



1971
2011

... and we are now
seeing the fruits
of our labors

MANAGEMENT REPORT

Fundación
suramericana



Hands that plant the seed and carefully
tend to the crop are the same hands that
reap the harvest.

Four decades on we continue firmly committed to development.

1971
2011

... and we are now
seeing the fruits of
our labors

FSC Certification

This book was printed in Colombia Cutting edge inks were used in the printing process and we optimized the size of the page so as to minimize waste separating the raw materials to be either reprocessed or adequately disposed of The printing firm has been certified by FSC as part of its Chain of Custody program, which guarantees that the paper has been sourced from controlled forest land and was tracked through the entire production process. This certification reflects the commitment of all those involved with the printing of this book to the conservation of woodland on a global level as well as to protecting the environment. For more information please visit the following link: www.fsc.org

MANAGEMENT REPORT



Cover by courtesy of a Landscape Guardian

Artist´s name: Juan Zárate
Age: 6

Inspired by mulching material in the village of Sabaneta near Granada in Cundinamarca. This painting was produced as part of the workshops given by the artists Mauricio Gomez Jaramillio and Paulina Arango Herrera in different parts of Colombia

Contents

Planting for the future	18
Seeds planted in 2011	20
Institutional contributions	26
· Comprehensive community management	28
· Sexual health education	42
· Cultural development	46
· Competitiveness programs	56
· Institutional strengthening	62
Voluntary work	64
We believe, we invest	76
An apprenticeship in planting	78
Challenges, new seeds to be planted	80

Preparing the ground...

Compañía Suramericana de Seguros y Filiales

ACTAS

1021

Compañía: Compañía Suramericana de Seguros

Acta N° 1.577

Página N° 1.

En la ciudad de Medellín, a las 8:42 a.m. del día 7 de Junio de 1.971, se reunió la Junta Directiva de la Compañía Suramericana de Seguros, con asistencia de los señores: Dn. Luis Carlos Estrada G., quien presidió la reunión, Dr. Carlos Gutiérrez B., Dr. Ricardo Angel V. y Dn. Germán Saldarriaga del Valle, Miembros Principales. Dn. Luis Eduardo Cadavid Hoyos, Miembro Suplente. Dr. Jorge Molina Moreno, Presidente de la Compañía; Dres. Guillermo Moreno Uribe, Roberto Arango Mejía y Gustavo Vega B., Vicepresidentes, y Dr. Jaime Velásquez Arango, Secretario General de la misma. No asistió a la reunión Dn. Foción Soto E.

IV - FUNDACION SURAMERICANA

La Junta autorizó al Dr. Jorge Molina, Presidente de la Compañía, para que proceda a firmar el Acta de Constitución de la Fundación Suramericana, cuyo principal objeto es el de canalizar los recursos que las Asambleas de Accionistas de las Compañías del grupo destinen para beneficencia, civismo y educación.

The first seed

ACTA DE CREACION DE LA "FUNDACION SURAMERICANA" DE BENEFICENCIA SOCIAL

En la ciudad de Medellín, Departamento de Antioquia, República de Colombia, a las 3 de la tarde del día 14 de junio de mil novecientos setenta y uno (1971), en las oficinas de la Compañía Suramericana de Seguros, se reunieron los señores : Jorge Molina Moreno, Guillermo Moreno Uribe, Carlos Gutiérrez Bravo, Luis Carlos Estrada Gómez, Ricardo Angel Villa, Germán Saldarriaga del Valle, Foción Soto Echavarría, Luis Eduardo Cadavid Hoyos y Jaime Velásquez Arango, todos mayores de edad, obrando el primero en su condición de Presidente de la Compañía Suramericana de Seguros, sociedad anónima de comercio de este domicilio, constituida por escritura pública Nro. 4438 del 12 de diciembre de 1944 de la Notaría Segunda de Medellín, especialmente autorizado por la Junta Directiva de la misma, según consta en el Acta Nro. 1.577 correspondiente a la sesión celebrada el día 7 de junio de 1971, el segundo como Gerente de la Suramericana de Capitalización, sociedad anónima de comercio de este domicilio, constituida por escritura pública 1.396 de 10. de marzo de 1958, de la Notaría Tercera de Medellín, así mismo autorizado por la Junta Directiva de la misma, según consta en el Acta Nro. 506 de la sesión del día 7 de junio de 1971, y actuando los demás en sus propios nombres con el objeto de constituir, a iniciativa de la Compañía Suramericana de Seguros y de las otras Compañías que forman el Grupo Suramericana, una Fundación para la ayuda y mejoramiento de las condiciones sociales, educativas, cívicas, culturales, y en general de bienestar del pueblo, para lo cual la mencionada Compañía destina inicialmente la suma de DOSCIENTOS SESENTA Y TRES MIL SEISCIENTOS VEINTE PESOS (\$ 263.620.00) . Al efecto, los participantes en la reunión acordaron la creación de tal Entidad bajo la denominación de "Fundación Suramericana" de Beneficio Social, y prescribieron los siguientes estatutos que han de regir la Fundación :

CAPITULO I

Nombre- Naturaleza- Domicilio- Objeto- Duración y Patrimonio

Artículo 20o.- La Fundación podrá ser disuelta en cualquier momento por decisión de la Junta Directiva. Decretada la disolución, se procederá su liquidación por la misma Junta, el Presidente o la persona que fuere designada por la Junta.

Artículo 21o.- En el evento de producirse la disolución y liquidación de la Fundación, corresponderá a la Junta Directiva determinar las entidades sin ánimo de lucro entre las cuales, y en forma que la misma

Planting and feeding
First Members of the Board of Directors



Suplente del segundo miembro principal de la Junta Directiva : Sr. Foción Soto E.

Suplente del tercer miembro principal de la Junta Directiva : Dr. Guillermo Moreno U.

Suplente del cuarto miembro principal de la Junta Directiva : Sr. Luis Roberto Escobar I.

Suplente del quinto miembro principal de la Junta Directiva : Dr. Diego L. Rodríguez C.

Auditor : Sr. Oscar Montoya A.

Primer Suplente del Auditor : Sr. José Arango A.

JORGE MOLINA M. GUILLERMO MORENO U.

JAIME VELASQUEZ A.

El Acta anterior es auténtica.



The corporate principles of Grupo de Inversiones Suramericana and Suramericana S.A. have served as a source of inspiration for the Suramericana Foundation.

BOARD OF DIRECTORS - 2011

Principal members

David Emilio Bojanini García
Gonzalo Alberto Pérez Rojas
José Alberto Vélez C.

Alternate members

Fernando Ojalvo Prieto
Andrés Bernal Correa
Juan David Escobar Franco

Executive Director

Luz Marina Velásquez Vallejo

STATUTORY AUDITORS

Principal auditor

Andrés Fernando Martínez Montoya
Member of the KPMG

Alternate auditor

Yeny Marcela Vásquez Cardona
Member of the KPMG

THE SURAMERICANA FOUNDATION TEAM

- Executive Director
- Social Projects Coordinator
- Volunteer Corps Coordinator
- Felix and Susana Project Coordinator
- Felix and Susana Project Assistant
- Administrative Assistant

The Suramericana Foundation is a member of the following Boards of Directors and intersectorial alliances:

Boards of Directors

- Corporación Excelencia en la Justicia • Fundación Dividendo por Colombia • Corporación Antioquia Presente
- Fundación El Cinco • Fundación Amigos del Parque Explora • Museo de Arte Moderno de Medellín
- Centro de Ciencia y Tecnología de Antioquia – CTA • Fundación Solidaria La Visitación
- Corporación para los Estudios en Francia -CEF • Fundación Empresarios por la Educación

ALLIANCES

- Norte del Cauca Región Responsable • Mesa de Fundaciones Empresariales – Antioquia
- Consejo Nacional de Voluntariado Corporativo
- Fundación Empresarios por la Educación

It is impossible to imagine a community progressing and developing in anything other than a harmonious process, and in order for this to happen, companies should begin to provide a driving force so that we all have the same standards of living. There is no doubt in my mind that at the end of the day this is our prime responsibility.

...companies must be responsible for social growth.

Gonzalo Alberto Pérez Rojas
Chief Executive Officer -
SURAMERICANA

Las empresas no están aisladas. Para que una empresa pueda crecer y pueda ser sostenible en el largo plazo es muy importante que la comunidad y el entorno donde está también crezca. En la medida en que ese entorno se desarrolle y evolucione positivamente las empresas van a evolucionar.

... el trabajo que hacemos busca relaciones de largo plazo.

