.768
Carchi	2008	4.264	Ayuda en Acción	268.651
Morona	2005	4.900	Fundación Comunidad, Ambiente y Desarrollo Integral (COADESI)	218.726
Mitad del Mundo	1997	16.696	Fundación Casa Campesina Cayambe	272.864
Chilloallo	2002	21.665	Proyecto Salesiano Chicos Trabajadores de la Calle	241.277

Other projects

Food rights and economic development in Bolivia and Ecuador (AECID)	2010			802.304
Country Office	1996	6.379	Ayuda en Acción	785.069

TOTAL 146.620 4.872.507

Main lines of action*	Funds applied (euros)
Meeting basic needs	1.349.896
Basic education	474.370
Basic health	266.293
Support for family and community wellbeing (housing, water, food rights...)	609.233
Enhancing local economies	896.955
Environment and sustainable use of resources	48.309
Humanitarian action and risk management	28.426
Strengthening local technical capacities	212.725
Empowerment, governance and citizenship building	567.725
Public awareness raising and advocacy	90.400

* This table shows investments in Euros in some of the activities carried out in the country in 2012

ECUADOR

PACIFIC OCEAN

- Carchi
- Chota - Mira
- Intag
- Quito
- Mitad del Mundo
- Chilloallo
- Cusubamba
- Pedro Carbo
- Santa Elena
- Bolívar
- Tungurahua
- Morona
- Sigsig
- Chinchaysuyo



EL SALVADOR



Development area	Opening year	Beneficiaries	Local partner	Investment€
Bahía de Jiquilisco	2000	13.504	Ayuda en Acción	230.450
Suchitlán	2009	10.354	Ayuda en Acción	208.573
Ilamatepec	2008	4.257	Ayuda en Acción	216.065
Las Flores	2005	6.823	Ayuda en Acción	186.893
Morazán	1997	18.161	FUNDEMAC	202.391
Miramundo	2010	11.900	Ayuda en Acción	124.747
Other projects				
Food security and risk management in four Central American countries (AECID)	2010	12.546	Ayuda en Acción	558.648
Country Office	1990	3.814	Ayuda en Acción	371.921
TOTAL		81.359		2.099.689

Main lines of action*	Funds applied (euros)
Meeting basic needs	619.216
Basic education	272.518
Basic health	13.058
Support for family and community wellbeing (housing, water, food rights...)	333.640
Enhancing local economies	210.224
Environment and sustainable use of resources	27.579
Humanitarian action and risk management	269.646
Strengthening local technical capacities	76.812
Empowerment, governance and citizenship building	55.996
Public awareness raising and advocacy	40.608

* This table shows investments in Euros in some of the activities carried out in the country in 2012



Guatemala

Development area	Opening year	Beneficiaries	Local partner	Investment€
Project on food rights and risk management (AECID)	2010	17.982	ActionAid Guatemala	445.000
TOTAL		17.982		445.000

Main lines of action*	Funds applied (euros)
Meeting basic needs	222.500
Support for family and community wellbeing (housing, water, food rights...)	222.500
Humanitarian action and risk management	222.500

* Este cuadro recoge la inversión en euros en algunas de las actividades realizadas en el país en 2012

Haiti

Development area	Opening year	Beneficiaries	Local partner	Investment€
Juanayra	2011	1.393	ActionAid	38.712
TOTAL				38.712

Main lines of action*	Funds applied (euros)
Humanitarian action and risk management	38.712

* This table shows investments in Euros in some of the activities carried out in the country in 2012

GUATEMALA & HAITI





HONDURAS



Development area	Opening year	Beneficiaries	Local partner	Investment€
Choluteca Norte	1998	11.388	Ayuda en Acción	252.869
El Paraíso Sur	1998	8.402	Ayuda en Acción	209.328
Comayagua Norte	1998	5.500	Ayuda en Acción	218.224
Yoro	2003	19.406	Ayuda en Acción	235.117
Litoral Atlántico	2009	13.976	Centro Desarrollo Humano (CDH)	180.707
Garífuna Cabo Camarón	2012	8.011	Comisión de Acción Social Menonita (CASM)	139.123
Garífuna Centro	2012	3.475	Fundación San Alonso Rodríguez (FSAR)	103.997
Other projects				
Actions for micro-watershed recovery and protection (Gov't of Extremadura)	2010		Ayuda en Acción	103.816
Food security and risk management (AECID)	2010	1.872	AeA, CASM, FPNT, CDH y ASONOG	777.908
Healthy homes for poor Honduran families (UE)	2011	2.018	AeA, CDH, CEDAC y OIKOS	235.593
Emergency Response for families affected by Tropical Depression 12-E and low pressure systems in Southern Honduras (ECHO)	2011		Sur en Acción	200.528
Community resilience to drought in the dry tropical region (ECHO)	2012		Ayuda en Acción, Sur en Acción y FSAR	93.202
Country Office	2012		Ayuda en Acción	481.785
TOTAL		74.048		3.232.196
Main lines of action*				Funds applied (euros)
Meeting basic needs				1.097.402
Basic education				153.784
Basic health				47.435
Support for family and community wellbeing (housing, water, food rights...)				896.183
Enhancing local economies				118.086
Environment and sustainable use of resources				18.634
Humanitarian action and risk management				533.826
Strengthening local technical capacities				85.660
Empowerment, governance and citizenship building				140.843
Public awareness raising and advocacy				48.744

* This table shows investments in Euros in some of the activities carried out in the country in 2012



Development area	Opening year	Beneficiaries	Local partner	Investment€
Amanc	2000	1.583	Asociación Mexicana de Ayuda a Niños con Cáncer AMANC	144.543
Nexapa	2008	21.953	Desarrollo Regional Autogestivo Integral Sustentable A.C., DRAIS	162.077
Zautla	2000	16.903	Centro de Estudios para el Desarrollo Rural (CESDER)	109.378
Guaquitepec	2000	6.867	Patronato Pro Educación Mexicano A.C.	155.565
Sonora	2003	20.914	Fundación de Apoyo Infantil FAI Sonora	198.345
Enlace Chiapas	2011	5.434	Enlace Comunicación y Capacitación, A.C.	114.656
Other projects				
Southern Mexico Risk Management project	2012	6.549	PNUD, Yucatán, Campeche, Quintana Roo y Chiapas	100.571
Psychosocial Intervention in the State of Sonora	2007	200	Investigación y Educación Popular Autogestiva, A.C.	41.994
Country Office	1997	7.157	Ayuda en Acción	284.187
TOTAL		87.560		1.311.316

Main lines of action*	Funds applied (euros)
Meeting basic needs	390.778
Basic education	88.026
Basic health	155.082
Support for family and community wellbeing (housing, water, food rights...)	147.670
Enhancing local economies	62.272
Environment and sustainable use of resources	23.974
Humanitarian action and risk management	112.959
Strengthening local technical capacities	151.323
Empowerment, governance and citizenship building	47.699
Public awareness raising and advocacy	50.394

* This table shows investments in Euros in some of the activities carried out in the country in 2012

MEXICO





NICARAGUA



Development area	Opening year	Beneficiaries	Local partner	Investment€
Kukra Hill	1998	10.329	Ayuda en Acción	179.156
Acahualinca	2006	1.870	Dos Generaciones	101.128
Matiguás	2007	9.040	Ayuda en Acción	233.530
Río Blanco	2012	11.319	Ayuda en Acción	164.937
Other projects				
Food Sovereignty and Food right in Central America (AECID)	2011	887	Ayuda en Acción, SOYNICA	351.057
Country Office	1993	2.644	Ayuda en Acción	334.664
TOTAL		36.089		1.364.472

Main lines of action*	Funds applied (euros)
Meeting basic needs	689.885
Basic education	212.560
Basic health	50.837
Support for family and community wellbeing (housing, water, food rights...)	426.487
Enhancing local economies	22.510
Humanitarian action and risk management	22.265
Strengthening local technical capacities	61.811
Empowerment, governance and citizenship building	13.717

* This table shows investments in Euros in some of the activities carried out in the country in 2012





Development area	Opening year	Beneficiaries	Local partner	Investment€
Pedro Juan Caballero	2006	19.495	Acción Comunitaria (ACOM)	175.981
Misiones	2007	19.822	Centro de Estudios Paraguayos Antonio Guasch (CEPAG)	174.874
Tavaí Pora	2007	12.700	Centro de Educación, Capacitación y Tecnología Campesina (CECTEC)	168.896
San Roque	2008	6.729	Servicio Ecueménico de Promoción Alternativa (SEPA)	149.251
San Joaquín	2008	10.489	Centro Paraguayo de Cooperativistas (CPC)	198.441
Other projects				
Strengthening networks for the rights of children and adolescents	2009		Coordinadora por los Derechos Humanos en Paraguay (CODEHUPY) y Coordinadora por los Derechos de la Infancia y Adolescencia (CDIA)	33.363
Food rights and food sovereignty	2010		Centro de Educación, Capacitación y Tecnología Campesina (CECTEC) y Centro de Estudios e Investigaciones de Derecho Rural y Reforma Agraria (CEIDRA)	10.631
Strengthening the Paraguayan Forum for Education	2010		Foro Paraguayo de Educación	86.713
Country Office	2006	8.571	Ayuda en Acción	195.081
TOTAL		77.806		1.193.232
Main lines of action*		Funds applied (euros)		
Meeting basic needs		349.244		
Basic education		140.087		
Basic health		51.558		
Support for family and community wellbeing (housing, water, food rights...)		157.599		
Enhancing local economies		115.836		
Environment and sustainable use of resources		7.660		
Humanitarian action and risk management		4.839		
Strengthening local technical capacities		31.450		
Empowerment, governance and citizenship building		66.465		
Public awareness raising and advocacy		8.557		

