



Por la niñez en Colombia

For a more certain tomorrow

Annual Report

2024

Fundación PLAN - Plan International in Colombia

**For a more
certain tomorrow**

Annual Report **2024**



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Letters about our work and its results



Supporting children in Colombia to build the life they dream of

For more than 62 years Fundación PLAN has worked in Colombia to promote children's rights, seeking to improve the living conditions of kids living in extremely vulnerable situations in the country. In 2022, when we signed our Country Strategy *A Plan to Transform Dreams*

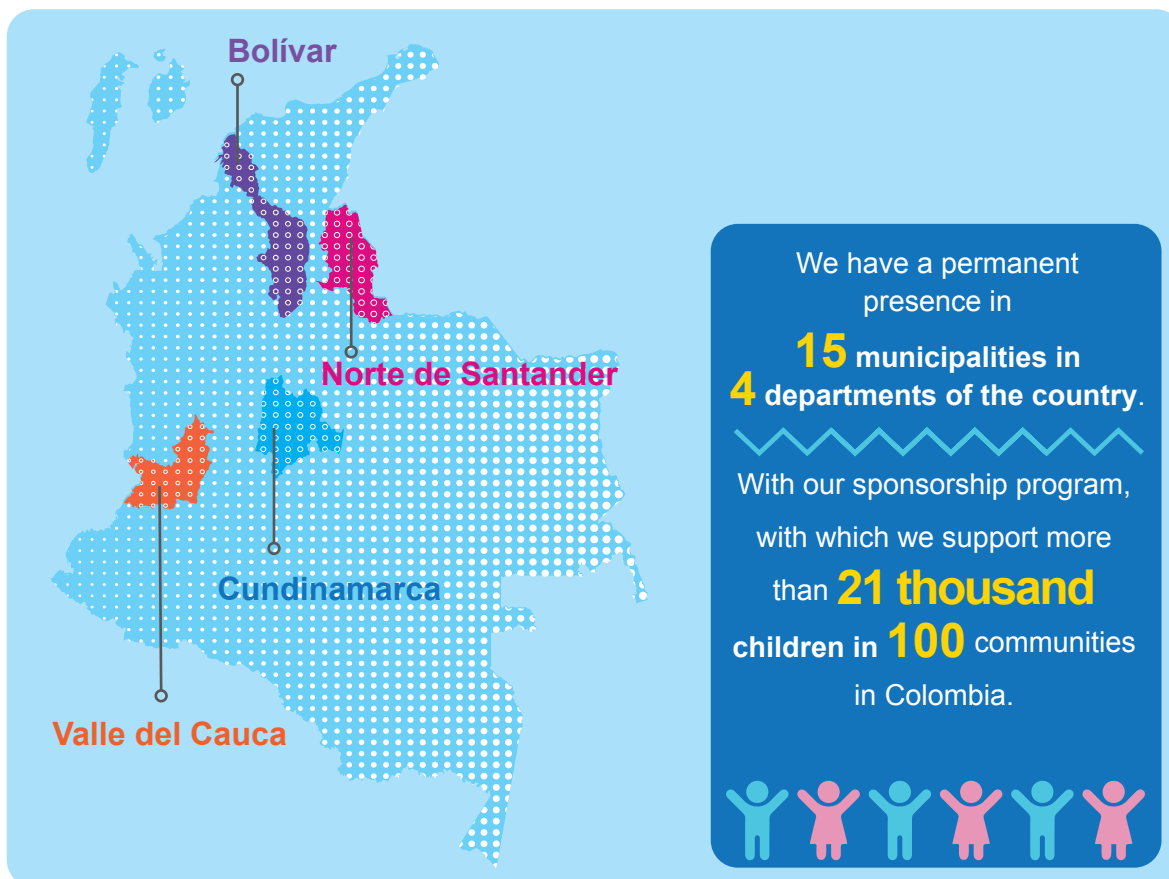
into Realities, we charted our path towards a clear aspiration for the next 5 years: to contribute to children, adolescents and young people in Colombia living lives free of violence, dreaming and transforming the country.

With this great desire in mind, at Fundación PLAN we workday by day in a coordinated manner with the communities so that they can organize themselves and acquire or strengthen their skills and knowledge in order to actively participate in the construction of solutions to the problems that afflict them. We nourish the leadership skills of girls and boys to manage their own long-term development, and we work with their immediate environment - their families, communities and institutions - to ensure a real and sustainable transformation that will allow them to build the life they dream of.

In the last 6 years (2019- 2024), at Fundación PLAN we have reinforced and widened our presence in the country, reaching more than 4.7 million people directly and 13.6 million indirectly, through the implementation of 120 projects: 60 concerning developments, 59 aimed at humanitarian action and stabilization, and 1 Nexus¹ project. With the deployment of our work, we have reached 409 municipalities in Colombia in the 32 departments of the country. All this has been possible thanks to the work done with communities, families and children, hand in hand with allied entities from the public sector, the private sector and international cooperation, in addition to the help received from our individual donors.

With our projects, we have fortified the installed capacity of the territories in favor of development, and we have contributed in the response to major humanitarian crises such as Venezuelan migration, the Darien migration crisis, the Covid-19 pandemic and the armed conflict, consolidating our position not only in the development sector but increasingly in the humanitarian sector and in rapid response to emergencies.

¹ The Neus approach emphasizes the interconnection between two out of three sectors—humanitarian aid, development, and peace—with the aim of effectively reducing people's needs, risks, and vulnerabilities by ensuring comprehensive interventions in areas where these sectors converge.



Our **major achievements in 2024** were:

- We successfully culminated our contribution to the Development Programs with Territorial Focus - PDET. Between 2019 and 2024 we carried out and delivered 154 community infrastructure works in 25 municipalities in 3 departments of the country (Cauca, Nariño and Valle del Cauca), benefiting around 90 thousand people. Within the framework of this project, Fundación PLAN developed a process to strengthen 154 community-based organizations, such as Community Action Boards, Community Councils, indigenous reservations and women's organizations, in order to formalize them. Additionally, 74 of these organizations were able to make use of the defined infrastructures in each of the communities in rural areas.
- Together with Aldeas Infantiles SOS and the Alianza por la Niñez Colombiana, Fundación PLAN promoted the bill "Whereby all forms of early unions in which one or both parties or permanent partners are under 18 years of age

are eliminated". This is a fundamental protection measure to guarantee the wellbeing and development of girls, boys and adolescents in the country, settling a debt with girls and taking a step forward in the construction of a country in which no girl suffers this type of situation that fundamentally affects her integrity, her physical and mental health, and her welfare.

- During 2024 Fundación PLAN managed to establish alliances with the most influential humanitarian and Nexus donors to obtain funds that contribute to the protection and education of girls, boys, adolescents and young women in contexts of humanitarian crisis due to migration and armed conflict and emergencies generated by climate variability; These include ECHO (European Union humanitarian funds - regional project with Ecuador, Peru and Bolivia implemented in Colombia in Santander de Quilichao - Cauca), Global Start Fund (projects in Mojana, Sur de Bolívar, Atlántico), Early Action Fund (project in Darién), Education Cannot Wait (project in Chocó) and the World Food Program (project in Huila). These projects directly served 22,710 people.
- In June 2024, we obtained for the sixth time the ISO 9001:2015 quality recertification, which aims at "the formulation and execution of projects to promote the guarantee of the rights of children, adolescents and young people at national level", granted by the Bureau Veritas organization. This achievement reflects commitment to continuous improvement and excellence in the management of processes and projects. Recertification not only makes our work with children, adolescents and youth stronger, but our relationship with donors, cooperants and other stakeholders as well, which, in turn, contributes to the fulfillment of our organizational purpose and the effective implementation of our Country Strategy.

This report seeks to provide the Board of Directors, civil society in general, our partner organizations, entities and donors, with a detailed balance of Fundación PLAN's social intervention during the 2024 calendar year.

Ángela Anzola De Toro


Fundación PLAN CEO



We work with the youth in Colombia so that they can decide their future

For more than seven years at Fundación PLAN we have been committed to working in partnership with youth and community-based organizations. This line of work consists of strengthening organizations under conditions of sustainability, promoting and financing their agendas or strategies aimed at working with children, adolescents, young people or women for the promotion of their rights, providing them with tools to autonomously manage their financial resources, accompanying them technically and administratively based on an organizational diagnosis to achieve their sustainability, and securing a partnership based on the genuine interest of the organizations, seeking a symmetrical interaction with PLAN to join efforts towards their consolidation, growth and development.

Today, all of Fundación PLAN's partner youth organizations have a critical understanding of their socio-cultural, economic, political and legal context, are recognized as key actors for their leadership in the defense of youth rights, and have contributed in their communities to the promotion of sexual and reproductive rights, gender equality, violence prevention, mental health promotion and peace building



with children, adolescents and young people from different territories of the country through art, music and pedagogy. PLAN's partner organizations have implemented training and social mobilization actions that empower children, adolescents and young people to make decisions about their future, thus promoting a safer and more equitable environment for them. Thanks to collaborative labor, Fundación PLAN learned to work with youth organizations, developing procedures for the management of partnerships and an accompaniment strategy based on respect, empathy and autonomy.

Fundación PLAN's dialogue with young people is permanent. As part of our Corporate Governance, we have the Youth Advisory Committee - YAC, which is a space for the leading participation of adolescents and young people in the organization, with which we seek to listen to their voice and make their opinions and decisions part of the processes and methodologies of Fundación PLAN at a territorial and national level. With the participation of our youth advisors in the YAC, we also seek to empower their leadership, critical thinking and the mobilization of their agendas as adolescents and young people rooted in the knowledge of each of their territories. Thus, we conceive the CAJ as a space for training and development of skills, seeking to contribute to their consolidation as agents of change in the different spaces of participation in their territories towards the construction of a fairer country for children, adolescents and youth.

Margarita Vargas Del Valle

President of the Board of Directors of Fundación PLAN



Partnerships and alliances to build social infrastructure for change

Fundación PLAN has been implementing social and community infrastructure projects for change for more than 30 years. These actions strengthen the local social fabric, its capacities and its physical and infrastructural resources in the territory and allow more children and adolescents to enjoy their rights in quality spaces.

The fundamental axis of the social infrastructure projects for change is to approach their implementation from the strengthening of organizations and local leadership, allowing us not only to create and successfully intervene in the spaces we prioritize, but also to involve the active participation of the communities in the design, preparation, execution and delivery phases. This participation allows the community itself to express its expectations, dreams and needs in the development of the works, increases their sense of ownership of them, and involves them in their periodic maintenance, thus guaranteeing spaces with greater sustainability over time, while fortifying the installed capacity in the territories.

The development of infrastructure constructions also seeks to promote behavioral changes in the communities on different fronts. Depending on the type of infrastructure, we reinforce knowledge and attitudes in the communities enveloping multiple dimensions such as hygiene, waste management, health and disease prevention, menstrual management, attendance and participation in the educational system, promotion of quality and inclusive education with extended school days and spaces designed to facilitate access for people with disabilities, among others. In this way, communities and organizations in the territory become agents of change and promote community transformation processes.

Thanks to these projects, Fundación PLAN has a solid experience in participatory design and construction focused on the social and economic reconstruction of communities, evidenced in projects such as sanitary facilities in private homes and educational institutions, connection to sewage systems, construction of wastewater wells and community and rural aqueducts, construction and improvement of educational institutions, classrooms and school cafeterias, community halls, concrete pathways and other road works, recreational parks, and sports areas, to name a few. Also, on several occasions we have complemented these works with specialized endowments, designs of recreational-pedagogical environments, and other physical and material interventions that broaden the impact and enrich the experience of the communities.

We firmly believe that organizational and community strengthening for social control, the generation of trust from the local level, and the development of the territories are the key elements for the success of any intervention. At PLAN we believe our work is best done together, and our social infrastructure projects carried out in the country are a physical proof of this, one that fills us with special pride.

Christian Medina López

Vice-President of Operations of Fundación PLAN



Care and protection for early childhood and pregnant and nursing mothers in the Darién Gap

Between the end of 2023 and 2024, Fundación PLAN has implemented two humanitarian rapid response projects in the Darién region between Colombia and Panama to address the increase in mixed migratory influx and protect children in transit. These projects have supported the preparedness and resilience of more than 10,000 migrants in rapid and prolonged transit, especially pregnant women, nursing mothers and early childhood. Actions included psychological first aid, distribution of nutritional supplements, WASH kits with awareness instructions on safe water and delivery of slings in the municipalities of Apartadó, Turbo and Necoclí in the department of Antioquia.