David Bojanini García
Presidente GRUPO SURA



Niños y niñas del Colegio Sueños Felices en Soledad Atlántico

We recognize values
 We encourage the development of talent and skills
 We strengthen communities
 We promote a greater quality of life – Comprehensive Community Management

Planting for the future

Criteria for the role we play in social development:

- Contribution to local development
- Mid- and long-term scope
- Comprehensiveness
- Active involvement on the part of the beneficiary communities
- Inter-sectorial alliances

The Suramericana Foundation plays an active role in a wide range of social development programs either in the form of institutional donations or the volunteer work of Grupo Sura's employees.

Institutional Contributions:

Our initiatives in this regard are concentrated in the following programs:

- Sexual health education
- Cultural development
- Competitiveness training programs
- Institutional strengthening

Volunteer Work:

Sharing time, transferring knowledge and building talent --- a civilian participation alternative that leads to greater understanding of different social realities, becoming part of the change and accumulating social learnings

Seeds planted in 2011

COP 10,638 million

USD 5.48 million

LINES OF INVESTMENT

- Comprehensive community management
- Cultural development
- Institutional strengthening
- Sexual health education
- Competitiveness training
- Solidarity Fund
- Social Assistance
- Contributions to the Democratic State
- Housing Loan Fund*
- Corporate Volunteer Work
- Other contributions

TOTAL

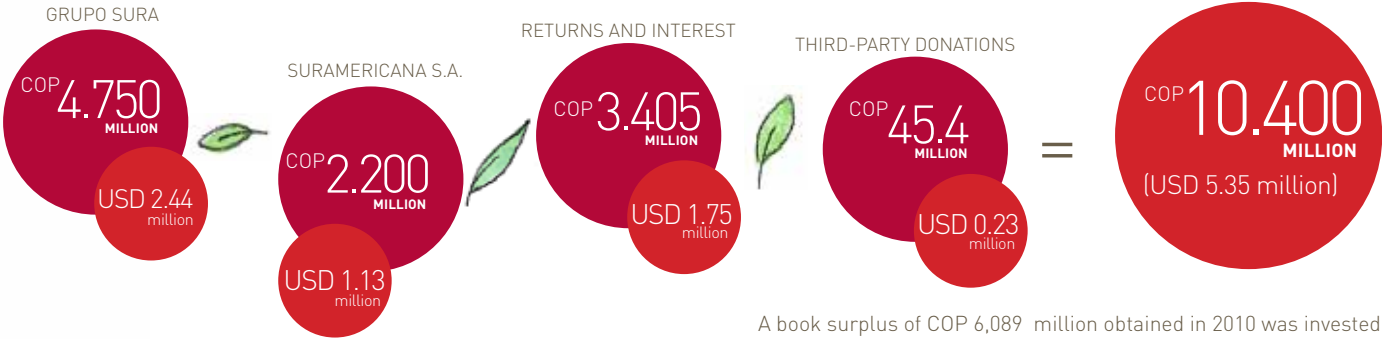
- COP 2,230 million
- COP 1,818 million
- COP 1,683 million
- COP 1,288 million
- COP 1,158 million
- COP 638 million
- COP 467 million
- COP 373 million
- COP 540 millones
- COP 270 millones
- COP 173 millones

* The Housing Loan Fund is a special program aimed at helping the employees of Suramericana and its subsidiaries earning up to 2 basic minimum wages, as well as the employees of our service providers. The *Apostolado de la Aguja* Foundation runs this program. In 2011 a total of 36 people received loans to purchase, legalize or enhance their own homes with the Foundation donating a percentage of the financial help provided.

COP 32,536 million
USD 16.75 MILLION

Invested by the Suramericana Foundation
over the last 10 years

Revenues - 2011



A book surplus of COP 6,089 million obtained in 2010 was invested in some of the ongoing social development projects.

Exchange rate at December 31, 2011: 1,942.70

The ground prepared

Regions where the Foundation was present in 2011

ANTIOQUIA

TOTAL OF	%	INITIATIVES
COP4,425 million	43.4%	82

LOCATIONS
Medellín, Santa Bárbara, Fredonia, Marinilla, Jericó, San Vicente, Rionegro, Yolombó, San Carlos, Bello, Tarso, Pueblorrico,

CHOCÓ

TOTAL OF	%	INITIATIVES
COP150 million	1.5%	1

LOCATIONS
Bojayá

RISARALDA

TOTAL OF	%	INITIATIVES
COP223 million	2.2%	3

LOCATIONS
Pereira, Dosquebradas, Quinchía

CAUCA

TOTAL OF	%	INITIATIVES
COP690 million	6.8%	6

LOCATIONS
Padilla, Guachené, Villarica, Miranda, Caloto, Puerto Tejada, Corinto, Piendamó

PANAMÁ

TOTAL OF	%	INITIATIVES
COP77 million	0.8%	1

LOCATIONS
Panama City

QUINDÍO

TOTAL OF	%	INITIATIVES
COP95 million	0.9%	5

LOCATIONS
Armenia, Calarcá, Córdoba

VALLE

TOTAL OF	%	INITIATIVES
COP386 million	3.8%	9

LOCATIONS
Cali, Tuluá, Buenaventura

NATIONWIDE

TOTAL OF	%	INITIATIVES
COP2,308 million	18.2%	18

Important institutional projects on a Nationwide scale

ATLÁNTICO

TOTAL OF	%	INITIATIVES
COP613 million	6.0%	7

LOCATIONS
Barranquilla, Soledad, Sabanalarga

BOLÍVAR

TOTAL OF	%	INITIATIVES
COP470 million	4.6%	7

LOCATIONS
Cartagena, El Carmen de Bolívar, Achí

SANTANDER

TOTAL OF	%	INITIATIVES
COP289 million	2.8%	8

LOCATIONS
Bucaramanga, Piedecuesta, Mesa de los Santos

BOYACÁ

TOTAL OF	%	INITIATIVES
COP30 million	0.3%	1

LOCATIONS
Sutamarchán

CUNDINAMARCA

TOTAL OF	%	INITIATIVES
COP815 million	8.0%	10

LOCATIONS
Bogotá, Granada, Mosquera


META

TOTAL OF	%	INITIATIVES
COP20 millones	0.2%	1

LOCATIONS
Villavicencio

In 2011 we invested in a total of:

- 14 different departments in Colombia
- 52 towns and cities
- 181 social development initiatives
- 154 organizations



We would like to highlight some of our projects which have played an active part in our efforts to bring about transformation, **those who plant the ground.**



INSTITUTIONAL CONTRIBUTIONS

Comprehensive Community Management.
Sexual Health Education.
Cultural Programs.
Training programs for greater competitiveness
Institutional strengthening

Comprehensive Community Management.

Productive initiatives that combine educational and healthcare programs as well as the strengthening of community institutions.

Rural communities have received the least amount of opportunities compared to their urban peers, and since they have always been more excluded this has given rise to something that has done a lot of damage to Colombia, namely rural workers migrating from the countryside into the towns and cities and the consequent urban saturation. So when we work to create opportunities and greater social inclusion at a rural level, we are providing these people with opportunities right where they live and have been raised. So we are preventing any worsening of the social situation since the large cities do not have sufficient economic capacity to attend to so many people

David Bojanini García
Chief Executive Officer of GRUPO SURA



In 2011

- COP 2,230 million was invested in Comprehensive Community Management (21% of the total investment)
- Alliance with 18 organizations
- Participating in 21 initiatives
- Presence covering 26 towns in 9 departments.

COMPREHENSIVE COMMUNITY MANAGEMENT ASSOCIATES

· Alianza Norte del Cauca Región Responsable · Colegio Mayor Nuestra Señora del Rosario · Corporación Amiga Joven · Corporación Colombia Internacional · Corporación Correcaminos · Corporación Futuro para la Niñez · Corporación PBA · Corporación Vallenpaz · Federación Nacional de Cafeteros de Colombia · Fundación Argos · Fundación El Cinco · Fundación Espavé · Fundación Granitos de Paz · Fundación la Purnia Campesina · Fundación Puntos de Encuentro · Fundación Semana · Fundación Taller de Letras · Recimed

Other voices

... We begin on a local level by setting up participative processes and identifying all the needs, problems and solutions with regard to the area in question. With the assistance of many social agents, public institutions, NGOs, private companies, ordinary citizens and organized communities, we manage to truly transform local standards of living. The support of the business community is fundamental, since without this change is not possible.

