

Every Kilometer Counts: 2026 Project Report

October 2026
Cali, Valle del Cauca · Colombia

1. Thank you

Dear partners and friends of Ser para Ser,

Amid the turmoil our city has lived through, we sought calm in order to deliver this report. What you are about to read says more than figures. It speaks of a foundation built step by step, alongside business leaders, universities, community leaders and our Valientes, until reaching a point we could not have imagined a few years ago: today we have the capacity to respond to our city when it lives through something as painful as the August 10 earthquake.

Less than an hour had passed and our home was already a collection center. Our business partners called to put themselves at our disposal. Tribu provided the labor. Soroca deployed care and support for our Valientes and their families. We coordinated with the schools in the territory, their principals and the local education system so that learning would not stop, even in the hardest weeks.

Today we are going to rebuild. Physically: the four homes in our ecosystem that were a total loss, and a public school we have worked with for years. But we are also going to rebuild dreams and hearts. We opened psychosocial support spaces for teachers, parents and young people, because rebuilding begins by supporting those who care for others. And because there are still young people who go to sleep staring at the cracks in their homes, cracks that only bring uncertainty.

And in the midst of chaos and pain, we will continue to be a light of hope, transforming our city through processes, dreams and opportunities. This talented city does not stop. Ser para Ser will keep being what it is for each of our young people, because talent has no social class, and an earthquake does not change that either.

Thank you for continuing to believe in us. And above all, thank you for continuing to believe in them.

Warm regards,



Andrew Tocora

Co-founder and Executive Director
Ser para Ser Foundation

2. The August 10 Earthquake

On August 10, 2026, the earth shook in Cali. Within minutes, an ordinary day turned into an emergency: cracked houses, families sleeping outdoors, incomes suspended overnight. And it happened exactly where we have been working for years.

Less than an hour had passed when the Valiente Library and the Ubuntu room, spaces that exist for reading, studying and gathering, became a collection center. For thirteen days we received, sorted and dispatched donations to the families of our Valientes, to the neighborhoods of eastern Cali and to Pacific coast communities that had fallen off the radar.

What follows is the detail of that response. We report every figure with the assumption behind it, including those that are still estimates. We prefer an honest number to a round one.

2.1 The response in figures

Indicator	Result
Days of operation	13 (August 11 to 23)
Days receiving donations	12 (August 11 to 22)
Distinct donors	92
Donation records	102
Total weight received and dispatched	More than 24 tons
People and families identified	45 (Cali and Valle del Cauca)
Areas reached	Cali, Bitaco, rural districts of Valle del Cauca, Buenaventura, Guapi and Chocó

The 45 people and families correspond only to deliveries with an individual count. Mass deliveries at rescue points and the institutional shipment to the Pacific coast were not recorded person by person. The real reach was greater than what we can document.

2.2 Who donated

Ninety-two different people and organizations came to the collection center in twelve days. Five of them came back more than once. The first day accounted for almost a third of everything received: 29 records on August 11. The response was immediate.

What they donated	Records	% of records
Food	59	58%
Cleaning and hygiene	41	40%
Clothing	39	38%
First aid and medicine	19	19%
Supplies (mats, tools)	11	11%
Other	1	1%

Percentages do not add up to 100% because the same person often donated several categories at once.



2.3 How far it reached

Cali. Eastern Cali concentrated the effort: 16 deliveries and 28 people identified. Another 11 deliveries were recorded in other parts of the city. We also served two institutional collection points, the Hockey Coliseum and Club Noel, and a rescue point in La Quinta, across from the Plaza de Toros.

Valle del Cauca. Seven deliveries reached Bitaco (La Cumbre), the rural district of Las Brisas (Dagua), El Cairo and the Bio-Bio sector: families of Valientes and partners with severe housing damage.

Pacific region. Starting August 12, progressive shipments left for Buenaventura, coordinated with the local Chamber of Commerce. On August 23 the final load was dispatched (50 mats, 25 technical drawing tables with their stools, and the remaining food, hygiene and clothing supplies), continuing by land and river to Chocó and Guapi.

