



# QUATERLY REPORT

**JANUARY - MARCH 2023**

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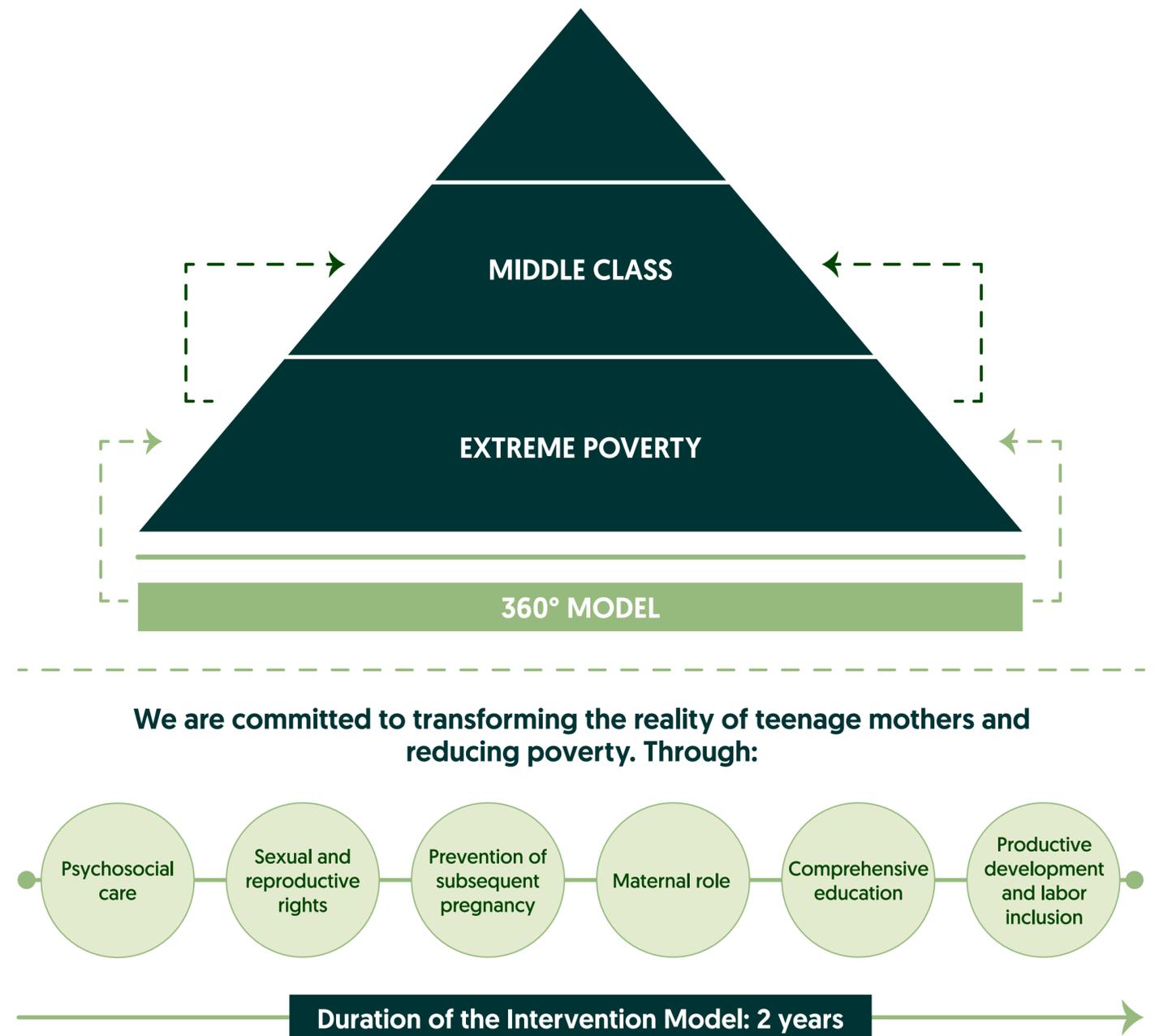
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# TACKLING POVERTY WITH AN INNOVATIVE MODEL

In Colombia, 39.3% of the Colombian population is below the poverty line and 12.2% in extreme poverty. With the prospect that these figures may increase and considering that 17% of live births in our country are to girls between the ages of 10 and 19\*. For this reason, we are aware of the enormous effort that must be made so that more teenage mothers can break cycles of poverty through our 360° Model.

This report summarizes our impact in the first three months (January - March) of this year. It also presents the first stage of progress of Transformemos Sin Fronteras project in partnership with the Conrad N. Hilton Foundation.