With such a short timeframe to attend to people in rapid transit, psychological first aid was carried out with methodologies adapted to this circumstance, through simple key messages. In addition, awareness was raised on the prevention of vector-borne diseases such as malaria and dengue and essential supplies such as repellents were handed out. Foldable

water flasks and water purification tablets were also handed out, together with information on adequate water supply and the promotion of self-care and hygiene habits to prevent gastrointestinal diseases. The delivery of nutritional supplements sought to prevent malnutrition in early childhood and pregnant and lactating mothers during transit. They were delivered to be consumed directly and provide the daily kilocalories required by a person crossing the jungle, in addition to instructions on proper storage during the journey.

Given the high risks of violence, abuse, exploitation, use and utilization faced by lactating women and pregnant heads of households traveling with children under 5 years of age, key messages were shared to increase their self-protection capacity and informed decision making. The protection team not only provided information on psychological first aid and emotional support, but also enforced women's agency so that they could take an active role in managing their own safety and that of their children. This included information on how to prevent risks during transit, ensuring that mothers understood the dangers they might face and strategies to alleviate them.

For the interventions to be successful, coordination with the Inter-agency Group for Mixed Migratory Flows in the Urabá region and with the Orientation and Assistance Spots in the municipalities of Turbo and Necoclí was essential. The projects aided migrants in transit struggling with homelessness, inhabiting streets or beaches, especially pregnant women, nursing mothers, and children aged 0 to 5 years.

Pamela Escobar Narváez

Programmatic Vice President of Fundación PLAN

Darién's context

The Colombia-Panama border is a known and dangerous migratory route for those heading north of the continent from South America through the Darién Gap. In 2023 alone, border crossings through one of the most dangerous jungles in the world exceeded 500,000 people, with a significant number in mid-2024 surpassing the 260,000 thresholds. Migrants, especially vulnerable groups such as children, adolescents and pregnant and lactating women, face serious environmental risks such as high temperatures, animal bites or attacks, and those inherent to crossing through swampy terrain and rivers; security risks such as physical and sexual violence, sexual and labor exploitation, forced recruitment, human trafficking and smuggling, and family separation. This area remains one of the most critical points in cross-border migration flows, highlighting the need for protection interventions and comprehensive migration policies that balance security with human rights and international protection.

The journey through the jungle usually lasts between 5 and 12 days on average and can be extended even longer for some families due to various conditions (e.g. weather), increasing their exposure to multiple threats. Along the way, they face risks associated with geography, climate and the presence of Non-State Armed Groups - NSAGs and criminal gangs. In addition, the lack of basic services, such as access to food, drinking water and medical care, aggravates the situation, especially affecting children, adolescents and pregnant women, who are at greater risk of suffering from respiratory diseases, severe dehydration and episodes of acute diarrhea.

In this region, human mobility is reported from different countries in South America, especially Venezuela, Ecuador, Colombia, Chile, Peru and Brazil; from Central America such as Haiti, Dominican Republic and Cuba; and from other continents, especially Asia and Africa from countries such as China, India, Bangladesh, Afghanistan, Angola, Djibouti and Iran, among others. This cultural variety represents a challenge to provide attention and response to the immediate needs of people in forced human mobility, considering language barriers.

In prolonged transit, people on the beach and on the street find themselves in unstable and unprotected conditions, making children in these circumstances susceptible to exploitation in public spaces. In these spaces, children are used for begging. Labor exploitation and the use of children for family sustenance in these precarious environments is very frequent, reflecting the absence of spaces and mechanisms for protection and support.



If you want more information about this situation, you can consult the *Needs Assessment of people in forced mobility due to the Darien Gap*, carried out by Fundación PLAN in 2024.





1 Fundación **PLAN** in numbers

4,7 M
direct
participants.

Between
2019 and **2024**

409
municipalities
located in the
32 departments
of the country.

13,6 M
indirect
participants.

120
implemented
projects.

751 036

people

191 202

direct
participants



(**62%** are
children and
adolescents)

and

559 834

indirect
participants



During
2024
we
reached

71
municipalities
located in
12 departments
of the country.

1
Nexus
Project
(in readiness
phase).

27
implemented
projects

10
Development
projects

9
Humanitarian Action
projects
(**4** active and **5** completed).

4
Stabilization
projects
(**3** active and **1** completed).

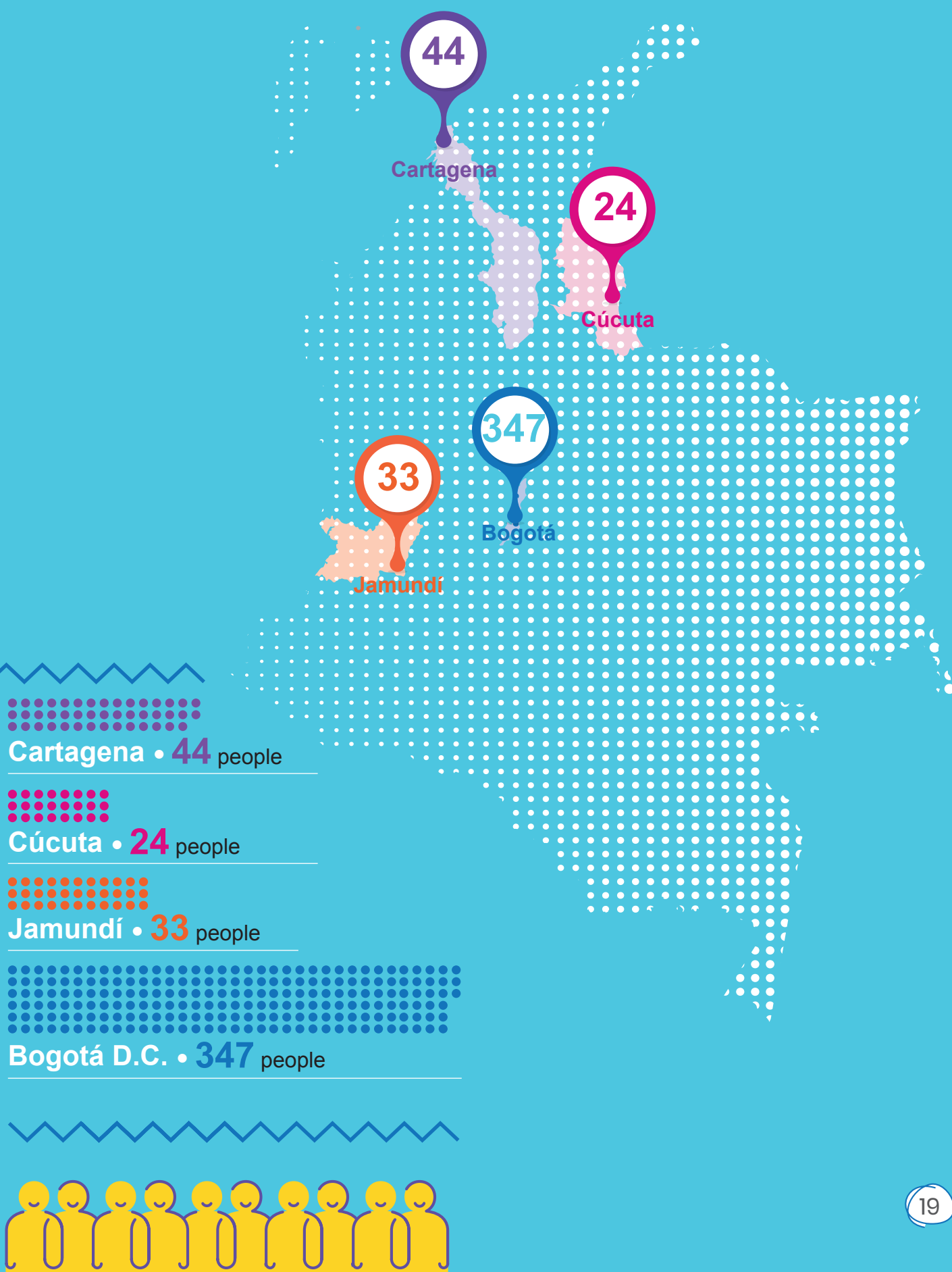


2. Our Team

Our team is made up of **502 people** of which **43 directly support Sponsorship activities**, **322 dedicate their work to the implementation of development and capacity cultivating projects**, as well as humanitarian action and stabilization, and social infrastructure for change; and **137 perform administrative activities to support management**.

Fundación PLAN currently has offices in the cities of Jamundí, Cartagena, Cúcuta and Bogotá D.C.

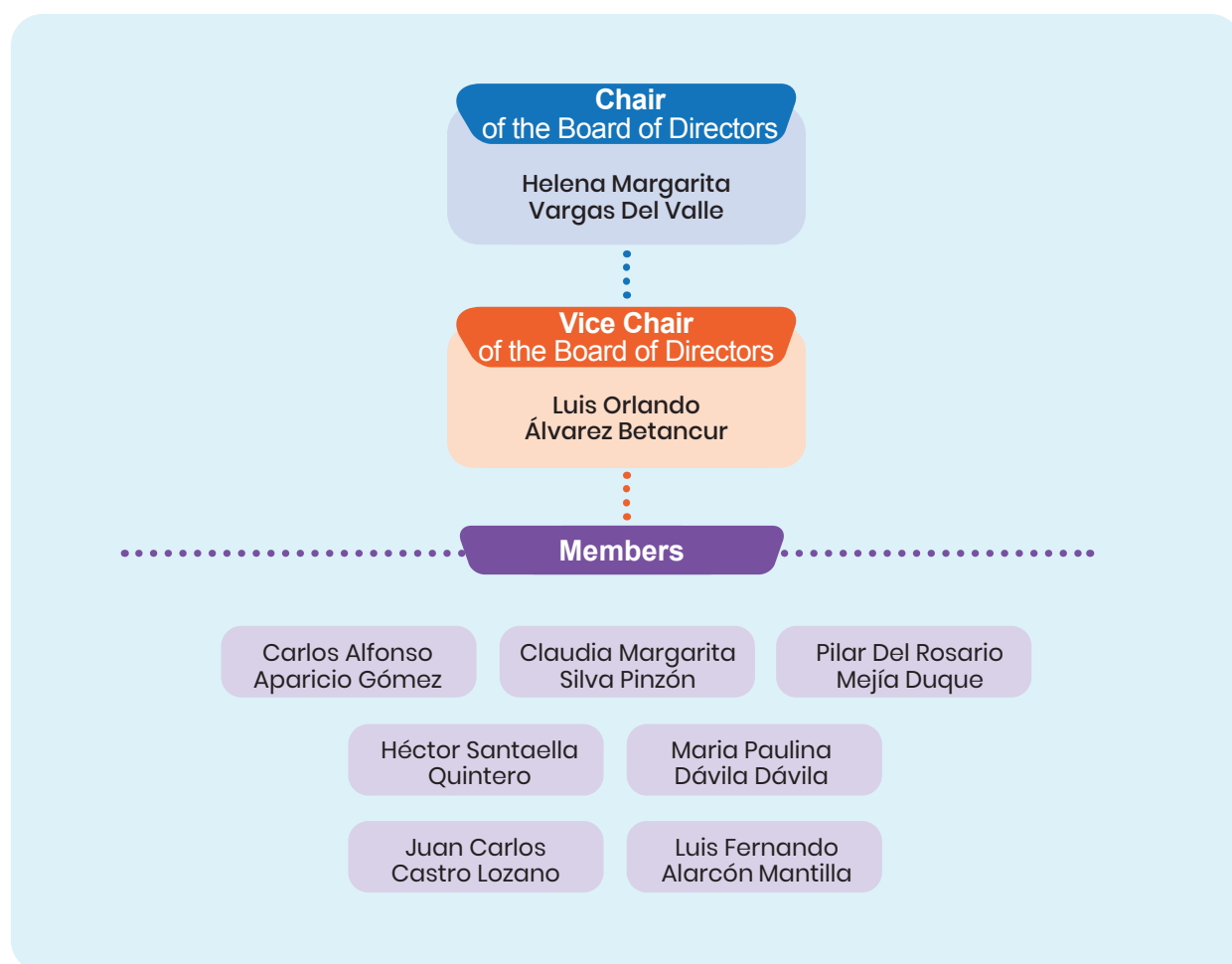
Figure 1. Fundación PLAN presencia in the territory



Corporate Governance

- Our highest body of Corporate Governance is the **Board of Directors**, made up of 9 members, who guide the management of the Executive Presidency.