2.4 How our Valientes were affected

At the end of the first week, the team conducted a house-by-house census of Soroca's 104 Valientes. These are the results, aggregated and without any individual data:

Situation identified	Valientes
Home with some damage	24 (23%)
Need for food supplies	24
Household income affected	22
Require emotional support	21
Sleeping away from home	6
Major damage, collapse or evacuation	4

The impact was not even. Romper, one of the macro-projects, bore the brunt: of its 35 Valientes, 15 were left with damaged homes and 11 require emotional support.

2.5 Our own team was also affected

Four Foundation staff members were affected in their own homes and were served as direct beneficiaries of the humanitarian response. None of them stopped. In addition to material support, we opened psychosocial support spaces for the team, for teachers at partner schools and for the parents of our Valientes.

2.6 What was raised, and who doubled it

The emergency campaign "Cali te necesita" (Cali Needs You) raised COP 126,000,880 in 232 transactions. An average of COP 538,828 per donation and, above all, a very broad base: people who gave what they could.

And then Legolas arrived. Legolas committed to matching, peso for peso, the amount raised during the emergency. It ended up contributing COP 75,000,000 (USD \$24,300), more than the campaign total. Every peso that came in was worth double, and then some.

Its support has also been decisive on the two most costly fronts of the reconstruction: rebuilding homes and sustaining families who lost their income.

The earthquake response mobilized COP 246,000,880 (USD \$79.505,34)

The Humanitarian Aid project also received donations channeled through Caring for Colombia, our fiscal sponsor, received before August 20.



3. How Soroca Is Doing

Between January and August 2026, Soroca accompanied **104 Valientes** across its active levels: Soñar, Dream (38), Romper, Break Through (35) and Mundo Cotidiano, Everyday World (31). The earthquake rescheduled camps, changed formats and forced us to rebuild the calendar. It did not stop the program.

Dream: Who am I?

Nine training sessions, nine small-group mentoring sessions, a camp with 100% attendance and two urban immersion outings.

In February, the selection rally was completed at Universidad Javeriana; in March, 39 training scholarships were awarded. The young people built their "Life Museum," worked on legacy and personal purpose, and developed decision-making tools drawn from their own stories and their own fears.

The two urban immersion experiences, "Living the City," led 18 young people to travel on their own through Cali's MIO mass transit system, discover the city's cultural and environmental spaces and claim a city that has often felt foreign to them. This is not tourism: it is learning that the city is theirs too.

Break: How do I relate to others and to my surroundings?

Thirteen regular sessions, fifteen mentoring spaces, two environmental immersions and a camp. Two results deserve special mention.



Del Oriente Soy Valiente (From the East, I Am Valiente)

In partnership with the Master's in Education at Pontificia Universidad Javeriana Cali, 36 Valientes took part in a research process on media education as a strategy to prevent violent youth conflict. They moved from identifying the visible manifestations of violence to recognizing and analyzing its structural causes.

The result was a six-episode podcast series in which the young people turned their daily lives into audio narratives about violence, invisible borders, coexistence, reporting, reconciliation and care for their territory. They stopped being the subject of research and became producers of knowledge about their own neighborhood.

Mi Terracita

The community garden reached four social impact milestones: building and installing hotels for pollinating bees; transplanting tomato, eggplant and bell pepper seedlings grown by the young people and their families; a public space cleanup and recovery day; and a 12-meter community mural.

The garden's leaders and members rated the work 5 out of 5, highlighting the kindness, commitment and usefulness of the tools installed.

Active citizenship. In May and June, ethical dilemmas on social pressure and substance use prevention. In July, an experiential day at the Cali City Council with direct interaction with a council member. The immersions in Bitaco and at the Madhú Nature Reserve brought together 18 Valientes with 100% attendance, connecting personal wellbeing, food sovereignty and biodiversity conservation.



Mundo Cotidiano: Autonomy and agency

The graduate level is where we measure whether everything before it worked. The macro-project began 2026 with 33 Valientes and closed the period with 31 active, after two voluntary withdrawals due to family circumstances.