* This table shows investments in Euros in some of the activities carried out in the country in 2012

PARAGUAY





PERU



Development area	Opening year	Beneficiaries	Local partner	Investment€
Proyecto urbano Yancana Huasy	1996	1.300	Yancanahuasy	195.851
Chota	1997	4.792	Perú en Acción	139.469
Cutervo	1997	5.275	ESCAES	219.985
Paiján-Trujillo	1997	1.448	CIEDI	351.714
Ica-Paracas Verde	1998	17.448	DECAL	237.083
Piura	1998	8.702	VISAD	330.358
Lambayeque	2004	10.386	CIPDES	472.975
Proyecto Binacional Ayabaca	2005	18.545	ESCAES	372.355
Ayacucho	2007	8.187	CEDAP	235.456
Santa Cruz	2007	6.040	CDCIP	231.766
Chumbivilcas	2012	9.045	ARARIWA	221.560
Conchán	2012	4.880	IDEAS	222.603
Puno	2012	1.217	DESCO	224.877
Anta - Chincheros	2012	7.599	WARA	473.421
San Miguel	2012	22.250	PRODIA	315.981
Other projects				
Sustainable human development against poverty (Comunidad de Madrid)	2010	4.206	Perú en Acción / CDCIP	156.081
APPD Acobamba (AECID)	2011	1.064	Ayuda en Acción / REDES	136.966
Country Office	1988		Ayuda en Acción	749.008
TOTAL		132.384		5.287.510
Main lines of action*				Funds applied (euros)
Meeting basic needs				914.841
Basic education				389.316
Basic health				147.909
Support for family and community wellbeing (housing, water, food rights...)				377.616
Enhancing local economies				1.488.969
Environment and sustainable use of resources				100.486
Humanitarian action and risk management				5.879
Strengthening local technical capacities				328.802
Empowerment, governance and citizenship building				217.169
Public awareness raising and advocacy				61.006

* This table shows investments in Euros in some of the activities carried out in the country in 2012



AFRICA

Social, economic and political review

In recent years, Africa has been home to some of the world's fastest growing economies. This has led to a decrease in poverty rates and, above all, to a renewed sense of optimism regarding its future.

However, according to the UN annual report, economic growth has not brought food security to the majority of the population still trapped by hunger. The latest available figures, dating from 2010, showed that 48% of the population of Sub-Saharan Africa lived in extreme poverty, while 41% of its preschool children suffered chronic malnutrition, a figure only expected to improve a meagre 1%. In overall terms, there were 55 million malnourished children, a figure that has grown and will continue to grow in the coming years, hitting 60 million by 2020.

There are three factors that are noticeably affecting food availability in Africa: natural disasters and environmental vulnerability, speculation in commodities markets, and political or armed conflicts. Institutional weakness in these countries entraps their most vulnerable populations, namely subsistence farmers, the landless, women and children in a vicious circle of poverty, food shortages and low human development.

The fight for the right to food in Africa during the coming years requires work on four

key axes: improving productivity for peasant farmers; lobbying to improve nutrition policies, especially for children; increasing the resilience of communities; and promoting the participation and empowerment of rural populations, women especially.

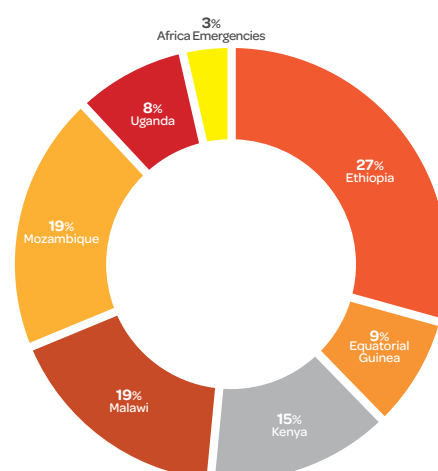
In addition to the work required in Africa, our strategies need to be implemented within the framework of global processes for change, especially as regards food systems. There are also new factors that have a serious impact on how food is produced and consumed and that directly affect Africa: population growth, pressure on natural resources (water and land), diet, growth of the middle classes in emerging countries...

These factors have a strong influence on climate change and food prices and a significant impact on the vulnerability of the livelihoods of Africans.



Funds applied in Africa 2012

Total: 5.987.026 euros





ETHIOPIA



Development area	Opening year	Beneficiaries	Local partner	Investment€
Doba	2002	65.426	ERSHA	205.601
Janamora	2004	21.605	ActionAid	266.504
Seru	2005	21.447	ActionAid	232.493
Kamashi	2006	12.053	ActionAid	232.961
Decha	2006	12.292	ActionAid	280.245

Other projects

Drinking water facilities and basic sanitation in Decha	387.008
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TOTAL	132.823	1.604.813
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Main lines of action*

Main lines of action*	Funds applied (euros)
Meeting basic needs	938.237
Basic education	112.053
Basic health	36.435
Support for family and community wellbeing (housing, water, food rights...)	789.749
Enhancing local economies	108.512
Humanitarian action and risk management	196.959
Empowerment, governance and citizenship building	71.661
Public awareness raising and advocacy	60.342

* This table shows investments in Euros in some of the activities carried out in the country in 2012





Development area	Opening year	Beneficiaries	Local partner	Investment€
Health project	2006	9,000	Ministerio de Sanidad de Guinea Ecuatorial	366.008
Women's rights project	2006	5,500	Ministerio de Promoción de la Mujer de Guinea Ecuatorial	168.732
TOTAL		14.500		534.741

Main lines of action*	Funds applied (euros)
Meeting basic needs	366.008
Basic health	366.008
Empowerment, governance and citizenship building	168.732

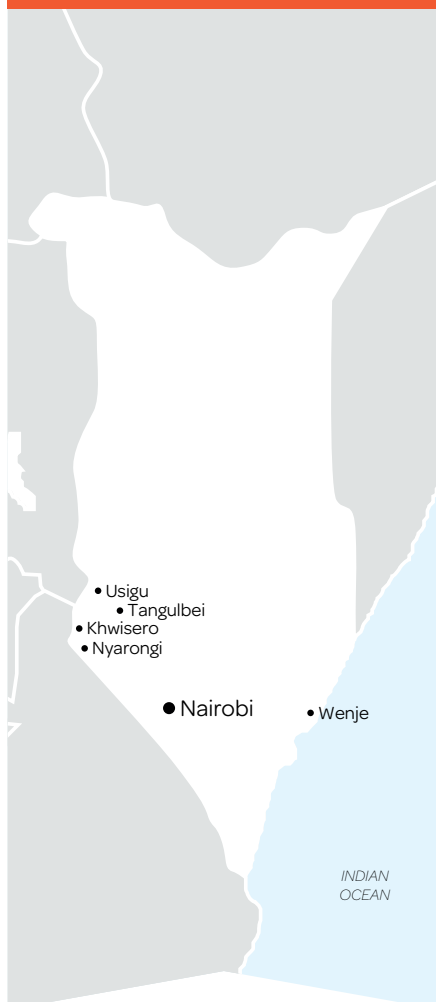
* This table shows investments in Euros in some of the activities carried out in the country in 2012

EQUATORIAL GUINEEA





KENYA



Development area	Opening year	Beneficiaries	Local partner	Investment€
Wenje	2002	9.800	ActionAid	137.150
Usigu	2002	38.200	ActionAid	171.391
Tangulbei	2006	46.000	ActionAid	291.245
Khwisero	2010	500	ActionAid	134.335
Nyarongi	2012	774	ActionAid	197.835
Other projects				
Emergency response for populations affected by drought in Kenya	2012		ActionAid	150.300
TOTAL		95.274		1.082.286

Main lines of action*	Funds applied (euros)
Meeting basic needs	680.722
Basic education	125.091
Basic health	304.516
Support for family and community wellbeing (housing, water, food rights...)	251.115
Humanitarian action and risk management	150.330
Empowerment, governance and citizenship building	251.234

* This table shows investments in Euros in some of the activities carried out in the country in 2012





Development area	Opening year	Beneficiaries	Local partner	Investment€
SFA	1999	7.234	ActionAid	259.219
Machinga	2005	10.234	ActionAid	269.075
Neno	2007	16.000	ActionAid	273.617
Ntchisi	2007	12.140	ActionAid	265.455
Other projects				
Women of Lilongwe				50.000
TOTAL		45.608		1.117.366

Main lines of action*	Funds applied (euros)
Meeting basic needs	608.435
Basic education	245.507
Basic health	192.136
Support for family and community wellbeing (housing, water, food rights...)	170.791
Enhancing local economies	50.000
Strengthening local technical capacities	85.404
Empowerment, governance and citizenship building	170.715

* This table shows investments in Euros in some of the activities carried out in the country in 2012

MALAWI





MOZAMBIQUE



Development area	Opening year	Beneficiaries	Local partner	Investment€
Namarroi	2001	13.661	ActionAid	279.620
Nhongonhane	1997	15.983	ActionAid	253.442