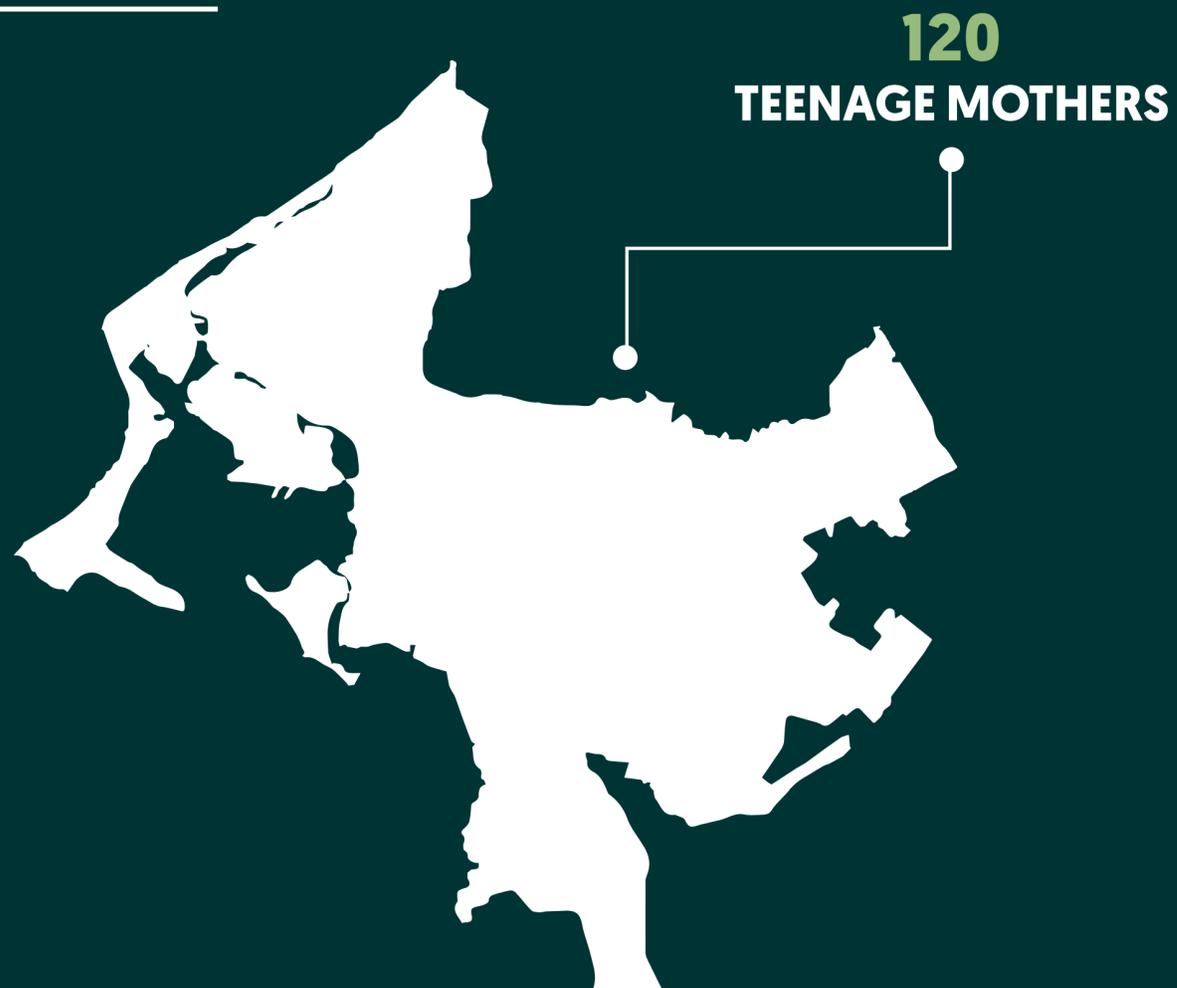
\*Source: DANE (2022)



