

# INFORME



# INFORME

# DE GESTIÓN

## 2024

# TECHO



## Letter to the General Management

TECHO is an organization that works with and for people living in extreme poverty. How difficult it is to explain the conditions these words imply to someone who hasn't had the privilege, and at the same time the responsibility that comes with it, of setting foot in an informal settlement.

It seems incredible that not everyone has the possibility of having a safe night's sleep when the chances of flooding or their roof collapsing are so high.

How difficult it is when there's no way to turn on the tap and have water flow, when schoolwork has to be done at neighbors' houses or by daylight because there's no access to electricity. To think that today, with all of humanity's advancements, there are still people living on dirt floors, with all the implications this has for their development and integration into society.

At the end of 2024, I took on the wonderful challenge of leading TECHO Colombia, a privilege that came with many challenges and responsibilities. During the last quarter of the year, we prioritized community projects and, in \_\_\_\_\_, agreements with allies and with \_\_\_\_\_, in addition, reviewed internal processes to strengthen our work and continue building a great team of paid staff and volunteers.

We closed out 2024 with many challenges, but as always, together with a team that showed that when there is a clear purpose it is possible to make things happen and more importantly, to make them a reality.

We concluded our year with ongoing, coordinated work alongside community leaders in 28 communities in Barranquilla, Cali, Medellín, and Bogotá. Every action we accomplished was thanks to our large team of 528 volunteers who are permanent members and enable us to expand our mission and be present in the places where we need to be as an organization.

Additionally, thank you because, together with our allies and those who placed their trust in us, it was possible to mobilize 12,057 volunteers in Colombia, marking a historic milestone; and to jointly build 198 single-family housing solutions, in addition to 80 other solutions.

community and projects.

I am convinced that the possibility of contributing to the construction of a better country and a better society is within our reach every day, but today at TECHO we are definitely witnesses to the strength and impact of allowing ourselves and others to be a bridge between realities.

We are convinced that great transformations don't happen in isolation, and it would definitely be impossible to achieve so many milestones without the trust and support of our volunteers, partners, suppliers, and, of course, the tireless work of our paid team. To each and every one of you, thank you for trusting in our work! Thank you for being part of 2024 and for believing in our organization's ability to impact one of the most vital spheres of society: community development and human dignity.

2025 arrived with great challenges and the full confidence to continue organizing and growing together with our volunteers, our community leaders and our network of allies; all this with the sole purpose of reaching more families and contributing our expertise to reduce the gaps of extreme poverty in our country.

A hug,

**MARIA JARAMILLO ORTEGA**

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# OUR ORGANIZATION

We have been working in Colombia since 2006, with a presence in more than 25 communities in the country's four main cities: **Barranquilla, Bogotá, Cali, and Medellín.**

## Mission

Working with determination in informal settlements to overcome poverty through training and joint action by its residents, young volunteers, and other actors.

## Vision

A just, equal, integrated and poverty-free society in which all people can fully exercise their rights and duties, and have the opportunities to develop their abilities.

## Our Purposes

- To overcome the poverty situation in which millions of people live in the popular areas settlements
- To train young volunteers through connection and work in together with residents of settlements.

## Values



### Solidarity

We act in search for the common good and against injustices and inequalities.



### Conviction

We are certain that, through our work, we will improve society.



### Diversity

We enrich our purpose through collaboration between different people.



### Optimism

We are creative and proactive in developing solutions with a proactive attitude.



### Excellence

We carry out quality projects aiming for continuous improvement.

TEORÍA

TEORÍA

# TEORÍA DE CAMBIO



# THEORY OF CHANGE

The importance of a home for a human being encompasses multiple dimensions, directly impacting their quality of life and well-being.

First, housing provides essential shelter, offering protection from the elements and creating a safe environment that contributes to people's emotional and physical well-being. This is essential for fostering a sense of belonging and rootedness, giving individuals the security they need to face daily challenges (UN-Habitat, 2010).

Furthermore, housing plays a crucial role in overall health and well-being.

A habitable and healthy environment directly impacts disease prevention, ensuring clean, safe and well-ventilated conditions.

This is especially significant for child development, as adequate housing positively influences children's physical and cognitive growth, providing them with a stimulating environment to learn and thrive (PAHO, 2011).

Finally, housing not only serves a practical function but also contributes to people's identity and self-esteem. The place where we live shapes our perception of ourselves and the community around us. Likewise, housing plays a crucial role in economic inclusion, facilitating access to employment opportunities and services. In this context, ensuring access to adequate housing becomes not only a fundamental human right but also a cornerstone for building sustainable, equitable, and prosperous societies (UN-Habitat, 2010).

In this sense, the following theory of change was proposed for the project

**Improve the "access to public housing services" dimension for recyclers living in multidimensional poverty**

Multidimensional poverty is a broader and more complex measure, which goes beyond the mere evaluation of the economic income of the people. Instead of focusing solely on income, the Multidimensional poverty considers various dimensions of well-being and quality of life, such as health, education, access to basic services, housing, and other indicators that reflect the deprivation of opportunities and resources necessary to lead a life dignified (DNP, 2011).