Figure 2. **Members of the Board of Directors**



The **Board Committees** are established to support the Board of Directors' decision-making. Fundación PLAN currently has four Board Committees:

Figure 3. Board of directors' committees

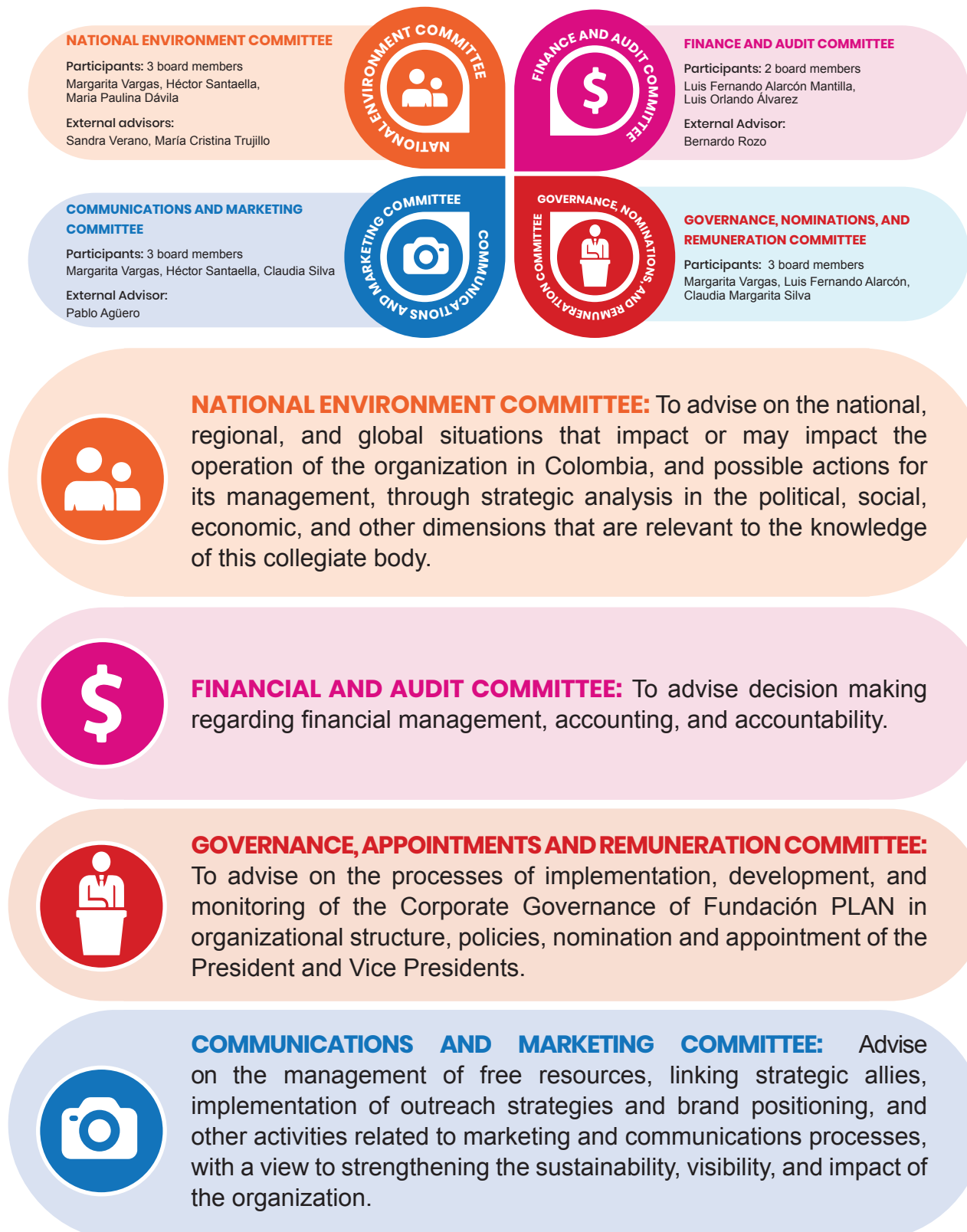
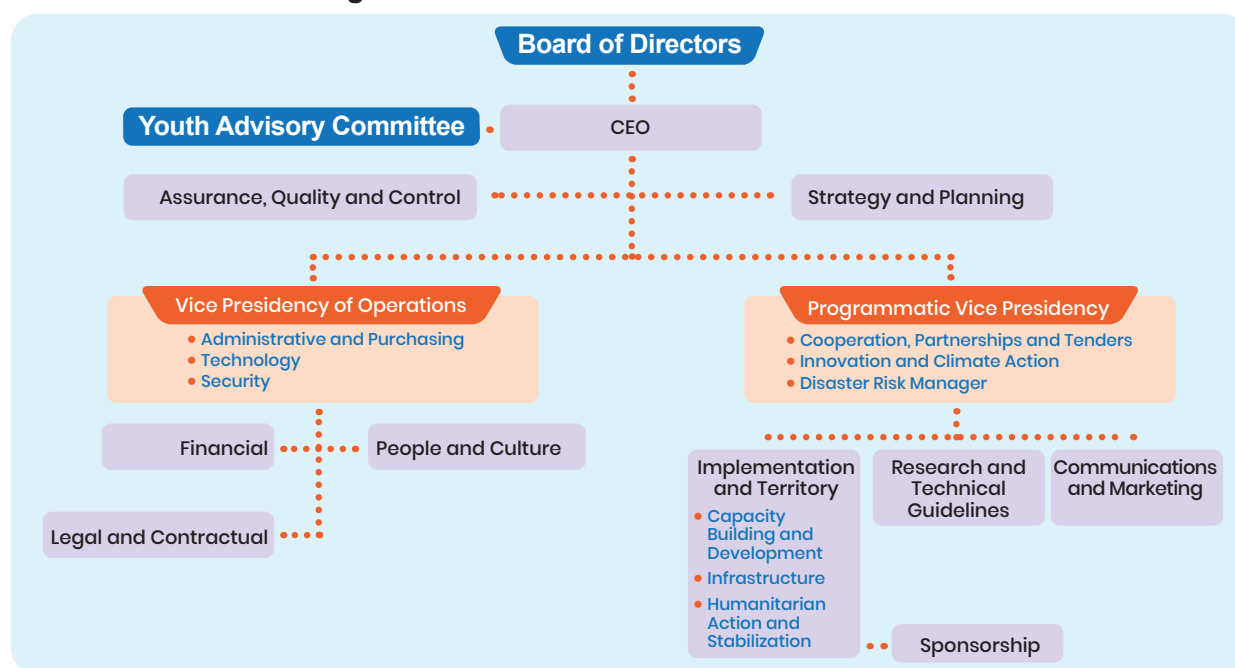


Figure 4. Fundación PLAN Structure



- **Executive Presidency of Fundación PLAN:** leads and ensures the sustainability and operation of the Foundation, in accordance with the objectives of the National Strategic Plan and reports to the Board of Directors. Inside its direct team, the Executive Presidency is supported by the Programmatic Vice-Presidency, the Operations Vice-Presidency, the Strategy and Planning Directorate and the Assurance, Quality and Control Management.
- **Programmatic Vice-Presidency:** leads the management of the following areas: Implementation and Territory / Sponsorship, Cooperation, Alliances and Bids / Innovation and Climate Action, Research and Technical Guidelines and Communications and Marketing.
- **Vice-Presidency of Operations:** leads the management of the following areas: People and Culture, Security, Legal and Contractual, Finance, Technology, and Administrative and Procurement.
- **The Steering Committee** of Fundación PLAN is composed of the Executive Presidency and the leaders of each area of the organization.
- **Youth Advisory Committee:** reflects PLAN's commitment to the active participation of adolescents and young people in decision-making at local, national, regional and global levels. By integrating itself into PLAN's governance structure, this committee contributes to enriching the organization's decision-making, ensuring that the voices and needs of younger generations are taken into account.

Each of these bodies plays a crucial role in the governance of the organization, contributing to its transparency, effectiveness and alignment with PLAN's core principles. Diversity of perspectives and active participation are key elements that strengthen the organization's decision-making and adaptability in a constantly changing environment.

Our purpose, values, quality objectives, policies and standards



Our purpose: We strive for a just world that promotes children's rights and equality for girls.

Our values:

- We work to achieve lasting change, seeking a significant and lasting impact on the lives of girls, boys, adolescents, youth, and their families.
- We are open and transparent, creating an environment of trust inside and outside the organization.
- Together we do it best, we recognize that our success lies in working effectively with key participants inside and outside the organization.
- We provide inclusion and empowerment, respecting all people, valuing differences and rejecting inequality in our programs and workplaces.
- We are innovators for social transformation, improving our processes and innovating in all aspects of the organization.

Our policies and standards:

Quality Policy

Our country strategy aims to transform dreams into reality so that children, adolescents, and young people can live free from violence. Our PLAN focuses on working through various programmatic and advocacy actions with the goal of generating impact in society and in participating communities. We will ensure that those who contribute to and support our work share our purpose. We seek to achieve the best results by complying with laws, regulations, and other requirements applicable to the Foundation, as well as through continuous improvement and commitment to the environment.

Safeguarding, Gender and Inclusion Policies

At Fundación PLAN we reaffirm our commitment to promoting the rights of children, adolescents and youth, gender equality and inclusion. Therefore, our Global Gender and Inclusion and Safeguarding Policies guide all our actions, programs and projects, ensuring that they contribute to challenging unequal power relations and reassuring the protection of children, adolescents, youth and participants in general.

The Gender and Inclusion Policy promotes the analysis, reflection and transformation of unequal power relations, discriminatory social norms and legislation that perpetuate gender inequality and reproduce sexism, racism, age, disability and sexual orientation discrimination, as well as other forms of discrimination. On the other hand, the Safeguarding Policy seeks to ensure that girls, boys, young adolescents and participants in all their diversity are safe and protected. This includes Prevention of Sexual Harassment, Exploitation and Abuse (PSHEA).

The Safeguard, PSHEA, Gender and Inclusion Policies are complemented and mainstreamed at all levels of the organization, from personnel selection procedures and the awareness and commitment of those who work in PLAN, to the articulation with associations, alliances and suppliers; as well as in research, communications and in our current influence strategy, which by 2022-2027 aims to make Forced Child Pregnancy in Colombia visible.

Global Risk Management Policy

At Fundación PLAN, we comply with the Global Risk Management Policy, version No. 2 (November 2024), which is developed based on the requirements established in the ISO 31000:2018 standard. This policy is also integrated with the ISO Quality Management System. The Risk Management Coordination Department has documented and implemented the Transparency and Business Ethics Program, whose objective is to promote a culture of legality and integrity, as well as to guarantee the detection, prevention and reporting of all risks related to fraud, bribery, corruption and money laundering.

