



ACTION REPORT 2021

UNITED WAY TRANSFORMS
PEOPLE'S LIVES WITH A NEW
OPPORTUNITY.

LIVE UNITED®



United Way España



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UNITED WAY

No change is as possible as the one built by joining forces, that's why at United Way we work to achieve a world where all people and their families can reach their full potential through programs that affect HEALTH, EDUCATION and INCOME.

OUR MISSION

Improving the lives of the most vulnerable by mobilizing the caring power of our community, and releasing the potential of key sectors that can activate real change: companies, institutions, social entities and citizens, to advance the common good.

LIVE UNITED
GIVE - ADVOCATE - VOLUNTEER



In Spain, United Way is a non-profit foundation that, since 2016, leads, organizes and coordinates the efforts of companies, corporate volunteers, entities, institutions and individuals, to carry out social projects that improve the lives of people in difficult situations.

Letter from the President

To all those who have joined us in 2021:

From United Way España we want to express our deep gratitude for your support this year. Spain is experiencing problems whose solutions in the present are crucial to building a bright future. Often derived a precarious social cohesion that has very specific faces: energy poverty, childhood obesity, the loneliness of the elderly, the inequalities caused by climate change; school dropout (in which Spain and Italy are at the forefront in Europe), the lack of references for youth, the digital divide, gender inequality, barriers to accessing the labor market... The fronts we deal with are multiple and changing, each community has its specific difficulties. And we know that joining forces is the most effective response to combat them; Thanks to all the companies, entities and individuals who trust in our work, this year we have had a direct impact on the lives of 3,720 people.

The last two years has tasked us with a lot of flexibility and innovation to continue with forward progress in our initiatives, but even so, we have adapted to the needs of each community and group to be at the side of those who need it most.

2,645 minors and young people have participated in educational programs whose main objective is to combat school dropout, and which are developed with different methodologies depending on the circumstances of each group: improving transversal skills, promoting vocational discovery to encourage them to continue studying, to through the approach to the reality of the company, improving their STEM skills, offering mentoring projects... Networking with other social entities, coupled with the quality standards of our project management processes, enables the success of these initiatives, which undoubtedly could not be carried out without the support of the 427 volunteers from the staff of our collaborating companies.

In 2021 we consolidated our work in Italy, through a small delegation in Rome, and we also launched projects in Portugal, thus expanding our radius of action, always hand in hand with social entities that are already working in each community.

We hope to continue joining forces to advance the common good, thanks to the synergies established with the collaborating social entities, the commitment of volunteers and the invaluable help of a growing number of companies that allow us to offer a better future to more and more people.



Jorge Maortua

Letter from the CEO

After the shock of 2020, where the pandemic brought out the cracks in our welfare state, 2021 arrived, which is making us live a fascinating moment. With COVID we have realized how vulnerable we are. We have suddenly learned that we are part of nature and we are less invincible than we thought. Never before have we been so aware that we are not an immortal species. But thanks to this moment, in 2021 we have been able to live solidarity up close and channel the desire to change a model of society that denies too many people the opportunity to have a dignified life. The positive part that I have been able to see with my eyes and live in the different actions carried out by the United Way Spain Foundation is that this brutal pandemic has served to raise awareness about where we have to improve and how we can generate solutions based on the union of forces that cause a systemic change in the long term.

Overcoming a major crisis is not easy but the Spanish Tertiary Sector has become even more relevant as a fundamental part of the recovery. And it is precisely these actions of social intervention that have shown that the model of collective impact, which has characterized our organization for 135 years, is more relevant than ever.

It is very inspiring that the European and Spanish institutions have focused on the more vulnerable people and will rely on the Tertiary Sector to, together with the companies, ensure that young people achieve their dreams, no elderly person lives in solitude, families can have economic stability thanks to a job, we enjoy good health thanks to healthy lifestyle habits ... What I have experienced most this year is the value of emotional support beyond practical issues. For example, in training projects, people who have received mentoring and attention from our volunteers, have not only learned things, they have felt that someone cares about them, that makes the real difference!

When a system begins to crack is the moment when the worst energies of a society can gain momentum. Bring out the worst from within by resistance to change. But also to promote the construction of a more fair society. It is an exciting time in which we will have to decide the world we want to rebuild.

We have the opportunity to start defining our identity on helping those around us instead of buying it in a store. Because in a society in which so many people take antidepressants, where older people die alone, where so many

people feel abandoned and helpless for not being part of a community... it is not a strong society. Together with these people we must and can imagine a better future. And create it, because no change is more feasible than the one that is made by joining forces.