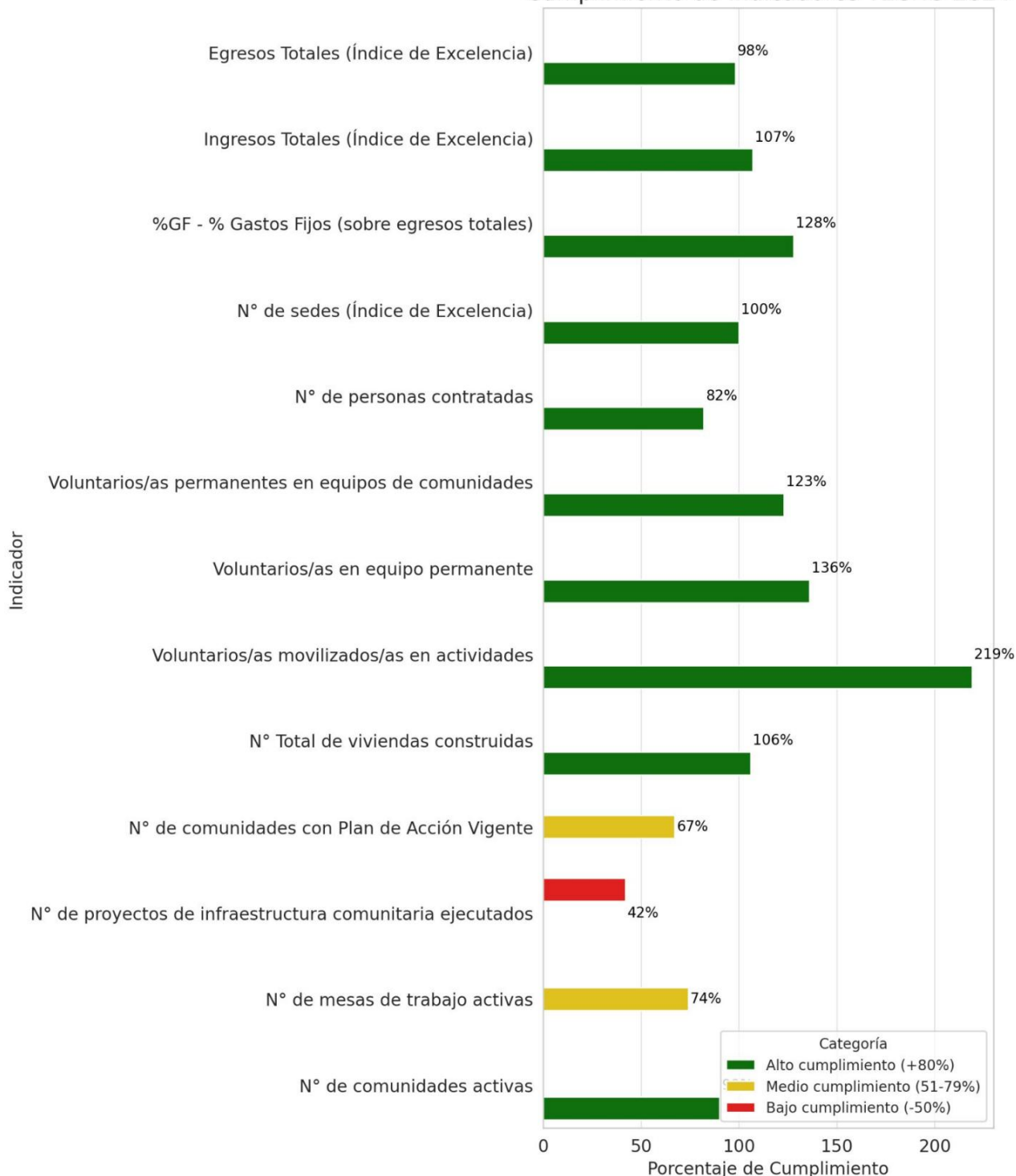
In the Colombian context, multidimensional poverty is calculated using an index that combines multiple indicators of deprivation in these areas, assigning different weights to each and establishing specific thresholds to define who is living in multidimensional poverty. This approach provides a more comprehensive view of poverty by considering not only income but also the lack of access to essential services and opportunities that affect people's quality of life (DNP, 2011).





## INDICATORS OF EXCELLENCE

Cumplimiento de Indicadores TECHO 2024



During 2024, TECHO Colombia **achieved an overall average of 106% compliance across its main operational and financial indicators**. This result reflects the company's commitment, mobilization capacity, and efficient resource management, despite the structural challenges it faced.

Among the **main achievements** are:

- The **mobilization of more than 12,000 volunteers**, more than doubling the initial goal, which demonstrates a great capacity for convening and territorial articulation.
- The strengthening of the **permanent volunteer team**, with 136% of the projected amount.
- **Exceeding the goal of homes built**, reaching 101 homes, in compliance.

Regarding **financial management**, the year ended with revenues exceeding the budget (107%) and with a controlled percentage of fixed expenses (128%), within the margins defined by the standards of excellence.