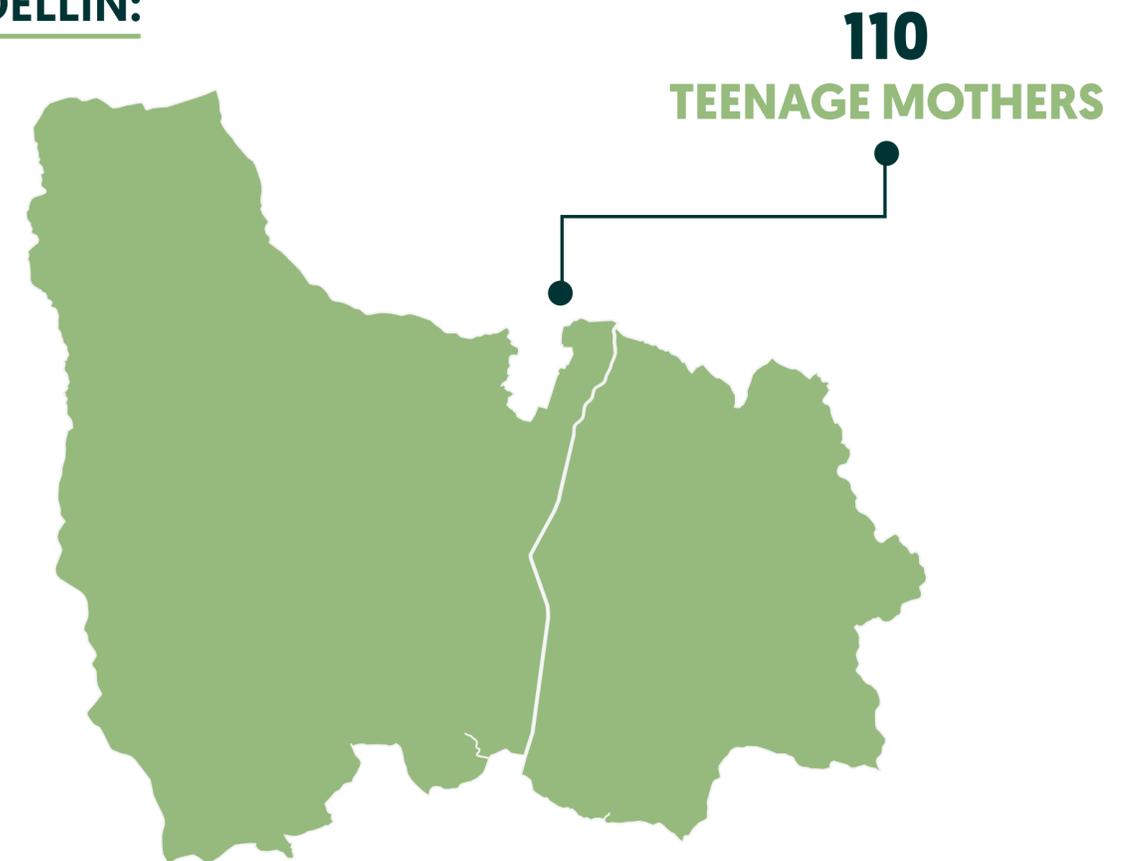
# A new path to make their life projects become a reality

In the first quarter of 2023, 230 young people began their transformation process at Juanfe.

## CARTAGENA:



## MEDELLÍN:



*We are transforming the lives of their children and families.*

# Empowering our teenage mothers

## Strengthening the self

Mental health care and empowerment are essential for our teenage mothers to achieve emotional stability and the construction of a life project. To achieve this, we design a psychosocial care plan according to each young woman's needs, which determines the intensity of the accompaniment, as well as the possibility of receiving permanent counseling or crisis care.

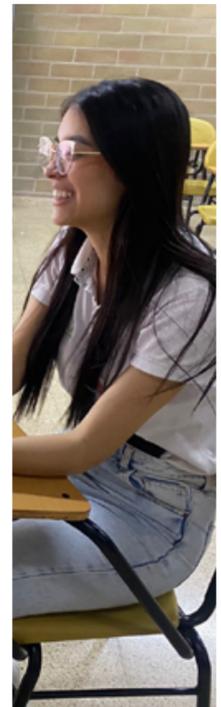
We have a team of professionals dedicated to guiding them in self-knowledge issues, personal vision, life project, emotional management, sexual and reproductive health, citizenship skills, emotional bonding, and humanized parenting. Likewise, the group of young women who entered the previous semester, continued their training and accompaniment in the strengthening of the being, in line with the integral preparation process towards employment.

During these three months we did:

### CARTAGENA



### MEDELLÍN



**Thanks to this intervention, teenage mothers in Cartagena and Medellín:**

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They acquired tools for the expression of their emotions and ideas, recognizing their qualities and identifying their capabilities.

---

They obtained greater emotional control and reduced discomfort affecting their mental health.

---

They recognized the mechanisms for the activation and validation of their rights.



# We build healthier relationships

## Transforming their contexts

We work for the well-being of our young women, their children, and families, so we conduct meetings, counseling, and home visits to strengthen their support networks and link them to the girls' life project during their transformation process.

In addition, we generate capacities in their family to have an assertive communication, strengthening the emotional bond, preventing domestic violence, among others.

During these three months, between Medellín and Cartagena, we have made 287 home visits, recognizing, and understanding the socioeconomic context of our teenage mothers.



## What does our intervention look like?

### CARTAGENA

We conducted 2 family meetings in which we addressed topics in:

- Pillars for positive parenting (Types of parents).
- Prevention of domestic violence and care routes.

*Achieving 18 family counseling sessions.*

We conducted 2 meetings for couples in which we addressed the following topics:

- Strengthening the bond of affection.
- The 5 languages of love.
- Responsible parenting from the approach prevention of child abuse.

*Achieving 20 couple counseling sessions.*



As part of Women's Month, we carried out some activities to prevent gender violence:

- We had a discussion led by some parents.
- Our girls made a mural "From victim to heroine", capture some messages about the value of being women.



With the support of the Probono Foundation, workshops were held for the beneficiaries on food and care routes for the psychosocial team.

## MEDELLÍN

We held 3 family meetings in which we addressed topics such as:

- What are support networks?
- Assertive communication.
- Emotional management in conflict resolution.

*Achieving 12 family counseling sessions.*

---

We conducted 2 meetings for couples in which we addressed the following topics:

- Types of violence.
- Assertive communication.
- Emotional management in conflict resolution.