Results	Youth	% of group
Access to work opportunities (formal, informal employment or entrepreneurship)	26 of 31	84%
Enrolled in technical, technological or university education	22 of 31	71%
Progress in academic performance and study habits	23 of 31	74%
With individual life project mentoring	28 of 31	90%

The young people study at Univalle, Javeriana, UAO, USACA and SENA.

Children of families living on one or two minimum wages, in communes 13, 14 and 15, entering university.

Individual mentoring maintained a monthly execution rate of 90.3% to 100% of scheduled sessions: 192 mentoring sessions in the first quarter and 47 additional sessions between July and August.

Families are also the program

Seventeen workshops and group meetings on shared responsibility, assertive communication, support networks, life projects, employability and socioemotional support. The "Tejiendo Comunidad" (Weaving Community) gathering brought together 72 people, including Soroca families, Tribu youth and Club 50 business partners.

And one figure that says a lot about the method: 100% of the families of active Valientes received at least one individual follow-up during the semester, through a home visit, call or WhatsApp. Average in-person participation is around 30%, almost always limited by caregivers' work schedules; individual follow-up closes that gap.

Risk situations were also identified and managed through protection routes activated in coordination with health providers (EPS), the Colombian Family Welfare Institute (ICBF) and Casa Matria.

English and academic projection

The Soroca English course has an intensity of 72 in-person hours, taught on Mondays at Universidad Javeriana Cali and on Tuesdays at Institución Educativa Siete de Agosto. It requires at least 80% attendance for certification, targets A2 and B1 levels, and closes with an "English Café Experience" and a personal life goals pitch.

From June 22 to August 10, we hosted a volunteer from England who led an intensive course with young people from Tribu, Mundo Cotidiano and Haz de Luz, and taught classes at IE Siete de Agosto and Fe y Alegría. At Fe y Alegría, this support filled the absence of the school's English teacher.

Twenty-eight Romper Valientes took the practice test for the Saber 11 national exams.

After August 10

The response was immediate and organized: a WhatsApp traffic-light check with a 100% response rate from Mundo Cotidiano youth, a house-by-house census, food supplies for priority cases, and activation of protection routes.

Camps were rescheduled; immersions changed format, moving from overnight camps to day trips at locations closer to the city. The training purpose remained intact. After the emergency, two socioemotional support sessions reached 19 families.

And something happened that was in no plan. Romper Valientes, many with cracked walls in their own homes, went to support the Wounaan community of Vereda Mónaco: construction work, a community meal and integration activities with the children. Young people who had just received help went out to give it.

Asked about returning to the program, the vast majority expressed a strong desire to reunite with their nahuales and classmates. Some families requested a virtual format out of fear after the earthquake or because of MIO public bus station closures, and the program adapted with flexible methodologies and hybrid support.

That is what it means to keep standing.



4. Explore: The Ones Who Come Next

While we accompany 104 Valientes, we are already looking for the next ones.

Explora is the process through which the Foundation opens and decides its calls for participants. In Tribu, it works as the enrollment that opens each sports season. In Soroca, it is a nine-phase process, from August to November, to select the 38 young people of Cohort 7. All of them are in eighth grade, aged 12 to 14, and attend the eight partner school campuses in eastern Cali.

The funnel

In its first phase, the teams visited six campuses and presented the program to 346 young people. Of these, 269 expressed interest in participating: a conversion rate of 77.7%.

From there, the process narrows: meetings with guardians, an observation rally, a written test, a personal interview and a family interview. From around 300 initial candidates, about 100 remain after the rally, and finally 38.

How we decide who joins

Each candidate receives a weighted score across four categories:

Category	What it assesses	Weight
Dispositions	Motivation, commitment to the process, openness to change, willingness to learn	35%
Core skills	Teamwork, decision-making, assertive communication, service, introspection	30%
Contextual conditions	Family, time availability, environment and the young person's circumstances	25%
Technical capabilities	Reading comprehension, mathematical reasoning, English	10%

That last row is the most important decision the Foundation makes.

Academic capabilities weigh only 10%. We do not select by grades, English level or math performance. We select by disposition, commitment and potential. A young person who arrives with gaps in their schooling, as almost all do in a territory where education has been unequal, is not ruled out because of it.