Again, thanks to those who have joined our synergy; companies, institutions, social entities, citizens and volunteers. And to those who, selflessly, have helped and supported us financially, especially Sarah and John Lechleiter, Laura Khouri and Michael K. Hayde, who have made the largest private donations. All of you together are responsible for ensuring that every day we can move one more step towards the common good. Without your commitment, we would not exist. It makes us really proud to see how you demonstrate, day by day and effectively, "the united way" to improve the lives of those who need it the most. #LiveUnited



A stylized, handwritten signature in blue ink, appearing to read 'Marina Fuentes'.

Marina Fuentes

2021 Highlights

We are member of the local networks: Spanish Association of Foundations, American Chamber of Commerce in Spain and Voluntare, corporate volunteering network.



AmChamSpain
Cámara de Comercio de EE.UU. en España

We have expanded our operations to Portugal and Italy



We have implemented Pay Roll Giving for the benefit a Solidarity Payroll for the benefit of United Way in three companies. Employees of Costco, Andbank y Lilly contribute however much they want from their payroll to allocate to the implementation of social projects. Companies match the amount donated by their workforce, increasing the donation's impact.



We launched #LaOtraLotería initiative, a solidarity raffle whose funds are donated to the CañadaSolar project.



We have grown the number of contributing corporations

An increasing number of companies have joined the objective of creating a stronger community by financing projects to improve the environment and the living conditions of the most disadvantaged social groups.



Our impact in numbers

In 2021 we have positively impacted the lives of **4,010 people**, with a special focus on the support we provide to **1,579 minors and young people** who participate in our educational programs, improving their transversal skills and promoting the continuity of their training, to combat early school dropout.

We have consolidated the **Youth Challenge** project in Italy and started a mentoring program in Portugal.

1,313 people have volunteered, supporting the operational success of our projects.

We have more than **50 alliances** - between companies and social entities - for the execution of our projects.



HEALTH Projects



We improve the quality of life for the most vulnerable of people, because the basis to any opportunity is good health.

United Way helps build healthier, more resilient communities by promoting healthy habits, emotional stability for sick and elderly people, and ensuring access to quality health care and integrating health into early childhood development.

In Spain we are especially focused on accompanying elderly people in situations of loneliness and promoting healthy habits among vulnerable groups.



For the execution of our projects we count on the support of:



Mencía Program, Joining Forces and United & Healthy



MENCÍA Program



This project aims to combat the social isolation of older people, encouraging volunteers to accompany them in residences or call them weekly, to share time and experiences, enriching the connection between generations.

United & Healthy



The objective of this initiative is to train vulnerable families in healthy lifestyle habits and to combat childhood obesity. Childhood and adolescent obesity rates between the ages of 5 and 19 have increased tenfold worldwide from 1975 to 2016. If this trend continues, by 2022, the number of children with childhood obesity worldwide will exceed the number of children who are underweight. In addition, this figure increases by a multiple of three when referring to minors living in a situation of social disadvantage.

Joining Forces



This project combats the loneliness and isolation of the elderly, and simultaneously promotes the social inclusion of refugees and migrants through an intercultural, intergenerational and technological experience. To do this, each elderly person is donated a tablet with internet access and a volunteer, who is a migrant or refugee, that makes a weekly video call to talk, share experiences and exchange knowledge, so that both are enriched by this experience.

EDUCATION Projects



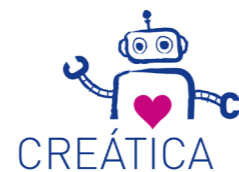
Quality education is the foundation for personal and professional success. We promote the potential of children and young people. Because education is the raw material of the future.

Millions of girls, boys and young people from vulnerable backgrounds lack the necessary support for their educational development. We focus on providing them with the necessary tools to achieve the highest level of training possible.

Our educational projects, nine during 2021 - one of them in Italy - in which 1,579 minors and young people have participated, focus on vocational discovery and the promotion of transversal skills. In addition, in many of them we use technology as a work tool, thus combating the digital divide, so acute among vulnerable groups and which has been evident since the start of the Covid-19 pandemic. One of the key axes of our educational projects is the involvement of volunteers; people become referents during the learning process.

Spain is the second country in the EU in terms of early school dropouts, with more than 16% of young people leaving school at the age of 16, and this figure also leads us to be the country with the highest rate of youth unemployment, exceeding 35%, when the European average is 17% (Source: Eurostat 2021). For this reason, we work in institutes and educational centers with high rates of school failure and dropout, emphasizing not only training for the professional development of the young population, but also focusing on their self-knowledge, development of personal skills and self-esteem, betting so because the exercise of self-knowledge and discovery of the training options that exist, encourages them to continue training to access the labor market with better guarantees.