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A group meeting in which we made the families of the young women aware of the importance of support networks for their life projects.



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A focus group for special cases where we addressed the issue of restoration of past wounds.

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# Promoting responsible decisions

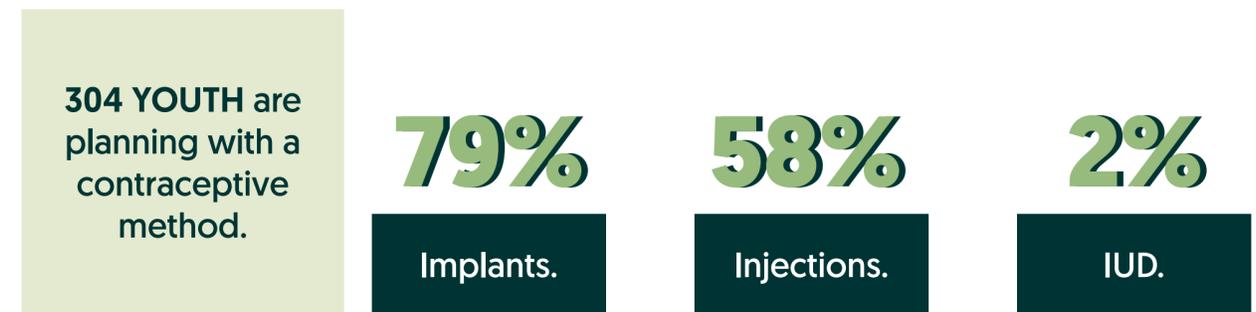
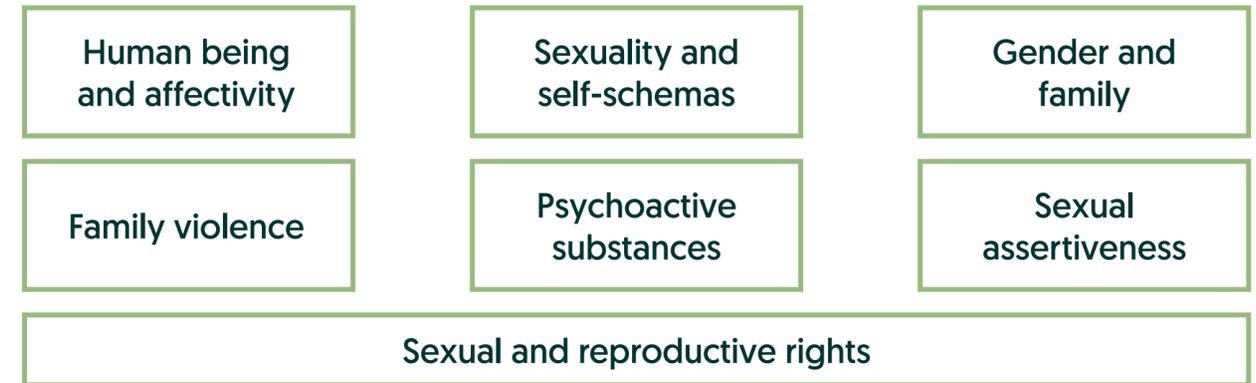
## Prevention of subsequent pregnancy

It is important to us that young women receive adequate care and training in sexual and reproductive rights so the teenage mothers can be responsible for their sexuality, so their life projects become a reality. Through the training component and family planning services, we achieve the autonomous and full development of their sexuality and the prevention of subsequent pregnancies.

Through training in the sexual and reproductive health module, this quarter, the young women strengthened their knowledge in:



### CARTAGENA



With the support of the **ABBOTT Laboratory**, a workshop was held *on the side effects of contraceptive methods of choice and family planning*, in which **201 young people** participated.

The **District Health Department DADIS** held a workshop to strengthen sexual and reproductive health, in which **223 young people** participated.

It addressed topics such as:

- Proper use of male condoms.
- Clarity of sexual and reproductive rights.
- Dual protection.
- Erroneous beliefs about sexuality.

## MEDELLÍN

Methods  
contraceptives

Human reproduction and  
human sexual response

Sexually Transmitted  
Diseases

Self-knowledge, falling in love and sexual assertiveness

The history of women, menstruation and its disorders

319 YOUTH are  
planning with a  
contraceptive  
method.

86%

Plan with long-  
term methods.

12%

Plan with  
short-duration  
methods.

