

Annual management report

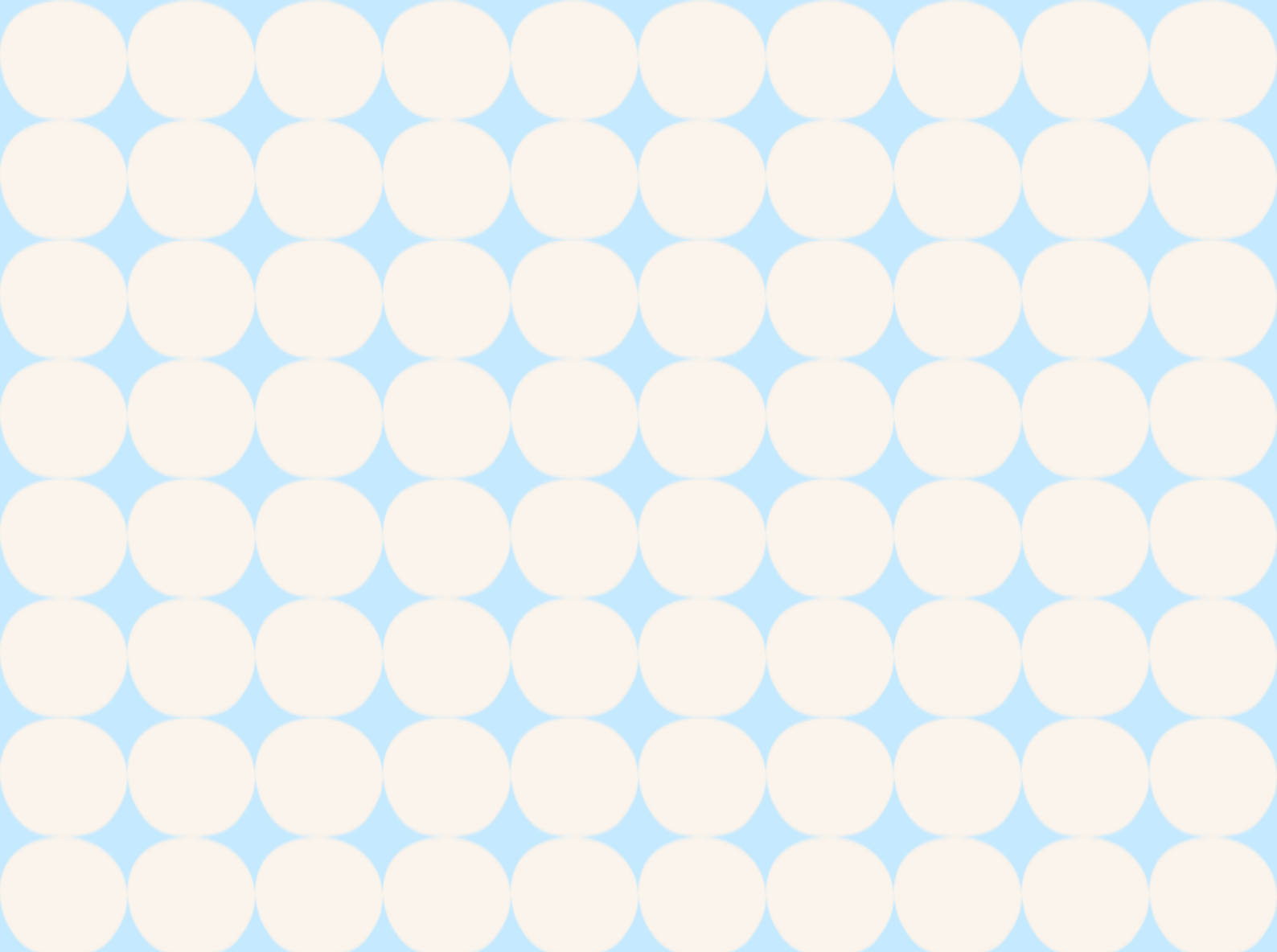
2026



María José Valencia
Scholar 2025
Systems Engineering
Universidad EIA



FUNDACIÓN
**FELISA
JOHNSON**



Our first graduates

Mariana Sepúlveda (Law)
Daniel Jiménez (Communications)
Universidad de Medellín

2025 was a year of purpose!

We took firm steps to strengthen our sustainability and expand our educational impact in Salgar (Antioquia), in a context where access to higher education remains a structural challenge.