For the execution of our projects we count on the support of:



Projects for the promotion of STEM skills through technology

In 2021 we carried out four projects that use technology and the promotion of STEM skills as a work tool to seek the motivation of the young population and help them see technology and science as tools that create solutions, allowing them to be leaders of change. Teamwork, creativity, critical thinking and the promotion of communication skills are the fundamental axes of these projects whose main objective is to encourage young people, Primary, Secondary and Basic Vocational Training students, to discover their vocation and trace their training path, thus combating early school leaving.



Tech4Change School



Club de Inventores



Tech4All



Science4all



NTT DATA

FUNDACION
mariafranciscade
ROVIRALTA

Lenovo™

Fundación
Telefónica

90
Students

42
Volunteers

+115
Volunteer hours

Program for elders to promote IT learning

Senior Challenge

cellnex
driving telecom connectivity

cellnex
fundación

We have launched this initiative that aims to mobilize retired Cellnex workers to accompany older people in acquiring digital skills, mainly focused on the use of mobile phones and tablets, so that technology makes their day easier for them. We work with SECOT for the execution of this project, who has designed the training materials and facilitates the development of these workshops throughout the country.

During 2021 we have carried out 45 training sessions, in which 624 elderly people have participated.



624
Elders

45
Workshops

 **Secot**
Voluntariado Senior
de Asesoramiento Empresarial

Our projects that Benefit SENIORS are done with our partner SECOT, which is the foundation of reference in all matters that relate to the senior world.

Educational projects to combat school dropout



3rd edition of Desafío Pro



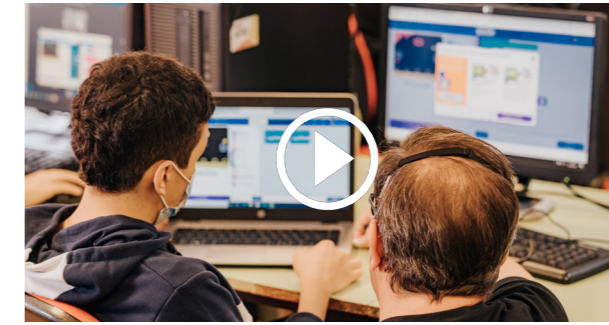
We accompany Basic Vocational Training students to bring them closer to the reality of the world of work that awaits them and to make them aware of the different training options they have. We stimulate self-discovery through a process of individual accompaniment.

Youth Challenge - 4th edition



Joint work with the orientation team of the IES Menéndez Pelayo in Getafe, which began in 2016, is the key to the success of this project, in which the participating students work on transversal skills such as teamwork and assertiveness, carry out self-knowledge and improvement of self-esteem, and have spaces that encourage vocational discovery, thus seeking out training and work success.

Youth Challenge Cellnex - 2nd edition



This project aims to bring Vocational Training students closer to the reality of the work found in the telecommunications sector and connect it with their training. The project is developed in 3 lines of intervention: 1-1 mentoring, to accompany students with less motivation, conferences and visits to strategic places of the company, to connect the academic curriculum with professional development and learning workshops according to the learning by doing methodology, so that students can materialize what they have seen in the classroom and see the practical utility.

This project is developed in Spain (Barcelona and Madrid) and in Italy (Rome)

EMPLOYMENT Projects



We help access employment. Because economic stability generates healthy, united, and prosperous communities.

The improvement of skills for vulnerable social groups is essential for their access to the labor market, as is the improvement of skills for the

professions with the greatest demand, thus improving employability.

From United Way we **support young people in a situation of long-term unemployment** through mentoring and training projects.

Thanks to mentoring programs, young people can use the experience of their mentor to prepare for interviews, focus on resume writing, accompany them in a professional change, etc.

For the implementation of mentoring initiatives we have had the collaboration of:



Future Ready and mentoring

Through different mentoring initiatives, United Way Spain offers individualized support to unemployed young people who participate in training programs to improve their employability.

Future Ready and similar initiatives



This is a **mentoring program** in which unemployed young people, who are receiving training to improve their employability, receive support from a volunteer, during 6 sessions, to be able to face their access to the world of work with the support and expertise of the mentors and mentees. 20 young people and 20 mentors and mentees worked together for three months on this initiative.



Similar initiatives have been carried out thanks to CELLNEX in Setúbal (Portugal), where 14 couples have worked for a quarter, during which time the volunteers have supported young people in their processes of access to the labor market and to decide on Her future. Also logo Lilly in Madrid launched the Employment Challenge initiative, accompanying 20 young people.

Current Operations



Many of the companies we work with, in addition to getting involved in long-term projects (global programs), are interested in offering specific actions to bring their staff closer to the social actions they support. In addition, it is increasingly common for large companies to celebrate Volunteer Day or Volunteer Week.