Margarita Inés Restrepo Cárdenas
Executive Director of the Antioquia Presente Corporation

We believe in Colombia, we believe in the business sector, we believe that working the land to achieve prosperity is a way to eradicate violence....

Adriana Senior Mojica
President Corporación Colombia Internacional – CCI

By investing in the countryside we recognize our essence as a nation and pay homage to the nature surrounding us

Liliana Gaitán
Executive Director Fundación El Cinco



Récorrido en panga por río rumbo al Corregimiento 8, Buenaventura

A great adventure

Fruits of our labors: Chinese potato .. Chontaduro berries....Tagua nuts .. The cocoa beans are growing School of Arts and Crafts

Getting to Corregimiento 8, a small hamlet near Buenaventura, in the Department of Valle del Cauca means crossing a landscape of abundance. Different shades of green abound, a bunch of chontaduro berries provide a splash of yellow, orange and red reminding us that we are close to the Pacific.

A canoe takes you closer to the river, you smell the current and suddenly, without realizing it, you are surrounded by smiling people full of hope. And it is here, far from the beaten track, where we find the real spirit of a community bound together by their essence, the tones of their skin, their enthusiastic grasping of opportunities, their readiness to work for the future in spite of the conditions of violence that seem to plague the present. We see the smiling eyes, we perceive their strength, their dreams, these are the people.

Other voices

As the country has been developing over the years, a gap has opened up between the rich and the poor and this is so much more apparent in the countryside since it is so far away from the urban centers that the Government cannot satisfy the basic needs of the communities living in these parts of the world. Since the distances are so great, access to consumer goods is so much more expensive. This is further compounded by average wages being far below those of urban areas along with the absence of basic social or employment benefits given the amount of informal employment prevailing, so poverty is so much more acute in the rural areas.

... the private sector has a great opportunity to demonstrate to the country at large by investing comprehensively in Colombia's countryside (rural entrepreneurship, job creation, access to production means, social, technical, business and commercial assistance, innovation, sustainable technological development, added-value, infrastructure, housing, education, healthcare, basic sanitation, environmental protection over river basins etc) have a huge social and economic impact.

Luis Alberto Villegas
Executive Director
Corporación Vallenpaz

Nature is alive in all its colorful glory

Project:
Building up the social fabric as well as production and distribution in the small town of Corregimiento 8.

Project associate:
Corporación Vallenpaz.

Other project associates:
Protección S.A., Fundación Bancolombia y Fundación Nutresa.

Location
Valle del Cauca: Buenaventura

Beneficiary population:
200 rural families in the Corregimiento 8

- Main achievements:**
- ASECHO. A second-tier organization grouping together the difference village communities that handles the marketing aspects for the region's produce.
 - Providing greater support for the arts and crafts school, fair trade and community economy, basic primary and high school education for adults, as strategies for building up the social fabric within the area, organizational and community empowerment and income generation.
 - Developed three lines of processed food applying Good Manufacturing Practices and with business plans being drawn up.





Papa criolla cultivada por un campesino en Granada, Cundinamarca

Amongst the indigenous

Fruits of our labors:
· Creole potatoes .. Joint efforts

The first thing you see in the morning is the mist, so the first reaction is to get dressed and grab a hot drink. Once on the road and meeting other passers-by, we come into contact with the human kindness and warmth of this region.

2.400 meters above sea level in Sabaneta, a little hamlet next to the town of Granada, Cundinamarca, a group of farmers get together to see how they can improve their crops and strengthen their community association. The sun getting hot. There are community leaders of all ages, men and women with an enormous capacity for team-building, prepared to learn and work towards greater social and agricultural development.

As we head back we see the creole potato plants. Some are just emerging, others are fully grown, but all impeccably planted and cared for in readiness of a bumper harvest .

Other voices

“Companies must invest in rural development projects because it is in the rural areas where the greatest problems lie. 62,1% of the rural population in Colombia are poor, 21,5% are destitute or live below the poverty line. Social and public services are in short supply here and their quality is poor. Infrastructure lags far behind, economic and social indicators leave a lot to be desired compared with those found in the urban areas; violence and conflict are more pronounced in the rural areas, yet environmental protection, natural resources and biodiversity mainly depend on these neglected areas.

The country’s rural areas have an enormous development potential given the abundance of fertile land, water resources and a whole mega diversity, etc. - but the lack of care and attention and the discrimination compared to other parts of the country have meant that we have completely ignored this potential and so we see a far greater concentration of poverty, marginalization and violence in the countryside than we do in the urban areas. If Colombia does not rectify this imbalance it shall never be able to achieve a comprehensive social and economic development in which its companies and businesses may thrive.”

Santiago Perry Rubio
Executive Director
Corporación PBA



“ I’m off to Santa Marta to talk about solar warming

....
The problem with the sun is that it is warming up a lot”

Don Raimundo Cangrejo

Project:
Support for food safety, social investment and income generation for the community of Granada in the Department of Cundinamarca

Project associate:
Corporación PBA

Other project associates:
Protección S.A.

Location:
Cundinamarca: Granada

Beneficiary population:
30 rural families in the villages of Sabaneta and Carrizal.

- Main achievements:**
- Creating second-tier organizational processes such as Criollas de los Andes, so as to be able to directly market certified creole potato seeds and obtain higher profits.
 - Designing and implementing a nutritional program (promotional and monitoring) for 30 families, including new means of food preparation and conservation.
 - Training a group of rural multipliers in new methodologies with regard to organizational development, empowerment and participatory approaches.
 - Participatory design of a rotary production system for high-quality creole potato seed.





Recolectores de Naidí, en riberas del río Bojayá

Who can embrace the river?

Fruits of our labors:

· Naidí · A thousand pesos · Hearts of palm · Team work

In Vigía del Fuerte, a small town in the Antioquian Urabá region, there are no cars, the rain signals the different seasons and many of the promises made in times gone by have yet to be fulfilled.

The Atrato river forms a part of the history of the many communities that inhabit this region, as it winds its way slowly through the abundant vegetation, flanked by the vibrant palm trees along its banks. Today these palm trees have provided transformation, knowledge, work, food safety, opportunities for today as well as the future.

What began as a school lunch hall soon became a meeting place for the local community so they could interact and learn. A multi-colored school that stands out amid a landscape dominated by greens and browns. Now they have set up a company with local partners with a view to distributing their produce on a nationwide basis .

Palm trees that have gone unnoticed for years are providing a new lease on life.

Other voices

.. the fruits of the murrapo palms and jagua trees and the oil of the thousand peso tree have slowly become a real and sustainable source of income generation as well as an important contribution for the region's development. An entire range of produce is being cultivated thanks to the region's fertile biodiversity without there being any precedent or tradition with regard to their use or application and this is now beginning to drive the local economy.

However, this is not just limited to the work with the beneficiary communities, since we went a step further with the Suramericana Foundation deciding to invest in the Productos de Bosque Naidí SAS, a company in charge of liaising between the producer communities and the market with a view to securing a larger-scale distribution of fruit pulp and hearts of palm. Using a value-added production chain approach, this alliance has given rise to a promising business. This comes as a much welcome change since before this region had largely depended on unsustainable and destructive mining and timber activities.

Now we have set up 500 hectares of forestland to be handled by the communities, for which 37 families have received due certification from SENA, the Colombian Apprentice Institute. Permits have been obtained in order to set up a local production plant for jagua pulp, In order to oversee the entire process, the company, Bosque Húmedo Biodiverso, has been set up along with a team of 17 pickers, for which technical training has already been given. Also we are supporting educational development in three communities with the building of schools and school dining halls.

Overall we have developed two supply chains for the products being harvested in this region, which represents new opportunities for the Medio Atrato region. This shall prevent any further mishandling of local forestry resources, while creating just the right conditions for the conservation and management of this important forestland.

Sergio Arango Arcila

Executive Director of the Espave Foundation

From mere harvesting to setting up a company with local partners with a view to distributing their produce on a nationwide basis .

Project:
Medio Atrato's Mini Chain of Forestland Products.

Project associate:
Fundación Espavé.

Other project associates:
Protección S.A. and Fundación Nutresa,
Concejo Comunitario Mayor de la Asociación
Campesina Integral del Atrato – COCOMACIA
SENA, WWF - OXFAM

Location:
Antioquia: Vigía del Fuerte
Chocó: Bojayá

Beneficiary population:
195 people from 8 communities in the Medio Atrato.

