



2023

ANNUAL REPORT



Who are we?

The Cecilia Rivadeneira Foundation (FCR) was founded in 2004 as an initiative to transform the lives of Ecuadorian children diagnosed with cancer and their families. Our work is an holistic effort that addresses all aspects affecting the environment of these children. The foundation aims to build a society with social awareness, where the beneficiaries of each initiative are simultaneously active participants in their own development. The goal is to create a multiplier effect, ensuring that the positive impact reaches deeply into the families affected by childhood cancer.

OUR MISSION

To transform the quality of life for children and youth with catastrophic illnesses and in situations of vulnerability through four pillars of action: holistic health, education, research, and entrepreneurship.

OUR VISION

By 2030, be a leading social organization in the care of children suffering from cancer and their families in Ecuador and Latin America.



DIRECTOR'S LETTER

Daniela Barragán

The 2023 marked a return to the core for the Cecilia Rivadeneira Foundation. With a new working team, we directed our efforts towards strengthening the programs we had been developing since 2021 and reactivating an iconic Foundation program, the performing arts, which we had suspended in 2019 due to the pandemic.

One of the first steps we took was to consolidate volunteering throughout the year. We worked with approximately 200 volunteers, with the ultimate goal of empowering them as agents of change with our support, contributing to the Foundation with empathy, leadership, capabilities, and skills. Additionally, we incorporated corporate volunteering into our activities.

In June, we relaunched the Foundation's cafeteria, our social entrepreneurship that economically empowers mothers of children with cancer and, at the same time, serves as a self-management resource for the Foundation. We conducted a training program that allowed these women to take leadership in the gastronomic field, developing new skills and knowledge through various workshops.

We successfully resumed our performing arts program with the participation of 60 children and youth in training from late June to November, presenting our play in one of the best theaters in Quito. Facing the challenge of working with new children and many adolescents was an opportunity that we knew how to seize, reflected in the impactful emotional results and soft skills development of the participants and their families.

We keep our commitment to work intensively on the emotional health of children and youth with cancer, as well as their families, recognizing its importance for treatment adherence. For this reason, we continue to offer free individual psychological therapies and have introduced spaces for group therapies for parents, siblings, and grief, which have been well received. We also fulfilled the dreams of several children, from the youngest aspiring to be dancers to the older ones who went on a trip to Disney, with three girls benefiting. Additionally, we celebrated Children's Day, Girls' Day, and Christmas, creating magical moments for families thanks to the collaboration of our volunteers.

Throughout the year, in our projects, programs, and activities, we collaborated with volunteers, allied companies, and organizations that allowed us to achieve our goals and continue progressing.

Despite the country's occasionally discouraging outlook and the worsening situation, especially for vulnerable groups, our commitment to working towards a fair and supportive society, where the community has better opportunities, persists.

This 2024 marks 20 years of work for the Foundation, two decades of achieved goals, innovation, and a positive impact on the lives of thousands of families, as well as the sowing of social seeds in thousands of volunteers. In this year, we continue moving forward, aware that there is still much to be done.

LINES OF ACTION AND PROGRAMMES

Emotional health:



Support groups



Angel's Escape



Psychological care



Fulfilled Dreams

Education:



Performing Arts



Education for awareness

Investigation:



Tell me about yourself

Entrepreneurship:



Social entrepreneurship: Cecilia Café & Lunch



Training in soft management skills for entrepreneurship



Support groups:

In order to provide psychosocial support through information tools, counseling, and understanding, support groups were organized for siblings and parents of children with cancer. Additionally, grief support groups were conducted for parents.

Psychological care:

Emotional health plays an essential role in the treatment of children and youth diagnosed with cancer. For this reason, we provide psychological care to all the children who are part of Cecilia Rivadeneira, as well as to their families.

Individual therapy cases: **104**





Angel's Escape:

The main objective of this program is to temporarily remove the child from the hospital environment, with prior medical authorization, to a space for fun and play.

Escapes done: **3**

Fulfilled Dreams:

With this program, we aim to create magical and unforgettable moments for children and their families by surpassing the expectations of their dreams. Their desires have no limits, and that's why we are prepared to do the impossible to fulfill them. This program is based on the "Tell me about yourself" research program.

Fulfilled dreams: **12**





Performing Arts Program "Ja-Jarabe de la Alegría"

It is a program specialized in techniques related to play therapy, the world of theater, dance, music, visual and plastic arts. It culminates in the staging of an annual theatrical production called "Ja-Jarabe de la Alegría," starring children diagnosed with cancer and their siblings.