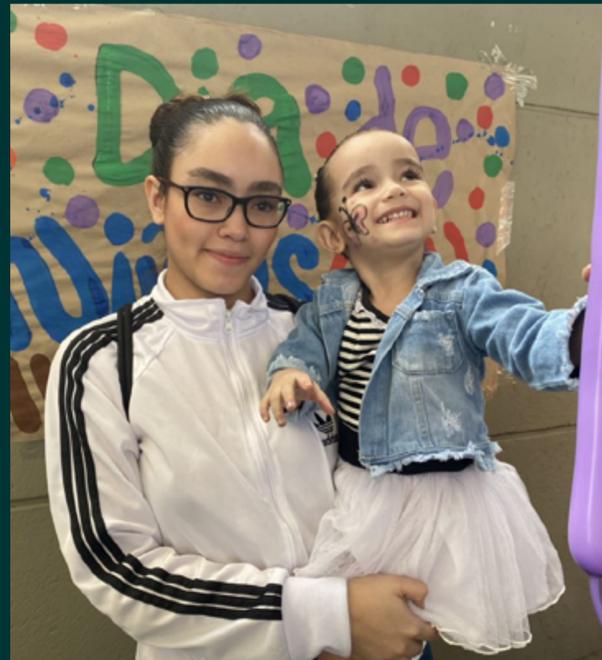
Together with “Medellín me Cuida” we were able to increase access to planning methods. 4 young women obtained the insertion of the subdermal implant.

Profamilia conducted training sessions for Juanfe’s employees and beneficiaries.



# Maternal role: caregiving practices for a safe childhood

We have the task of guiding our young women in their role as mothers, this is why we have academic spaces to strengthen the emotional bond. In this way, through the “Maternal Role” module, we carry out some activities to ensure that their children have an adequate development and harmonious growth.



## CARTAGENA

Teenage mothers receive accompaniment and guidance through the Maternal Role module, strengthening their knowledge in:

Bonding and caregiving

Nutrition in children

Autonomy in the feeding of children

Accident prevention at home

Importance of preventive medical controls and follow-up to minimize diseases



This quarter at the Centro Integral de Desarrollo Infantil (CIDI) we have created some strategies so that the children of our beneficiaries feel safe in their new environment. We currently serve 50 babies a day, however, there are 120 babies between the ages of 6 and 24 months (about 2 years) enrolled.

We conducted 4 talks with adolescent mothers on topics related to *symptoms of acute respiratory infections, management of flu-like conditions, mother-child bonding and reinforcement of CIDI norms.*

Through the teaching-service agreement established with the Universidad San Buenaventura and the Psysiotherapy faculty, the therapeutic plan to be followed for each child was established, based on the baseline and considering the findings of the application of the EAD. This will make it possible to follow up on the integral development of the children and detect early warnings.

## MEDELLÍN

Through the module on Maternal Role, the teenage mothers strengthened their knowledge about:

Being a mom	Nutrition and breastfeeding	
Secure attachment	Stimulation and Brain development	
Emotions and temperament		



We continue to coordinate with the city's Comprehensive Child Development Centers to ensure the care of the children of young women.

### Las Golondrinas Foundation (Good Start):

We were able to provide places for children under 18 months of age.

### FAN Aragüaney Foundation (Good Start):

We were able to open 35 spaces for nursery school and kindergarden.

### PREA Table (Good Start):

We manage the management of nursery slots for children under 23 months of age, for children on the waiting list.



# Strengthening the competitiveness of our young women

Technical labor training is a fundamental pillar of our 360° Model. This represents a significant and agile option for the job placement of young women; in addition, their specialized training allows the development of competencies and skills that will allow them to be more competitive in the labor market.

Thanks to this strategy, this quarter we have achieved:



## CARTAGENA

304

Teenage mothers studying in Cartagena.

104

Beauty.

85

Cooking.

115

Hospitality.

The beneficiaries are currently receiving English language training as part of the curriculum.

70 of them are receiving intensive English in alliance with the Caring Foundation, thus enhancing their employment and increasing their access to more and better job opportunities once they are certified.



On February 17, we held the technical labor certification ceremony in which 82 teenage mothers graduated from their training.



In Cartagena we had some complementary activities to strengthen their training and empowerment processes:

### A Real Women Forum

This forum was held with the participation of women who have stood out for their leadership in the city through different roles and professions such as police and firefighters.



### Get Active Juanfe

A strategy for educational retention through physical activity, encouraging teamwork motivation for more energy, and interaction with other classmates.



### Activities of Democracy

We educate teenage mothers in civic and democratic values in order to create awareness of their participation in the upcoming elections.



### Women´s Day

We had the participation of 304 beneficiaries through recreational and formative spaces, in which the young women where actively participated in a day of solidarity, promoting the value of solidarity and strengthening the sorority among them.



### Promigas Forum

Within the framework of **Mujeres Pa'Lante** project with Promigas Foundation and Surtigas, a forum was held with the participation of 7 women leaders in the Caribbean region including our president, Catalina Escobar. This forum promotes gender equity, where 60 teenage mothers participated.



## MEDELLÍN

**327** Teenage mothers studying in Medellín.

**24** Marketing Assistant

**37** Customer service.

**66** Software Development.

**148** Administrative assistant.

**52** Administrative Assistant with emphasis on health.

**281** Teenage mothers study English as part of the curriculum.

**81** Are studying extracurricularly.

**60** accessed Comfama's SLANG platform.

**21** Are studying at the Colombo-American School in Medellin in partnership with the U.S. Embassy in Colombia.

83 teenage mothers completed the first training phase of the 360° Model, and we highlighted their efforts and dedication at the group's closing event.