Main achievements:

- Creating the social and technical basis for setting up the Medio Atrato's Mini-Chain of Forestland Products.
- We have developed two supply chains for the products harvested from the biodiversity, which represents new opportunities for the Medio Atrato region, and alternatives for increasing the value of local forestry resources, while creating the right conditions for the conservation and management of forestland.
- Building community infrastructure in a place amply known for its enormous environmental wealth and mega-biodiversity, which nevertheless suffers the worst poverty levels in Colombia





Habitante de El Salado al medio día

El Salado

Fruits of our labors:

- Orchards planted with cucumbers, garlic, celery and coriander

And suddenly you are in El Salado. Although it looks completely deserted soon the villagers begin to appear at their doors and windows, curious to see who has come to visit. These houses are now filled with new stories, the community has new projects to look forward to, there is a new lease on life, and we are now seeing the transformation of both the land and its people.

El Salado is a little village full of colors and textures that are impossible to forget, just as the memory of those who are no longer with us. Here in the sunlight we see the white and yellow butterflies dart out in front of us almost as a sign of welcome just as the tended land is welcoming dreams of a restored future.

Other voices

Two years ago El Salado began a process of reconstruction. This sleepy hamlet, located in the Montes de Maria in the Department of Bolívar, saw one of the most atrocious massacres in the history of Colombia. In February 2000 almost 300 paramilitary soldiers surrounded the village, commanded the villagers to come out of their houses, killed 66 men and raped and maimed the womenfolk.

Today there are more than 60 public and private institutions who are working with the community on a one-year program aimed at improving education, infrastructure, healthcare, community development, culture and safety.

This has been made possible thanks to companies such as Sura who are intent on reconstructing the village with the firm understanding that their contributions are not merely donations but firm commitments to helping in every way they can. Reconstructing a village with an amputated soul is not an easy task nor can it be accomplished overnight. It is not just a case of donating resources, materials, cement and bricks to repair a crumbling church. This is far more difficult since we are trying to remedy and reconstruct something that cannot be seen, namely fear and mistrust, with the firm intention of restoring the villagers' faith in themselves. Only a comprehensive initiative that resolves the entire chain of problems and provides the required solutions with the enthusiasm of both private and public institutions, shall enable El Salado to lead a new stage of reconciliation in Colombia.

One of the most important lessons learned with this project is how well the private sector has worked in close conjunction with the Government institutions. By reconstructing El Salado, we are showing that true results are not achieved by those who are trying to bring down the Government but those who using their own skills and knowledge are able to work with the public sector in order to maximize the impact on the common good.

Claudia García

Executive Director Fundación Semana

Reconstructing a village with an amputated soul is not an easy task nor can it be accomplished overnight.



Project:
Food safety and nutrition

Project associate:
Fundación Semana

Other project associates:
Protección S.A.

Location:
Bolívar: El Carmen de Bolívar

Beneficiary population:
53 families living in the village of El Salado

Main achievements:

- Setting up family-managed allotments for growing vegetables for own consumption as well as for small-scale distribution.
- Training programs with regard to healthy lifestyles, food handling and recipes.
- Technical and social assistance for vegetable growing and agro-ecological management.



A lorry arrives in La Purnia, Mesa de los Santos in the Department of Santander

Blue Beard is picking up the harvest

A lorry arrives ... and although the kids call it Blue Beard it is the answer to the community's prayer.



More than 15,000 bottles

A meeting place

Leaders of the villages La María, El Calvario and El Zancudo near the town of Fredonia in the Department of Antioquia, worked on building a an enclosure and a kiosk for the La Maria School.

This was built out of plastic bottles filled with earth and non-biodegradable residue, with the technical assistance from ECO-TEC





Niños y niñas de Barranquilla

Sexual health education

Promoting sexual health and peaceful co-existence through the Felix and Susana Project

... Beginning at the very beginning, the very essence of human beings, and following through with self-care furthering all interpersonal relations.

Gonzalo Pérez Rojas
Chief Executive Officer - SURAMERICANA

In 2011

- COP 1,288 million was invested in sexual health education (12.1% of the total)
- Alliance with another 4 organizations
- Participation in 3 initiatives
- Presence in 6 Departments - 26 towns

PROGRAM ASSOCIATES

· Corporación Cariño · Corporación Juntos Construyendo Futuro · Fundación Güipas · Medicancer

Other voices

The Colombian Ministry of Education regards sexual education as an ethical and political commitment which directly relates to promoting and guaranteeing Human Sexual and Reproductive Rights, and therefore requires the participation of all facets of society not just the educational authorities. This cannot be accomplished by merely handing out booklets to schoolchildren, on the contrary, it requires an intersectorial effort to culturally transform imaginary practices and meanings that have historically led to infringements of these basic rights.

Sexual Education is a comprehensive endeavor, incorporating different dimensions of a human being and linking this up to a commitment on the part of different players within society and different disciplines of knowledge. It is necessarily linked to exercising citizenship rights and requires constant processes aimed at institutional and intersectorial strengthening, teacher training, knowledge management and social mobilization In order to ensure the purpose of this program, we must form upstanding, empowered citizens who are respectful of the public and the common good, who are able to make independent, responsible, informed decisions with regard to sexuality. This in turn must be complemented with strategies aimed at social mobilization in which different institutional and community players participate as part of their involvement in the reconstruction and re-signification of collective senses.

John Francisco Ariza Montoya
Manager of the Sexual Education and Citizenship Construction Program
Agreement between MEN and UNFPA



Niña interactuando con el material de Félix y Susana

Felix and Susana Project

Fruits of our labors:

· Recognition · Respect · Co-existence

Human beings often react with confusion, evasion, whispers and tears when they hear or have to deal with certain matters. Since the moment we take our first breath, our sexuality forms an integral part of our lives.

The re-signification of the work that teachers do, giving them tools so that education may become a means of molding happy, healthy, decent citizens able to enjoy their rights and honor their responsibilities.

An education for life, where colors, shapes, feelings and physical differences and ways of thinking do not constitute a reason for exclusion.

We are fully committed to this end.

Other voices

Since one of the most important factors in life is how a person perceives him or herself from a sexual standpoint, not just to prevent abuse but to allow children to understand their bodies, the emotions they feel and how this affects their psycho-sexual world. Teachers are not properly trained to deal with these issues, and many end up transmitting their own frustrations and taboos to the children. So we must invest in this important aspect, training teachers to comprehensively address sexual education in the classroom.

Genoveva Herrera

Headmistress of the Inocencio Chincá School in Barranquilla

Why do boys' hair grow upwards and girls' hair grows downwards?

A question documented by the Felix and Susana Program

Project:

Félix and Susana, Sexual Health and Peaceful Co-existence Education.

Led by the Suramericana Foundation

Project associates:

Corporación Juntos Construyendo Futuro
Corporación Cariño

Other project associates:

Fundación Empresarios por la Educación (Businessmen for Education Foundation)
PAVCO S.A., Fundesinpa, Fundación Propal, Comfacaucua, Universidad Tecnológica de Pereira and Medellín's Mayor's Office.

Location:

Five Departments - 16 towns.

Beneficiary population:

Teachers, responsible adults and children.

Main achievements:

- Presence in 5 Departments - 18 towns (Antioquia, Atlántico, Cauca, Cundinamarca and Risaralda)
- 85 schools
- 18 training forums
- 456 trained teachers
- More than 10.000 children have been taught with the Félix and Susana material.
- COP 1,257 million invested in 2011 for a total of COP 2,275 million.

For more information please visit:

www.felixysusana.com





Cultural development

Initiatives that promote artistic training and cultural conservation.

Culture is the basis for transforming the feelings of a society and Suramericana is focusing on culture because it believes in transforming lives.