Management Standards

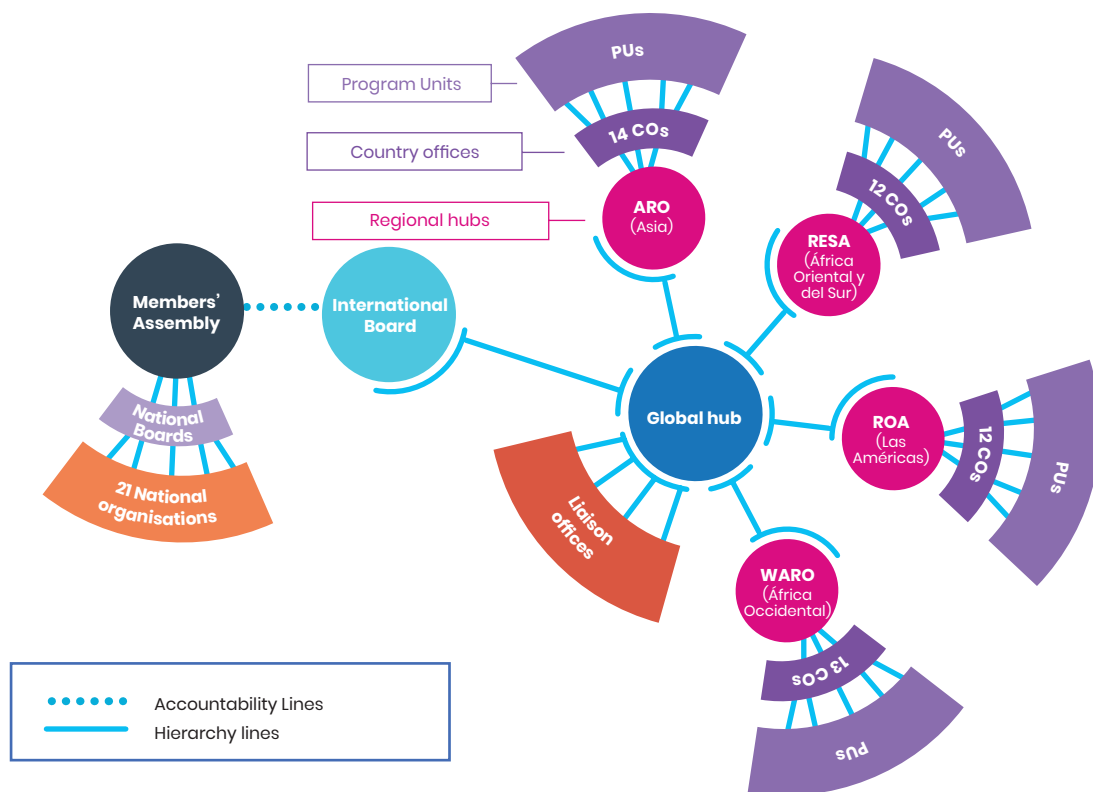
As part of the Plan International federation, we participate every two years in the self-assessment of the management standards established by the federation. These standards define the minimum aspects that each member country must comply with, divided into three main groups: organizational, operational and programs and influence. The objective of this evaluation is to identify areas for improvement and strengthen our processes, as well as to recognize "what" we are doing well and must continue to carry out in order to maintain our continuous improvement. In the evaluation conducted in the second half of 2024, we identified significant improvements compared to the self-assessment completed in 2022, which ratifies our constant commitment to quality that is reflected in what we do.

Fundación PLAN is Plan International in Colombia

Fundación PLAN is part of an international non-profit federation called Plan International Inc, which works in more than 82 countries to build a world where everyone is equal. In its structure, Plan International has:

An International Headquarters (IH) currently located in the United Kingdom, 51 Country Offices (COs) and its Program Units (PUs) through which the entire programmatic operation of the organization is advanced. These belong to 4 Regional Offices (ROs): Americas, Asia Pacific, East and Southern Africa, West and Central Africa. They coordinate and support the work of the country offices in their region. There are also 21 National Organizations or National Offices (NOs) that play a key role in the governance of the organization and are responsible for fundraising.

Figure 5. Structure of Plan International



Reporting to the International Headquarters are the four advocacy offices located in Geneva, New York, Addis Ababa and Brussels, which strengthen partnerships, lead negotiations and advocate for children's rights globally.



3 We move forward in Our PLAN to transform dreams into realities

At Fundación PLAN we have designed a comprehensive country strategy, aligned with Plan International's global strategy «Unstoppable girls and young people transform the world». Our Country Strategy 2022 - 2027 «A Plan to transform dreams into realities» mobilizes our aspiration for 2027: girls, boys, adolescents and young people freed from violence, dream and transform the country, which guides the strategic decisions of the five-year period and is at the center of our action.



A Plan to transform dreams into realities focuses on working through various programmatic and influencing actions with the objective of generating well-being in society and in the communities participating in Fundación PLAN projects. In line with our aspiration, we seek that girls, boys, adolescents and young people in Colombia and particularly girls, adolescents and young women can learn, decide, lead and thrive.



Learn

to strengthen the talents of girls, including boys, their families and communities.



Decide

so girls have control over their lives and bodies, make informed decisions about their identity, relationships, the desire to have children and the timing of their children.



Lead

so that girls' voices are heard, along with boys', their families and communities.



Thrive

so that girls grow up valued equally, free from discrimination, violence and fear, along with boys, their families and communities.

3. We move forward in Our **PLAN** to transform dreams into realities

We are aware that our STRATEGIC PLAN was set in motion along the last years within the scope of implementation of the 2030 agenda for sustainable development, which is why our programmatic commitment seeks to intentionally contribute to the goals of the Sustainable Development Goals -SDGs- based on nine programs: Healthy Beginnings in Life, sexual and reproductive health and rights, education, drinking water and basic sanitation, economic security, protection against all forms of violence, citizen participation, response to emergency situations, human mobility, climate change and peace building.

Figure 6. **Programmatic commitment of Fundación PLAN**



The design of our programmatic commitment reflects the accumulated experience of Fundación PLAN in Colombia, and the needs of the most vulnerable communities in the country, which allows us to work in all contexts, strengthen our presence in humanitarian and development situations, and our capacity to influence and mobilize resources.

STRATEGIC PLAN Achievements

During the second year of our strategy (July 2023 - June 2024), we achieved the following results concerning our goals defined for the Strategic Plan:



43 815 million pesos invested by children, adolescents and youth.



197 444 direct participants, of which **86%** are children, adolescents and young people.



71,5 points in the programmatic quality index, which measures the level of transformation achieved in our participants with our programmatic actions.



We implemented projects in **96 municipalities** of **22 departments**.



We contributed to the compliance of **22 intermediate results** established in the programmatic commitment of the Strategic Plan.



Con nuestras acciones aportamos a las metas de **12 Objetivos de Desarrollo Sostenible**.



Our programmatic commitment

At Fundación PLAN, we contribute to Plan International's six Areas of Global Distinction² assembled in the Result Areas³: **Learn, Decide, Lead and Thrive**. These areas correspond to the thematic priorities defined at a global level for Plan International's action and influence. The main results in each of these areas are presented below.



To learn...

- **Inclusive Quality Education**

In Colombia, our goal is to ensure that all girls, boys and adolescents, regardless of their physical, intellectual, social, economic, emotional or linguistic abilities, have access and facilities to learn and participate equitably and effectively in their educational process. This includes preschool through high school, promoting safe conditions and eliminating gender bias. Starting from the actions implemented, we reached:



² Areas of Global Distinction (AoGDs) establish clear priorities for gender transformation work across the organization. They are fundamental to achieve our purpose and global strategic ambitions, both in development and humanitarian environments, through: Construction and broadening of focuses and methodologies in regards to programs, organizational development, and full usage of our diverse resources in Plan International. The six Areas of Global Distinction are: 1. Inclusive and quality education, 2. Job and entrepreneurship skills and opportunities for young people, 3. Girls, boys and young people as active advocates of change, 4. Sexual and Reproductive Health and Rights for Girls and Young Women, 5. Early childhood development and 6. Protection against violence.

³ The Areas of Result are a way to cluster the Areas of Global Distinction.



Learn



Decide



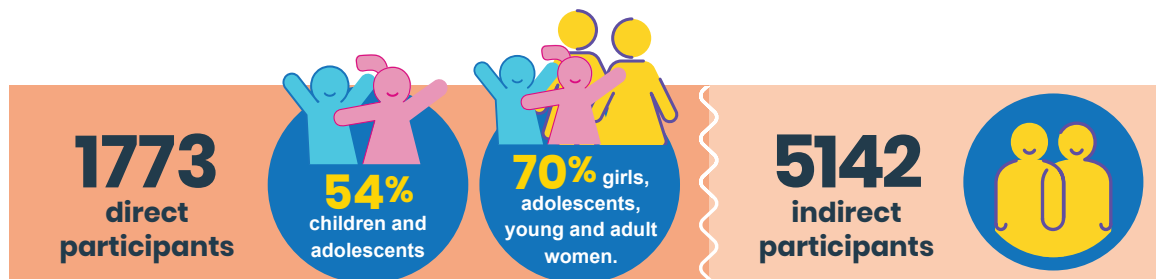
Lead



Thrive

• Skills and opportunities for youth employment

In Colombia, our goal is for the most vulnerable and excluded young people, especially women, to develop resilience and independence and to actively participate in decent work opportunities, whether in salaried jobs or in their own businesses. We seek to enable them and their families to live in dignity, with sufficient economic resources to meet their basic needs. As a result of the actions implemented, we reached:



3. We move forward in Our **PLAN** to transform dreams into realities



To decide...

- **Sexual and Reproductive Health and Rights**

In Colombia, our goal is to empower girls, boys, adolescents and young people to make informed and autonomous decisions about their lives and bodies, including aspects of their sexuality, in an environment free of discrimination and violence. With the actions implemented, we reached:



To lead...

- **Girls, boys and youth as drivers of change**

In Colombia, our goal is for girls, boys, adolescents and young people to lead collective actions to generate systemic change in their realities, promoting gender equality and human rights. This is achieved by developing their capacities to participate as active citizens, reducing the barriers that limit their involvement and collaborating with key actors to expand their opportunities for participation. With the actions implemented, we reached:

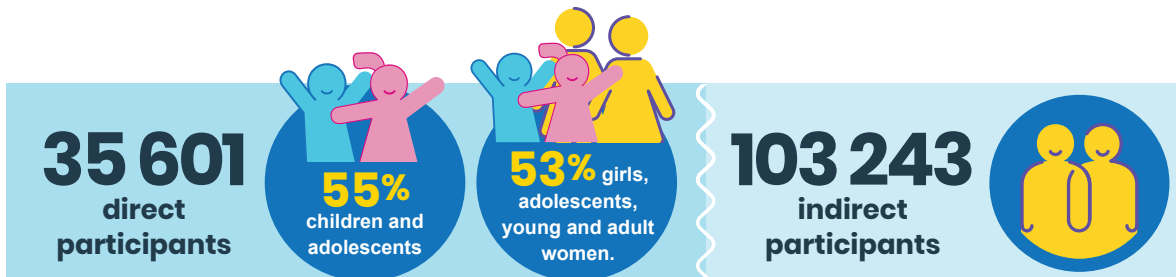




To thrive...

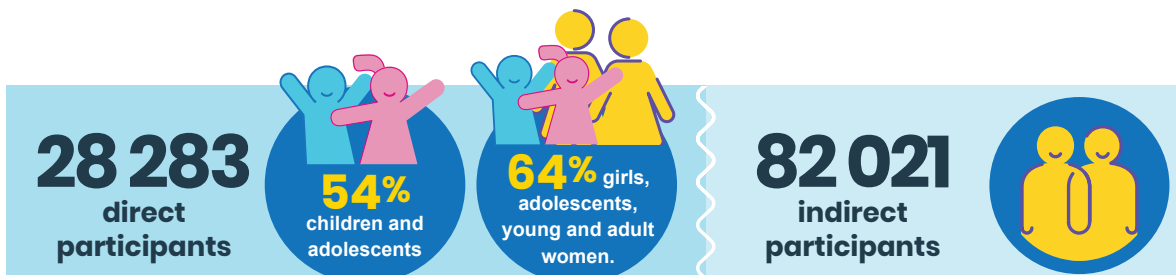
• Early Childhood Development

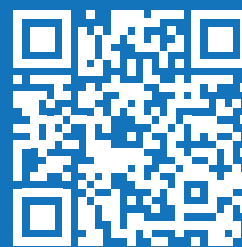
In Colombia, in development and humanitarian contexts, we seek to ensure that girls and boys under 8 years of age from vulnerable and excluded groups receive the care, support and services they need to survive, grow up healthy and develop their full potential, free from discriminatory and limiting gender norms and attitudes. With the actions implemented, we reached:



• Protection from violence

In Colombia, we work to ensure that children, adolescents and young people, especially girls and women, are protected in all contexts, avoiding any form of abuse, neglect, exploitation or violence, as well as the gender dynamics that perpetuate them. With the actions implemented, we reached:





Our Projects in 2024

Learn and Stay Protected – Beiersdorf AG and Plan International Germany



Reach

6545

people participated during
2024, of which

52% (3428)

were children and adolescents.