Other projects

Erati health project				66.455
Strengthening civil society in Cabo Delgado				539.000
TOTAL		29.644		1.138.516

Main lines of action*

	Funds applied (euros)
Meeting basic needs	441.433
Basic education	109.253
Basic health	253.374
Support for family and community wellbeing (housing, water, food rights...)	78.807
Strengthening local technical capacities	36.316
Empowerment, governance and citizenship building	575.280

* This table shows investments in Euros in some of the activities carried out in the country in 2012





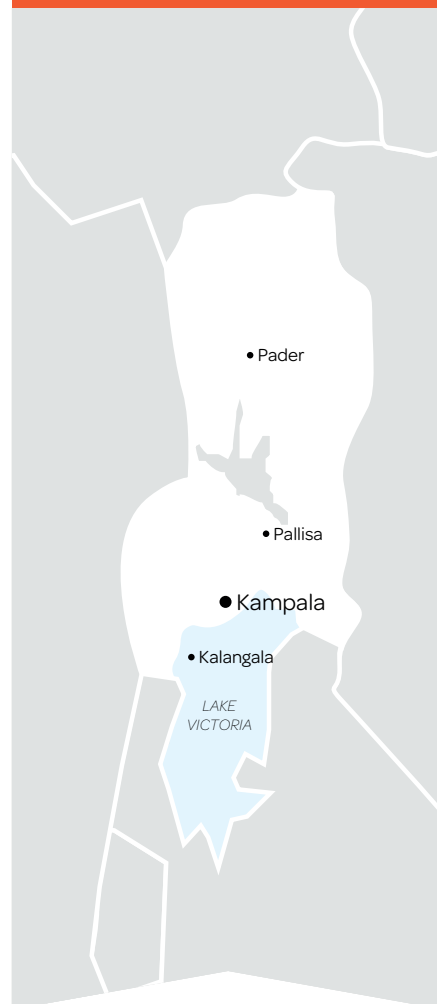
Development area	Opening year	Beneficiaries	Local partner	Investment€
Kalangala	2001	6.064	ActionAid	201.716
Pallisa	1999	60.500	ActionAid	290.771
Pader	2012		ActionAid	16.263
TOTAL		66.564		508.751

Main lines of action*	Funds applied (euros)
Meeting basic needs	237.312
Basic education	71.276
Basic health	64.405
Support for family and community wellbeing (housing, water, food rights...)	101.630
Empowerment, governance and citizenship building	77.397

* This table shows investments in Euros in some of the activities carried out in the country in 2012



UGANDA





ASIA



Social, economic and political review

The Asia and Pacific region is home to the largest proportion of the world's population, about 900 million inhabitants, but accounts for only 30% of its land surface. This densely populated region is also home to a very high percentage of the world's poorest inhabitants, accounting for over 70% of those who lack access to drinking water and sanitation, about 70% of all malnourished children and 67% of those living in extreme poverty. In addition, the diet of hundreds of millions of Asians lacks the necessary micronutrients, a very large category of malnutrition that is not recorded in the statistics.

People in Asia are four times more prone to natural disasters than those living in Africa, and twenty-five times more than Europe's inhabitants. Climate change and population growth make malnutrition a major health risk here. The region is home to 578 million malnourished people, 100 million of whom are children under five.

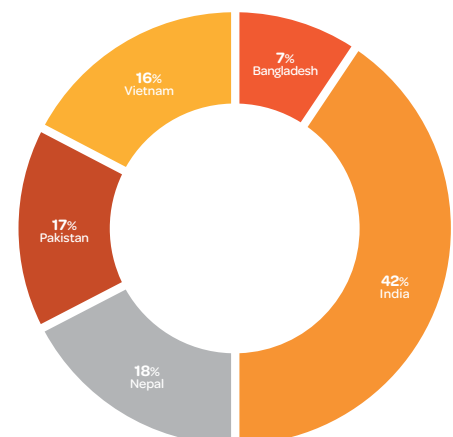
Asian countries are subjected to an enormous tension between two of the production strategies for addressing this major food crisis: industrial agriculture, brought about by the green revolution, and agro-ecologically sustainable family farming, which is slowly but increasingly being accepted both worldwide and regionally as

the most viable alternative. Rising regional and international prices are worsening malnutrition rates for millions of farmers, with climate change threatening to add millions more to the region's hunger and malnutrition figures.

One of the priorities of our work in Asia during 2012 has been to make rural men and women more resilient to climate change, hunger and malnutrition, increasing both the degree and inclusiveness of rural development by encouraging sustainable production and family-based farming approaches.

The other main focus of our work in the region has been the promotion of economic rights and the prevention of violence against women. According to figures from UN Women, the UN Entity for Gender Equality and the Empowerment of Women, more than 70% of Asia's women experience violence in their lifetimes. Population growth, poverty and violence, both in large cities and in rural areas, are having a major impact on women's safety and are becoming one of the greatest obstacles for eradicating poverty in the region.

Funds applied in Asia 2012
Total: 2.484.004 euros





Development area	Opening year	Beneficiaries	Local partner	Investment€
Gazipur	2006	22.850	Population Service & Training Center (PSTC)	143.616
Madarbari	2011	2.873	Bangladesh Institute of Theatre Arts (BITA)	45.189
TOTAL		25.723		188.804

Main lines of action*	Funds applied (euros)
Meeting basic needs	101.954
Basic education	58.530
Basic health	43.424
Strengthening local technical capacities	37.761

* This table shows investments in Euros in some of the activities carried out in the country in 2012

BANGLADESH





INDIA



Development area	Opening year	Beneficiaries	Local partner	Investment€
Sneha Abhiyaan	2002	35.199	Sneha Abhiyan	75.379
Jamgoria Sevabrata	2003	24.000	Jamgoria Sevabrata	54.774
Barmer	2003	15.035	Lok Adhikar Network	102.049
SGA	2003	16.364	Samgra Grameena Ashram (SGA)	50.616
MPV	2004	16.364	Musahaar Vikas Palhal (MPV)	78.792
Digambarpur Angikar	2007	280.726	Digambarpur Angikar	75.604
SMPUP	2007	63.694	Samuhik Marudi Pratikar Udyam – Padampur (SMPUP)	65.543
AIM	2007	22.514	AIM	72.613
PAPN / Sirmour	2008	26.829	People's Action for People in Need (PAPN)	76.909
Janvikas	2008	39.840	AVHRS/ Janvikas	75.859
FLLRC / Arunodhaya	2008	413.939	Arunodhaya Centre for Street and Working Children	83.789
SSTEP	2008	15.000	Society for Social Transformation and Environment Protection (SSTEP)	72.739
Prayatna Samithi	2011	68.580	Prayatna Samithi	65.266
Vidya Dham Samiti	2012	5.470	Vidya Dham Samiti	4.205

Other projects

Increasing the income of India's farmers	2012	ActionAid	83.620
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TOTAL	1.043.554	1.037.755
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Main lines of action*

	Funds applied (euros)
Meeting basic needs	773.467
Basic education	112.273
Basic health	71.269
Support for family and community wellbeing (housing, water, food rights...)	589.925
Empowerment, governance and citizenship building	103.606

* This table shows investments in Euros in some of the activities carried out in the country in 2012



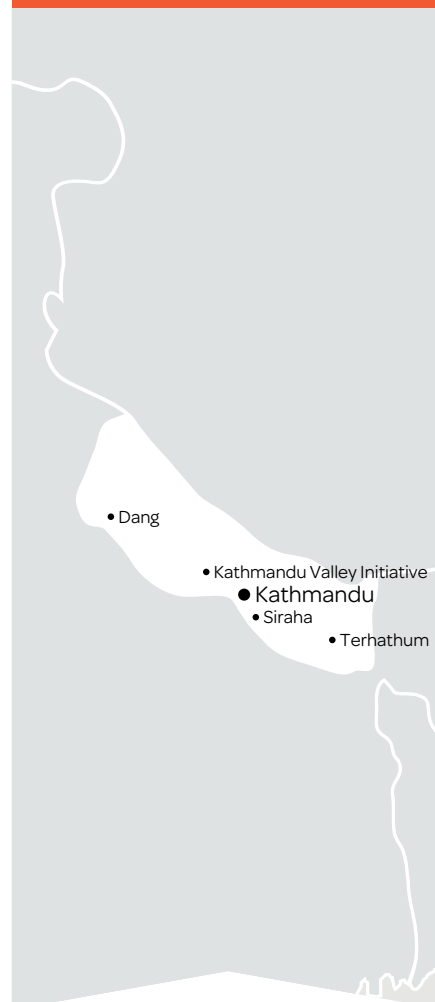
Development area	Opening year	Beneficiaries	Local partner	Investment€
Siraha	2005	3.088	Dalit Jana Kalyan Yuba Club (DJKYC) / Dalit Samaj Sewa Sangh (DSSS)	89.396
Dang	2005	15.582	Society for Environment Education Development (SEED) / Boat for Community Development (BCD)	116.149
Terhathum	2009	4.832	Dalit Awareness Society (DAS) / Deurali Society (DS)	108.356
Kathmandu Valley Initiative	2010	6.269	Nepal Mahila Ekata Samaj (NMES) / Home Net Nepal (HNN)	125.025
TOTAL		29.771		438.926