Fernando Ojalvo Prieto
Administrative Vice-president of SURAMERICANA

In 2011

- COP 1,818 million were invested in cultural programs (17.1% of the total)
- Alliance with 36 organizations
- Participation in 36 initiatives
- Presence in 10 Departments - 15 towns

Cultural Program Associates

· Batuta Meta · Biblioteca Pública Piloto · Biomuseo Panamá · Cámara de Comercio de Armenia · Centro de Historia de Jericó · Club Fotográfico de Medellín · Club Rotario de Tuluá el Lago · Conexión Colombia · Corporación Artística Canto y Vida · Corporación Ballet Folclórico de Antioquia · Corporación Fomento de la Música · Corporación Nuestra Gente · Corporación Prema · Corporación Son Batá · Escuela de Ballet Metropolitana · Fundación Alvaralice · Fundación Barro de Medellín · Fundación Batuta Caldas · Fundación Cultural Nelson Marmolejo · Fundación La Cueva · Fundación Museo de Arte Moderno de Bucaramanga · Fundación Secretos para Contar · Fundación Sirenaica · Fundación Teatro Pablo Tobón Uribe · Fundación Víctor Salvi · Fundación Yamaha · Instituto Musical Diego Echavarria · Medellín Cultural · Museo de Antioquia · Museo de Arte Moderno de Barranquilla · Museo de Arte Moderno Medellín · Museo La Tertulia de Cali · Museo Nacional de Colombia · Orquesta Filarmónica de Medellín · Prolífica de Antioquia · Universidad Nacional de Colombia · Museo Antropológico del Suroeste antioqueño

It is important that companies invest in cultural programs because there is not just one but many cultures and only by promoting and investing in a positive culture, that which identifies us as a people and that of our ancestors can we keep the evil and perversity of other cultures at bay, notably drug-trafficking and individualism. The culture of crime, of indifference of abandonment and vandalism occupies a place where the culture of kindness, cheerfulness, liberating arts, gregariousness, dancing etc. is absent. Rather than promoting [an advertising world] it is essential that we encourage and stimulate our good customs, the human expression inherited from our forefathers, the imagination of our children so as to strengthen our identity, our sense of belonging and thereby guarantee our dreams of new worlds so as to build and improve our own world.

The State has gradually disappeared from our societies and many of our social functions have been replaced by more private ones. Private expression, underpinned by individual productivity offers enormous potential for altruism when it is used as cultural support and thus we are able to drive patriotism and earn the affection of human beings who are, after all, consumers of culture.

Heriberto Fiorillo
Fundación La Cueva

Other voices

The majority of our social problems are determined by cultural systems that have been based on the customs, traditions and ways of life, therefore the transcendence of a project is determined when it directly impacts people's cultural processes and dynamics When we truly get to know our roots and where we come from we have more arguments to build a better future since culture is synonymous of civilization and intellectual progress, as José Sarukhán once said.

Cultural promotion projects are readily welcomed by communities, arriving at a culture in a cultured manner can re-signify and improve their social reality . Collective human endeavors require motivation and this comes from a cultural context understood as structure, an integration of beliefs, knowledge and values. In this sense, promoting culture is opening a door to further development, not just in the economic sense but from the social, political and historical standpoints of a nation.

It is for this reason that cultural promotion projects are sustainable and feasible practices and take on greater importance over time.

José W. Velásquez Bedoya
Fundación Incolmotos - Yamaha



Niños, niñas y adolescentes de la IE Jesús Misericordioso, Barranquilla

where musical notes can lead us...

Fruits of our labors:
· Rhythm · Movement

A child picks up a flute and discovers a wealth of sound with just one breath. An adult picks up a flute and the movement of hands and bodies quicken as the melody advances.

A flute touches something deep within a person... and we begin to string together different notes. Then we add a drum and suddenly the music takes off to a place where we may find our dreams, our inner harmony and balance, providing us with an opportunity to learn an art and express our emotions through an instrument.

Other voices

- Johann, from the town of Ciudad Bolívar, is a child who has shown us that classroom activities are best when liberally peppered with creativity, imagination as well as kindness and respect for others. When he first started out on this program he was a shy, withdrawn child with learning difficulties and an attention deficit. As he continued with his music classes he began to explore sound and create his own tunes and suddenly he began to do extremely well with his other classes.
- Nilson Olmedo Castro, from the Fundación Manos Providentes, dreams of becoming a musician. He comes from a very poor family who had just arrived in Cali looking for better opportunities after he and his brother lost their parents in an accident and were left orphans. He now lives with his brother and two aunts and music has given him an opportunity to overcome his grief and enjoy a totally stimulating experience.

The first thing that we have to do with any community is to rescue its identity and that is what culture is all about

Gonzalo Pérez Rojas
Chief Executive Officer - SURAMERICANA

Project:
ToKANDO. Music lessons (recorder and drums) for primary school children.

Project associate:
Fundación Incolmotos Yamaha.

Location:
Cundinamarca: Bogotá and Soacha.
Antioquia Medellín and Bello.
Valle: Guacarí and Cali.
Atlántico Soledad and Barranquilla.
Santander Bucaramanga, Piedecuesta and Mesa de los Santos

Beneficiary population:
1.287 children between the ages of 7 and 14.

Activities:

- 130 musical presentations
- Awareness campaign for parents
- Follow-up meetings with teachers

Main achievements:

- Developing logical, creative and critical thinking.
- Experiences that foster peaceful co-existence, respect, tolerance, a sense of history as well as musical traditions.
- 8 schools equipped with drum sets and 1.200 recorders.





Niño Embera en una visita al Museo Nacional, Bogotá

A wider heritage

Fruits of our labors:
· The history of today

A person not only has assets and rights but possesses a wider heritage that we may not quite be aware of but which gradually builds up a parallel history, a different memory from that gleaned from books.

When the faces of our little explorers arrive at the Museum they are surprised to see up close all these symbols that have represented our nation for centuries that we are pleased to present as the greatest and exclusive possessions of our Colombian nation.

Being in a city is not living in it. The streets lead on to plots of land, dwellings and properties. A cart, a corner another chapter, a view of the horizon that marks the closeness, and all these are given to us to explore our other heritage.

Project:

Exploring our Heritage, Suramericana invites children to the Museum

Project associate:

Colombian National Museum

Location:

Cundinamarca: Bogotá D.C.

Beneficiary population:

6.876 children accompanied by 1.443 adults, for a total of 8.319 people participating in this project.

Main achievements:

- Providing access to the Museum for all those people who cannot afford to visit cultural and recreational sites
- Providing the opportunity for children and adults to get to know their past, recognize their immediate material and immaterial cultural heritage and to be more aware of their own identity.
- Provide underprivileged children with educational and recreational opportunities that inspire their imagination and creativity.



And now you have seen the National Museum, what do you think a museum is?

Boy: Its a place full of old things

Boy: like presidents in olden times and the clothes the Spanish conquerors wore

Boy: The history of Spain, I mean Colombia
What was Colombia called before?

Girl: Nueva Granada (New Granada)
Children: And wars

Girl: The museum is where they show old things belonging to the Spanish and the Indians, the clothes they wore and the statues of the Governors and the Spanish conquerors

But how would you describe a museum?

Boy: How they used to kill people and take sides with everything and how they killed La Pola (lady spy in the War of Independence) ... that´s my favorite story

This dialogue was the result of a workshop held at the Chorillos School

“Reminders of a past life”

The children´s definition of a Museum



A child during a music class at Armenia's marketplace

Nurturing hope through music

Fruits of our labors:
· A children's orchestra

At nine in the morning the radios are turned down in Armenia's marketplace and we begin to hear the sound of a children's orchestra Alimenta una Esperanza (Cultivating Hope), and suddenly the stalls become alive with the sound of the children playing their instruments with yet another story to tell.

The bustling stalls welcome music and art, parents are reminded of universal melodies, children stand up straight and look up to a new future a life plan and they know that this is possible, they have the tools to seize opportunities with respect and discipline.

Other voices

Culture is an essential feature of any society in fact it is a mainstay that reflects people's experience and mysticism but above all their history, because it is through a memory reflected in culture that we manage to keep alive this legacy of all those who have helped to build our society in the past, while being fully conscious of the welfare of our present generations and those to come.

So the business community cannot fail to be a part of this recompiling of history so as to help to keep society's memory alive. Investing in culture is investing in a society's very essence, it means strengthening its roots and molding its form. Consequently it is the responsibility of every company to exercise social responsibility since no company can cut itself off from the social system it belongs to. It is repaying those who indirectly help the Organization to exist without mentioning those who form part of the Organization and who are also a fundamental part of the cultural component, that is to say, when you have an impact on other people you contribute to strengthening the Organization's human capital.

Luz Adriana Buitrago Suárez
Armenia's Chamber of Commerce

- Project:**
Nurturing musical dreams
- Project associate:**
Armenia's Chamber of Commerce
- Location:**
Quindío: Armenia
- Beneficiary population:**
83 children from low-income families, who live near the local marketplace
- Main achievements:**
 - A complementary activity that occupies the children in their free time after school hours.
 - Improving children's conduct and interpersonal relations both at home and at school.
 - Taking culture to a place where groceries, apparel, accessories and food are sold.
 - We provide quality education aimed at forming upstanding human beings through music and emphasizing interpersonal relationships and more healthy ways of thinking for society in general.

Investing
in culture
is to invest in
the essence
of society





Integrantes de Son Batá, Medellín

The sound of the Batá drum

Fruits of our labors:

· Drum beat · Ancestral rhythms

In a land with invisible borders, music and art are the passport to visit each little nook and cranny.

