

juanfe
Desarrollo social sostenible

2025 Impact Results Summary

With gratitude to
Global Giving





Leading a social organization in Colombia entails a significant responsibility

It requires confronting inequality head-on, acknowledging the persistent hardships affecting many communities, and making the daily decision not to remain indifferent. It calls for aligning shared purposes, joining efforts, and advancing, through the responsibility assumed by each individual and every organization, the meaningful changes our society truly requires.

At Juanfe, we embrace this responsibility with conviction. In a challenging national context, where social and economic disparities continue to widen, we remain committed to fostering social and economic development within communities, working alongside partners who, like us, believe that transformation is possible when it is measured with discipline and sustained over time.

Throughout 2025, we supported more than 20,000 individuals in Cartagena, Medellín, Urabá, and other regions across the country. Adolescent mothers, migrant women, and children found in Juanfe an opportunity to redefine their life trajectories. Behind every figure are stories of resilience, courageous decisions, and families who now have greater tools to build a different future.

This year also marked a moment of deep reflection for our organization. We recognized that our role must continue to evolve and respond more clearly to the realities faced by women and their families. As a result, in 2025 we reformulated our institutional purpose and reaffirmed the guiding principle of our work: to transcend by transforming pain into hope, redefining life paths, restoring dignity, and fostering the value and confidence necessary for every woman to reach her full potential. This renewed commitment is encapsulated in our slogan: Transforming the world, one woman at a time.

None of this would be possible without those who have chosen to walk alongside us. To our social investors, strategic partners, corporate allies, cooperating agencies, and individuals who believe in this mission: thank you for your trust, for strengthening our capacity, and for recognizing that social transformation is built through partnership. Your commitment has been instrumental in turning purpose into measurable impact.

We move forward with the certainty that meaningful change occurs when work is carried out with coherence, rigor, and humanity. When a woman gains access to opportunities, her life is transformed—along with that of her family and an entire generation. With gratitude and hope,

Catalina Escobar

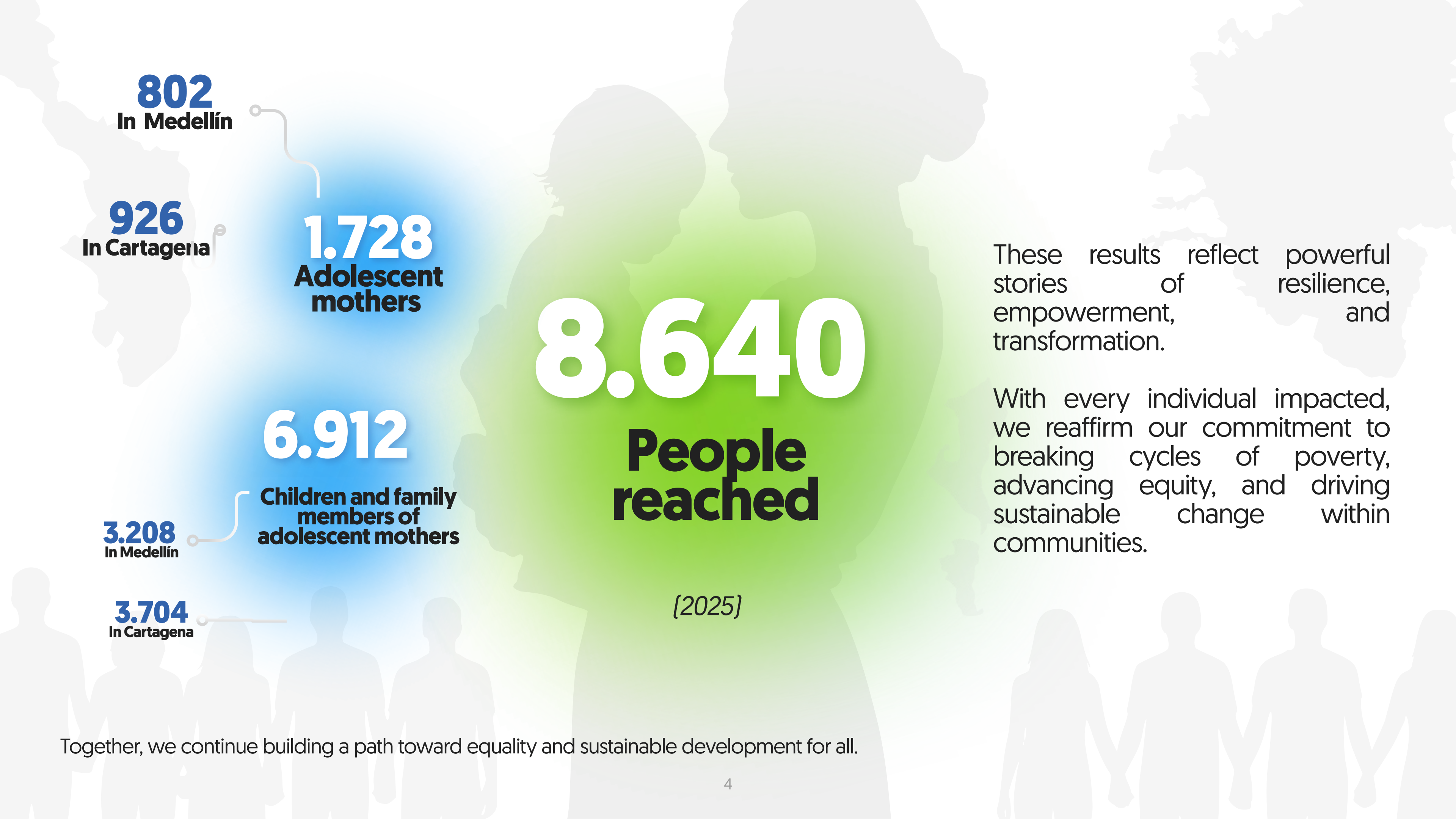
Message from Our Founder,
Catalina Escobar



