

**DIAGEO Foundation's  
Non-refundable Financial Assistance  
Project "Life Founders Elderly"**

**Relationship of the project with the focus areas of Diageo**

The Project "Founders of Life" is aligned to 3 of the 4 key areas of DIAGEO Foundation's

- Approach a social need, in particular, una necesidad social, en particular, excluded and people elderly in Colombia. (see need for the Project)
- Help to build some basic skills: the program consist in a comprehensive intervention model with 3 lines of action: prevention and health promotion, human development and productivity and use of free time.
- Build enocnomic prosperity of a community: It is working on the skills development, oriented productivity.

**1. APPLICANT**

Applicant Name: Foundation Child Jesus (Fundación Niño Jesús)  
Address: Carrera 62 No. 67ª 80 Bogotá, COLOMBIA. Latin America.  
Telephone number: (+57)1 6310051  
Executive Director: Teresa Vásquez Palacios  
Date Created: 21 of november of 1961  
Purpose of the Foundation:: Design, management and operation of social programs aimed at older people, that contribute to improving their quality of life and the full enjoyment of old age, that promote family integration, cultural development, improving health.

**2. PROJECT**

**Project title:** Founders life  
**Project Localization:** Colombia, Bogotá, Engativá Location, UPZ 74, Engativá Center Calle 64 CN°123-22. Seeks to implemente the Project in other location in Bogotá, neighborhoods as Kennedy, Bosa.  
Estimated number of people who would benefit with this Project: 200 elderly person.

**PROJECT PURPOSE**

**General objective:** To contribute to improving the quality of life of elderly person, through their recognition as rights subject, with skills, potential and acquiring new tools for continued growth as people and for full enjoyment of old age.

**Specific Objectives**

1. Motivate the positive identification of old age, through of developing social and personal motor skills, contributing to the transformation of perception against this life cycle.
2. Fortify the autonomy and the empowerment of elderly, by means of rebuilding their life Project.
3. Encourage the cultural and congntive development of elderly people, by stablishing of spaces that let him to maintain an active old age.

**Need for the Project**

Some digits that support the need for the program: (Excerpts taken from the study "Mission Colombia Ages" and "Diagnosis of adults over Colombia" from the Saldarriaga Concha Foundation).

<http://misioncolombiaenvejece.com/pdf/MCE-Cifras-Realidades-Paginas-sencillas.pdf>

<http://www.saldarriagaconcha.org/mision-colombia-envejece>

<http://www.sdp.gov.co/portal/page/portal/PortalSDP/SeguimientoPoliticasyPoliticasy%20Poblacionales/Enviejecimiento%20y%20Vejez/Documentacion/A31ACF931BA329B4E040080A6C0A5D1C>

In the 2015, the 10% of Colombian population has more than 60 years, this digits is increasing.

In Colombia the aging process will NOT be geographically homogeneous. Urban areas, and whitin them, the most modern and developed cities will have a more accelerated aging process.

Only 23% of the elderly receive pension. More than 30% of older people working in Colombia, in informal work in urban areas.

61% of the elderly population, do not have any education or did not complete primary

It is recommended generate plans that allow the permanence of older people in the labor market and / or income generation strategies.

Promote awareness of the self-responsibility for health and its impact on aging.

Promote physical exercise, healthy eating, new learnings to avoid stress and maintain an active social life. The elderly population is considered as a group of risk of malnutrition.

Depression has been recognized as one of the most common mental disorders in old age, is often not treated or recognized as such. In the general population, predominates in females, in the lower social strata and low academic level.

### **Project Summary**

The project aims to provide elder people, tools to live their aging process in a healthy way in the physical and emotional level, thus contributing to feel active and productive including in this process the family or caregiver, as a key actor.

Under the concept of integrity of human beings, the intervention model created by the Foundation Child Jesus by the program "Founders of Life", sees, understands and is involved in various areas of the person (individual, family and community) of elderly, considering that in it converge the physical, mental and emotional dimensions. An upset or imbalance in one of these dimensions directly affects the other, generating as consequence in decreased quality of life and well-being of human being.

Therefore, framed in the vision of the older person as an integral being, the aforementioned dimensions are addressed by three (3) axes crosscutting:

- **Prevention and Health Promotion:** This component is designed for promotion the health of older people, including both general characteristics (normal aging, healthy eating, hygiene, self-care, physical exercise) as specific, of groups that share some common characteristics ( risk factors, disease). This process is accompanied, especially by professionals in gerontology and physiotherapy.

- **Human Development:** ese this process starts from the individual, but has scope the collective, where establish, strengthen and / or maintain networks in the family, peer (fraternal / solidarity) and community, which in the long term favors the achievement of projects of life in old age. In this component contributes entire team, but with special attention social work, psychology and gerontology.

- **Productivity and use of leisure time:** Comprises differently productivity, allowing them to maintain and strengthen this capacity in the elderly. With this component is enhanced autonomy in the elderly, it helps prevent psychosomatic illnesses, feeling busy and productive, like so live together and share in her free time experiences with other people. In this component contributes gerontology, the facilitator in design, performing arts, dance and digital literacy teacher.

**Estimated Cost of the total Project:** \$220.000.000 Colombian pesos, for 1 year of operation for 200 elderly.

<b>Project Duration:</b>	<u>Since 01/2017</u> (Month, Year)	<u>Until 12/2017</u> (Month, year)
<b>Submission date:</b>	<u>16/03/2016</u>	
<b>Name</b>	<u>Yuli Melo</u>	
<b>Title</b>	<u>Life Founders Elderly</u>	
<b>Responsible firm</b>	<u></u>	

**Teresa Vásquez Palacios**  
**Executive Director Responsible firm**