However, **significant challenges were also identified**:

- Only 42% of the planned community infrastructure projects were implemented, mainly due to logistical and budgetary constraints in field.
- The number of **active working groups (74%)** and **communities with a Plan Current stock (67%)** was below expectations, partly due to reconfigurations internal and prioritization by sectors.

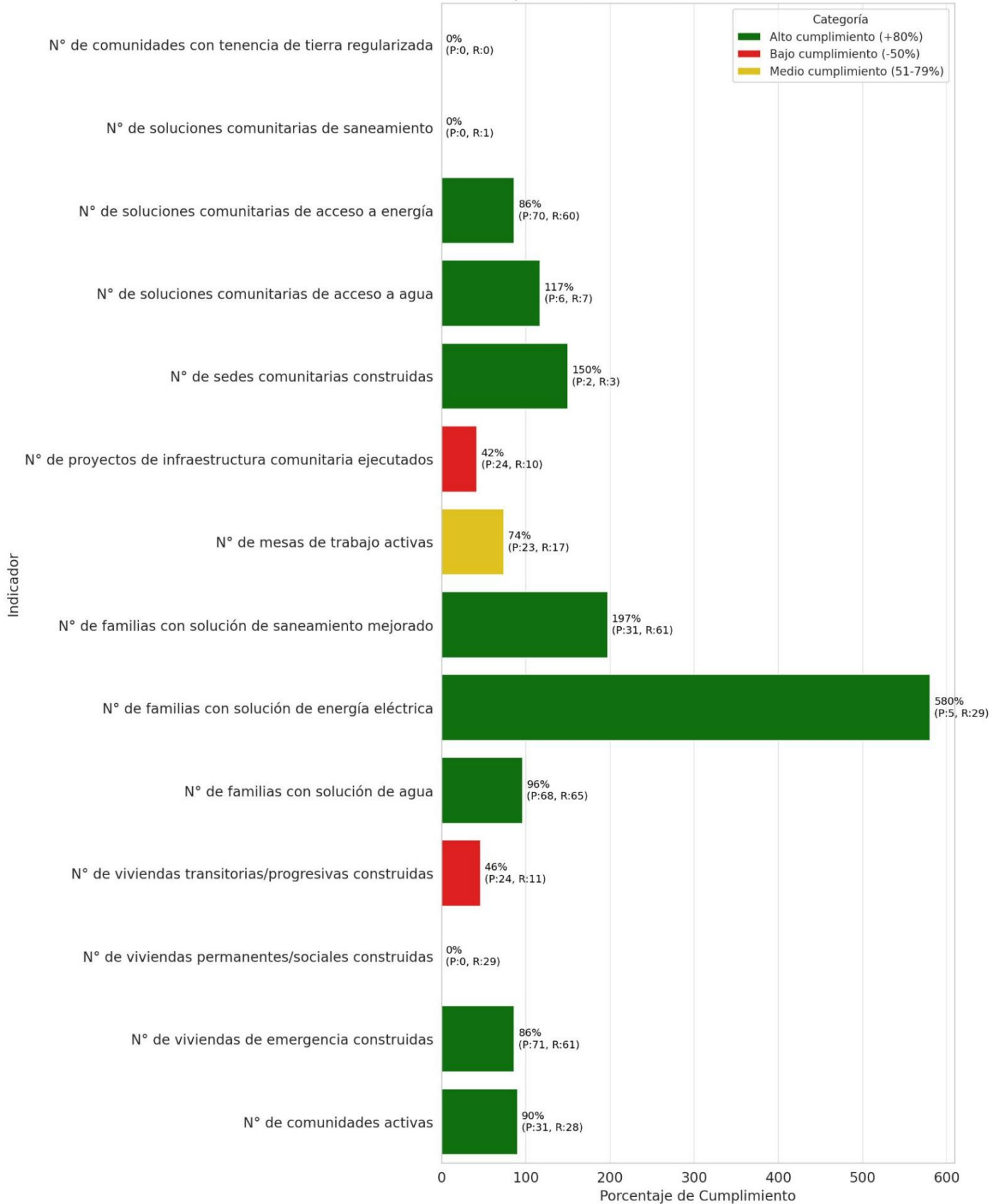
Finally, although **staff recruitment fell short of the target** (82%), the operation was sustained thanks to a strengthening of the volunteer force and the optimization of the work teams in the territory.

These results reaffirm the organization's potential to **surpass key goals**, but also provide lessons on the need to **improve operational and territorial planning**, with an emphasis on the execution of community projects where we are present and the sustainability of processes in the medium term.

# RESULTS IN THE TERRITORY

## COMMUNITY DEVELOPMENT

Cumplimiento de Indicadores de Territorio - 2024



The year 2024 ended with significant progress in community development interventions, achieving **concrete impacts in access to basic services and housing solutions** for vulnerable communities.

Among the **most outstanding achievements** are:

- The **installation of electrical power solutions in 29 homes**, far exceeding the initial goal with **580% compliance**, thanks to strategic alliances and projects such as *MrBeast and Grupo Familia*.
- **197% compliance in improved sanitation solutions, benefiting 61 families** with more dignified living conditions.
- The **construction of community centers (150%)** and water access solutions (117%) that strengthen the social infrastructure of the territories.