In 2024, the immediate transition rate to higher education in the municipality was 24%, meaning that only 2 out of every 10 young people who graduate from high school immediately continue to higher education; and nationally, 1 out of every 3 students does not complete their university degree, mainly due to financial or academic difficulties.

These figures remind us that the challenge is not only to open the door to university, but to support young people so they stay and graduate.

In this context, we joined **GlobalGiving**, the world's largest philanthropic network, an achievement that connects us with new allies and allows us to share our work with a global community committed to social change.

Likewise, in partnership with the **Fundación Aurelio Llano Posada**, we launched our first technical scholarship program, opening a new training path for young people who wish to continue their studies in shorter programs with rapid job placement.

We remain convinced that expanding educational opportunities is not just an act of individual support, but a commitment to the sustainable development of the municipality.

Andrés Vélez Johnson
Executive Director

Salomé Rodas
Public Accounting
UNAULA



Scholar 2025

When we met **Rafa** in February 2024, he was repeating eighth grade. He had extraordinary musical talent, but also many doubts about his future.

His music teacher told us about him with a mix of pride and hope. We decided to see him, listen to him, and at the end of that conversation, we told him something simple but powerful: "**We want to support you**".

From that point on, everything changed.

In just a few months, Rafa regained his motivation and was promoted to ninth grade in April. His commitment and discipline were so remarkable that, at the start of 2025, he not only advanced to tenth grade but his performance was so brilliant that he was promoted again, this time to eleventh.

Today, Rafa begins his studies at the **Music** Faculty of **Universidad EAFIT**.



Rafael Moncada

**Learn his story at this
link**



In 2025:

Scholarships in tenth grade

Starting this year, university scholarships will be awarded to students in tenth grade.

This strategic decision allows us to use eleventh grade as a key period for **academic strengthening, vocational guidance, and psychological support**, preparing scholars to enter higher education with stronger foundations in fundamental areas such as mathematics, physics, biology, writing, and reading comprehension.

In the 2025 call for applications, the following were selected:

María José Valencia, Systems Engineering – Universidad EIA,
John Arredondo, Agricultural Engineering – Universidad EAFIT,
and **Emiliano Arboleda**, Social Communication and Journalism – Universidad Pontificia Bolivariana (UPB).



New program

Technical scholarships

We celebrate with enormous gratitude a new partnership with the **Fundación Aurelio Llano Posada**, which allowed us to bring the Technical Scholarship Program to life. A program we had dreamed of years ago and that today is a reality.

Thanks to this collaboration, **five young people from Salgar** have just begun their technical studies at CESDE, Medellín campus, opening a new door of opportunities for their future and for the development of our municipality.

This **partnership** proves that when foundations come together, possibilities don't just add up: **they multiply.**