Main lines of action*	Funds applied (euros)
Meeting basic needs	285.302
Basic education	136.067
Basic health	100.953
Support for family and community wellbeing (housing, water, food rights...)	48.282
Strengthening local technical capacities	39.503

* This table shows investments in Euros in some of the activities carried out in the country in 2012



NEPAL





ActonAid

PAKISTAN



Development area	Opening year	Beneficiaries	Local partner	Investment€
Muzaffargarh	2006	104.206	Hirrak Development Centre (HDC)	120.511
Umerkot	2008	5.188	Sami Samaj Sujag Sangat (SSSS)	126.375
Mardan	2011	248.621	Pakistan Rural Development Program (PRDP)	181.076
TOTAL		358.015		427.963

Main lines of action*	Funds applied (euros)
Meeting basic needs	202.545
Basic education	102.923
Support for family and community wellbeing (housing, water, food rights...)	99.622
Empowerment, governance and citizenship building	109.544
Public awareness raising and advocacy	115.875

* This table shows investments in Euros in some of the activities carried out in the country in 2012



ActonAid



Development area	Opening year	Beneficiaries	Local partner	Investment€
Cau Ngang	2002	10.309	ActionAid	138.173
Ha Giang PDP	2002	19.094	ActionAid	164.102
Dak Lak	2011	1.500	Eaka District's People Committee	88.098
TOTAL		30.903		390.372

Main lines of action*	Funds applied (euros)
Meeting basic needs	238.382
Basic education	148.186
Basic health	48.318
Support for family and community wellbeing (housing, water, food rights...)	41.878
Strengthening local technical capacities	32.263
Empowerment, governance and citizenship building	54.848
Public awareness raising and advocacy	22.126

* This table shows investments in Euros in some of the activities carried out in the country in 2012

VIETNAM



FINANCIAL RESULTS 2012

Balance sheet*

Assets	2012	2011
A) NON-CURRENT ASSETS	744	7.570
I. Intangible fixed assets	14	32
1. Patents, licenses, brands, etc	2	3
2. Computer software	12	29
III. Tangible fixed assets	618	828
2. Technical installations and other fixed assets	618	828
VI. Long-term financial investments	142	6.710
1. Other financial assets	63	101
2. Long-term Public Administration	79	6.609
B) CURRENT ASSETS	41.285	40.876
I. Non-current assets held for sale	575	302
II. Stock	35	62
1. Goods for use in the activity	32	45
4. Retainers to suppliers	3	17
IV. Commercial debtors and other receivables pending	13.170	11.563
1. Sales and service clients	66	184
2. Clients, companies and associated parties	8	35
3. Miscellaneous debtors	397	408
4. Staff	22	59
5. Other credits with Public Administrations	12.677	10.877
VI. Short-term financial investments	11.555	11.589
1. Other financial assets	11.555	11.589
VII. Short-term accruals	42	48
VIII. Cash and other equivalent current assets	15.908	17.312
1. Treasury	15.908	17.312
TOTAL ASSETS	42.059	48.446

Net Worth & Liabilities	2012	2011
A) NET WORTH	19.879	20.172
A-1) OWN FUNDS	19.879	20.172
I. Foundation endowment	760	760
III. Surplus from previous fiscal years	19.412	19.222
1. Surplus for core activities	19.412	19.222
IV. Surplus for the year	-293	190
C) CURRENT LIABILITIES	22.180	28.274
II. Short-term provisions	19.350	25.588
1. Repayment of grants and allocations	19.350	25.588
V. Commercial creditors and other accounts payable	2.830	2.686
1. Supplier	21	2
2. Miscellaneous creditors	2.299	1.992
3. Staff (Remuneration pending payment)	224	359
4. Other debt with Public Administrations	286	333
TOTAL NET WORTH AND LIABILITIES	42.059	48.446

*As of 31 December 2012. In thousands of Euros.

Profit & Loss Account*

	2012	2011
A. SURPLUS FOR THE YEAR		
I. Own activity income	41.947	45.738
a. Member fees	29.886	31.362
b. Income from promoters, sponsors and collaborators	358	414
c. Subventions, donations and legacies	11.651	13.904
d. Reimbursement of aid and allocations (I)	52	-
e. Reimbursement of subventions, donations and legacies	-	-6
2. Sales and other ordinary income from business	55	128
3. Monetary aid and others	-28.880	-25.007
a. Financial aid	-24.530	-25.001
b. Non-financial aid (I)	-4.086	-
c. Reimbursement of subventions, donations and legacies (I)	-264	-
d. Reimbursement of aid and allocations	-	58
4. Balance sheet change on finished products	-13	-19
5. Provisions	-48	-52
6. Other operating income	240	268
7. Staff expenses	-8.133	-8.553
a. Wages, salaries and related expenditure	-6.824	-7.096
b. Social Security expenses	-1.309	-1.457
8. Other operating expenses	-5.830	-11.516
a. External services	-5.720	-11.418
b. Taxes	-24	-18
c. Losses and impairment of provisions through business transactions	-46	-4
d. Others	-40	-76
9. Depreciation of fixed assets	-338	-420
11. Excess provisions	6	-
12. Impairment and results from disposal of fixed assets	-5	-26
A.1) PROFIT FROM OPERATIONS	-999	541
13. Financial income	344	443
a. From marketable securities and credits of fixed assets	344	443
a.1. Third-party	344	443
16. Exchange rate differences	363	-794
17. Impairment and gains or losses on disposal of financial instruments	-1	-
A.2) FINANCIAL RESULTS	706	-351
A.3) PROFIT BEFORE TAX	-293	190
A.4) CHANGES IN EQUITY RECOGNISED IN SURPLUS FOR THE YEAR (I)	-293	
B) INCOME AND EXPENSES ATTRIBUTED DIRECTLY TO EQUITY (I)	-	
C) AMOUNTS TRANSFERRED TO SURPLUS FOR THE YEAR (I)	-	
D) CHANGES IN EQUITY BY INCOME AND EXPENSES ATTRIBUTED DIRECTLY TO EQUITY (I)	-	
E) TOTAL CHANGES IN EQUITY FOR THE YEAR (I)	-293	

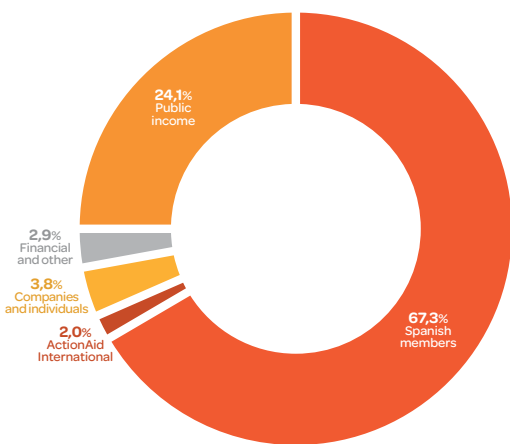
*As of 31 December 2012. In thousands of Euros.

(I) Following the publication in Spain's Boletín Oficial del Estado (Official State Gazette) of Royal Decree 1491/2011, dated 24th October, on the regulations for adapting the Spanish National Chart of Accounts to non-profit organisations, there have been changes, amongst other aspects, as regards the presentation and disclosures to be included in annual accounts, which mainly affect the headings indicated.

FUNDS RAISED AND APPLIED IN 2012

Income 2012

Total: 43.129.058 euros



Ayuda en Acción revenues in 2012 amounted to €43,129,058, allowing us to promote and fund more than 120 development programmes in 22 countries across Latin America, Asia and Africa.

Our Spanish members supplied 67,3% of our revenues. Their support, as well as that of our donors, was reinforced by contributions from public and private bodies, ActionAid International and other sources of funding.

Out of a total of €43,569,422 applied in 2012, 88% was allocated to the implementation of development cooperation programmes, in other words, to meeting basic needs, enhancing local economies, strengthening technical capacities, empowerment, governance and citizenship building, humanitarian action, campaigns and advocacy work, along with other expenses required to fulfil our aims and institutional mission. The remaining 12% was allocated to the acquisition and management of resources.

for sustainable development campaigns, technical project supervision and fundraising actions, as well as to the management and administration of resources.

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 auditing firm Deloitte, who gave a favourable and unqualified opinion.

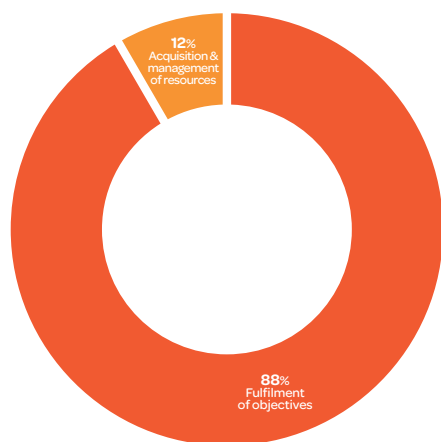
The accounting review process performed covers all of the countries where the Foundation is present, thus reinforcing the fulfilment of its legal obligations in each one.