A **90% coverage rate** was also maintained in active communities, and an 86% compliance rate was achieved in the construction of emergency housing, responding to priority situations.

## Challenges Identified

**Significant gaps** were identified in:

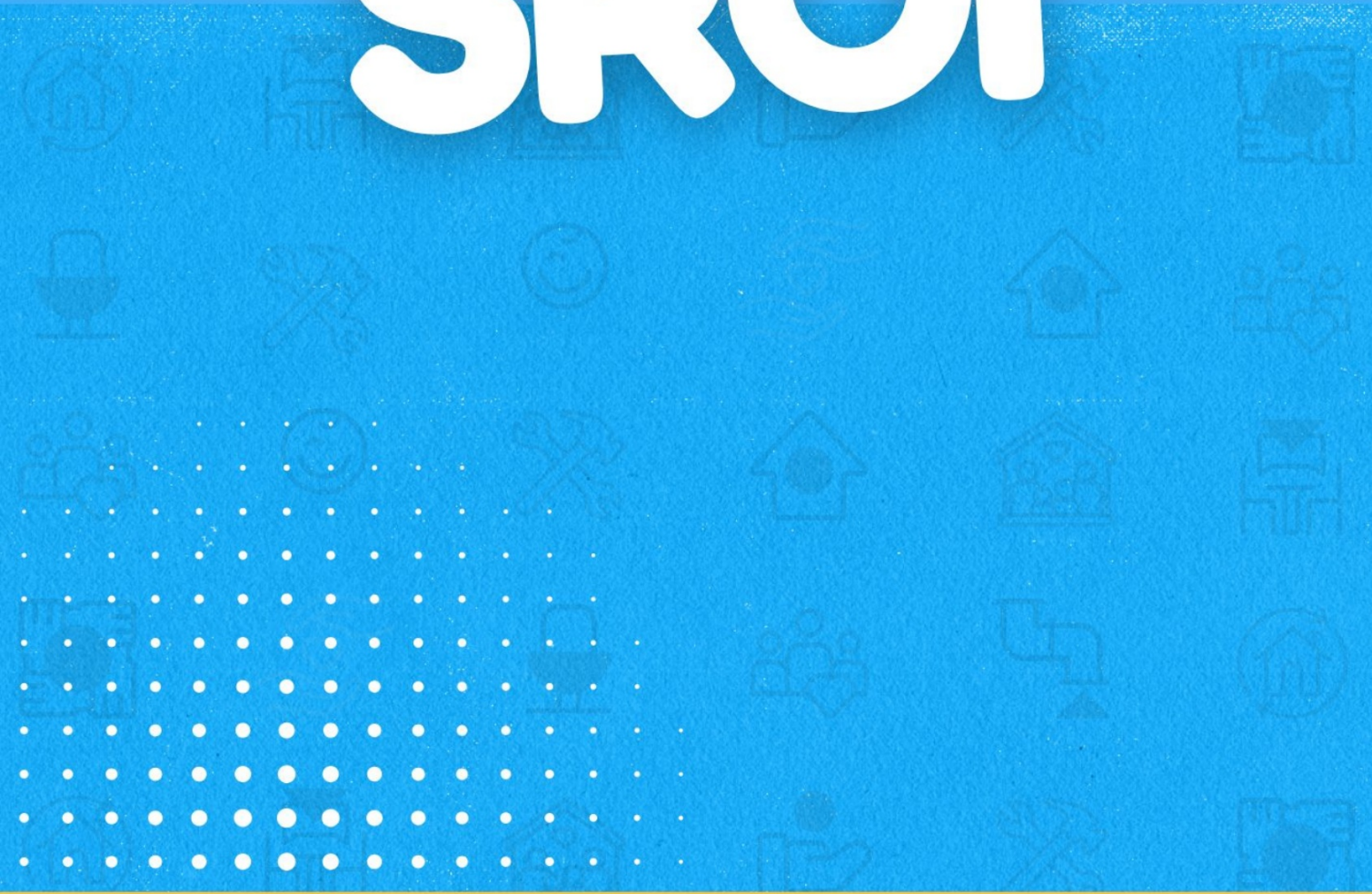
- The **implementation of community infrastructure projects** reached only 42% of the projected goal, due to limitations in operational capacity and resource prioritization.
- The **construction of transitional/progressive housing** was at 46%, reflecting the need to strengthen logistical processes and technical support.