Karen Castaño
International Trade

Valentina Ruiz
Culinary Arts

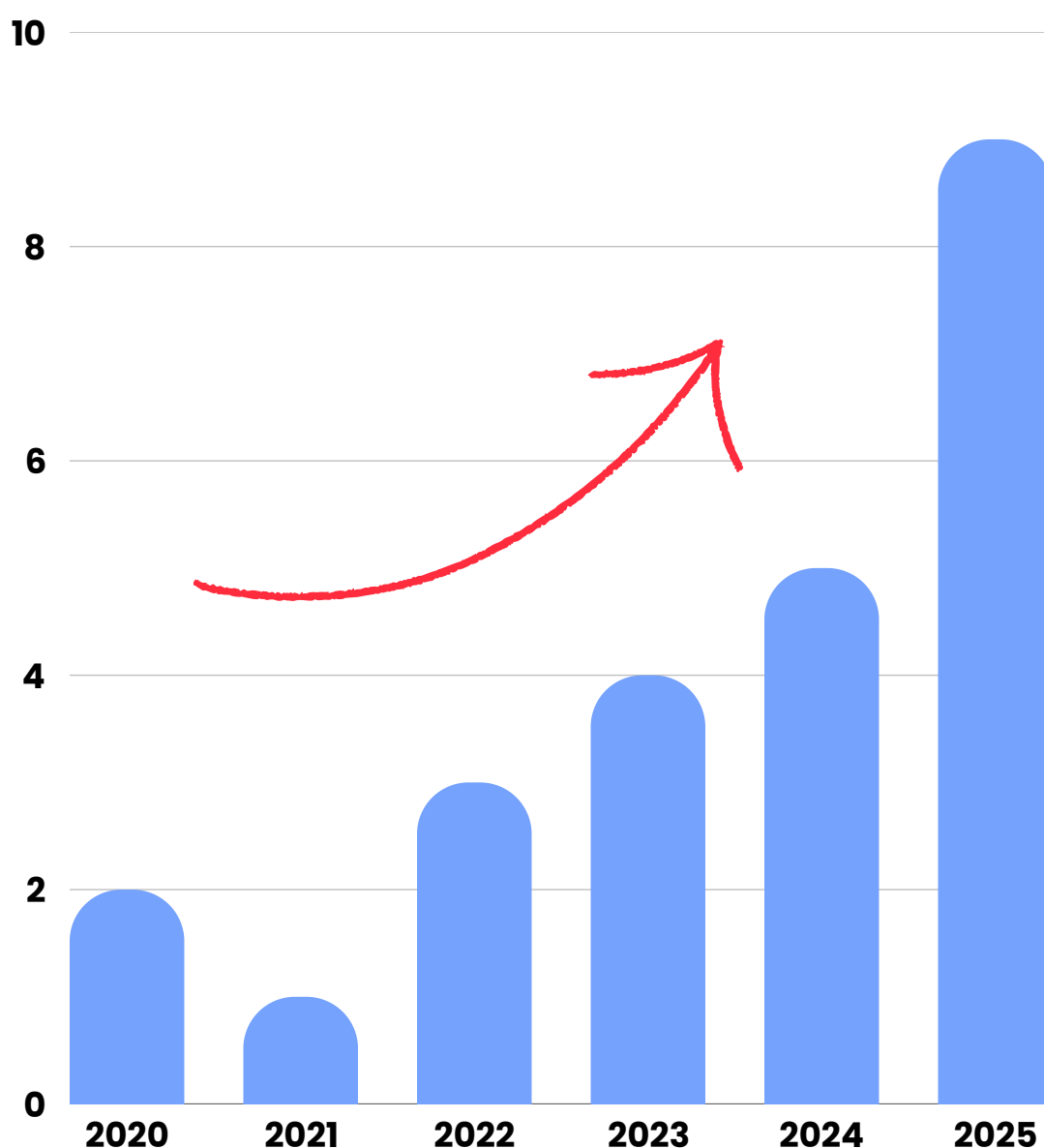
Ana Sofía Sánchez
Software Development

Sara Silva
Administrative Assistant

Mateo Romero
Software Development

Evolution of our scholarship program

We currently have **twenty-four (24)** young people from Salgar benefiting from our educational programs. Two (2) graduates, fourteen (14) active students in the university scholarship program, three (3) in the guidance stage, and five (5) active students in the technical scholarship program.



Skills Lab

Our skills laboratory

At the Foundation, we understand that training professionals also means shaping people. That is why we created **Skills Lab**, a **skills laboratory** where we strengthen:

Persuasion and emotional intelligence

Creativity and time management

Communication, wellness and culture

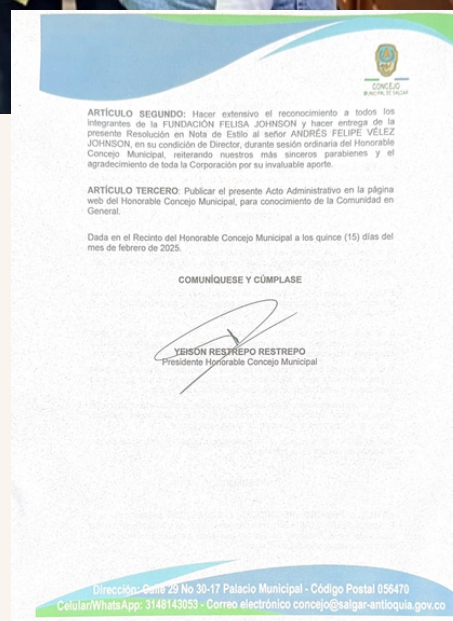
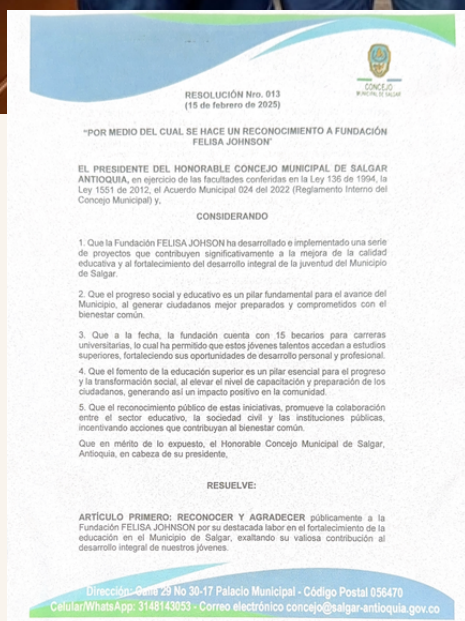
Throughout the year, we carried out several formative experiences: a **movie** outing to promote analysis and critical conversation; a **meditation** workshop focused on stress management; a **personal branding** workshop to strengthen identity and professional projection; and a **bowling** session as a space for team building and integration.