AMIGOS:
The kaleidoscope of joy.

In November of 2023, this magical play arrived at the San Gabriel Theater with a cast of 65 children and youth diagnosed with cancer and their siblings. This production, which emphasized the importance of imagination and reminded us of what it feels like to be children, captivated the hearts of the audience.

Awareness-raising education

We give talks on childhood cancer and youth participation in educational institutions at various levels, including primary schools, high schools, and universities. With this program, we aim to promote empowerment among young people regarding the challenges associated with childhood cancer in the country, dispel myths that lead to discrimination, and emphasize the importance of early detection of the disease.

Talks
given **13**



Tell me about yourself

We develop a deep understanding of the needs of children diagnosed with cancer and their families through a multimodal field research conducted all around the country. These statistical results guide our work, while also allowing us to approach our beneficiaries more effectively.



Cecilia Café & Lunch reopening:

- The mission of this project is to empower its participants to be the managers of their own development. Through workshops and training sessions, the aim is to enhance their knowledge in food processing.
- Cecilia Café & Lunch was built in collaboration with 25 beneficiaries, including mothers and siblings of children facing childhood cancer. Currently, within this venture, 11 mothers, 2 siblings, and 1 survivor are employed.





Customer Service Training:

As part of our entrepreneurship soft skills training program, in the month of August, mothers and siblings of children with cancer, involved in the Cecilia Café & Lunch project, received customer service training to provide an exceptional experience for our visitors.

Chocolate workshop

In November, the beneficiaries involved with Cecilia Café & Lunch participated in a chocolate-making workshop with the support of República del Cacao. During this session, mothers and siblings of children diagnosed with cancer had the opportunity to learn how to make truffles, brownies, and delicious cookies. The latter have become one of the marketable products of our social entrepreneurship.



WHAT DID WE DO IN 2023?



MEMO VOLUNTEERING

Scope: Quito

No. of inductions for new volunteers	12
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No. of new volunteers	248
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No. of volunteering hours	5745
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PERFORMING ARTS

Scope: Quito

No. of children who participated	60
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No. of new volunteers	34
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No. of activities	40
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No. of volunteering hours	180
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SCAPE OF ANGELS

Scope: Quito

Escapes done	3
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No. of children who participated	140
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FULFILLED DREAMS

Scope: Quito

Fulfilled dreams	12
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TELL ME ABOUT YOURSELF

Scope: Country-wide

No. of surveys	374
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SOCIAL ENTREPRENEURSHIP

Scope: Quito

No. of beneficiaries	14
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No. of workshops	2
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WHAT DID WE DO IN 2023?



EDUCATION FOR AWARENESS

Highschools

Scope: Quito

No. of highschools	5
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No. of attendees	1100
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EDUCATION FOR AWARENESS

Universities

Scope: Quito

No. of universities	3
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No. of attendees	140
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BENEFICIARY POPULATION

DIRECTLY BENEFITED POPULATION

Approximately children	500
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INDIRECTLY BENEFITED POPULATION

Approximately children and their families	1400
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HIGHLIGHTS

Throughout this year, we have experienced moments filled with hope, resilience, and shared joy. Every step taken, every achievement reached, is a testimony to our unwavering commitment to the cause of transforming lives. Let's take a journey through our magical moments of this year, where solidarity and love have woven stories of strength that will endure in all our hearts.

1



Mural

On February 15, in commemoration of International Childhood Cancer Day, a mural was created within our Farm School with the participation of all the children.

2



Office software workshop

As part of our skills training, a group of parents participated in a one-month office software workshop to provide them with the necessary computer tools for their personal development.

3



Joy caravan through Alausí

It is never a bad time to bring smiles. After the emergency in Alausí, we organized a joy caravan to deliver donations and a moment of happiness to those affected.

4



Mitad del Mundo Escape

With the goal of having fun and disconnecting for a day, we went on an escape to the Middle of the World. There, we had a joyful time filled with laughs, activities, and a lot of learning.

5



Makeup workshop for mothers

For Mother's Day, mothers of children and youth with cancer received a workshop on self-makeup and self-esteem. In 90% of cases, mothers are dedicated to the total care of a child diagnosed with the disease.

6



Children's Day

In June, we transformed the Farm School into the world of books. We celebrated Children's Day in a big way. Our volunteers created 5 worlds full of games, dances, sweets, and much more.