## Learnings and Focus 2025

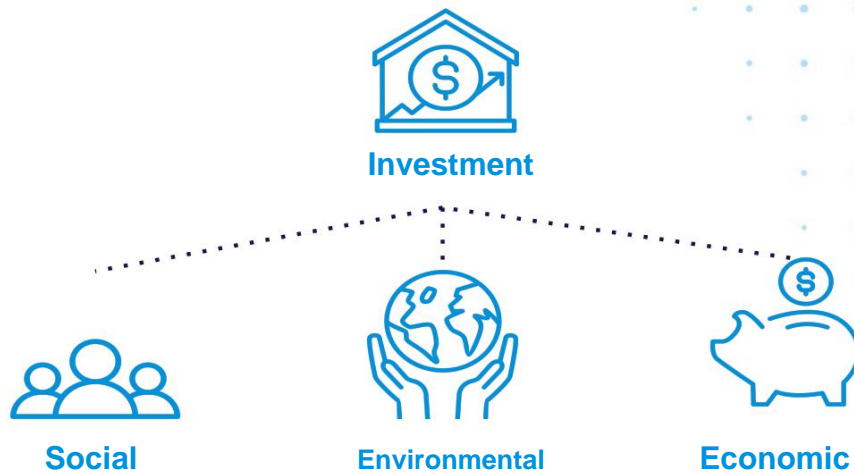
These results highlight the importance of:

- Establish **protocols and technical manuals for line and innovation products**, ensuring efficiency in their implementation.
- Improve the **definition and completion of country indicators**, ensuring more accurate management aligned with territorial needs.
- Advance the **green communities strategy** and the definition of stages by location, as priority challenges for 2025.

SROI  
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SROI



# THE SOCIAL VALUE OF OUR INVESTMENT



*Improvements in people's lives and in the environment*

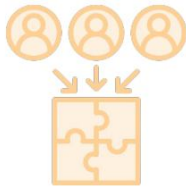
At TECHO Colombia, we don't just build homes, we build social value. That's why we're in the process of measuring the impact of our work through **SROI (Social Return on Investment)**, a methodology that allows us to translate the social, environmental, and economic benefits we generate in communities into economic value.

**SROI is more than a financial indicator;** it's a tool that demonstrates how every dollar invested transforms lives. Through a rigorous process, improvements in quality of life, access to services, community development, and family well-being are identified and assigned a monetary value to tangibly measure the impact generated.

As we begin to incorporate this more and more into our processes each day, it will allow us **to make informed decisions, be transparently accountable, and strengthen the trust of our donors and partners.**



Theory of  
Change



Identify  
stakeholders



Mapping of  
results



Assessment  
of the  
results



Calculation of  
SROI



Communication  
of results

By **evaluating results**, we assign monetary values to the changes generated in communities (such as access to services, housing improvements, informal employment, and family well-being) and compare them with the costs of the intervention. In this way, SROI allows us to objectively demonstrate the **effectiveness, efficiency, and sustainability** of our projects.

## It's a comprehensive process: Beyond numbers

- **Theory of Change:** defines how our actions generate impact.
- **Stakeholder identification:** we listen to those who are affected by the change. they live
- **Mapping and evaluation of results:** we quantify real improvements. social
- **SROI Calculation:** We measure the social return for every dollar invested.
- **Communication of results:** we transparently communicate the value generated.

**SROI is our way of ensuring that every effort counts, every investment transforms, and every family moves forward.**



## A FORCE that THAT OVERCAME the EXPECTATIONS

**+12,057 volunteers mobilized**

The organization mobilized 12,057 volunteers in activities, achieving **219% of the initial goal**.

*This achievement reflects the **mobilization capacity**,  
**the social commitment of our youth**, and the effectiveness of  
our outreach strategies.*

In addition, the permanent volunteer base was strengthened, far exceeding the goals in **Permanent Teams (+136%), Community Teams (+123%) and Volunteering in specific areas (+151%)**

**Regarding partner universities, one key partner grew to a number of 14**, consolidating strategic alliances that promote social awareness among young people.

One strength was the **recruitment campaigns**, which allowed for **greater reach and impact**.