The project contributed to the development of the agency of adolescent and young women to exercise their right to education and protection against all types of violence, with special emphasis on gender-based violence and sexual violence in crisis contexts.

To this end, we worked with children, adolescents, young people, mothers, fathers and caregivers, promoting education and the creation of protective environments. We also provided guidance and awareness-raising to families and communities to identify the risks of any type of violence.

Finally, we collaborated with governments and humanitarian actors to ensure that children, adolescents and young people, especially girls and women, have access to education and protection services.

Main results:

- **96%** of adolescents and young people who participated in the training processes know how to protect themselves and respond to gender-based violence and sexual violence.
- **98%** of mothers, fathers and caregivers recognize the main protection risks faced by children and adolescents in crisis contexts.
- **90%** of the educational agents demonstrated knowledge about the risks and behaviours for the protection of children after the training process.

SEEDING THE FUTURE – Plan International Germany



Reach

During this year,

5218

people participated, of which

72% (3757)

were children, adolescents
and youth.

The purpose of the project is that girls, boys, adolescents and young women affected by the different humanitarian crises in Colombia are protected and have support for their development in safe, sustainable and resilient conditions.

To this end, we strengthen the skills and knowledge of children, adolescents, young women and adults about their health, well-being, protection and participation, enabling them to act as agents of change within their communities.

We also work with mothers, fathers, caregivers and communities to promote the protection of children, adolescents and youth, including positive and non-violent parenting practices. In addition, we strengthen the institutional capacity of entities providing protection, sexual and reproductive health, and technical and vocational education services.

Main results:

- **91%** of girls, boys and adolescents attending the itinerant friendly spaces, have knowledge to prevent violence and exercise their rights.
- **87%** of people, especially young people, reported feeling confident in their life skills at the end of the training.
- **74%** of mothers, fathers and caregivers report using positive, non-violent parenting practices with children and adolescents.

3. We move forward in Our **PLAN** to transform dreams into realities

HER
- Global Affairs Canada and
Plan International Canada



Reach

During this year,

13 076
people participated, of which

77% (10 099)
were children, adolescents
and young people.

The project seeks to help adolescent girls and young women, particularly Venezuelan refugees and migrants in all their diversity, to exercise their rights to protection and Sexual and Reproductive Health and Rights (SRHR).

To this end, individual and collective capacities are developed for the leadership of girls, adolescents and young women; the provision of health and protection services with a gender approach is strengthened; and the articulation of local organizations and authorities is promoted to provide an adequate response in protection and SRHR.

In addition, safe spaces, mobile services and educational materials are being implemented to improve care. Finally, community participation is encouraged, raising awareness among families and local actors, and promoting the creation of protection routes.

Main results:

- **48%** of adolescent and young women have a support network to discuss, express their opinion and protect themselves in the face of violence and abuse.
- **63%** of mothers, fathers and caregivers understand non-violent methods of discipline for children, adolescents and young people.
- **54%** of community members have practical and adequate knowledge of gender-based sexual violence prevention and response measures.
- **74%** of targeted health units meet the standards of readiness to provide friendly and gender-sensitive sexual and reproductive health services for adolescents and young people.

**KNITTING WORDS,
KNITTING MEMORIES**
– Presidential Council for
National Reconciliation



Reach

During this year,

5218

people participated, of which

60% (3171)

were children and adolescents.

The project “Weaving Words, Weaving Memory” focused on rebuilding the social fabric and strengthening the culture of peace and coexistence in the communities of Montes de María in Colombia, which include the municipalities of El Carmen de Bolívar, María La Baja, San Jacinto, and San Juan Nepomuceno.

The project worked with communities on issues related to rebuilding the social fabric, strengthening a culture of peace, peaceful coexistence, and reframing the armed conflict. It involved the participation of victims of the armed conflict, signatories of the Peace Agreement, and the host community, and its activities took into account the diversity of the participating population groups (children, adolescents, young people, women, ethnic groups, LGBTIQ+).

The main objective of the project was to promote social cohesion and a culture of peace in communities through the implementation of integrated programs of psychosocial support, education, and artistic activities, contributing

to the recovery of historical memory and the strengthening of the community fabric in territories affected by violence in Colombia.

Main results:

- **69%** of participants perceive that their communities have adopted social norms and practices that promote peaceful coexistence and gender equity.
- **77%** of mothers, fathers, caregivers, male and female leaders promote trust, empathy, non-violent communication and peaceful conflict resolution in family and community environments.
- **74%** of people in the community linked to the project carry out individual and collective memory reconstruction processes that contribute to reconciliation and the strengthening of the social fabric in contexts affected by the armed conflict.

3. We move forward in Our **PLAN** to transform dreams into realities

EMPOWERING FOR PEACE – Swedish International Development Cooperation Agency and Plan Internacional Sweden



Reach

During this year,

23 926
people participated, of which

56% (13 336)
were children and adolescents.

The purpose of this project is to strengthen the governance of civil society in order to influence decision-making spaces and address violence, especially gender-based violence, as well as violations of the rights of children and youth, within a framework of peace building.

To this end, it seeks to strengthen the leadership of girls, boys, adolescents and youth, promoting their capacity to mobilize their communities around gender equality, the protection of their rights and peace building. It also works with civil society organizations, providing them with tools to contribute to and influence peace building, the prevention of gender-based violence and the protection of children.

Finally, it works with guarantors of rights to promote the creation of an enabling environment that facilitates and promotes safe and secure citizen participation, social control, dialogue and advocacy at the local and national levels.

Partners: Foro Nacional por Colombia – Capítulo Suroccidente, Corporación Otra Escuela, ASOMUAFROYO, ORJUDEC, ASOCORDILLERA, ASOJUNTAS de Suárez, Fundación Colombia Sana, y el Colectivo de Mujeres Trascendiendo por la paz.

Main results:

- **76%** of girls, boys, adolescents and young people who participated in the training processes strengthened their leadership for participation and advocacy from a gender equality perspective.
- **100%** of the project's partner organizations strengthened their organizational capacities and their programmatic agendas for peace building, prevention of gender-based violence and protection of children's rights.
- **92%** of local public servants who participated in the diploma course in Public Management with an ethnic-racial and gender focus have adequate knowledge to guarantee the rights of children and youth, prevent GBV and build peace.

**REGIONAL YOUTH
PROGRAMME**
– Swedish International
Development Cooperation Agency
and Plan Internacional Sweden



Reach

In 2024,

755

people participated, of which

77% (579)

were children, adolescents
and young people.

The project helped young people as agents of change to transform power relations and influence their environments in order to move towards societies with greater social justice and gender equality.

To this end, a partnership was established with three youth organizations, strengthening their organizational capacities and promoting their programmatic and advocacy agendas at the local and national levels, with a special focus on Human Rights and Sexual and Reproductive Rights.

This allowed us to identify and promote new forms of collaborative work with youth organizations, consolidating symmetrical relationships in the partnership and facilitating inter-institutional articulation for their participation as key actors of civil society.

Partners: Fundación Bochinche, Fundación Perros sin Raza, Fundación Tengo Ganas.

Main results:

- The partner youth organizations implemented **97%** of their influence plans contributing to modify social structures and the assignment of gender-based roles, in connection with protection and defense of youth human rights.
- **100%** of the program's partner youth organizations state that they have a critical understanding of their socio-cultural, economic, political and legal context; and they have the tools to respond adequately and safely to the changes that occur in the context.
- The program carried out **38** support activities to strengthen the technical capabilities of partner youth organizations as managers of social change and the human rights environment.

LEADING WITH VOICE
- European Union and Plan
Internacional Sweden



Reach

During this year,

1394

people participated, of which

40% (564)

were children and adolescents.

The project promotes the participation of youth and women in peace building and care for life, strengthening the role of Civil Society Organizations (CSOs) as key agents for sustainable development, local governance and social reconciliation.

Through articulation strategies, we promote advocacy in public management and social control in the areas of human rights, gender equality, environmental conservation and territorial peace. In addition, initiatives for social mobilization and generational change are developed, guaranteeing the protected participation of children and young people in community processes.

Finally, the project strengthens the internal governance and sustainability of CSOs, providing them with tools to consolidate their impact and ensure their continuity in social transformation.

Main results:

- **12** CSOs in the targeted municipalities were strengthened through the development of Strategic Plans, brand development, reinforcing of roles and responsibilities and accompaniment to their legal conformation. In addition, **100%** of the strategies for the generational succession and the participation of children and youth in the CSOs linked to the project were implemented.
- **284** children, adolescents and young people participated in the activities of the hotbeds of the 12 partner community organizations, promoting the positive use of free time in violence-free environments through art, sports, environmental action and peace building.
- **62%** of the public servants who participated in the Innovation for Good Governance diploma course promote environments conducive to participation, recognizing the key role of CSOs in peacebuilding, gender equality and the inclusion of children and youth. They also facilitate their participation in local advocacy spaces and value their proposals to strengthen governance and citizen participation.

YOUNG HEALTH PROGRAM – AstraZeneca and Plan International United Kingdom



Reach

During this year

29 076

people participated, of which

96% (27 989)

were children, adolescents
and young people.

The project seeks to improve the health and well-being of children, adolescents and young people aged 10 to 24 years in Bogotá, strengthening their knowledge about the prevention of Non-Communicable Diseases (NCDs), their risk factors and making informed decisions about their health.

Through peer education and community mobilization, it promotes learning about NCDs, Sexual and Reproductive Rights (SRR) and emotional well-being. In addition, it fosters safe and supportive environments where families and communities support youth health. It also strengthens the capacity of health services to meet their needs and influences the promotion of laws and policies that favour NCD prevention and youth well-being.

As a result, young people adopt healthy attitudes and behaviours with the support of empowered peer educators and sensitized communities, consolidating an environment that favours their comprehensive development and responsible decision making about their health.

Main results:

- **67%** of girls, boys, adolescents and youth demonstrated appropriate behaviours related to the five NCD risk factors (tobacco use, harmful use of alcohol, physical inactivity, unhealthy diet, environmental pollution), Sexual and Reproductive Health and Rights, gender equality and emotional well-being.
- **54%** of girls, boys, adolescents and youth feel supported by their families, schools and communities to acquire and demonstrate healthy behaviours, related to NCD risk factors.
- **58%** of young people who have used health services during the project expressed satisfaction with the care received.

3. We move forward in Our **PLAN** to transform dreams into realities

GIRLS WITH RIGHT TO EDUCATION – Kimberly Clark and Plan International United States



Reach

people participated, of which

11 508

personas;

94% (10 841)

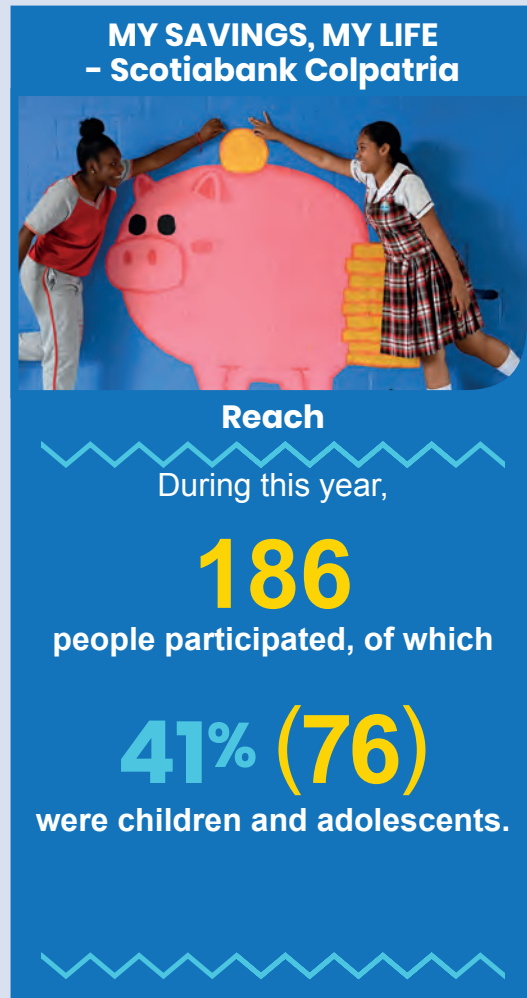
were children and adolescents.