The impact achieved in 2025 was made possible thanks to the trust and commitment of Global Giving a strategic partner that believed in the Juanfe Foundation model and strengthened our capacity to expand employment and well-being opportunities for adolescent mothers.

Each contribution received from your organization reinforced pathways toward economic autonomy, helped reduce social disparities, and enabled meaningful progress in breaking cycles of poverty in Cartagena. This partnership demonstrates that when the private sector engages with determination and purpose, social transformation becomes deeper, more sustainable, and truly impactful.

**Thank you for walking alongside
us and for making this impact
possible.**



802
In Medellín

926
In Cartagena

1.728
Adolescent
mothers

6.912
Children and family
members of
adolescent mothers

3.208
In Medellín

3.704
In Cartagena

8.640
**People
reached**

[2025]

These results reflect powerful stories of resilience, empowerment, and transformation.

With every individual impacted, we reaffirm our commitment to breaking cycles of poverty, advancing equity, and driving sustainable change within communities.

Together, we continue building a path toward equality and sustainable development for all.

Cartagena

2.263

Psychosocial interventions

639

Psychosocial evaluations

1.099

Psychological interventions

294

Psychological counseling sessions

231

Crisis intervention services

Medellín

1.943

Psychosocial interventions

513

Psychosocial evaluations

766

Psychological interventions

551

Psychological counseling sessions

113

Crisis intervention services

Psychosocial Support Statistics



Outcomes Following Psychological Support

Cartagena

Depressive Symptoms

At baseline: 59%

Currently 10%

Use of SPA (psychoactive substances):

At baseline 5 %

Currently 1 %

Anxiety

At baseline 55 %

Currently 18 %

Low self-esteem

At baseline 43 %

Currently 0 %

Suicide attempt or suicidal ideation

At baseline 27 %

Currently 0 %

Low levels of self-control

At baseline: 47 %

Currently : 6 %

Medellín

Depressive Symptoms

Antes: 40 %

Currently 15 %

Use of SPA (psychoactive substances):

At baseline 26 %

Currently : 9 %

Anxiety

At baseline 43 %

Currently : 14 %

Low self-esteem

At baseline 55 %

Currently : 11 %

Suicide attempt or suicidal ideation

At baseline 45 %

Currently : 5 %

Low levels of self-control

At baseline 41 %

Currently 10 %

Accomplishments

A significant reduction in the risks associated with the persistence of suicidal ideation has been observed.

Addressing limiting beliefs has enabled the restructuring of dysfunctional thought patterns related to hopelessness and low self-efficacy, thereby fostering emotional regulation and strengthening self-care practices.



Mindful Motherhood and Child Care

During 2025, the Juanfe Foundation strengthened its childcare services as a key component for the well-being of the children of its participants and for the women's continued participation in educational and training programs. This work was carried out through two complementary strategies: **direct childcare provision in Cartagena and coordination with public and private childcare providers in other regions.**

CHILDCARE SERVICES

In Cartagena, the Foundation operates its Comprehensive Child Development Center (CIDI), providing specialized care to the sons and daughters of adolescent and young mothers.