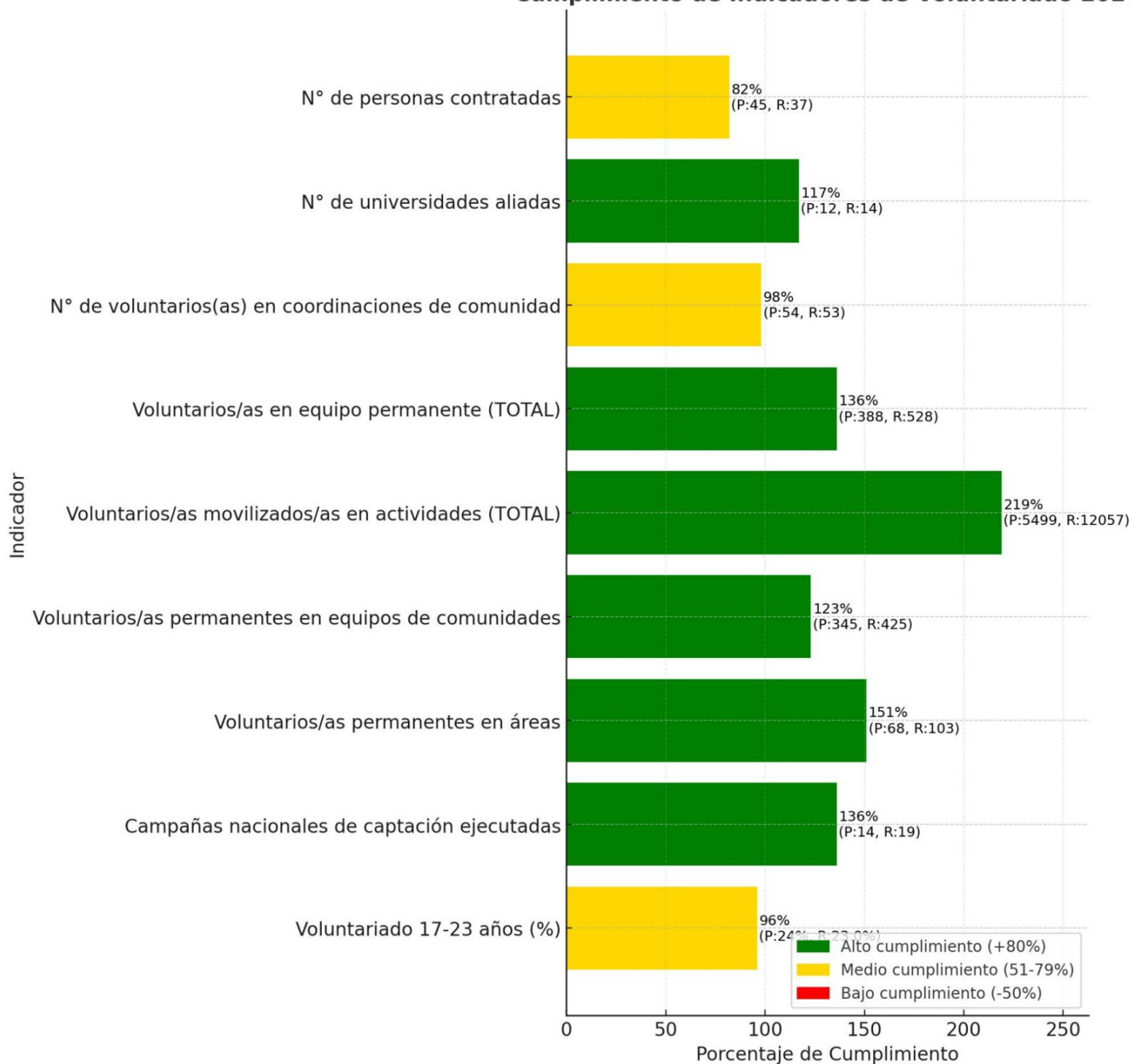
**Nineteen national volunteer recruitment campaigns** were executed with a special focus on different age ranges.

priority age group (17 to 23 years), where a **96% compliance rate** was maintained.



# VOLUNTEERING

## Cumplimiento de Indicadores de Voluntariado 2024



### What we learned

- The amount of equipment contracted was directly affected by financial constraints, which necessitates process optimization.
- It is key to delve deeper into acquisition strategies and universities.

By 2025, we are encouraged to strengthen our **volunteer retention efforts** in communities and technical areas, continue focusing on closing the youth participation cycle, and attract more volunteers in strategic age ranges, ensuring **greater commitment and permanence**.

Detras de cada *acción*,  
hay miles de voluntades  
construyendo un país  
más justo.