In Medellín we had some complementary activities to strengthen their training and empowerment processes:

### Launch of the Teenage Mothers 2023

We carried out an educational carousel assented themselves to the young new girls. This helped to build bonds of trust, motivate them and strengthen their commitment to this new stage.

### Bazar

224 beneficiaries participated in this event in which we encouraged them by recognizing their good behavior, and we invited their families, generating close ties with the community. In addition, the participants had the opportunity to purchase clothing and some personal items.

### Women´s Day

We have different dynamics about sorority and the recognition rights and citizen participation. 300 teenage mothers recognized their rights and generated spaces for reflection and support among them.



# New alliances to boost their training

## CARTAGENA

### Tecnológico Comfenalco:

22 young people participated in the demonstration fair of technical knowledge led by Tecnológico Comfenalco where they had the opportunity to demonstrate the skills and abilities acquired in the cooking competition, also sharing with the attendee's information about our 360° intervention model.

### Colegio ASPAEN:

A day of social responsibility was held in which students from the last grade exchanged experiences with the young women of the company.

### HAY FESTIVAL:

In partnership with the U.S. Embassy in Bogota, a talk led by writer Parinoush Saniee was held with the objective of cultivating leadership skills and female empowerment. The author shared her experiences with 20 young women about the creative process of her book "The Book of My Destiny" and her views on women's empowerment and the difficult decisions that exist in everyone's life.

### Fiscalía general de la Nación:

Through the Futuro Colombia program, 304 beneficiaries participated in a talk where the following topics were addressed:

- Prevention of sexual harassment and violence.
- Domestic violence.
- Human trafficking.



## MEDELLÍN

### School of Engineering of Antioquia (EIA):

Mentoring to 30 young beneficiaries on academic subjects in the areas of mathematics, English and computer science, seeking to strengthen their competencies.



### Softserve:

Motivational talk to 27 young people from MA 2023-I Software Development students, where they learned about the great job opportunities and challenges around Software Development.



# Building economic autonomy in our teenage mothers

This quarter we placed several bets:



## CARTAGENA

We strengthened alliances with companies, with the objective of generating more and better job opportunities for our teenage mothers.

## **EMPLEO**

At the Employability and Opportunity Center we have 794 active young people.

This quarter we achieved:

**Employ 49 young women, 37 of whom obtained their first formal job.**

In February, CEO received 82 new young women, graduates of the technical training programs with which it has been with whom we have been working on the labor market insertion process, through the following activities:

**Accompaniment during their internship**

**Advice on their résumé**

**Application of psycho-technical tests for job profiling**



## COMPANIES

Total partner companies	<b>262</b>
Companies sensitized in 1 <sup>st</sup> quarter	<b>32</b>
New partnerships	<b>7</b>
Vacancies managed	<b>31</b>
Jobs managed	<b>148</b>



## Employer sectors

General services: 2%	Gastronomy: 19%	Beauty: 43%
Administrative: 4%	Hospitality: 32%	

## Positions held by teenage mothers:

Pastry assistant.	Kitchen assistant.	Stylists.
General Services.	Manicurists.	Barista.
Customer service.	Waitress.	

## FORMATIONS

Young people trained in complementary areas for their labor market insertion in the 1 <sup>st</sup> quarter	<b>74</b>
Courses held	<b>1</b>
Workshops held	<b>2</b>



## Topics covered

Communication skills in customer service and marketing of services in different economic sectors.

Assertiveness and commitment - oriented to employment management.

## EVENTS

We held a women's empowerment workshop named "A volar alto", with the participation of 46 graduates, of which 5 started a pilot plan to begin the preliminary stage with a projection of formal linkage.



We participated in a space organized by Mercy Corps, in which the socialization of the tax incentives that employers may have at the time of generating work for young people, women and migrants.



We had the job fair where participated:

Companies **8**  
 Graduates **47**



We linked 2 young people associated with their graduation profile: 1 waitress and 1 kitchen assistant.

### MEDELLÍN

We are strengthening our network of business allies, a community that believes in the potential of young women. Together with them, we are developing new and better opportunities for teenage mothers, contributing to the social fabric of the city.



### EMPLEO

In the Employability and Opportunity Center we have 363 active young people.

This quarter we were able to:

Employ 38 young women, 10 of whom obtained their first formal job.

In February, CEO received 47 new young women, graduates of the technical training programs with which we have been working on the labor insertion process through the following activities:

Accompaniment in their internship, in which they obtained an average performance of 4.5 out of 5.

36 evaluations with the organizational psychologist.

Accompaniment by volunteer mentors.