Going up the El Salado hill, in the Commune No. 13 in Medellín, you can hear the sound of the Pacific, the drums produce a rhythmic undulation, ancestral movements with the force of a people that never give up believing or creating, and tapping hands on stretched leather hides may well put an end to the violence.

Other voices

NINE REASONS FOR INVESTING IN CULTURE

1. Because it is only through culture that our youngsters from the barrios can shun violence and look for other ways out.
2. Because culture builds up peaceful co-existence .
3. Because culture builds up the community.
4. Because culture helps us to understand ourselves and other people
5. Because culture is what makes us a society, it is a civilizing factor that makes for a better quality of life.
6. Because culture invites the youngsters to participate in the transformation process. And because it invites society to see the key to its collective development.
7. Culture in Medellín has become a daily factor in improving community life in the barrios.
8. Because culture used for educational purposes is a pedagogical tool that empowers children to better their skills and abilities. It also encourages their dreams goals and hope and generally speaking constructs a life plan for its apprentices.
9. Because culture has become a means of communication for the youngsters in the low-income barrios of Medellín. It is also a key driver of individual and collective development.

Jhon Jaime Sánchez Mosquera
Director of the Batá Drum Sound

Project:

Batá Drum Sound School of Arts
"Art transforms reality"

Project associate:

Bata Drumbeat Afro-Colombian Corporation

Other project associates:

Yamaha Musical Foundation
and Medellín Mayor's Office.

Location:

Antioquia: Medellín

Beneficiary population:

300 children and youngsters from
Communes 6, 7, 8, 9 and 13 in Medellín.

Principales logros:

- Music and dance classes for 300 children and youngsters in Medellín, with the aim of recovering the City's Afro-Colombian legacy.
- A CD has been created containing the training process and the stories of all those taking part in the program.
- 9 artistic and community integration workshops for children and adolescents in different sectors of the community promoting an opportunity for coming together in peaceful co-existence



Because culture builds up peaceful co-existence.



Competitiveness programs

Programs that develop competences and skills in response to an ever-changing environment.

Competitiveness training must be based on “being” since it cannot come from “knowing” competitiveness depends on structures within the community, society, the identity of the people.

... being takes precedence over knowing ...

Gonzalo Pérez Rojas
Chief Executive Officer - SURAMERICANA

In 2011

- COP 1,158 million invested in Competitiveness Programs (10.9% of the total)
- Presence spanning 2 Departments
- Alliance with 16 organizations
- Participation in 18 initiatives

COMPETITIVE PROGRAM ASSOCIATES

· Cámara de Comercio de Armenia · Centro Colombo Americano · Centro de Fe y Culturas · Colfuturo
· Corporación Centro de Ciencia y Tecnología de Antioquia · Corporación Minuto de Dios · Fundación Amigos de Fullbright
· Fundación Amigos del Parque Explora · Fundación Dividendo Por Colombia · Fundación Empresarios por la Educación
· Fundación para el Progreso de Antioquia – Proantioquia · Fundación Ventures · Municipio de Medellín
· Sociedad de Mejoras Públicas de Medellín · Universidad de Antioquia · Universidad EAFIT

Other voices

When the dignity of an individual forms the center of human activity – building upon the foundations set by both society and the state – gives precedence to being rather to having which means that social relations are underpinned by an awareness of work ethics rather than production considerations.

So the concept of development undergoes a change in meaning and ceases to be a way of allowing wealth and riches to accumulate in the hands of just a few and becomes a real response to the needs of the people. So this concept of development enhances the common good, that is to say greater well-being and progress without discrimination. As development plays a greater role in furthering the quality of life for the community, it becomes all the more important for companies to invest in this type of development. The challenge is for the beneficiaries of these programs to become more involved with complex community processes and in this way build up their competitiveness.

So it is a question of furthering competitiveness at grass roots level, since companies are gradually becoming more relevant, more respectful and more opportune with their solutions.

Horacio Arango A., S.J.
Director of the Centro de Fe y Culturas



Memories and idle walks

Fruits of our labors:
· Recognition · Self Worth · Self-Esteem

Dreams begin in the classroom and teachers help to mold these by painting broad strokes of color onto the blank canvas of life. But who molds the dreams of teachers? Where did their dreams go? Embarking on an inner journey to discover who we are, is to return to one's roots and find why we are who we are and why we became teachers.

After helping to set up this program I can confirm that one of the greatest needs on the part of the teaching community is to be able to have the opportunity to express their own individual selves, including their emotions and their visions of the world, thereby awakening new possibilities and paradigms that further their well-being by looking within and finding answers or sources of inspiration to connect with their inner selves, meeting peers offering their own life histories and learnings so as to renew their strength and dreams in going forward bringing about greater innovation and furthering the quality of their own lives and those around them. I can clearly confirm that the greatness of investing time and money in creating opportunities to listening to teaching staff is to be able to look within and understand the urgency of learning how to develop human beings.

Maria Patricia Arcila
Program Facilitator

Other voices

The true search for one's self.

Project:
Memories and idle walks Vital training opportunities for teachers

Project associate:
Centro de Fe y Culturas

Other project associates:
Medellín's Regional Education Department

Ubicación:
Antioquia: Medellín

Beneficiary population:
70 teachers and headmasters from schools in Medellín

- Principales logros:**
- Personal transformation for teachers regarding their identity and self-esteem and focusing on enhancing their communication skills and relationships with their students, peers, parents and other family members.
 - Developing conflict resolution skills with regard to students and the educational community in general.
 - Understanding that bringing about a paradigm shift in modern education requires an assessment of both the individual and his or her relations with other teachers and members of the education community. .

Friends of the Explora park

Fruits of our labors:
· Other perceptions · Understanding · Ownership

A fondness for questions leading to answers, a love for science as a driving factor for development. The Suramericana Foundation chairs the Friends of the Explora Park Foundation, which managed to consolidate its teams of scientific volunteers in 2011 by providing support for the Science Fair sponsored by the Explora Part and investing in infrastructure for Medellín's Planetarium.

I believe that education, regardless of the volumes spoken on this subject, continues to be poorly understood with regard to its true dimension.

... .. this is because companies talk about development, social equality and the need for developing markets, educating consumers, promoting a greater understanding of products and solutions ... but how can you do this if people don't understand business-speak...

Companies do research, create knowledge ...but who on the outside manages to grasp all of this if they do not speak the same language?

The same happens with science and technology, and here at the Explora park we talk about "owning" science and technology while searching for ways to make people understand the world in which they live so that they may build up a certain amount of political criteria so as to make their own decisions. If we don't do that, we shall not be of much use. We are building up a future that is opening a great divide amongst the population, not only from the economic standpoint but with regard to access to knowledge and technology...

...Sadly without education, it shall not be possible to avoid falling into this divide...

Azucena Restrepo
Executive Director Parque Explora

Other voices

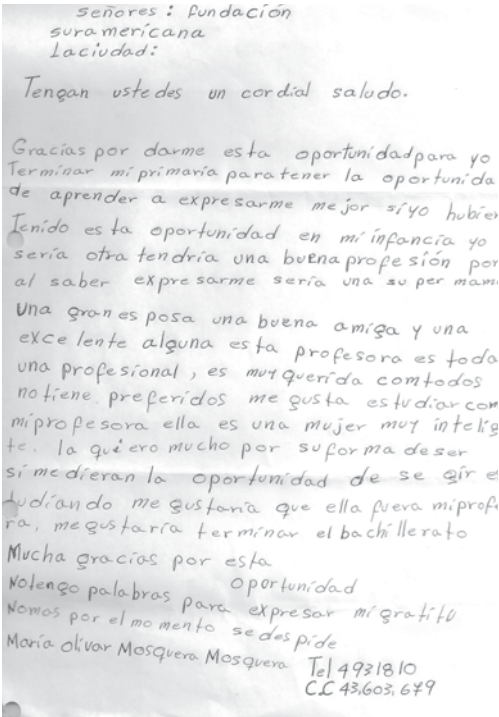


New questions leading to new answers.



Other voices

From pictures to words



Fruits from our labors:
• Words that make sense.

We are surrounded with words, bombarded with messages but not all of us can read so we are excluded from communicating with the world that surrounds us. Understanding how letters combine to form words is to participate in society, in the world, and to truly understand our surroundings.

Words become not just sounds, but a representation of these on paper that pave the way to a new language. When letters take form and make sense people of all ages can look up and see the world knowing that they can write, read and form part of a universe that before was forbidden to them.