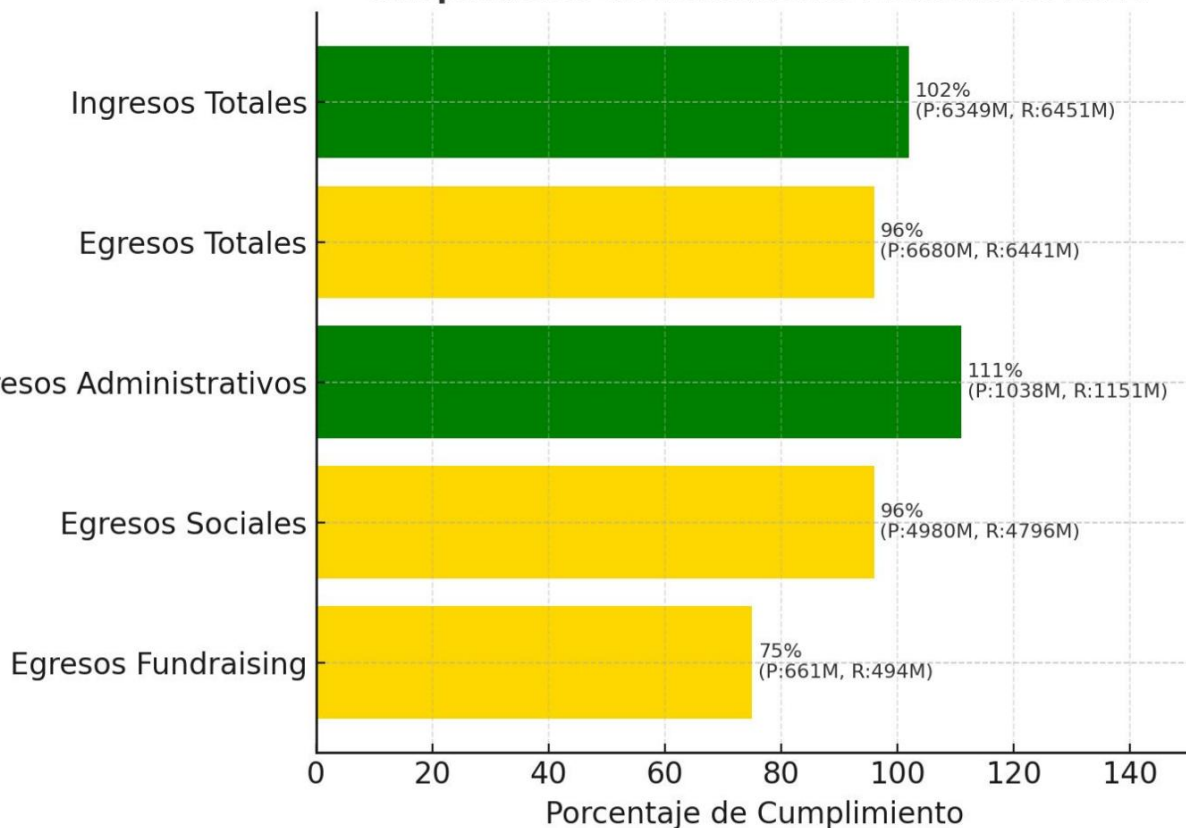
RESULTA

RESULTA

# RESULTADOS FINANCIEROS



## Cumplimiento de Indicadores Financieros 2024



■ Alto cumplimiento (+80%)   
 ■ Medio cumplimiento (51-79%)   
 ■ Bajo cumplimiento (-50%)

TECHO Colombia achieved revenues of COP \$6.451 billion, exceeding the initial projection by 101%. However, it is worth noting that the majority of this revenue came from national projects, allowing us to reach territories beyond our home communities.

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We closed the year with total expenditures of \$6.441 billion COP, an execution of 96% with respect to the budget, which demonstrates a responsible and efficient management of the available resources.

### 96% compliance in Social Outflows: Prioritizing community impact

Resources allocated to social intervention were executed as planned, ensuring that housing, infrastructure and basic services solutions reached those who needed them.

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Regarding administrative expenses, a 110% execution rate was recorded, due to investment in internal processes, strengthening of teams and management tools.

## INCOME STATEMENT &amp; BALANCE SHEET

COLOMBIA

## ESTADO DE RESULTADOS

**Logros:**

Cierre estado de pérdidas y ganancias en positivo

**Aprendizajes:**

Ingresos pendientes por ejecutar en 2025 NO se encuentran en el ingreso de PyG

**Desafíos para 2025:**

Diversificación de ingresos por tipo de donante

	COP	USD
<b>INGRESO</b>	\$6.359.718.939	\$1.442.440
<b>Personas jurídicas - empresas</b>	\$2.221.431.443	\$503.840
Particulares	\$1.407.760.976	\$319.293
Cooperación y otras organizaciones	\$2.654.481.091	\$602.060
Ingresos internos	\$35.132.913	\$7.968
Ingresos por ventas	\$9.610.000	\$2.180
Donaciones en especie	\$31.302.516	\$7.100
<b>EGRESO</b>	\$6.271.133.316	\$1.422.348
MATERIALES y HERRAMIENTAS	\$1.115.871.909	\$253.090
INSUMOS	\$1.267.993.783	\$287.592
TRANSPORTE	\$422.328.259	\$95.788
REMUNERACIONES	\$2.171.678.495	\$492.556
SERVICIOS	\$990.167.026	\$224.579
OTROS EGRESOS	\$116.169.393	\$26.348
EGRESOS ADMINISTRATIVOS	\$186.924.451	\$42.396
Ganancia de explotación	\$88.585.623	\$20.092
Otros ingresos	\$91.241.614	\$20.694
Otros gastos	\$170.637.687	\$38.702
<b>Ganancia neta/(pérdida)</b>	\$9.189.550	\$2.084

COLOMBIA

BALANCE

EE.FF.

**Logros:**

Cierre patrimonio positivo  
CxP a 2025 de dineros 100% a LD

**Aprendizajes:**

Contabilización de fondos pendientes de ejecutar en el pasivo

**Desafíos para 2025:**

Fortalecimiento de la base patrimonial

BALANCE GENERAL	COP	USD
<b>Activo total</b>	\$933.026.233	\$211.619
Activo corriente	\$915.149.134	\$207.564
Bancos	\$473.926.680	\$107.491
Facturas emitidas	\$0	\$0
Otras CxC	\$145.853.655	\$33.081
OI	\$89.267.653	\$20.247
Anticipos a proveedores	\$19.627.903	\$4.452
Inventarios	\$187.790.291	\$42.592
Activo fijo	\$17.877.099	\$4.055
<b>Pasivo total</b>	\$918.480.191	\$208.319
CxP	\$247.387.413	\$56.110
OI	\$288.047.610	\$65.332
Otras CxP	\$9.390.166	\$2.130
Laborales + Impuestos + Provisiones	\$245.655.002	\$55.717
Fondos pendientes de ejecutar	\$128.000.000	\$29.032
Activo - Pasivo	\$14.546.043	\$3.299
Capital social	\$2.500.000	\$567
Resultados acumulados	\$2.856.493	\$648
Resultado acumulado del periodo	\$9.189.549	\$2.084
<b>Patrimonio</b>	\$14.546.042	\$3.299

**TECHO Colombia managed to close its Balance Sheet and Income Statement in positive territory, reflecting a financial management focused on sustainability.**

Despite a changing environment, with the actions taken for the second half of the year, the organization consolidated assets of COP \$933 million and maintained its controlled liabilities at COP \$918 million, ensuring a positive equity that supports its operation and growth.