240 babys

Aged 6 to 30 months, who were served throughout the year

50 Children

with a daily average in comprehensive care

Impact on early childhood and families:

- ✔ Strengthening motor, cognitive, communicative and socio-emotional development.
- ✔ Better results in language and motor development, through intentional pedagogical experiences and early stimulation.
- ✔ Technical monitoring of child development using the Abbreviated Development Scale (EAD), allowing timely detection and individualized support.
- ✔ Strengthening parental capacities and sensitive care practices, promoting family co-responsibility.





Coordination with Childcare Services

In Medellín, the Juanfe Foundation strengthened the connection of the participants with the institutional offer of childcare, ensuring safe and adequate environments for the development of their childrens.

- **198 children served** in Children's Centers (68% of the children of active participants).
- **7 children linked** to primary school.
- **We expanded the network** of allies for childcare, strengthening the coordination with the ICBF (Colombian Family Welfare Institute).

Impact on early childhood and families:

- ✔ Greater personal, emotional and family stability for the participating women.
- ✔ Reduction of barriers to educational and training retention.
- ✔ Improvement of the physical, emotional and social well-being of children.
- ✔ Access to balanced food and nutritional support in care settings.

Impact of the Intervention



Strengthening childcare is becoming a key factor in breaking intergenerational poverty cycles, by ensuring comprehensive early childhood development and enabling women to continue their educational and economic autonomy processes.

VOCATIONAL AND TECHNICAL TRAINING



Cartagena

230

Teenage mothers entered the 360° Model

Vocational technician in Integral Beauty:
60 young mothers

Gastronomy technician:
70 young mothers

Hotel Management Technician:
70 young mothers

Vocational technician in administrative assistant:
30 young mothers

615

Young mothers made satisfactory progress in their training process within the 360 Model:

Vocational technician in comprehensive beauty:
186 young mothers

Gastronomy technician:
200 young mothers

Hotel Management Technician:
201 young mothers

Vocational technician in administrative assistant:
28 young mothers

In partnership with Cedesarrollo Comfenalco

As part of our comprehensive education:

216

Young mothers studied English as part of their curriculum





234

Teenage mothers entered the 360° Model

Labor technician as a commercial and service advisor:
89 young mothers

Technical vocational work as an administrative assistant:
116 young mothers

Technical worker as a software development assistant:
29 young mothers

391

Young people made satisfactory progress in their training process within the 360 Model:

Labor technician as a commercial and service advisor:
118 young mothers

Technical vocational work as an administrative assistant:
172 young mothers

Technical worker as a software development assistant:
66 young mothers

Technical worker as a human resources assistant:
18 young mothers

Technical vocational work as an administrative assistant with an emphasis on health:
17 young mothers



We are closing educational gaps



383

teenage mothers

obtained certification in technical job training.



Cartagena
270

Gastronomy: **90**

Integral Beauty: **83**

Hotel services: **97**



Medellín
113

Administrative Assistant: **13**

Administrative assistant with emphasis on health: **40**

Software Development Assistant: **31**

Marketing Assistant: **9**

Human resources and occupational risks: **20**

Key Achievements



Cartagena



We are expanding our educational offer with a new technical training program in Administrative Assistance, in partnership with Cedesarrollo–Comfenalco.

Medellín



29 young mothers completed high school thanks to a strategic educational alliance.



18 students simultaneously completed high school and technical job training, expanding their employability opportunities.



Access to high-level opportunities: one participant gained access to the Dreamers & Makers 2025 – R&D program, strengthening her leadership and academic and professional projection.





Employability: Cartagena

682
teenage mothers
received support for
job placement

155
teenage mothers
linked to a first job in 2025

51%
has been employed for
more than 3 months.

78%
earn between 1 and 2 MLMW*
*Monthly Legal Minimum Wage

The average time from
application to first job was
between 4 and 6 months.

Subsequent jobs

participants who have already
had more than one job

- Teenage mothers included in the workforce this year: **125**
- **89%** earn between 1 and 2 MLMW*.

*Monthly Legal Minimum Wage

Employer sectors

- Personal Care Sector: **18%**
- Food Service Sector: **23%**
- Hotel Sector: **29%**
- Services Sector: **16%**
- Other Sectors: **14%**

We build partnerships with companies to connect women's talent with formal employment opportunities

- **329** active partner companies.
- **65** companies sensitized to workplace inclusion.
- **125** new business alliances established.
- **1,219** jobs managed through the business network.

Complementary training for job competitiveness:

- **396** young people strengthened complementary skills for their labor market integration
- Courses, diplomas, and workshops focused on:
 - *Digital skills and artificial intelligence*
 - *Customer service and user experience*
 - *Gastronomy, hospitality and wellness*
 - *Social-emotional skills and job readiness*



Employability: Medellín

373
teenage mothers
received support for
job placement

111
teenage mothers
linked to a first job in 2025

68%
has been employed for
more than 3 months.