Our annual accounts and the audit report are available to all those who might be interested in our online publication:

memoria.ayudaenaccion.org

Application of funds 2012

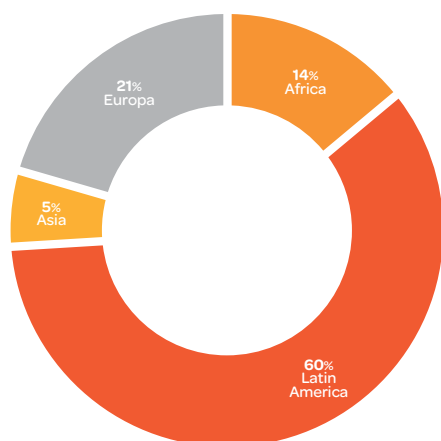
Total: 43.569.422 euros



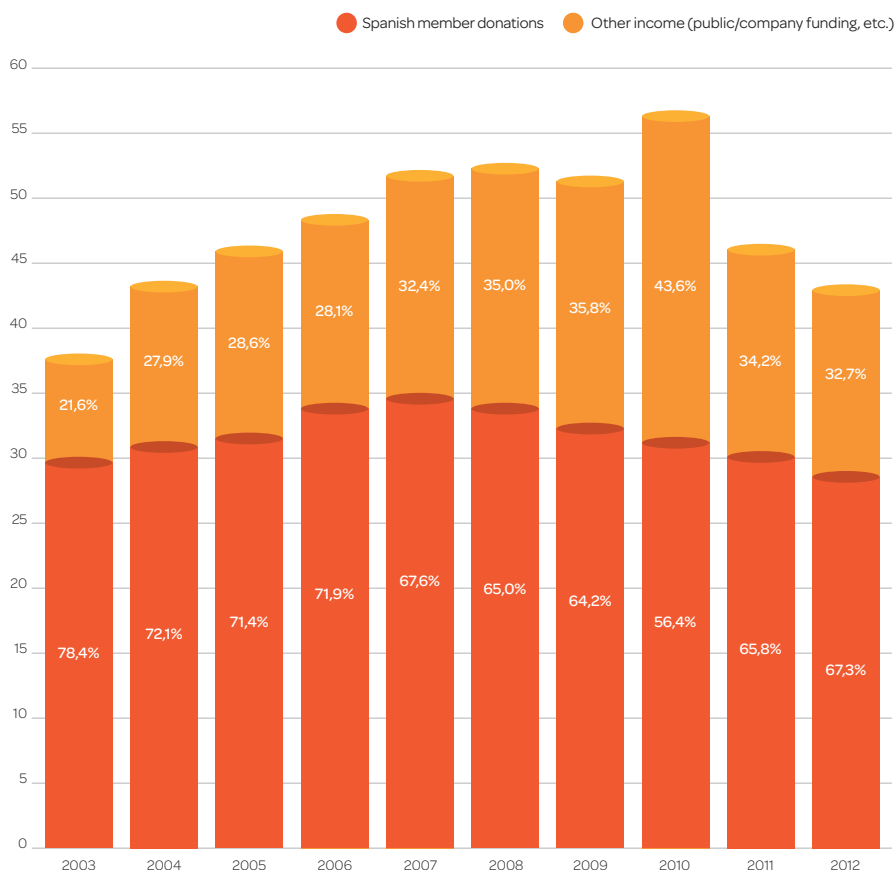
79% of the funds went towards projects Latin America, Asia and Africa, while the remaining 21% was applied to activities in Spain, such as awareness-raising and education

Application of funds 2012 by region

Total: 43.569.422 euros



Evolution of income 2003-2012 (in millions of Euros)



Funding from public administrations and international agencies

Funds from public grants applied in 2012 amounted to €10,735,087, of which €5,603,308 came from the agreements signed with AECID (Spanish Agency for International Development Cooperation) for 2010-2014. The remaining public funds applied, €5,131,779, were provided through the projects and programmes of other international, national, regional and local bodies awarded both in previous years and in 2012.

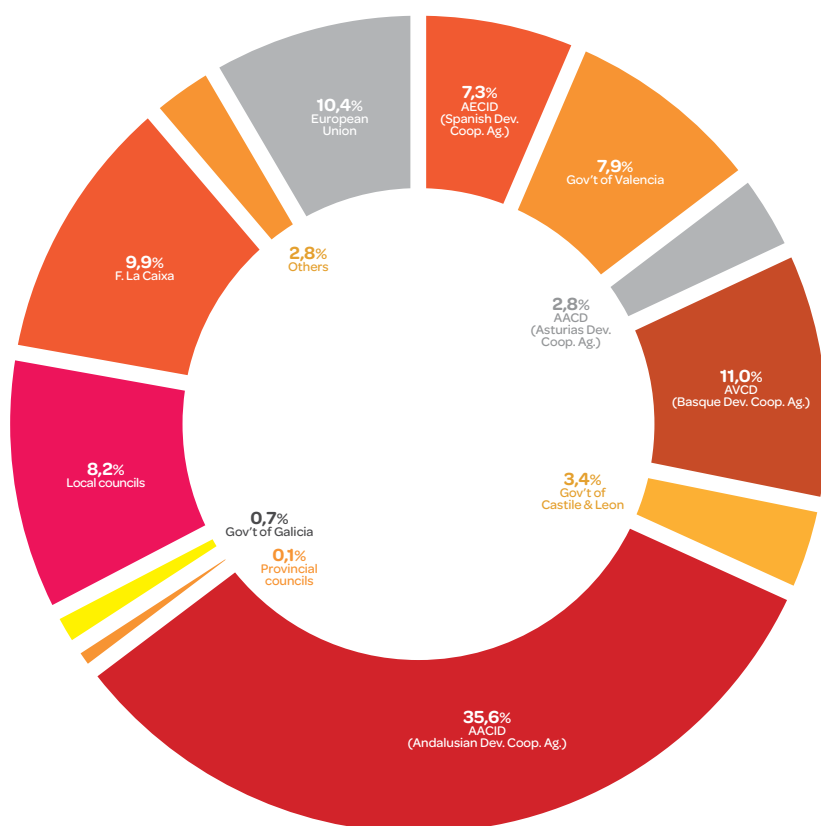
Source and destination of the public funds approved

Funds approved in the 2012 amounted to €4,608,030, which allowed us to open 30 new projects. The difference between the amounts approved and those applied each year is pending distribution in forthcoming financial years.

€480,000 (10.4% of the total) were obtained through the European Union. Funding from

Public Funds approved

Total: 4.608.030 euros

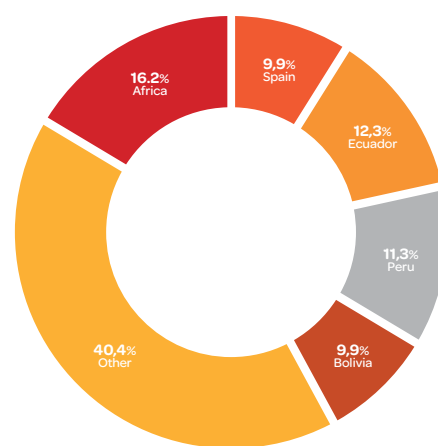


Spanish bodies, such as the Agencia Española de Cooperación Internacional para el Desarrollo (Spanish Agency for International Development Cooperation, AECID), amounted to €335,045. Regional Governments contributed €2,824,892, or 61.3% of the total. Among these, the Agencia Andaluza de Cooperación Internacional (Andalusian Agency for International Cooperation, AACID) awarded €1,057,832 for a development programme in Paraguay and a further €581,531 for a humanitarian aid programme in Guatemala (making Ayuda en Acción the only NGO that has a humanitarian aid programme funded by the AACID).

Provincial and Town Councils contributed a total of €384,010, while funding from other bodies, such as Savings Banks, Universities, Foundations and other International organisations totalled €584,084. Worthy of note was the contribution of Fundación La Caixa, amounting to €454,000.

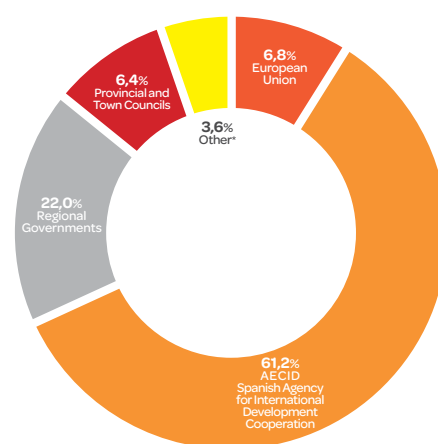
Destination of Public Funds applied

Total: 10.735.087 euros



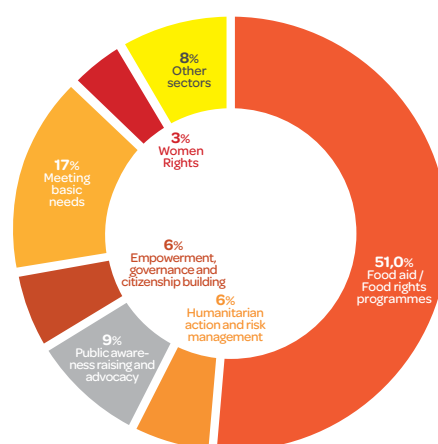
Source of Public Funds applied

Total: 10.735.087 euros



*Others: Fundación La Caixa, Caixa de Galicia, Fundación Biodiversidad and other International bodies such as FAO.

Public funds applied by main lines of action



TRANSPARENCY AND ACCOUNTABILITY

Internal policies

- **Transparency and accountability:** We regularly publish our Annual Report and Audited Accounts.
- **Quality Assurance:** We conduct quality assurance processes in the countries where we work, both internally and through external auditors and evaluators.
- **Permanent teams:** With the aim of continuously supervising the application of funds, the organisation maintains permanent structures in Latin America, Asia and Africa.
- **Planning and monitoring:** A procedure that allows us to identify deviations from our scheduled objectives and to take the appropriate corrective measures.