7



We met the dinosaurs

In the midst of the jungle and on a day of bubbles, Dominic visited the Dinosaur Park with his family to fulfill his dream. This visit had a special guest, "Messi", who is his favorite player.

8



Performing Arts Summer Camp

We resumed the Performing Arts Training Program for children diagnosed with cancer and their siblings as a formative playful alternative.

HIGHLIGHTS

9



Volunteering induction talks

Volunteering is the core of the activities we undertake. Throughout the year, 12 orientations were conducted to add more orange hearts to our volunteer family.

10



Fashion Show

On a high-profile runway, we fulfilled Carlitos's dream. This 9-year-old dreamer is passionate about everything related to fashion.

11



Cami, Dani and Rafa went to Disney

Among magic, dances, and princesses, these three inseparable friends visited Disney together. For a week, they had the opportunity to go to the parks in Orlando and meet their favorite characters.

12



FCR Christmas

On a magical day in Santa's world, we celebrated Christmas at the Farm School with over 500 smiles from children, and their families.

SOCIAL NETWORKS SUMMARY



Fundación Cecilia Rivadeneira
Followers: 36.000



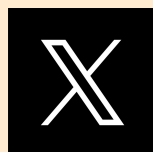
@fundacioncecilia rivadeneira
Followers: 8.800



Fundación Cecilia Rivadeneira
Followers: 700



@fceciliarivadeneira
Followers: 2.462



Fundación Cecilia Rivadeneira
Seguidores: 7.140

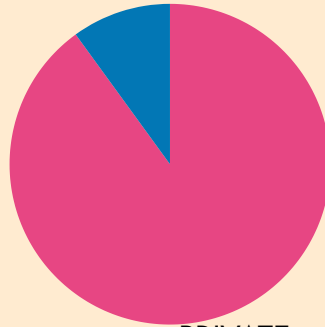


Fundación Cecilia Rivadeneira
624 views

SOURCE OF INCOME

PARTNERSHIPS WITH CIVIL SOCIETY ORGANIZATIONS

10%

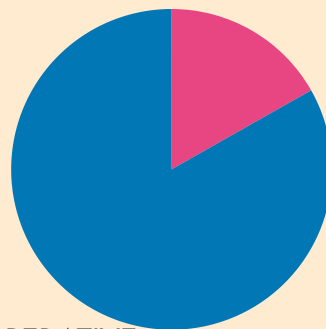


PRIVATE
90%

TOTAL EXPENSES

ADMINISTRATIVE

16.8%



OPERATIVE
83.2%

EMPLOYEES



70%



30%

HOW TO HELP?



01

MEMO FCR VOLUNTEERING

To be part of our FCR Memo Volunteer Program, you must donate your time and attend a training induction announced periodically through our social media channels. Additionally, you should participate in at least one session per month in one of our various programs. For more information, visit www.fcr.org.ec or contact us at voluntariado@fcr.org.ec.

PROFESIONAL VOLUNTEERING

If you wish to contribute to our cause with your expertise, send us your resume, availability, and the area in which you would like to support our work to the email: voluntariado@fcr.org.ec.

02

03

BENEFACTOR PARTNERS

Be an ambassador for our cause, contribute financially to the continuity and development of the programs we promote for the benefit of children diagnosed with cancer and their families. Contact us at proyectos@fcr.org.ec.

FOR BUSINESS: PRODUCTS & SERVICES

We believe that social entrepreneurship should be one of the driving forces to consolidate a more equitable Ecuador. Through this philosophy, FCR decided to pursue the path of self-management through the merchandising of cause-related products and services. We also promote corporate social responsibility and volunteer programs. For more information, contact: proyectos@fcr.org.ec.

04

Thanks



We sincerely thank each person who was an essential part of this year filled with achievements and hope. We want to express our deep appreciation to our team, tireless volunteers, partner companies, and all those who collaborated to make the magic that transforms the lives of children with cancer possible. Your commitment and generosity are the spark that lights the way to a future full of opportunities. Thank you for being the force that drives our positive impact!

The end!

📍 Address: Av. Simón Bolívar y Av.
Ruta Viva. Quito, Ecuador.

☎ Phone: +593 98 748 6490

🌐 Web: www.fcr.org.ec

✉ Email: info@fcr.org.ec

📷 Instagram:

[@fundacionceciliarivadeneira](https://www.instagram.com/fundacionceciliarivadeneira)