### COMPANIES

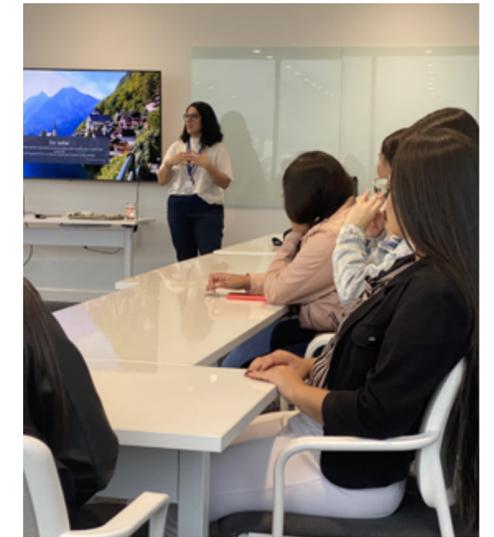
Total partner companies **289**

Companies sensitized in 1<sup>st</sup> quarter **33**

New partnerships **12**

Vacancies managed **136**

Jobs managed **216**



### Employer sectors

Services: 37%

BPO: 15%

Manufacturing: 43%

Commercial: 30%

Food: 32%

Other: 4%

### Positions held by our teenage mothers:

Advisors.  
Auxiliaries.  
Operators.

Merchandisers.  
Assistants.

Administrative assistants.  
Other positions.

## FORMATIONS

Young people trained in complementary areas for their labor market insertion in the 1<sup>st</sup> quarter

63

Talks held

3

Workshops held

1



### Topics covered

Strengthening of job search skills.

Job connection.

Customer service training.

## HIGHLIGHTS

Together with the company Dgroupe, a training program is being developed for 20 young people from the Juanfe, who will have the opportunity to work as service advisors in its different business units. A joint to provide quality jobs and meet the staffing needs of the companies.

Currently, Leidy González, a graduate of the second semester of 2020, has already been hired full time as a beneficiary of the program.

## EVENTS

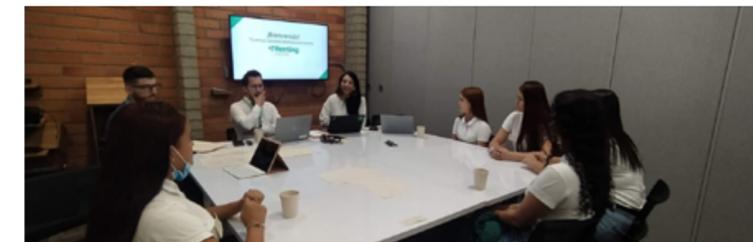
### BUSINESS BREAKFAST:

**Companies attending:** 14

Actions for employment with 100%.

**New partners:** 13

**Attendees:** Fenalco, Magneto, Corbeta, La Receta y Cia, Azure, B&A Group, Wikan BPO, Nova Consultores, Master Coach 180, Winner Group, Invesa, Sociedad Civil El Nuevo Colegio.



## SENA QUOTA

In the first quarter of 2023 we achieved:

6

Companies allied for sponsorship.

10

Young people signed a Quota SENA since their studies.

72

Young people are in the process of selection.



# News

## Meet the project “Transformemos Sin Fronteras, Juanfe for Integration” in alliance with Conrad N. Hilton Foundation.

Officially started, in partnership with Conrad N. Hilton Foundation, the adaptation of our 360° Model aimed at the population of Venezuelan migrant women, in the cities of Cartagena and Medellin.

We hope that over the course of its 2 and a half years of implementation, we will be able to impact close to 750 women through a process of emotional reparation and job skills training, aligned with the latest labor market trends in each city, that will provide them with the necessary tools to achieve job placement.



The project began its readiness stage in December 2022, and during the first quarter of this year, it has advanced in its execution through the following activities:

### Human talent recruitment process:

We have an interdisciplinary team of 9 collaborators.



### Adequacy of spaces:

Adequacy and distribution of spaces for the use of administrative offices and classrooms.



### Management of the information system:

Hiring and programming of the Kobo platform, which will be used for follow-up, monitoring and execution of activities.



### Strategic alliances:

Alliances with sectors and entities that work with the migrant population, among which we highlight: Chamber of Commerce, Centro “Intégrate”, Mercy Corps, Migración Colombia, World Visión and leaders in both cities.



### Management of academic offerings:

An exhaustive review was carried out through the labor and occupational observatory of the SENA, where trends in current occupations and employability in the city were identified. The most important ones are the hotel, gastronomy, administrative, and sales areas.

**Call for the characterization process:**

In the month of March, the planning of activities for the characterization of the population to be impacted with the support of IPA (Innovation Poverty Actions), which will take place on April 12, 13 and 14, 2023.



***Social impact bonds***

**The Social Impact Bonds - CREO 2 project is closing its ninth month of operation::**

The project has managed to impact more than 100 young people in Medellin, who have received individualized accompaniment in their labor market insertion process, in addition to training to improve their labor market profile.

**We currently have 67% compliance with the job placement goal, 41 young women have been employed and 20 of them have already completed a retention period of more than 3 months.**

In February, Juanfe took part in the Apprenticeship Workshop, Social Impact on Bond Investors. A space created by EAFIT and Sibs.co with different organizations to talk about the most significant learnings as investors and the significant lessons learned as investors and the potential for scalability. .