The purpose of this project was to create safe and supportive environments for girls by providing them with adequate and relevant information on the importance of menstruation, self-care and the promotion of basic hygiene practices in the educational institutions of Pozón, Membrillal, Puerto Rey and Tierra Baja, in Cartagena. To this end, the knowledge and skills of girls and adolescents in these institutions on menstrual management and hygiene were strengthened, and they were also given menstruation management kits. In addition, training sessions were conducted with boys and adolescents on positive and transformative masculinities in menstrual management, accompanied by the delivery of hygiene kits.

The educational community, including teachers, mothers, fathers and caregivers, was also sensitized on menstrual management. Finally, the sanitary infrastructure was adapted and improved in three educational institutions, thus guaranteeing safe and adequate access to sanitary facilities for menstruating people.

Main results:

- **45%** of girls, boys, adolescents and young people can recognize negative myths about menstruation.
- **42%** of girls, boys, adolescents and young people have knowledge that allows them to improve their hygiene habits and promote the care for water and sanitation in their environments.
- **1386** adolescent girls and women received menstrual management kits and 200 adolescent boys and men received hygiene kits.



The purpose of this project was to contribute to the improvement of the social and economic conditions of children, adolescents, young people and their families with a focus on gender equity and inclusion in the communities of Cartagena, Buenaventura District, and Bogotá. To this end, decision-making and conflict resolution skills were developed on financial issues and life projects with students and mothers, fathers and caregivers of the prioritized educational institutions.

Through a pedagogical strategy focused on practice, play, and critical reflection, the project has trained students in financial education, created school savings groups, implemented innovative initiatives created by children, and worked with families and teachers to promote school and community environments that foster the development of financial skills from an early age.

Main results:

- **77%** of girls, boys, adolescents and youth improved their decision-making and conflict resolution skills on financial issues and life projects with gender equity and inclusion.
- **87%** of children, adolescents and young people improved their knowledge in financial planning, life skills and leadership for economic resilience.
- **97%** of mothers, fathers and caregivers improved their knowledge in financial planning, resource management, life skills, gender-based violence (GBV) prevention, leadership and economic resilience.

3. We move forward in Our **PLAN** to transform dreams into realities

COMPREHENSIVE COVERAGE AND ATTENTION IN EDUCATION - Education Secretariat of Bogotá



Reach

During this year,

53 154

people participated, of which

57% (32 778)

were children and adolescents.

The project, implemented in partnership with the District's Secretary of Education, aimed to strengthen the school environment, expand educational coverage, guarantee comprehensive attention to families and close gaps in the educational system.

To this end, the project was structured in six key components:

Comprehensive care and mental health

Strengthen the socioemotional skills of teachers and managers, promoting empathetic educational environments and pedagogical strategies for emotional management.

Early childhood

Train teachers in recognizing and managing children's emotions, fostering inclusive and protective practices.

Comprehensive sexuality education

Promote action plans to strengthen educational resources, teacher training and family participation, promoting equitable gender relations and informed decision making.

Citizenship building

Encourage student participation in deliberative processes, strengthening school governance, peace culture and community advocacy.

Family strengthening

Promote participation and the use of digital tools to accompany educational trajectories and strengthen community networks.

Active search and comprehensive attention to families

Identify and support the schooling of unschooled population, ensuring access to education and differentiated a.

Main results:

- **15 213** girls, boys, adolescents, young people, and adults identified.
- **7181** girls, boys, adolescents, young people and adults enrolled in the official educational system of the city of Bogotá.
- **4128** girls, boys, adolescents and young people from the prioritized educational institutions participated in the consultation and training scenarios on Comprehensive Sexuality Education
- **50** selected educational institutions developed an institutional plan to strengthen socioemotional education processes with the teaching staff, families and students.

CONSTRUCTION OF THE ANTONIO RICAURTE SCHOOL – QUIBDÓ – Pies Descalzos Foundation and Plan International Germany



Reach

1200

children and adolescents will have access to education in safe environments, with the construction of the Educational Institution.

Construction of the First Phase of the Antonio Ricaurte Educational Institution in the municipality of Quibdó, in Chocó. A team of women led the development of this project, and mothers and fathers were hired to perform different roles in the construction of the school and to lead the social control and accountability processes.

The development of infrastructure works at Fundación PLAN is based on strengthening civil society organizations and local leadership; the active participation of communities in the design, preparation, execution, and delivery phases of the works, while the development of the works seeks to promote behavioral changes in communities on different fronts depending on the type of infrastructure.

Main results:

- **95%** completion of the work, which means the construction of 22 classrooms, 4 bathroom facilities on the first and second floors, and an access ramp.

3. We move forward in Our **PLAN** to transform dreams into realities



The purpose of the project was to strengthen the capacities of families with pregnant and nursing mothers, heads of household and women with children under five years of age, affected by forced human mobility who are in transit to the Darién jungle or suffering from homelessness in streets or beaches in the municipalities of Turbo, Necoclí and Apartadó.

WASH kits with water purification, sanitation and hygiene tablets, nutritional supplements and baby carriers were delivered.

These kits were designed in compliance with international humanitarian standards, following the guidelines established by the World Health Organization (WHO) and the World Food Programme (WFP). Each product included had a specific purpose for the well-being of the population during the journey.

Faced with the collapse of the local authorities' response capacity and the number of children and adolescents crossing the Darién jungle,

our commitment has been to provide a specialized humanitarian response aimed at protecting children, adolescents, and young people, as well as pregnant and lactating women, seeking to mitigate the impact of forced migration on their development and well-being.

Main results:

- **1200** families received WASH kits including water purification tablets, collapsible thermos and repellents for children and adults.
- **500** mothers with infants and toddlers received slings / baby carriers to hold them in a safe, ergonomic and simple way.
- **1000** families received food supplements to prevent and treat acute malnutrition in children for 20 days.

RAPID RESPONSE TO EMERGENCIES – Start Network



Reach

Through our rapid response
we reached

8510

people, of which

43% (3682)

were children, adolescents
and youth.

Through the implementation of three rapid emergency response projects, we have been able to respond to the alerts generated by the impact of the armed conflict in the region of Sur de Bolívar and by the floods in the Mojana sector and the department of Atlántico.

The purpose of these projects was to respond to the immediate humanitarian needs of the affected populations.

To this end, basic items were delivered to improve the conditions of families in crisis, including in-kind food, WASH (water, sanitation and hygiene) kits and essential supplies for the operation of community shelters.

Principales resultados:

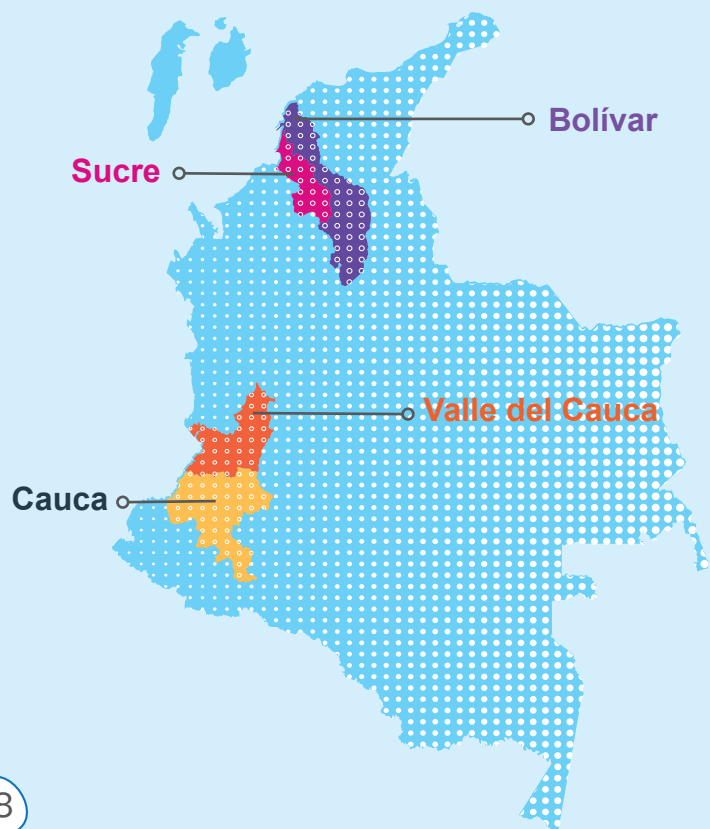
- **1120** familias recibieron elementos para higiene y gestión de agua potable.
- **1592** personas recibieron alimentos en especie para el consumo familiar.
- **900** personas alcanzadas a través de dotación de albergues comunitarios con elementos para la preparación de alimentos y el descanso de las familias afectadas.



Sponsorship

Sponsorship is a development program that allows us to be permanently present in vulnerable communities to contribute to the transformation of the lives of children, adolescents and their families.

Through the sponsorship program, we generate long-term support, in which children and adolescents have access to a package of activities, communications (letters) and development initiatives for an extended period of several years until they are of legal age (18), and we develop community programs focused on children, which have been a central pillar of the organization since the beginning of our history.



Through sponsorship, we have been able to connect people and cultures.
In Colombia we have:

21 539 sponsored children,
living in.

100 communities where
Fundación PLAN has a permanent
presence: **36** communities in
5 municipalities in Cauca and **1**
municipality in Valle del Cauca and
64 communities in **8** municipalities in
Bolívar and **1** municipality in Sucre.





We have **18 233**
sponsors from 18

countries: Australia,
Belgium, Canada,
Denmark, Finland,
France, Germany,
Hong Kong Office,
Ireland, Japan, Korea,
Netherlands, Norway,
Spain, Sweden,
Switzerland, United
Kingdom and United
States.



Actividades programáticas de PLAN

4238
personas de las
comunidades



The sponsored children are ambassadors of their communities, so from Fundación PLAN **we promote their participation in the programmatic projects implemented by PLAN**, so that they benefit from various development and humanitarian action interventions, to ensure that the people of the sponsored communities benefit from the articulation of PLAN's interventions.

Sponsorship's Humanitarian Commitment

As communities are not immune to risks such as flooding, landslides or armed conflict-related events, the Fundación PLAN identified the need to manage funds aimed at providing timely assistance to sponsored communities in response to these emergencies in 2024. Regarding armed conflict, a major achievement in 2024 was securing funds from Plan Japan to support displaced families in the municipality of Suárez (Cauca) who are sponsored by the foundation. Similarly, the Plan International Federation provided funds through the Open to All (FOA) mechanism, enabling assistance to be provided to victims in Cauca and Valle del Cauca, with priority given to sponsored families.



4. Influence

Fundación PLAN has a five-year influence strategy. The current one corresponds to the period of 2022 - 2027 and its objective is to make Forced Infant Pregnancy (FPE) visible as a product of the serious crime of sexual abuse. Each year, an action plan is set ahead in which the entire organization commits to carrying out actions strategically aimed at achieving this objective.

In 2024, our main actions of influence for children's rights were:





Participation in the Global Ministerial Conference on the Prevention of Violence against Children - EVAC

We participated in the preparation and coordination of the First Global Ministerial Conference on the Prevention of Violence against Children - EVAC, which took place in our country on November 7th and 8th with the attendance of more than 193 countries from around the world, in addition to the satellite events held on November 5th and 6th.

During the Conference, Fundación PLAN, together with Renacer Foundation, Red Papaz and International Justice Mission - IJM, led the technical roundtable on sexual violence in which four topics were discussed: digital violence, sexual abuse, commercial sexual exploitation and trafficking. In addition, as part of our influence strategy, we facilitated the sub-table on Early and Forced Child Marriages and Unions and Forced Child Pregnancy, in order to position the urgency of the issue in the country's agenda.

At the same time, we led together with Word Vision, Girls Not Brides and Brave Movement, the satellite event "Ending Early and Forced Child Marriages and Unions is Possible", in which our executive president Ángela Anzola, was a panelist. Similarly, in the satellite event: "Safe Digital Futures for Children" Daphne, influencer and participant of the Salud Joven Programme of Fundación PLAN, shared her experience on the challenges for the prevention of violence faced by children and adolescents in digital environments.

Finally, as a result of the Conference, we participated in the technical roundtable that prepared the manifesto with recommendations for the National Government as input for the Country Commitment to end violence against children and adolescents.