External Agents

- **Spanish Platform of Development NGOs (CONGDE):** We are members of the Platform's Transparency and Good Governance Group, have undersigned its Code of Conduct and in 2012 successfully passed all of the sections in its Transparency and Good Governance Tool.
- **Fundación Lealtad:** We have voluntarily undergone its transparency audit since the year 2002.
- **Spanish Agency for International Development Cooperation (AECID) and the Humanitarian Aid and Civil Protection department of the European Commission (ECHO):** We regularly hold ourselves accountable through a system that ensures transparency and rigor in the use of the funds awarded through public calls for proposals.

INSTITUTIONAL CAMPAIGNS AND PROJECTS

Our campaigns and projects are essential for promoting 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.



YAGO DE ORBE / A&A



A&A

In order to thank the entire Ayuda en Acción community for its support, in February we launched the campaign **Orgullosos (Proud)**, in which our members, employees, supporters and volunteers prided themselves on being part of a community of people striving to build a better world. Young actor Nicolás Coronado and father José Coronado, both of whom regularly support our organisation, co-starred in the campaign alongside some of our members and volunteers, including our first-ever member, Conchita Abad Abad, who has now been sponsoring children through our organisation for more than 30 years.

In 2012, the **Global Campaign for Education (GCE)**, of which Ayuda en Acción is a member, highlighted the importance for all children to grow up in an environment that ensures the exercise of their rights and provides them with health and education opportunities in their early years. In the year 2000, 189 countries pledged to achieve the Dakar Goals by 2015, which included: "expanding and improving comprehensive early childhood care and education, especially for the most vulnerable and disadvantaged children". With the 2015 deadline for achieving Education for All only three years away,

in 2012 the GCE focused on defending the right to early education for children from 0 to 6 years of age.

Under the slogan "Rights from the start! Early Childhood Care and Education Now!", **Global Action Week for Education (GAW)** was held from April 23rd-29th and featured the joint mobilisation activity "The Big Picture", through which the GCE created a massive collage made up of the pictures (photos, paintings, etc.) shared by children, youngsters and adults inspired by the right to early childhood care and education. The response to GAW was as big as ever, with the participation of more than 150 towns, 16 regions, 600 schools and 60 other educational institutions throughout Spain. More than 60 cities raised their voices to demand education for all; over 90 political representatives heard the demands made by schoolchildren, and more than 50 people from the world of culture and sport supported and spread GAW's message in 2012.

To mark the beginning of the school year, and with the help of actor and comedian José Mota, in September we launched the **El Reto del Cole (The School Challenge)**

campaign to fight for the right to education for children all over the world. Under the slogan "Going back to school is a challenge for many children... our challenge is to make sure that they all can", the campaign sought to involve the public reminding them that 61 million children are deprived of such a basic and fundamental right, which also holds true for a fifth of the world's adults who are still unable to read or write, are denied access to basic education and, as a result, lack the basic knowledge they need to be able to make vital decisions. By analysing the causes of this situation (lack of schools or precarious school equipment in rural areas and marginalised urban settings, lack of qualified teachers, or poverty itself, which affects more than 1.4 billion people and means families cannot afford education for their children or that the latter are forced to leave school to find work) we sought the support of Spanish society in our struggle for the right to education for the world's poorest.

In October, Cadena Dial radio and Ayuda en Acción jointly designed the **Aplausos en Cadena (A Chain of Applause)** campaign, aimed at creating a virtual chain of applause for all those committed to



promoting women's rights and at raising public awareness regarding gender inequity. Compelled by the huge inequities that still remain between men and women, because poverty can only be eradicated if we succeed in overcoming these inequities, and because there is still much work to be done to improve the lives of millions of women worldwide, more than 11,000 people joined in with the campaign through social networks, text messages and with their own home-made videos. In addition, the entire Cadena Dial team led by Frank Blanco, along with dozens of musicians including David Bustamante, Pablo Alborán or Chenoa and athletes such as Radamel Falcao, joined in with the initiative, which ended on 25th November, the International Day for the Elimination of Violence Against Women.

Also in November, we launched the project **MAPEL: Women helping Women**, aimed at creating a social space both for cooperation and personal and professional exchanges between women in Spain and Ecuador by connecting businesswomen and female entrepreneurs from Europe's EPWN network (European Professional Women's Network) with others from the

MAPEL Women's Association of the Santa Elena Peninsula. This latter association comprises nearly 200 women from several cooperatives that tackle the lack of financial independence by providing the resources and training necessary to ensure the good management and sustainability of their projects. Starting an enterprise brings increased social, political and family recognition for women living in situations of inequity and social exclusion, while improving their own living conditions and those of their communities and providing them with equal opportunities.

On 9th October, 2012 the Taliban tried to assassinate 15-year-old Pakistani girl Malala Yousafzai for demanding girls' right to go to school. She was shot in the head for launching a campaign against the dismantling of girls' schools in her country. Her courage triggered a global citizen movement through Change.org to support Malala's candidacy for the 2013 Nobel Peace Prize, which Ayuda en Acción promoted in Spain by creating a petition in November titled: **El Nobel de la Paz para Malala (Give Malala the Nobel Peace Prize)**. The first step was to succeed in getting Malala nominated for the award, a proposal that

can only be made by certain institutions or parliaments. Therefore, we addressed the petition to Jesus Posada, President of the Spanish Parliament, and to the spokespersons of each parliamentary group. More than 80,000 citizens around Spain showed their support for Malala's nomination through a global petition that was signed by nearly 300,000 people. After months of petitioning signatures and lobbying MPs, more than 40 of them supported the initiative, which was eventually presented in Spain's Chamber of Deputies in late January 2013. The campaign has served as a vehicle for Ayuda en Acción to put a name and a face to all of the other "Malalas" who refuse to be silenced and work every day to improve their living conditions.

Haz de su sonrisa tu causa (Make their smile your cause) was the title of our Christmas campaign for encouraging child sponsorship among Spanish society, and was also an exercise in transparency and accountability that used true stories to illustrate the different ways in which people can collaborate with our organisation.

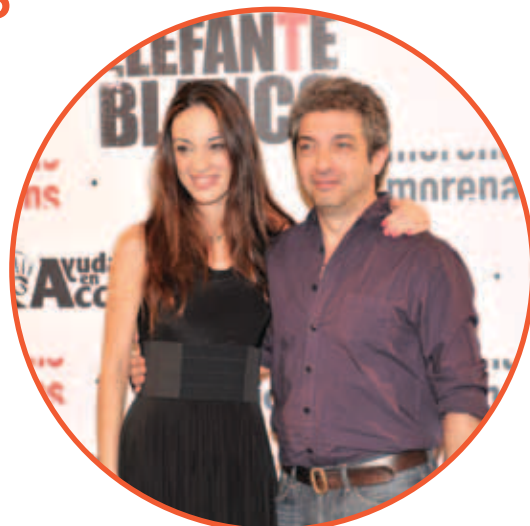
SOLIDARITY EVENTS, ACTIVITIES AND MEETINGS



MARCH
Aranjuez
Half Marathon



MAY
World Fair
Trade Day



JUNE
Official Premiere of the film
Elefante Blanco (White Elephant)



APRIL
Madrid Marathon
(MAPOMA)



AUGUST
Charity Day at
Titirilandia Festival

Cultural events

In December, a group of young violinists from San José de Chiquitos (Bolivia) consisting of three girls and three boys between the ages of 12 and 16 toured Spain performing **Baroque music from Europe and Chiquitanía**. Ayuda en Acción has been working with this community for many years supporting, among others, social and cultural initiatives such as the San José de Chiquitos Municipal Orchestra. Accompanied by conductor Inma Shara and the Pro Arte Chamber Orchestra, the tour was made possible thanks to the collaboration of NH Hoteles and Fundación Repsol.

The first concert was held at Oviedo's Príncipe Felipe Auditorium, thanks to the support provided by Fundación Musicalia. In Madrid they played at the Casa de América and the Museo Thyssen-Bornemisza Auditorium. The group was then invited by Mutua Madrileña to take part in two

Christmas concerts held for its members at the National Auditorium to the benefit of Ayuda en Acción. The concert in Seville was organised with the help of the Barenboim-Said Foundation and Fundación Tres Culturas. Following Inma Shara's trip in May to San José de Chiquitos to meet these young talents face to face, this Music for Development project won Mía magazine's Cuida de Ti ("Looking after you") award.

In November, Cadena Dial and Ayuda en Acción launched their Cadena de Aplausos (Chain of Applause) campaign. Thanks to the commitment of Prisa Radio, the campaign was publicised at the **Cadena Dial Awards Gala** in November and involved the radio station's entire team: Frank Blanco, Rafa Cano, MJ Aledón, María Lama, Isidro Montalvo, Beatriz Jarrín and Carmen Ramírez. More than two million listeners tuned in to the Gala, 15,000 people visited

the website and more than 30 well-known musicians supported the campaign.

In June, production house Morena Films and Ayuda en Acción teamed up for the **official premiere of the film Elefante Blanco (White Elephant)**. The stars of the film, Ricardo Darín, Jérémie Rénier and Martina Gusmán, and director Pablo Trapero also demonstrated their support for our organisation in front of more than 800 guests. Cine Palafox also supported the event by lending their facilities for the occasion.