The single criterion that weighs most in the entire process is commitment to the process. Not how much they know. How much they are willing to sustain.

This is how "talent has no social class" stops being a phrase and becomes a scoring formula.

A process that also educates

The rally takes place at Pontificia Universidad Javeriana Cali, with adult volunteers who must complete mandatory training before they can observe: one observer accompanies four candidates, and whoever is not trained does not evaluate.

While the young people rotate through stations on teamwork, leadership, decision-making and introspection, their guardians take part in a film forum on family communication, conflict resolution and respectful parenting. From day one, the selection process is already a process of engaging the family.

Current Valientes help their schoolmates apply, including the option of a handwritten letter photographed for those without digital tools. And those who are not selected do not leave empty-handed: they receive a thank-you letter and an invitation to personal development workshops open to the community.

The entire process operates under data protection and child protection protocols: informed consent signed by guardians, minimum necessary records, health information that does not circulate in the general scoring matrices, and an escalation route for any sign of risk or rights violation.



5. Every Kilometer Counts: Project Report

Hugo Alfredo Baquerizo completed his ride across the United States: 6,100 km (3,794 miles) by bicycle, coast to coast, from Portland to Portland. As of October 11, 2026, the campaign had raised about USD 14,520, 96.8% of its USD 15,000 goal, for the Soroca Program.

The project

Every Kilometer Counts was born from a simple idea: each stretch of the route would turn into psychological support, safe transportation and training for a young person at Ser para Ser. Hugo rode day after day, with stages like day 47: 134.94 km in 4 hours and 13 minutes of riding, with 811 meters of climbing.

In his words: "I have always believed that real change does not happen overnight. It is built step by step, with support and consistency. In Cali, Colombia, I found a foundation that does exactly that. I have seen its young people enter university, become bilingual, start businesses and social projects, and transform their own communities from within. Talent does not distinguish social class. Circumstances should not define anyone's limits."

Results

Indicator	Result
Distance covered	6,100 of 6,100 km (100%)
Funds raised	About USD 14,520 (96.8% of goal)
Campaign goal	USD 15,000
Equivalent in Colombian pesos	About COP 45.7 million
Destination	Soroca Program
Cut-off date	October 11, 2026

Where the funds went

The funds went to Soroca, the four-year program that accompanies young people aged 13 to 18 from eastern Cali through the stages of Soñar, Romper and Mundo Cotidiano. They were directed to three needs that keep the Valientes in the process:

- **Psychological and individual support:** life project mentoring, which ran at 90.3% to 100% of scheduled sessions each month, and socioemotional support after the earthquake.
- **Safe transportation:** travel to training sessions, camps and immersions outside the neighborhood, such as Bitaco and the Madhú Nature Reserve.
- **Training:** workshops, camps, the 72-hour English course and academic preparation.

Every Kilometer Counts did not fund Soroca on its own. It added to the program, alongside the support of our partners and donors, and made it possible to keep accompanying 104 Valientes in a year marked by the earthquake.

The Foundation's finances

Between January and July 2026, the Foundation received COP 1,039,618,899 (USD \$324.598) and spent COP 977,225,221 (USD 305.116,86), with a 6.0% surplus. Of every COP 100 that comes into Ser para Ser, COP 88.7 goes directly to programs.

Expense destination	Amount (USD)	%
Programs and projects	\$ 270.700,50	688.7%
Administration	\$19.376,65	6.4%
Financial expenses	\$15.039,71	4.9%
Total	\$305.116,86	100%

The social sector's good-practice standard is above 80%. One third of income comes from the Foundation's own activities, which makes it more resilient to funding cycles.

Thank you for riding with Hugo and for believing in our Valientes. Every kilometer, and every dollar, kept a young person in Cali on the path to the life they are building.

Figures from the campaign site habaquerizoadventure.com (updated October 11, 2026) and Fundación Ser para Ser's Management Report 2026-2. Financial figures cover January 1 to July 31, 2026, on an accrual basis, and exclude the earthquake response. USD to COP conversion at COP 3,144.28 per dollar (August 28, 2026).



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