AN UNFORGETTABLE ENCOUNTER

He was so disappointed when he got to school to find that all his teachers and classmates had already left. He was mad at himself for arriving late, he should have realized how long it would take to walk there. But he had looked in his pockets and seen that he did not have any money to catch the two buses he needed to get there.

That day, Braulio had got up early, as he did every Saturday to go to school in the San Javier barrio where he attended reading, writing and basic maths classes together with other youngsters and adults who had not been able to finish their basic primary school education. However that Saturday, normal classes were canceled because the school had organized a day out to the Botanical Gardens to visit a Book Fair where the Argentinean writer Sergio Aguirre was scheduled to read aloud. Braulio had heard of this writer in his reading classes.

At just 15 and after a difficult life, Braulio had to abandon his studies because the violence present at the school was threatening his very existence. This is when he found out about the possibility of continuing his studies through the Alphabet literacy program aimed at youngsters and adults who belonged to the La Independencia educational community. It was an ideal opportunity for him.

So he set off walking, wondering what the writer, whose books had been read out in class, was like. He had even seen pictures of him. "Would it be possible for me to meet someone grand enough to write books?" he asked himself as he continued on his long walk. Somehow Braulio had got it into his head that all writers were dead. Wouldn't it be great if I could ask him something? he continued to explore the possibility. Braulio wanted to ask him the reason why he had not been able to visit his father all these years that he had been in prison. Shall I ever see the day that I could write as well? He asked himself. Braulio had always thought that he could write much more interesting stories based on his own experience. "It would be wonderful if I could" he mused, while trying to walk a little quicker.

Finally he arrived at the Botanical Gardens and saw that all his friends and teachers were getting on the bus to go back to the school. Nevertheless, Braulio stayed at the Book Fair and began to go around the book stalls and the auditoriums trying to find the writer he had heard so much about ... but sadly to no avail.

That same afternoon, Sergio Aguirre found out that there was a boy who was looking for him and that he had traveled a great distance on foot. So, with the sensitivity that characterizes a person who loves literature and great stories, he said to himself: - If the boy came all this way and could not find me, then,

I shall go and look for him. So that is how Sergio and Braulio finally met up.

He first contacted Alejandra, a trainee teacher

with the Alphabet literacy program who accompanied him to where Braulio worked. This was a gas station where the boy was able to earn a little money by topping up tires with air. Unfortunately they didn't find him, but the people at the gas station gave them Braulio's cell phone number but Braulio did not pick up for two days.

On the third day he answered and at long last he was able to meet up with the writer at the gas station, which was an unusual place for literary encounters.

A couple of days later, Alejandra called Braulio to ask him how he had got on with Sergio Aguirre.

-Miss, I couldn't believe it. He came especially to see me, I couldn't believe it, I have never felt so important.

-You are very lucky Braulio, but the fact that you walked such a long way and were so insistent on meeting him was not in vain.

-Miss. and he gave me two books: the Anthill which he wrote and the Jungle Book which was his favorite when he was a child.

-I hope you'll enjoy them, Braulio.

-Yes Miss, but I want to write like Sergio.

-And you will, Braulio.

Yes Miss I want to continue studying.

-Braulio and why didn't you answer your phone when we were ringing you?

Miss because someone stole it but I managed to get it back when that person came to fill his motorbike here at the gas station, so I said to a policeman that was nearby that the guy on the motorcycle had stolen my cell phone.

He still had it on him and I was able to get it back.

Wonderful, Braulio That's a marvelous story you can write about.

Alejandra Betancur Jaramillo
Practicante Programa Alfabeto

Shall I ever be able to write so well?



Institutional Strengthening

Support for institutions dedicated to studying issues of national importance and carrying out initiatives aimed at strengthening institutions.

As socially-responsible companies we must ensure the strength of our institutions so as to guarantee ongoing social inclusion.

David Bojanini
Chief Executive Officer - GRUPO SURA

In 2011

- COP 1,683 million invested in Institutional Strengthening (15.8% of the total)
- 37% of this investment corresponded to programs with a nationwide coverage
- Presence in 5 Departments - 7 towns
- Alliance with 27 organizations
- Participation in 31 initiatives

ASSOCIATES OF OUR INSTITUTIONAL STRENGTHENING PROGRAMS

· Asociación Acción Social del Ejército · Asociación Damas Protectoras del Soldado · Cecodes · Corpaul
· Corporación Antioquia Presente · Corporación Compromiso Verde · Corporación Connect Bogotá Región
· Corporación Excelencia en la Justicia · Corporación Manos de Amor y Paz "Manapaz"
· Corporación para los Estudios en Francia · Corporación Transparencia por Colombia · Corporación Vallenpaz
· Federación Antioqueña de ONG · Fedesarrollo · Fundación el Cinco · Fundación Empresarios por la Educación
· Fundación Estructurar · Fundación Ideas para la Paz · Fundación Juan Felipe Gómez · Fundación las Golondrinas
· Fundación Solidaridad por Colombia · Fundación Sumapax · Fundación Teletón · Fundaseg · Fundevida
· ProAntioquia - Global Compact Network



VOLUNTARY WORK

Voluntary work channels the spirit of solidarity shared by our employees and their families. It is a means of being part of the solution thus allowing us to understand different social realities and furthering the social commitment of the local business community.

So what happens when we dream of a better world for the generations to come, and greater equality and collective well-being in the present?

4 years ago I began to work as a volunteer and it has really changed by outlook on life. I imagine our program like a fleet of lifeboats and we all get on the one that can best use our specific skills, our time, our knowledge, our company. And then we set sail into the breeze finding happy smiling people who really need us and who are full of hope and anxious for progress. So we are all sailors set on a course towards smiling happy faces in our quest to make dreams come true.

With our voluntary work we do what we enjoy and enjoy what we do!

Emilio José Sierra Zapata

Coordinator for SURAMERICANA's
Corporate Volunteer Corps



Volunteers can choose between **single-day** programs or the **longer-term** initiatives.



Single-Day

Community work lasting one day usually with a specific objective in mind :

- Painting day
- Earth day
- Healthcare day
- Creativity day

Longer-Term Initiatives

More constant volunteer work offering different options based on the expectations and strengths of the individual volunteer wishing to dedicate his or her free time to more concrete objectives, whether physically assisting with projects or imparting knowledge.