This result reflects the ability to project income and obligations transparently, anticipating the financial challenges for 2025.

For its part, the Income Statement showed a significant percentage of income from TECHO US and for national projects.

Efficiency in controlling expenses, optimizing resources, and managing extraordinary income were key to this favorable outcome.

**Important events that occurred after the exercise:**

As of the date of issuance of the Financial Statements with a fiscal year ending December 31, 2024, and up to the meeting of the founders held on March 28, 2025, no subsequent events have occurred that significantly affect the financial statements of the organization.

**Transactions with partners and administrators:** As a result of transactions with TECHO's offices in other countries, as of December 31, there are outstanding balances receivable from American Friends of Un Techo para mi Pais INC. and outstanding balances payable from the International Office.

COMUN

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**COMUNIDAD  
DONANTES  
INDIVIDUALES**



# AMIGOS DE TECHO

We believe that social transformation is built upon collective will. The **TECHO Friends Program (ADT)** is the purest expression of that will: thousands of people who, through an **automatic monthly donation**, choose to be an active part of the solution to the poverty experienced by millions of people in Colombia.

More than a donation, being a Friend of TECHO is about **sowing seeds of opportunity**. It's about ensuring that housing, community infrastructure, and social development projects become a reality in the areas where they are most needed. Every contribution is a tool to **improve living conditions, quality of life, and pave the way for social development**.

Thanks to the trust of **3,338 committed people**,

In 2024, we were able to allocate the funds raised to building concrete solutions for communities. This citizen support is now the **main driving force behind our impact projects**.

## Building community, strengthening bonds

Our commitment goes beyond simply acquiring new Friends: we aim to build long-term relationships based on **transparency, closeness, and a shared purpose**. Therefore, we develop loyalty strategies that include:

- **Constant communication of results** and life stories.
- Spaces for participation and meetings with the community.
- Experiences that connect the donor with the impact of their contribution.
- Benefits

tax

Each new Friend of TECHO not only contributes to fundraising, but also amplifies the message of **solidarity and collective action**, allowing us to reach more families with tangible and measurable solutions that transform their daily lives.

## The *heart* of our impact

# CONFIANZA Y TRANSPARENCIA





# LEGAL SURRENDER

## COMPLIANCE WITH INTELLECTUAL PROPERTY REGULATIONS

As provided for in the Political Constitution of Colombia, which recognizes intellectual property as a fundamental right and establishes the obligation of the State to protect it, Law 23 of 1982 on Intellectual Property, Decree 1474 of 2002 and the Patent Cooperation Treaty, as well as the other rules of intellectual property established in Law 222 of the Commercial Code, the Organization is fully complying with the rules on intellectual property and copyright on the software used and no third-party rights are being violated.

**COMPLIANCE WITH THE STANDARDS OF THE TRANSPARENCY AND ETHICS PROGRAM:** This Policy outlines, in a structured manner, TECHO COLOMBIA's position and the measures it has implemented regarding the prevention, detection, and management of Compliance Risks, in order to achieve the Organization's strategic and operational Compliance Objectives. These measures are structured around the Global Compliance Management System that TECHO COLOMBIA has developed to create an environment for the prevention, detection, and early management of Compliance Risks, as well as to mitigate their undesirable effects should they materialize. This contributes to fostering a culture of compliance among all those affected by this document, where applicable, so that they can all reflect it in their daily conduct.

## COMPLIANCE WITH LAW 1676 OF 2013 – Free Circulation of Invoices

As provided in Law 1676 of 2013 Article 87 Paragraph 2 on factoring operations, the Organization did not hinder the free circulation of invoices issued by the seller or suppliers, for Factoring operations.

## CONTRIBUTIONS TO THE INTEGRAL SOCIAL SECURITY SYSTEM

In compliance with Law 100 of 1993, we hereby inform you that the Organization has fulfilled its obligations regarding self-assessment and payment of contributions to the Comprehensive Social Security System during the period. The data included in the self-assessment declarations is correct, and the contribution bases have been properly determined.

That the data regarding the system's members is correct. That the Organization, as a contributor, is up to date with its contributions at the close of the fiscal year, in accordance with the established deadlines.

## LITIGATION

The Organization does not file a claim against or in favor of.



# OUR ALLIES



Instagram: [techo\\_col](https://www.instagram.com/techo_col) / LinkedIn: [Techo Colombia](https://www.linkedin.com/company/techo-colombia) / Facebook: [TECHOColombia](https://www.facebook.com/TECHOColombia)

Phone (+571) 702 - 9309 - Mobile | / Cra 28 # 45A - 22 Bogotá

# TRANSFORMAMOS REALIDADES

TECHO 

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