# Juanfe is moving towards new achievements

## Technical Cooperation with the IDB (TVET):

We are strengthening the labor insertion process of young Juanfe women, improving the quality of the jobs and the time to access them. This quarter we are working on strengthening the Human Development component, specifically, the psychosocial team, which is in the process of training with the Centro de Psicología Integral (CPI).

## Profamilia:

Profamilia strengthened the knowledge and tools that promote comprehensive sexuality education in Juanfe team, to ensure that adolescent mothers receive quality sex education based on rights. In addition to this, the alliance strengthened leadership skills, with an emphasis on sexual and reproductive health, from a group of adolescent mothers to become ambassadors in their communities.

## KPI's:

In alliance with the Universidad de Los Andes, this year we started with the formulation of our Key Performance Indicators (KPIs) to strengthen and monitor our operation.



## Salesforce:

Following the launch of Salesforce with Deloitte, adjustments have been made this quarter to ensure that information is recorded according to the needs of the company, such as youth traceability, reporting and measurement of impact. In addition to this, Deloitte team is currently training the systems coordinator in Product Management to continue with the development of the platform in the medium and long term.

## Happiness Management and Organizational Development:

This first quarter, together with our ally Deloitte, we reviewed the results of the information gathering process that was carried out with all the members of the Foundation's work team. With the results and the recommendations of our partner, the implementation of the wellness policy and the code of healthy conduct took place.

# Environmental sustainability strategy

Our Social Complex in Cartagena develops its activities considering the proximity to protected sites, wetlands and bodies of water, in addition to carrying out a rigorous environmental management plan which includes protection of the vegetation cover, prevention of sedimentation of rainwater drains, reduction of air pollution from dust and particulate matter, wastewater management, solid waste, and energy, also, as part of the strategy, we also measure temperature, air quality and lighting.

At Juanfe we also know that the comfort of each one of the people who work in and visit our institution is vital for the development of our activities and their quality of life, which is why we create harmonious spaces.

We also have an energy system that uses solar panels, which produce 40% of the energy we consume in our facilities; these panels avoid the emission of more than 750kg of CO<sup>2</sup>, the equivalent to what is absorbed by approximately 20 trees a year.

Recycling of more than 52% of the waste generated at headquarters.



Thanks to our solar panels, we have been able to produce more than 8,600kW h equivalent to 40% of energy reduction, with savings of more than \$6.000.000 in this 1<sup>st</sup> quarter 2023.

Reuse of more than 300m<sup>3</sup> of water, generating savings of more than \$1.200.000.



Nursery process update: Since the construction of the nursery we have been able to produce more than 1,500 plants during this 1<sup>st</sup> quarter, used to reforest more than 300m<sup>2</sup> of gardens.

We have new LEED Platinum Certification:

This certification evidences the commitment we have year after year to minimize the negative impact on the environment in a variety of aspects such as energy consumption, purchase of inputs with low environmental impact, management of drinking and waste water, garden management, among others.



# WW4W Platform & Events

## The Women Working for the World community keeps growing!

Women Working for the World is a digital content platform that reflects on women’s empowerment and women’s rights. By March 2023, the figures show the great reception of the project: 145,478 unique users on the web platform, 215,486 page views and 11,592 followers on social networks.

During the first months of the year, the team worked on the planning of the Women Working for the World Forum, forging strategic alliances with key stakeholders, such as the Women’s Secretariat of Bogota, the Sergio Arboleda University and the Bogota Chamber of Commerce. In addition, an incredible agenda has been built for the event, with more than 30 speakers who will share inspiring stories about social transformation.



<b>FORO</b>	<b>MUJERES</b>
<b>WW4W</b>	<b>LIDERANDO</b>
	<b>EL CAMBIO</b>
-----	
<b>145.478</b>	<b>11.592</b>
<b>USERS</b>	<b>FOLLOWERS</b>

Click on the **PLAY** button and watch the testimonials of some of our students during their training and integration processes.

## TESTIMONIALS



**BRANDY ALCAZAR**  
Cartagena  
Student of  
Hotel Services.



**MARLENE GÓMEZ /**  
**CINDY JOHANNA**  
Medellín  
Students: Technical-  
Commercial and  
Services advisor.



Click on the **PLAY** button and watch the testimonials of some of our students during their training and integration processes.



## SUCCESS STORIES



**ÁNGELES HERRERA**  
Cartagena  
Student of  
Hotel Services.



**HANNY ALMANZA**  
Cartagena  
Student of  
Hotel Services.



THROUGH OUR WORK,

OUR TEENAGE MOTHERS TRANSFORM THEIR LIVES AND THE LIVES OF THEIR CHILDREN THANKS TO THE DEEP LOVE WE

PUT INTO OUR DAILY WORK.



• • Fundación  
**JUANFE**  
Modelo de desarrollo social

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