95%
earn between 1 and 2 MLMW*
*Monthly Legal Minimum Wage

The average time to
placement in the first job
was 3 months.

Subsequent jobs

participants who have already
had more than one job

- Teenage mothers included in the workforce this year: **112**
- **85%** earn between 1 and 2 MLMW*.

*Monthly Legal Minimum Wage

Employer sectors

- BPO: **26%**
- Trade: **13%**
- Financial: **3%**
- Manufacturing: **1%**
- Services: **31%**
- Food: **14%**
- Education: **3%**
- Health: **8%**
- Construction: **1%**

We build partnerships with companies to connect women's talent with formal employment opportunities

- **143** active partner companies.
- **107** companies sensitized to workplace inclusion.
- **53** new business alliances established.
- **290** jobs managed through the business network.

Early access to formal employment

During 2025, 147 special employment contracts (SENA Quota) were signed, mostly from the academic stage, facilitating the transition of young mothers to the job market.

Complementary training for job competitiveness:

- **427** young people strengthened complementary skills for their labor market integration
- We offer courses, diplomas, and workshops focused on:
 - *Digital and technological skills.*
 - *Preparation for job searching and access.*
 - *Strengthening personal brand and customer service.*
 - *Support, mentoring and well-being for employability.*

Partner companies driving workforce integration



Cartagena

Adán y Evas Peluquería, Agencia de Empleo Comfenalco, Asotelca, Café Víctor Gamboa, Comfamiliar, Faranda Hotels, Fund. Santo Domingo, Grupo Bistro, Hotel Bahía, Hotel Cartagena Dubai, Hotel Hilton, Hotel Isla del Sol, Hoteles Charleston, Isla Verde Cartagena, Lucianas Salón, Muval, Peluquería M y A, Playa Cabrero, Restaurante La Carreta, Restaurante Riquísimo, Salón y Spa Mayra Hdez, Sena, Servincludidos, Umayor.

Medellín

Bambú BPO, Ceipa, Contactfinanzas, Disandina, Dislicores, Domina, Dolce S.A., Emtelco, Enlace Operativo, Estra, Flamingo, Green, Grupo Eledé, Grupo Inter, Grupo Reditos, Hispacontact S.A.S, Inversiones La Vaquita, KIAI, Mcm Company S.A.S, Movalto, Neuromédica, Noel, Novaventa, OXXO, Polito, Provenzal, Puertas y Ventanas, Renting Colombia, Sary, Satrack, Savvy Corp. S.A.S Bic, Selecta, Sodexo, Sumi Medical, Summa, Sura, Teleperformance, Tradealiance Corporation, Winner Group.



Women Working For The World

+3.850
assistants

+24.530
followers
on social media

3 cities

**Bogotá, Medellín
and Cali**

83%

**women between 25
and 34 years old**

interested in promoting women's
rights, social transformation, and
sustainability.

Featured Speakers:



Priyali Sur, Hafsat Abiola, Jack Sim, Juan Pablo Raba, Michelle Durango, Efrén Martínez, Sergio Díaz-Granados, Patt Mitchell, Brenda Mato, Jeison Aristizábal, Taliana Vargas

FORO RURAL: MUJERES QUE ALIMENTAN EL TERRITORIO

Allies:

Alex.com, Al Alimetnos, Alquimia Peluquería, Argos, Banco de Occidente, CAF [Corporación Andina de Fomento], Cámara de Comercio de Bogotá y Cali, Cámara de Comercio de Medellín, Celsia, Colcafe, Compañía Nacional de Chocolates - Atenea, Compañía Nacional de Chocolates - Haka, Coordinadora Mercantil, COSMO School, De Lolita, Empresas Públicas de Medellín, Frisby, Fundación Telefónica Movistar, Hindú, Hotel Park 10, Hoteles Novotel, Incauca, Interactuar, Manuelita, Medipiel, Natura, Nora Munera Fotos, O-LAB, Parmessano, Postobón, Prebel, Seguros Alfa, Tania, Tax Coopebombas, Tecnoquímicas, Uniban.



Allied media:

RCN con las Mujeres, El Colombiano, Prisa Radio, Vivir en el Poblado.



Thank you for your trust!

Throughout 2025, with the support of Global Giving we strengthened the transition of women and youth into formal employment through employability coaching, vocational training, and strategic engagement with the corporate sector, yielding concrete results in labor market insertion, job stability, and income generation.

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