May saw the holding of **Management Solutions' Charity Concert**, a fundraising event for the Teresa de los Andes Home in Bolivia, where a group of the company's employees had worked as volunteers during the summer. Some 600 people enjoyed a live performance by Los Divinos, a duet formed by violinist Ara Malikian and tenor José Manuel Zapata.



OCTOBER
Cadena Dial
Awards Gala



NOVEMBER
Zaragoza
Charity Dinner



NOVEMBER
EBE
Spanish blogger event



NOVEMBER
Third edition
of InterQué



DECEMBER
Christmas
Charity Fair



DECEMBER
European and Chiquitanian
Baroque Music Tour

Fairs and sporting events

During the year we presented the **Vidas en Directo (Lives Live)** project, a blog network connecting child sponsors in Spain with the communities we work with, both at the third edition of **Evento Blog España (EBE)**, the main Spanish-language social networks event, and at **InterQué**, a major event on digital culture and innovation. We also took part with the same project in the fourth edition of Forética's **CSR Market-Place**, where it featured in the "Transparency and Good Governance" category.

Ayuda en Acción was also present at the **Madrid Marathon (MAPOMA)**, thanks to Nautalia and its employees, who took part in order to raise funds for our organisation. We also set up an information booth at the shirt number collection area, encouraging runners to wear orange laces to show their support for the initiative. Other races we were involved in included the

Pamplona Athletics Race, the **Cursa de Breda** and the **Aranjuez Half Marathon**. At these races we seek to involve the athletes and their families, as well as race organisers and sponsors, in the work done by Ayuda en Acción.

In the month of October, Ayuda en Acción took part TV3's **Club Super 3 Party** to continue to promote our "Dones i Homes" ("Women and Men") women's rights campaign in Catalonia. We also promoted and marketed, along with other NGOs, Fair Trade products at the **Christmas Charity Fair** organised by the employees of Repsol.

Volunteer group events

In coordination with our volunteer groups, our regional offices organised **Charity Dinners** in Zaragoza, Seville and Corunna. More than 500 people took part in these events, which aim to raise awareness of

our work in other countries and to raise funds for new projects.

Ayuda en Acción also took part in **World Fair Trade Day** through events in Avilés, Logroño, Madrid, Oviedo and Salamanca. In Bilbao we also took part in the **10th edition of Fair Trade Week**. Our participation in this field is aimed at promoting and raising awareness on Fair Trade among Spanish society. In Zaragoza, and for the second year running, we opened a Fair Trade shop in the city centre in an area lent to our organisation for the Christmas season.

In May, our volunteer group in Albacete continued its traditional contribution by organising the 17th edition of its **Culture Festival** at the Municipal Auditorium to the benefit of Ayuda en Acción.

STRATEGIC ALLIANCES

We have launched a new approach to our collaboration with companies that aims to build sustainable, strategic relationships to generate opportunities and build supportive communities among their employees and customers.



SALVA CAMPILLO / ABA



ABA

Ayuda en Acción's relationship model with companies generally kicks off with small actions intended to establish longer term relationships that are consolidated through strategic alliances in which both sides perceive an added and shared value, always promoting the identity and mission of the organisations involved and also their complementarity.

All of this is achieved by generating mutual trust, building the relationship working with rigor, professionalism and enthusiasm, opening windows of opportunity and earning the loyalty of the organisations and their people.

These strategic alliances also serve to make both the companies and Ayuda en Acción more sustainable and to create supportive communities that reach out too to the company's stakeholders, clients and suppliers and, above all, to its employees, who may one day join the Ayuda en Acción community. This value proposition goes beyond traditional philanthropy and is focused on achieving results through a variety of actions.

In 2012, Ayuda en Acción worked on **four different forms of company collaboration:**

Actions with clients and employees

Examples include the Christmas campaigns with **Pullmantur** employees or the agreement signed with **Sodexo** that involves a number of activities to support our programmes aimed at ensuring the

right to food for the families of San José de Chiquitos (Bolivia). Further examples include the Charity Calendar illustrated by the families of **Marionnaud** employees; client campaigns, such as the donation of points through **Travel** and **Promocaixa**; and our presence, once again, in **Gaes** stores network, whose Annual Convention we also attended.

Awareness actions, presence in campaigns and events

In 2012, Ayuda en Acción partnered with **Prisa** Radio through its **Cadena Dial** radio station. The €50,000 raised at the Lo Mejor de Aquí y de Allí (Best of Both Worlds) Gala went towards a project on early childhood in Honduras. In addition, **Mutua Madrileña** donated the €30,000 raised by two special Christmas concerts conducted by Inma Shara to Ayuda en Acción. Finally, **Fundación Repsol** contributed €25,000 and **NH** Hotels covered the accommodation costs to provide a group of youngsters from Bolivia's Chiquitanía region with the opportunity to play with a chamber orchestra conducted by Inma Shara and offer a series of Christmas concerts around Spain. This allowed us to showcase in Spain a small sample of our work in the countries where we are present.

Project funding

Through corporate calls for proposals, such as **Ferrovial's** Social Infrastructure Programme or **La Caixa's** calls for proposals; they often incorporate a volunteer element that adds value to the project. In

other cases, such as **Fundación Mapfre** and **Fundación Arjé**, our long-running collaboration reflects the nature of our relationship over the years. This year, Ferrovial is funding a water and sanitation project in the Department of Choco, Colombia. Through its Welfare Projects, La Caixa approved a programme for improving the financial standing of small-scale Indian farmers, and for the fourth year running collaborated too with our volunteer programme through the technical contributions made by two La Caixa volunteers to a project in Intag (Ecuador).

During the year we were awarded the 18th **Natura** Award for a project in Nepal promoting inclusive education for children with hearing disabilities.

Corporate Volunteering

For the first time, Ayuda en Acción systematically offered and opened its Project Volunteers Programme to companies, both as a form of collaboration and as a way of promoting the transparency of our work and of our organisation. As a result, many of those who visited our projects and witnessed our work in those countries went on to become Ayuda en Acción members. The most prominent example was consultancy firm **Management Solutions**, who sent 33 volunteers to the Teresa de los Andes Home in Bolivia as part of their 2012 Summer for Solidarity.

THE WORK OF OUR VOLUNTEERS

Ayuda en Acción is present all over Spain through its Volunteer Groups and also runs a volunteering programme in some of the countries where we work. The support of thousands of people enables us to raise public awareness through a wide range of actions.

ROYANA PINTADO / A&A



Volunteer Groups

Our activities in 2012 ranged from participation in awareness-raising campaigns, such as Global Action Week for Education, to activities to mobilise the different coordination platforms we take part in or the SOMOS (WE ARE) Campaign, organised by the Asociación Española de Fundraising (Spanish Association of Fundraising), which in 2012 acknowledged the support and thanked all of the people who support NGOs. Our volunteers also carry out activities on a very local level, such as organising and taking part in charity fairs, conferences or seminars in their home towns, or fundraising actions that also aim to inform the public about our work, describe the situation of millions of marginalised people and provoke the kind of reflection capable of rallying our society to build a fairer world.

Project Volunteers

In 2011/12 we enhanced and expanded our

Project Volunteers Programme, which was originally launched in 2001. Last year we had 55 project volunteers, many of whom work for the companies that collaborate with Ayuda en Acción, thus bringing them closer to our work with the communities and giving them the opportunity to exchange their knowledge and, of course, to live and share a unique, selfless and transformational experience that you can follow through our blog: voluntariosaterreno.ayudaenaccion.org.

In 2012, as part of our Team Volunteering, one of the most important contributions was that of consultancy firm Management Solutions. In August 33 of its employees travelled to the Teresa de los Andes Home in Bolivia. During their stay they learnt more about the work of Ayuda en Acción and supported our efforts at the home, caring for patients and residents, providing teaching support and helping to reconstruct

infrastructures. It was an extraordinary experience that they intend to repeat in 2013.

Our Technical Volunteering programme included two employees from La Caixa, which has now been collaborating on a project in Intag (Ecuador) for the past three years. In addition, a student from Palma de Mallorca University and another from the University of Granada volunteered to our projects for their work experience assignments.

Noteworthy too was the participation of many of our own members in the Volunteer Programme, as well as other people for whom the experience was their first contact with the organisation. All of these experiences were highly satisfying, motivating those involved to continue or start supporting our work.

AHORA TOCA... EDUCATIONAL PROGRAMME

In 2012 we launched the Ahora Toca... (It's Time for...) schools programme, which revolves around solidarity ties and values education.



PABLO GARCÍA / A&A

Ever since it began working in Spain, Ayuda en Acción has considered schools a major arena for awareness-raising and education for development activities and projects. This has allowed us to bring the causes that prevent many people from exercising their rights closer to our citizens and to involve them in bringing about change. Our educational solidarity ties have allowed schools in Spain to learn first-hand about the reality of others in America.

Part of this work in 2012 was performed in the framework of projects such as En Acción por la Igualdad (In Action for Equity), organised in Galicia in partnership with the Office for Gender Equity of the University of A Coruña and funded by the Xunta de Galicia, Educational Solidarity Ties, co-funded by the Junta de Andalucía, It's Time for... People's Rights, funded by the Agencia Asturiana de Cooperación al Desarrollo) and Educational Solidarity Ties between North and South, funded by the Generalitat Valenciana).