Actions within the framework of the Influence Strategy: making Forced Child Pregnancy visible as a product of a serious crime



During the month of October, Fundación PLAN carried out the event "They are girls, not mothers" in Bogotá, Jamundí, Cúcuta and Cartagena. Sessions were held on topics such as the strengthening of Fundación PLAN's staff, sensitization of children, adolescents and young people on gender and sexuality norms, as well as focus groups for research on perceptions and experiences related to child marriage, forced child pregnancy, asymmetrical power relations and Comprehensive Sexuality Education⁴. In this event we were able to impact 108 staff members and 350 children, adolescents and young people.

Finally, we celebrated the launch of our "Toolbox for the Visibilization of Forced Childhood Pregnancy", which has three volumes to work with childhood, adolescence and adulthood in a differentiated way on topics such as: Gender norms, comprehensive sexuality education, sexual rights and reproductive rights, unequal power relations and life projects, among others.

⁴ We will soon be publishing the results of this research, which you can find through the QR code in the section "8. Our research and evaluations".

Bill for the Elimination of Child Marriage and Early Unions



In 2024, Colombia was one of the few countries in Latin America where this harmful practice was legal, contrary to international standards for the protection of children. According to the United Nations Population Fund for Sexual and Reproductive Health - UNFPA, Colombia ranks 20th worldwide and 11th regionally in the prevalence of this practice, which inside the country is at 23%.

As of 2023, Fundación PLAN, in articulation with Aldeas Infantiles and the Alianza por la Niñez Colombiana, promoted a Draft Bill that sought to increase the minimum age for marriage or union to 18 years, since, according to the Colombian Civil Code in articles 117 to 125, minors could do so with the consent of their fathers, mothers or legal guardians. Through data and technical arguments, we contributed to support the relevance of the law, thus positioning the Contando lo Invisible Observatory of Fundación PLAN. This legislative initiative was accompanied by a group of young influencers from the organization's projects. Their participation made raising awareness among decision-makers in the different stages of the bill's approval possible.

The Bill that eliminates child marriage and early unions in Colombia, establishing 18 years of age as the minimum age for marriage, had a significant legislative journey in 2024. It began with its approval in the First Committee of the House of Representatives on February 27th, thanks to its authors, Jennifer Pedraza and Alexandra Vásquez. Subsequently, on April 30th, the House Plenary unanimously approved it under the presentation of Representative Eduard Sarmiento. On August 14th, Senator Clara López presented the bill before the First Committee of the Senate, where it advanced in its discussion. Finally, on November 13th, the Senate, in a Plenary Session, approved this historic initiative, marking a milestone in the protection of the rights of girls and adolescents in the country.



5 International Day of the Girl Child 2024: «For a more certain tomorrow»

In Colombia, girls continue to face multiple challenges to develop their full potential and fully exercise their rights. For this reason, every year at Fundación PLAN we commemorate the International Day of the Girl Child, with various activities in different territories of the country with which we intend to make these problems visible.

In 2024 more than 600 people gathered at Fundación PLAN's Day of the Girl Child activities. This year, the theme of the commemoration and campaign revolved around advocacy against forced child marriage and child pregnancy, as well as the presentation of the **State of the World's Girls Report**, which analyses data from 10 countries, including Colombia, and shows how armed conflict, violence and inequalities disproportionately affect girls

If you want to
learn more about
the State of the
World's Girls.

Scan the code !





Outstanding events in light of the Day of the Girl Child

Throughout the month of October 2024, Fundación PLAN carried out a series of events in different cities as part of the commemoration of the Day of the Girl Child, with a great reception in local communities. In Jamundí, a community fair was held to promote reflection on girls' rights. In Bogotá, Lourdes square was filled with music and messages of empowerment through a vibrant batucada. In Cúcuta, the rights fair provided educational spaces to raise awareness among families about gender inequalities and promote women's leadership. In total, **8 main activities were carried out with more than 600 people participating in the events scheduled nationwide.**



Day of the Girl – Power Takeovers

With the aim of amplifying the voices of girls, Fundación PLAN organized eight power takeovers, where 30 girls who are part of the processes in Fundación PLAN, assumed leadership roles in key spaces. These initiatives made their rights visible and raised their voices on crucial issues such as gender equality, education and the elimination of harmful practices such as early and forced unions.



With the takeovers, we want to give girls the opportunity to lead advocacy spaces to shift society towards a more just and equitable space for all people. For this reason, we took power in private organizations such as AstraZeneca, Nivea, and Colpatría Scotiabank. We were also present at the Embassies of the United Kingdom and the Geneva - Switzerland Office, and established dialogue with government entities responsible for guaranteeing the right to education such as the District Secretary of Education of Bogotá and the Universidad Mayor de Cartagena. Finally, we were present at the event "Girls' Vision of the Future", organized by Unicef.

“For a more certain tomorrow” campaign

The Day of the Girl Child Campaign "For a more certain tomorrow", developed by Fundación PLAN on the occasion of the International Day of the Girl Child 2024, generated a significant impact in multiple areas of communication and awareness. Through a comprehensive approach that combined activities in social media, national events, participation of strategic alliances and interventions in communication networks, the campaign managed to make the challenges faced by girls in Colombia visible, promoting gender equality and fundamental rights.



In the digital sphere, social media played a crucial role in disseminating the message.

The campaign amassed more than **549 206** views, an increase of **161%** over previous periods, and generated **22 521** interactions, reflecting a growth of **251%**.

In addition, **1468** new followers were gained, an increase of **248%**, thanks to the publication of **227** contents and **170** stories, which strengthened PLAN's presence on platforms such as Instagram, Facebook, LinkedIn and YouTube. These results confirm the impact of strategic content on public awareness and engagement.

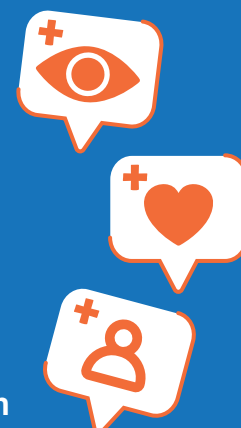


Table 1. Growth of PLAN on social media, 2023–2024

Social Network	Followers in 2023	Followers in 2024	Growth
Facebook	82.695	83.502	807
Instagram	12.900	16.108	3.208
LinkedIn	36.665	45.647	8.982
YouTube	1.626	1.717	91
Total reach (April-December 2024): 180,382 people			

Source: Own creation.

The campaign also had a relevant presence in media, achieving 9 strategic mentions in recognized platforms such as Spotify (with the podcast *"Invisible Commutes"*), *El Espectador*, *Las Igualadas*, *Caracol Radio* and *RCN Radio*. This dissemination made reaching diverse audiences possible and amplified the campaign message on a massive level.

On the other hand, strategic alliances and opinion leaders played an important role in enhancing the reach of Fundación PLAN's initiatives. In total, 8 allies and influencers participated, helping to consolidate the positioning of the campaign in different audiences.



At Fundación PLAN we work every day to transform the lives of girls and boys in vulnerable situations, fostering gender equality and promoting their rights. That is why, with the donations of the **International Day of the Girl Child**, we managed to positively impact the more than 20 000 girls, boys and adolescents who are in our Sponsorship program, located among the Caribbean and Pacific coastlines in Colombia.

6 Our allied organizations, our **strategic alliances** and our funding and implementing partners

Sector público



Agencia de Renovación
del Territorio



Departamento
Administrativo de la
Presidencia de la República



Fondo Colombia
en Paz - FCP



ALCALDÍA MAYOR
DE BOGOTÁ D.C.

SECRETARÍA DE
EDUCACIÓN



Sector privado

AstraZeneca

Beiersdorf



FUNDACIÓN
PiES
DESCALZOS

Cooperación internacional



6. Our allied organizations, our **strategic alliances** and our funding and implementing partners

In 2024, Fundación PLAN implemented 27 projects financed by international cooperation, the national government, local governments, the private sector, and Plan International offices around the world, mobilizing nearly 59 billion pesos (15 million euros) between multi-year projects and new negotiations achieved during that period, covered by the nine programmatic fronts defined in the 2022-2027 Country Strategy.

We also have the support of individual and corporate donors, whose contributions have enabled us to support children, adolescents, and young people in Colombia to create the life they dream of and transform their realities.



HelpAge

International



World Vision



Unión Europea

START NETWORK



unicef

para cada infancia



Our Strategic Alliances

In 2024, strategic alliances were a fundamental pillar for **Fundación PLAN** to expand its impact in the promotion of children's rights and gender equality. These collaborations have been key to the development of social and community processes, allowing for a more effective intervention through knowledge of the context and articulation with key actors at the local, national and international levels.

In the area of **humanitarian action**, we strengthened our emergency response capacity through strategic alliances with organizations such as **Cadena, Help Age, Save the Children and World Vision**, among others. These collaborations have been essential to ensure a more effective intervention tailored to the needs of the affected communities. We also managed to establish alliances with some of the most influential humanitarian and Nexus donors, including **ECHO (European Union humanitarian funds, Global Start Fund, Early Action Fund, Education Cannot Wait - ECW and World Food Program**.

In the educational field, we have promoted mobilization and articulation processes with **UNICEF, the Norwegian Refugee Council, Corporación Infancia y Desarrollo and Opción Legal**, promoting key initiatives for the access and permanence



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in education of populations in vulnerable situations. We have also worked with the **Secretary of Education of the District of Bogotá - SED** in the execution of mediations aimed at quality education, as well as establishing alliances with the **Pies Descalzos Foundation** and with the **Colombia en PAZ Fund** for the construction of educational institutions.

AstraZeneca

Scotiabank

COLPATRIA

Kimberly-Clark
PROFESSIONAL

Beiersdorf

Departamento
Administrativo de la
Presidencia de la República



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en Paz



Global Affairs
Canada

Asdi
AGENCIA SUECA DE COOPERACIÓN INTERNACIONAL
PARA EL DESARROLLO



Unión Europea

PLAN
INTERNATIONAL

Our Funding Partners

The **strengthening of relations with our donors** has been a key axis to consolidate trust and establish solid links that facilitate the implementation of programs in the territories, allowing **Fundación PLAN to position itself** in technical spaces and increase the recognition of its work and experience.

We have worked on aligning the interests and needs of the territories with donor strategies, ensuring greater consistency with our programmatic lines, all this hand in hand with the private sector: **AstraZeneca, Scotiabank Colpatria, Kimberly-Clark, Beiersdorf AG**; public: **SED, Administrative Department of the Presidency of the Republic, Presidential Council for National Reconciliation, Colombia en PAZ Fund**; international cooperation: **Global Affairs Canada, ECHO, ECW, Global Start Fund, Early Action Fund, Swedish International Development Cooperation Agency (SIDA), European Union: EuropeAid**; and national offices of Plan International, who have provided us with significant financial and technical support, among which the following stood out: **Plan Germany, Plan Canada, Plan Sweden, Plan Netherlands, Plan Japan, Plan Norway, Plan Denmark, Plan Hong Kong, Plan United States.**

Individual and corporate donors

Behind every smile that blossoms, every story that is transformed, and every girl or boy who dreams again, there are people and organizations that walk alongside the Fundación PLAN. For this reason, we want to recognize and deeply thank those who make it possible for our mission to continue beating strongly.

Thank you to Carlos Arturo Pérez Bueno, Alejandro López Ballesteros, Rafael Humberto Gómez Sánchez, Guillermo Antonio Anzola Lizarazu, Sandra Patricia Verano Henao, Onel Márquez Calle, María Dora Gómez Ramírez, Jaime Andrés Velasco Muñoz, María Carolina Varela Rico, Helena Margarita Vargas del Valle, Héctor Horacio Muñoz Sanabria, and Diego Fernando Romero Álvarez.

Your constant contributions, your trust in our work, and your active participation in the campaigns we promote inspire us to continue believing that it is possible to change realities.

To our corporate donors, who have made generosity part of their business model, we applaud you with gratitude:



Vásquez Merchán
Y Cía. SCA



Lavitpharma de Colombia SAS, Vásquez Merchán y Compañía SCA, and Centro Sur SAS. Not only do you allocate significant resources, but you also teach us that products with a cause have the power to transform the world. Thanks also to Naves SAS and Beiersdorf SA for going beyond financial contributions and putting their hands, time, and hearts into our corporate volunteer actions. Your commitment reminds us that together we can always do more.