This program is voluntary, and during 2025 it recorded an **85% participation rate** among our scholars.



We received recognition from the Municipal Council of Salgar.

For our work in strengthening education in the municipality



Where impact is measured

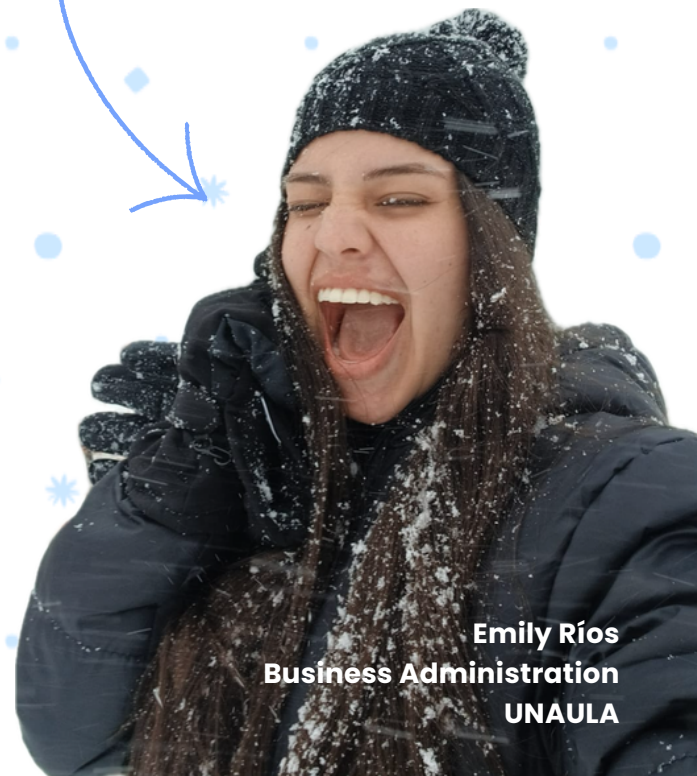
96% of our scholars are the **first university generation** in their families.

4.3 was the **academic average** of our scholars in 2025.

Concerned about our scholars' mental health, we provided over 100 individual **psychological sessions**.

First university **international exchange** at Universidad Nacional de Rosario in Argentina.

0% university dropout rate: all of our students remained in their academic programs.



Emily Ríos
Business Administration
UNAUULA

Numbers that tell stories

Revenue

Cash donations

\$623.000.000

Sponsorship plan, scholarship program allies, corporate donors, international donations, bonds.

Asset donations

\$482.000.000

Donation in fixed assets

Other revenue

\$63.000.000

Interest and financial returns

Social investment scholarship program

\$284.000.000

Social investment music program

\$34.000.000

Other expenses

\$26.000.000

Philanthropy fees, legal expenses, financial costs, memberships and marketing.

All figures expressed in Colombian pesos



Our Board of Directors



Gabriela Aldana



Tatiana Yepes



Daniela Rueda



Andrés Vélez



Sebastián Yepes



We thank our allies for their generous support



None of this would be possible without the support of our **allies**. Every contribution, every gesture, every word of encouragement sustains this collective project.

Thank you for believing, for accompanying us, and for being part of a story where education remains the noblest path to transform the future.



FUNDACIÓN
**FELISA
JOHNSON**

Juliana Ríos
Psychology
Unilasallista

www.felisajohnson.org
+57 300 472 4813
Cra 35A 15B 35 Of 801 (Medellín)