Ahora Toca...

September saw the launch of our new programme, which aims to create a network of schools at every level of education (including 0-3 years) engaged in a common goal: the fight against poverty. Our aim is to involve not only students, but also their teachers, families and all of the members of the educational community through collective, innovative proposals to learn from experience and use education as a tool for building a fairer world.

The programme involves several proposals, so that each school can choose the components that best suit their reality:

- Working on the right to food by making a Peruvian dessert, gaining first-hand knowledge of the difficulties that many girls face in order to go to school while having to take care of a brother, or joining Global Action Week for Education are just some of our proposals for **learning about rights**.

- **Sponsorship as an educational tool**, which many schools are already using, to create relationships with other children and learn how they live.

- Maintaining **solidarity ties with Peru**, getting to know about their reality, traditions and culture and interacting with the Peruvian schools involved in the educational programme.

The schools can find all of the necessary materials and share their experiences on our programaeducativo.ayudaenaccion.org blog. Many schools, some of which had already been working with Ayuda en Acción for some time, joined our educational programme and involved their students in activities and initiatives for solidarity.



A&A

CHILD SPONSORSHIP AS AN EDUCATIONAL TOOL

The Costa del Sol Secondary School in Torremolinos (Málaga) has a long track record for using child sponsorship as an educational tool.

Through its Values Education Solidarity Club, the school sponsors six children. As part of a project called "Six faces, six situations" each year the school's students reflect on the reality of life for many children in the world's poorest countries. The Solidarity Club initiative was set up by the school in September 2005 acting on a proposal made by its students and with the purpose of providing practical rather than theoretical values education.

DIGITAL MEDIA AND NETWORKING

In 2012 we continued to strive to make our work known through a variety of channels, such as our magazine and through social networks that bring us closer to the Ayuda en Acción community.



As well publishing our institutional magazine - a single 140,000-copy edition in 2012 - during the year we also invested efforts in other aspects of our organisation's communication, with a special emphasis on the channels and tools that keep us in close touch with many people who are either part of the Ayuda en Acción community or are interested in our work. We also spoke about our projects and their beneficiaries, with an approach to content focused on accountability, reporting and sharing the stories of people we work with in the communities.

The net enables us to be more independent, by allowing us to communicate and reach out to broader audiences, a goal that we achieved by strengthening our social media presence. This led to exponential growth in our number of followers on Facebook and Twitter (100% and 80% growth respectively). We are also exploring other social networks where we have a lot to say and learn and that allow us to speak directly with our community, answering questions and sharing our everyday work. Microblogging networks such as Tumblr set us aside

from other, more visible Spanish NGOs, and we also emphasised our commitment to visual information with our presence on photo-sharing social network Instagram. Klout, a tool that measures the number of followers and our interaction with them, rates us among the most influential organisations and companies in Spain thanks to our internet presence in 2012.

In just one year, the number of employees both in Spain and Latin America using social networks has grown considerably, thanks to our training programme and our recommendations regarding the main social networks.

Over the past year we also increased our audiovisual production, which is available on YouTube, with the aim of making our projects known and sharing the experiences of the people who take part in our programmes. Our high quality contents are publicised through the organisation's communications networks and are made available to the media for their news bulletins, TV programmes and websites.

We completely revamped our website, which received 150,000 visits during 2012. Thanks to Wordpress, a free software tool that allows us to work more independently, our website and blog network are freer to expand and include content that allows us to communicate more and better about our projects.

We also work proactively with the media and journalists through press releases, interviews and reports, and also by organising press visits to our projects to provide a close-up view of the reality that we fight to change every day. One such example in 2012 was the trip to San José de Chiquitos (Bolivia) with Mujer Hoy. During the year Ayuda en Acción featured numerous times in the media (press, online, radio and TV), providing us with opportunities to talk about our work in the field of culture for development. The Christmas concert tour attracted the attention of several news bulletins and radio and television programmes.

MEETING FACE TO FACE

Ayuda en Acción beneficiaries, members and volunteers tell us first-hand about their experience. Their stories provide some of the best examples of our organisation's work with the poorest communities and of its impact on the lives of thousands of people.



Project Volunteers

Mariana gets to know our work at the Teresa de los Andes Home in Bolivia

Mariana Regazzoni, a Management Solutions employee, travelled to Bolivia to visit the Teresa de los Andes Home, a centre of reference in the country in the field of care for people with disabilities. She went as part of the Team Volunteering programme and she lived an experience there that she will likely never forget, the Home's Special Olympics: "I still get a lump in my throat when I recall how they laid each kid on the ground and everyone on the other side of the field clapped, cheered and encouraged them to forge ahead as best they could, with all their might".

The energy and willpower the children showed left a deep mark on Mariana, who summed up her experience for us: "Words cannot describe how grateful I am to these children for teaching us that no matter our condition or what difficulties we might have to overcome, the important thing is to hold our heads high and look ahead, and to wear our biggest smile so that whoever crosses our path feels our contagious joy."

María travels to Cusco, Peru

María Jesús had a similar impression about her immersion volunteering in Cusco, Peru: that despite the huge distance, she came to feel at home. "They've given me more than I've been able to give them. These people, so simple, so natural, welcomed me as if I was family."

Member's Visit

Nahiana Lives out her parents' dream in Ecuador

Felisa and her husband have been members of Ayuda en Acción since 1986. They currently support the Consolación community in Cusubamba (Ecuador) by sponsoring a girl there. Their daughter Nahiana visited the project in December and shared her experience with us: "I came to Ecuador to fulfil a dream: my parents' dream. In a few hours I am going to meet the girl they sponsor here. Maribel has tanned skin the colour of the earth and bright eyes that reach deep down into you. She's beautiful, a six-year-old angel. Her smile wins me over from the start. She holds me with her little hand. Next to the girl is her family. We chat and take pictures and spend a heart-warming afternoon

together." This is how Felisa and her husband saw their dream fulfilled through their daughter's eyes.

The road to Cusubamba started in Ayuda en Acción's offices in Latacunga, where she was greeted with a breakfast of local community foods to help her gather some strength before setting off. During the journey, Nahiana witnessed first-hand the importance of international cooperation in the area: "On the way we stop to talk with some workers who are constructing 57 rainwater collection tanks, which are vital for subsistence as water here is very scarce. They all thank us sincerely for the support of the organisation and its sponsors, saying that without it none of this would be possible. The school is very nearby. The teacher and children show us the facilities, what they do there and also speak of their gratitude to their Spanish sponsors for their support."

Nahiana also finds out more about Ayuda en Acción's education efforts through a group of women farmers who now grow and consume a wider variety of produce: "Their improved yields also allow them to sell their surpluses. And that's what I see



the following day, when I visit the market in Salcedo. The improvements are obvious. Now there are chickens, vegetables, fruits, eggs, milk and cheese for sale.”

To end her trip, María visits the Mushuk Parkary savings cooperative, which provides cheap loans for peasants, and after that goes to see a huge, newly-built water tank that supplies the water that the communities of Mulaillo need for their subsistence: “I am moved to see it, because of the great effort, energy and love invested by so many people to make this possible and to improve the wellbeing of many families.”

People we work with

Javier Soto: The success story of a leader at Yancana Huasy

Javier, a Peruvian boy sponsored by Ayuda en Acción, was born 18 years ago, three months premature, 36 centimetres long, weighing 1.2 kilos and with cerebral palsy, which causes him to have involuntarily neck and hand spasms. All of this, at a time when his country’s authorities were yet to pass any legislation on social inclusion. “I remember the days when there was no law on social inclusion and I did not know

where to study, because every school rejected me. It was very sad” Javier tells us.

Javier is the desire to overcome personified. In the evenings he attends the Universidad Mayor de San Marcos, where he studies International Business Administration, and in the mornings he goes to his English lessons. He has a clear goal: “To be a highly successful manager, a very democratic one, who gets involved and doesn’t just give orders, with a strong sense of leadership and who helps people in my same situation.”

The Yancana Huasy Centre for people with disabilities in San Juan de Lurigancho, which welcomes more than 1,300 youngsters and adults a year, helped him with his rehabilitation and therapies, and also marked his personal development: “I discovered Yancana Huasy hospital, which helped me to become a leader, to develop beyond what I am now. You gradually get to know people who help each other, give each other psychological support, moral support, and that’s what really helped me to find the motivation in my life to stay in school.”

His family’s support and efforts have been vital for him. That is how they see it at

Yancana Huasy. As Elisabeth, one of the centre’s social workers puts it: “We seek to empower families, to teach them about their child’s disability. We want them to view the disability as a challenge and to help their child, because he is their child, one they must love and cherish with or without a disability.” And Javier has no doubt about their importance either: “My mum is the greatest thing that’s ever happened to me in my life. She’s the best mum I’ve ever met. She’s the best woman, the number one.”

With the fighting spirit of a leader, he is well aware of the world he wants to live in: “Someone with a disability says I want this or that and his dad says ‘No son, you’re going to get hurt.’ And that’s not true. Try it, don’t look down on them, don’t over-protect them. Let him be free to make his own decisions, let him do what he wants; if he wants to study, let him study. I never gave an inch; I never said ‘I can’t’. I always said I could, and look at how far that frame of mind has brought me”.

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