Along these lines, in 2021 we have organized 22 specific events, which bring the needs of the social groups we work close with to the participants, and which also allows for the initiation of collaborative relationships with new companies. All of them focused on directly impacting the lives of their parti-

cipants, 1,875 people, and enacting actions aimed at advancing the SDGs, Sustainable Development Goals, thus also disseminating the 2030 Agenda and what its objectives are among volunteers.



What do we do?:
Environmental workshops and direct action activities in the natural environment, Career Fair - where volunteers share their life-training-work experience with Secondary School

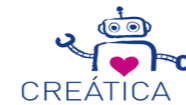


students to help them discover training paths and professional opportunities -, support for the writing of CVs and preparation of interviews for people who participate in programs for job placement... In addition, during



Thanksgiving we have organized, since 2018, a volunteer action in collaboration with soup kitchens in Madrid and Barcelona, which mobilizes dozens of companies every year.

For the development of these operations we count on these collaborating entities:



These are the companies participating in these current operations:



Other collaborations and initiatives



Throughout 2021, the number of companies and people who have wanted to join the collective impact model that we implement from the **United Way Spain Foundation** has continued to grow, wanting to meet the needs of their communities through different initiatives. These initiatives are not always framed under a project, but are actions designed to meet the needs of the community, following the CSR or ESF strategy of the companies involved, thus giving value to their impact on social projects. We would like to highlight some of **the most relevant actions that have occurred in 2021**:

Agreement with P&G



Since 2020 we have had a collaborative **agreement with P&G** through which we channel donations to social entities and projects aligned with their areas of interest. Along these lines, in 2021 P&G has allocated more than €20,000 to support projects that cover first-level needs among vulnerable people, promote sports among people with disabilities, educate on equality, as well as research initiatives to combat cancer.

A very special partner



Lilly is one of the most committed global partners with United Way, and has also partnered with United Way Spain since its inception. In addition to their collaboration on projects, whose main feature is the activation of corporate volunteering programs - and which we have already commented on in this report - during 2021 it has made donations to support the social emergency caused by the eruption of the volcano in La Palma, has supported initiatives to support families especially affected by the social crisis caused by the pandemic, to cover basic needs, send prepared food to people without resources, and for the second year we launched the Tree of Dreams initiative during the month of December, in which 120 employees participated, making it possible to donate 276 gifts to minors during Christmas.

United&Creative



United&Creative In October 2021, we launched the United&Creative **project, led by Sara Folch, an internationally renowned interior designer from Barcelona**. In this project we have involved young people with creative interests from YMCA Málaga to make sustainable designs. The idea is that the sculptures, with a minimalist and unique design, mark the entrances to the Malaga Festival. This pilot project is launched as a real contact for young people -guided by Sara Folch- with the creative and artistic world. They have learned all the necessary steps to start a creative project.

La Otra Lotería



La Otra Lotería is an initiative that we launched in December 2021 **to support the Cañada Solar project**; a project that combats the energy poverty that the population of Cañada



Real has been experiencing since October 2020. We organized a raffle, which became the Other Lottery, when it was held on December 22 but with a very different purpose: the participants chose from numerous prizes donated by companies and brands, but those who really won were the families of Cañada Real who will be able to start installing solar panels in their homes, thanks to the work of Light Humanity

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JB46 Investment Partners



Rafael Maortua
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Mª Jesús Jiménez
Global Head of Digital Financial Services Practice NTT DATA



María Zapata
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Rosa Piñol Raurich
Board Member of Cellnex council, Italia

Our Team



Marina Fuentes Arredonda
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Antonio Ruiz Va



Angie López



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Collaborating Corporations and Institutions

Probono Collaborators

ashurst



LUK COMUNICACIÓN
BRANDING & DIGITAL & IMPACT

Members of



Tocqueville Society

Lilly is one of United Way's longest serving Global Corporate Leaders. A relationship that has lasted a century and dates back to the first World War, and that began when J.K. Lilly was a patron of the community fund that was made to help those affected by the war.

We also want to make a special mention to John and Sarah Lechleiter and Lilly. Together they created the Lechleiter - Lilly grant, with the aim of matching the donations received and that these funds can be allocated to the

structure of the entity during our first years of operation in order to grow and allocate 100% of the donations to the projects that we do.



Lilly and their staff have been a constant example of generosity for yet another year, betting on United Way and trusting in our work model.



The year 2021 has been a year full of challenges and learning. From United Way Spain we want to thank all the companies, social entities, collaborators, volunteers and donors for making all this possible. The trust placed in our model, and its commitment to creating a better world are the engine that makes our mission a reality. Thank you for helping us achieve the change we seek to make in the community.

United Way
España



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