



FUNDACIÓN
FELISA
JOHNSON

Management report

2024



Dear Benefactors, Partners, and Community,

On behalf of the Felisa Johnson Social Foundation, I am pleased to present the 2024 management report.

This period has been a time of collective effort, unwavering commitment, and transformative achievements that fill us with pride and renewed energy to continue our mission. **We understand that social transformation requires dedication, vision, and, above all, the unconditional support of those who believe in our cause.**

With a clear vision and well-defined strategies, we have worked tirelessly to strengthen our initiatives and create opportunities that promote the comprehensive development of individuals and their families. **Throughout this year, we have reaffirmed our commitment to the community of Salgar** and its surrounding areas, focusing on building a more equitable, inclusive, and prosperous environment.

Our programs and actions are aligned with Sustainable Development Goals (SDGs) 1, 4, 5, 10, and 11. **This means we directly contribute to poverty eradication, access to quality education, gender equality promotion, reduction of inequalities, and the development of sustainable communities.** These principles not only guide our daily work but also serve as the foundation for the initiatives that have yielded results this year.



Andrés Vélez Johnson
Executive Director

FOUNDATION DIRECTORS

Executive Directors

Principal:

Andrés F. Vélez Johnson

Alternate:

Felipe Vásquez Jaramillo

Board of Directors

Principal Members

Andrés Felipe Vélez Jonhson

Felipe Vásquez Jaramillo

Daniela Rueda Quintero

Alternate Members

Tatiana Yepes Loaiza

Gabriela Aldana Arias

Sebastián Yepes Loaiza

The Foundation does not incur any expenses related to salaries or fees. The Legal Representatives, members of the Board of Directors, accountant, and fiscal auditor do not receive any compensation for their services, as these are entirely donated.

The only administrative expenses are the renewal of the registration with the Chamber of Commerce, the financial transaction tax (*Cuatro por mil*), and the fees and commissions associated with the bank account.



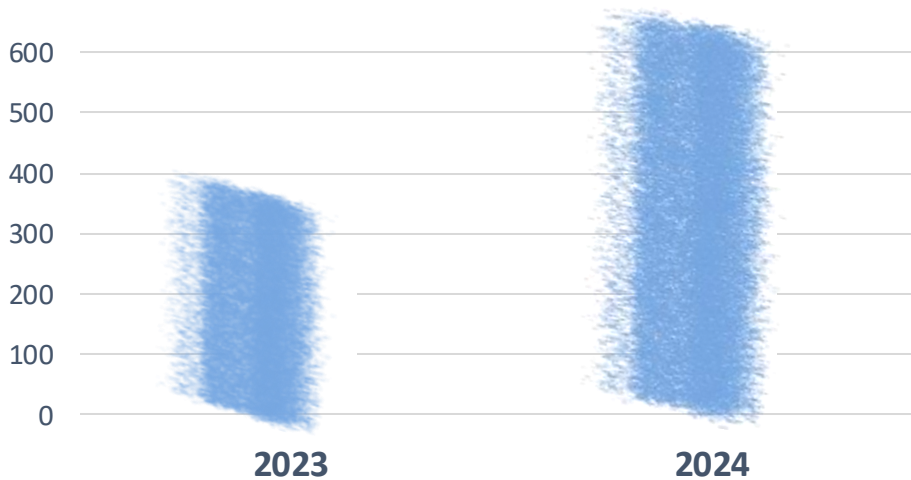


I. FINANCIAL SITUATION

The support of our **fifty-one (51) benefactors** has been key to achieving a historic increase in donations received. In 2024, we reached a total of **COP \$662 million**, nearly tripling the COP \$235 million obtained in 2023.

We received contributions from individuals ranging from COP\$50,000 to COP\$30,000,000, and from legal entities ranging from COP\$200,000 to COP\$210,000,000.

This achievement reflects the trust placed in the Foundation and the positive impact of our initiatives. These resources have strengthened our programs and expanded the reach of our work.



II. UNIVERSITY SCHOLARSHIP PROGRAM

Higher education remains a fundamental pillar of our mission. In 2024, we awarded five new university scholarships, bringing the total to fifteen students currently pursuing their professional studies.

Below, we introduce our new scholarship recipients:

- **Julián Rojas** Bachelor Degree in Industrial Engineering at the University of Medellín.
- **Salomé Rodas** Bachelor Degree in Accounting at Latin American Autonomous University.
- **Matías Londoño** Bachelor Degree in Biomedical Engineering at ITM University Institution.
- **Juliana Ríos** Bachelor Degree in Psychology at Lasallista University.
- **José M. Blandón** Bachelor Degree in Agricultural Engineering degree at Colombian Polytechnic Jaime Isaza Cadavid.

Total investment in 2024: COP \$149,732,381

University tuition fees: COP \$105,977,381

Living expenses support: COP \$43,755,000



University programs and location of our currently scholarship recipients

University of Medellín	University Program
5 Students	(1) Bachelor Degree in Law
	(1) Bachelor Degree in Communication and Corporate Relations
	(2) Bachelor Degree in Industrial Engineering
	(1) Bachelor Degree in Environmental Engineering
ITM University Institution	University Program
1 Student	Bachelor Degree in Biomedical Engineering
EAFIT University	University Program
1 Student	Bachelor Degree in Systems Engineering
Latin American Autonomous University	University Program
5 Students	(3) Bachelor Degree in Accounting
	(1) Bachelor Degree in Business Administration
	(1) Bachelor Degree in Industrial Engineering
San Buenaventura University	University Program
1 Student	Bachelor Degree in Psychology
Colombian Polytechnic Jaime Isaza Cadavid	University Program
1 Student	Bachelor Degree in Agricultural Engineering
Lasallista University	University Program
1 Student	Bachelor Degree in Psychology

III. TRADITIONAL STRINGS MUSIC PROGRAM

Music has the power to transform lives, and at the Foundation, we have witnessed this through the Traditional Strings Music Program. **More than 107 children and young people (75 from urban areas and 32 from rural communities) have had the opportunity to receive comprehensive training in traditional instruments such as the bandola, ukulele, and guitar, fostering the preservation of our cultural traditions.**

Key Achievements:

- We held nearly 35 performances throughout the year, including 30 in Salgar, 3 intermunicipal, 1 departmental, and 1 national event.
- We organized the second Municipal Strings Groups Gathering, bringing together six outstanding delegations from the region, with the participation of 80 talented musicians. This event served as a space for knowledge exchange, shared experiences, and a meeting point to strengthen community bonds.
- Around 70% of participants have shown improvements in their academic performance, a direct result of the values and skills acquired through the program.

Total investment in 2024: COP \$28,067,000.