We extend special recognition to those who decided to bring our stories to new audiences through the collection **La**



Revolución de las Princesas (The Revolution of the Princesses): La Corporación Otra Escuela and Fundación Foro Nacional por Colombia – Capítulo Suroccidente, thank you for joining us on this transformative adventure.

And finally, we thank the entities that have opened their doors and spaces to us to share our mission: Women In Connection, the Ministry of Mines and Energy, Urban Development Institute, the Cota Secretariat of Culture, the Ministry of Education, and the Cartagena Convention Center. Your support, by allowing us to display our stand, is a seed that germinates in the sustainability of our programs.

Because each of your gestures is a goal achieved in the present and a promise for the future for thousands of girls and boys in Colombia.

Support our cause: Create the life I dream of

Thanks to your donations, we can continue with cash transfers for food security; deliver menstrual and school kits to minimize school dropout rates; train children and adolescents in financial education; promote the creation of local savings and credit groups; deliver Priority Food (instant protein drink) packets; and strengthen training and awareness about gender-based violence through fun and educational workshops aimed at sponsored families.

Help us move forward with our purpose!

Write to us at
contacto@plan.org.co

or scan the code. With your support, we can build a more certain tomorrow for children in Colombia.





7 ■ Research and Assessments



Needs Assessment of people in forced mobility through the Darién Gap 2024

Between October 1st and 31st, 2024, an assessment of the humanitarian needs of girls, boys, adolescents and young women in transit to Darién, in Turbo and Necoclí, Antioquia, was conducted. The analysis focused on protection, emergency education



and sexual and reproductive health, highlighting serious risks such as sexual exploitation, human trafficking and educational interruption. A limited supply of services by local and national authorities was identified, despite the support of international organizations. The main needs were psychosocial support, protective spaces, and access to information on migration rights. It was recommended that comprehensive programs with a psychosocial approach be implemented to mitigate negative impacts and strengthen response capacities.

The State of the World's Girls 2024 Report: «Dream On: Girls and Young Women Living in Conflict»

PLAN International's State of the World's Girls 2024 Report focuses on how conflict affects girls, boys, adolescents and youth differently. The research, which included a survey of nearly 10,000 participants in 10 countries - including Colombia - found that conflict amplifies gender inequality, affecting girls and young women more, who face greater disruptions in access to basic needs, violence and emotional distress. Girls also reported greater insecurity in going to school and higher risks of sexual violence. The research sheds light on the importance of enforcing ceasefires, protecting children's rights, and providing safe education and specialized humanitarian assistance for affected young people. Children and youth, despite the challenges, continue to dream of a better future and seek a role in peace.



External Client Survey 2024

In accordance with the guidelines of the Quality Management System, the External Client Survey is oriented to acknowledge the fulfillment of objectives, changes generated, implementation of actions, inclusion, and compliance with the rights and gender approaches in the actions of Fundación PLAN. The survey is standard for all projects implemented by Fundación PLAN, including sponsorship actions. 1,268 surveys were applied in 2024: 808 to owners, 460 to co-responsible parties and 138 to guarantors of 7 projects implemented by PLAN, which provided geographical coverage in 5 departments and 10 municipalities. For FY24, the overall satisfaction of Fundación PLAN's external clients is 97.6%: 96% for owners and 99.3% for guarantors.

Plan International and CNN study online harm: «Help! I'm overwhelmed!»

Plan International and CNN conducted a study on how girls and young women, ages 13-24, cope with online risks. The study, conducted in nine countries with 600 participants, revealed that 75% of respondents encountered harmful content online, and nearly half were exposed to unsolicited sexual images. In addition, a quarter of the participants experienced discrimination or hate speech. Social networks such as Facebook,

WhatsApp, Instagram and TikTok were identified as the platforms where these problems occur. The study highlights the urgent need to improve online safety and the call for joint action by technology companies, educators, parents and governments to create a safer digital environment for young girls.

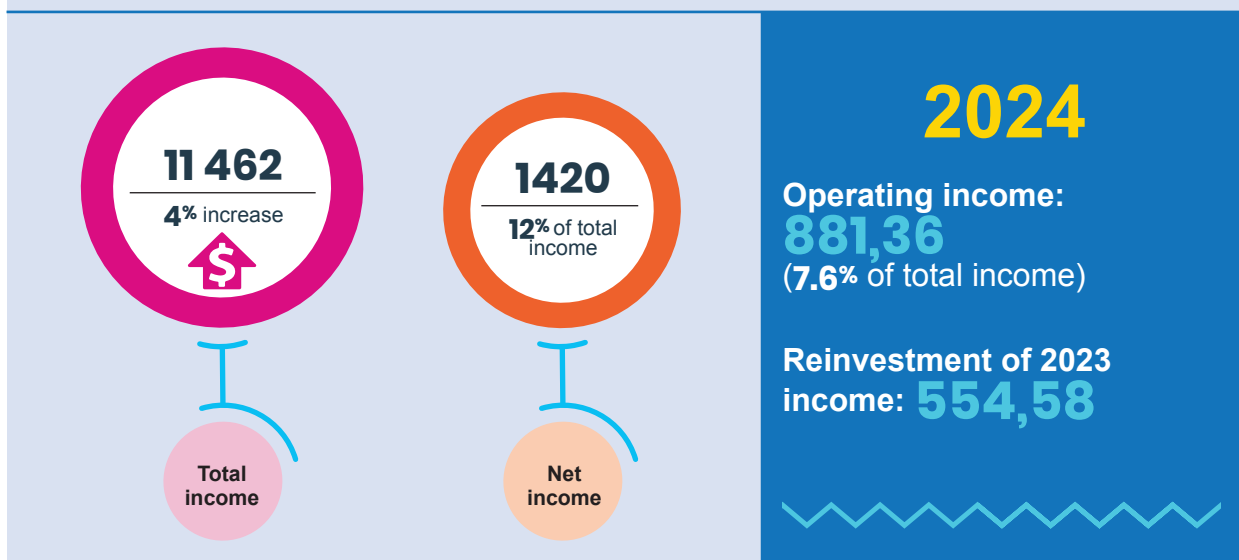
Revealing Hidden Realities: Research on Forced Child Pregnancy and Menstrual Management in Educational Settings

In 2024, Fundación PLAN, through the Contando lo Invisible Observatory, advanced its research on Forced Child Pregnancy (FCP), a serious problem that affects girls between the ages of 10 and 14 due to sexual abuse. This phenomenon limits their development, access to education and health, and exposes them to further violence. The research seeks to identify the social, family and personal factors that generate it, using quantitative and qualitative methods. It also advanced another study on menstrual management in schools, highlighting how the lack of infrastructure and menstrual products affects girls' education. Both studies seek to provide data to design public policies and intervention programs that protect the rights of girls and promote their equality and development.



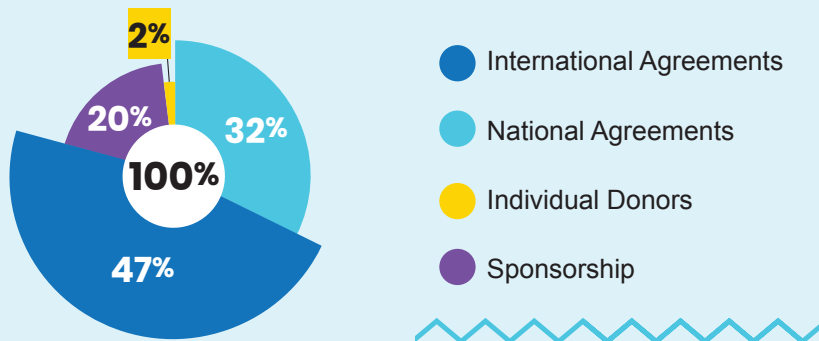
8 Our finances

Income over expenditure (Figures in thousands of dollars)



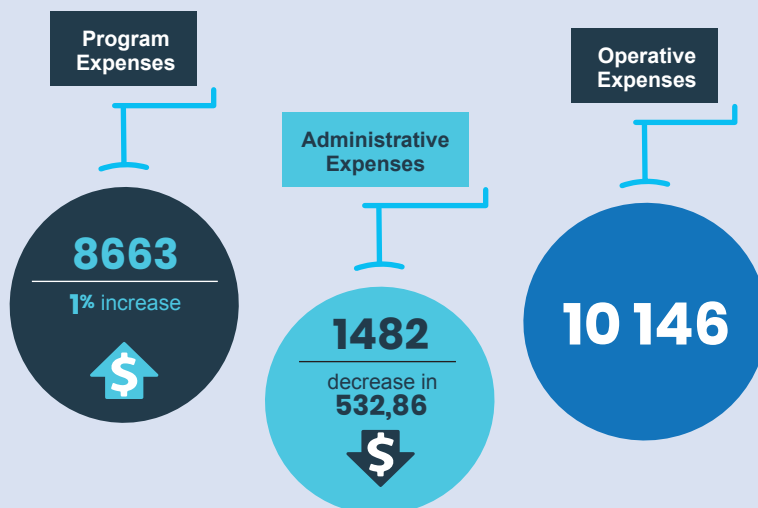


Donation Income



Expenses

(Figures in thousands of dollars)



Other Net Income

120

Non-operative income and expenses:









88

Financial income and expenses:

32

Financial Position Statement

(Figures in thousands of dollars)

	2024	2023	Var	Total assets
Current Assets	9833	5413	UP 	
Cash and Investments	6946	3471	UP 	
Current Receivables	2839	1873	UP 	
Advances and Other current assets	48	68	Down 	
Total Fix Assets	106	179	Down 	
Total Assets	9939	5592	UP 	

Liabilities and equity		2024	2023	Var
	Current Liabilities	6692	2846	UP 
	Accounts payable	768	837	UP 
	Income tax payable	16	9	UP 
	Other current obligations	5908	2000	UP 
	Total Equity	3246	2746	UP 
	Liabilities and equity	9939	5592	UP 

Our certifications and recognitions in 2024

We invite you to learn more and be part of this transformative experience.

Scan and play!



An award for Sound Memory for Peace: a cultural legacy for Colombia for contributing to SDG 16 - Peace Building.

Fundación PLAN's *Sound Memory for Peace* initiative was recognized at the 14th Global Compact Summit - Advancing to Meet the 2030 Agenda, for its good practices in sustainable development in 2024. This award highlights our commitment to peace and reconciliation through art in communities in northern Cauca, affected by the armed conflict.

Sound Memory for Peace is a compilation of 99 digitized sound products, such as songs of resistance and calls for peace, and 3 artistic expressions of theatre, dance and fencing as a significant experience of affirmative memory, which have been an inspiration for girls, boys and young people to connect with traditional music and culture.



Recognition for the work of Fundación PLAN in the protection and assurance of Colombian children's rights.

The Colombian Institute of Family Welfare -ICBF, within the 35th Commemoration of the Convention on the Rights of the Child, gave recognition to Fundación PLAN for its work in protecting and guaranteeing the rights of Colombian children.



Fundación PLAN is a Partner Organization of Pride Connection Colombia.

After starting as an observer organization, Fundación PLAN became an Allied Organization member of the Pride Connection Colombia network, a group of inclusive organizations whose objective is to share, strengthen and promote better practices focused on creating an inclusive and diverse work environment, generating attraction and retention of human talent by highlighting the value of diversity, promoting diversity and labor inclusion from the management level, and creating workplaces where LGBT+ people and their allies feel safe, valued and respected, allowing them to reach their full potential.



ISO 9001:2015 Quality Recertification.

In June 2024, we obtained, for the sixth time, the ISO 9001:2015 quality recertification, whose scope is "the formulation and execution of projects to promote and guarantee the rights of girls, boys, adolescents and young people at a national level", granted by the Bureau Veritas organization. This achievement reflects Fundación PLAN's commitment to continuous improvement and excellence in the management of processes and projects. The recertification not only strengthens our work with children, adolescents and youth, but also our relationship with donors, cooperants and other stakeholders, and contributes to the fulfillment of our organizational purpose and the effective implementation of our Country Strategy. We continue to move forward with the conviction that quality management is key to generating greater impact and achieving sustainable results in the short, medium and long term.



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