Solidarity Fund

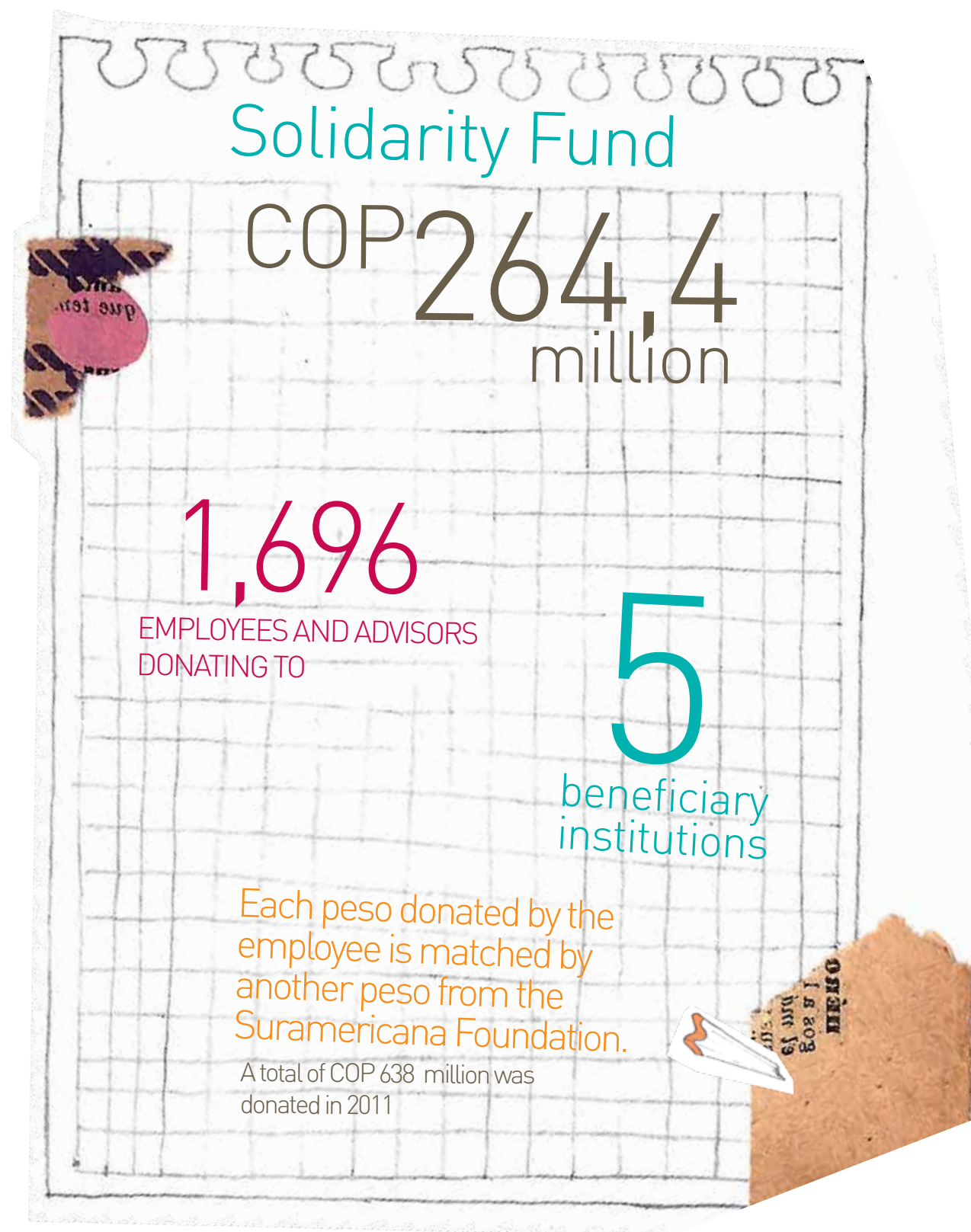
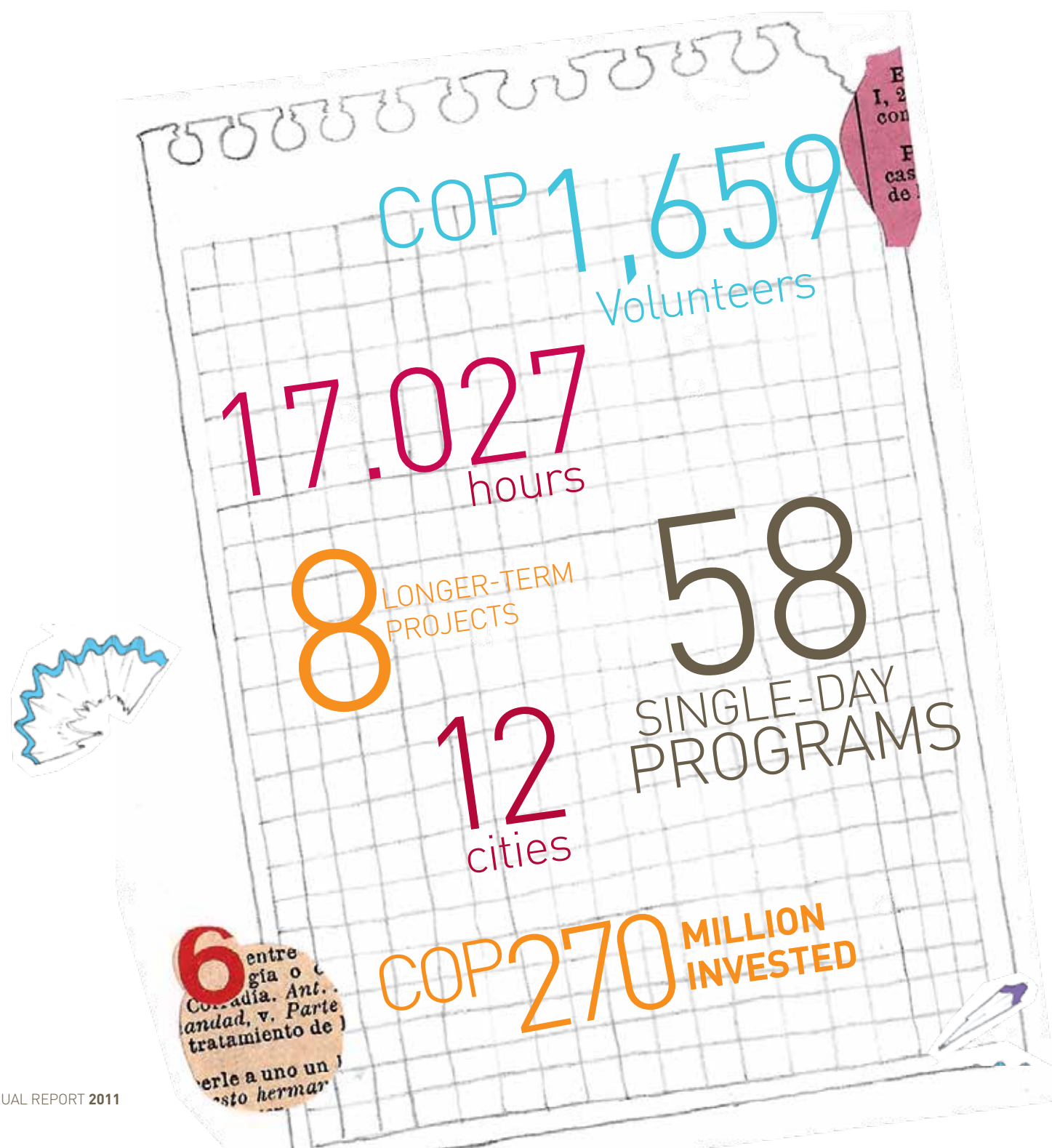
Donations on the part of our employees that are used to fund social institutions or projects furthering the development and wellbeing of the more vulnerable segments of the population.

Each peso donated by the employee is matched by another peso from the Suramericana Foundation.

- Dividendo por Colombia (Nationwide)
- Fundación La Purnia Campesina (Santander)
- Nutrir Manizales (Caldas)
- Colsalud (Risaralda)
- Instituto de Capacitación Los Álamos (Antioquia)



The sum of our efforts in 2011



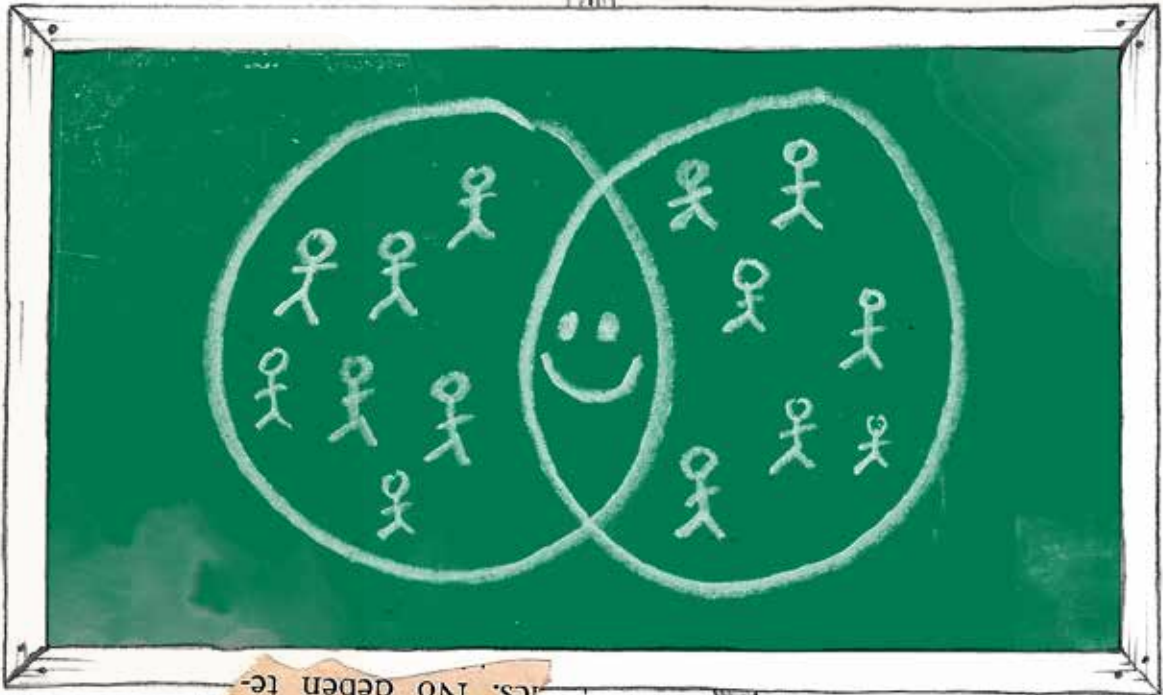
To sum up...

PER CITY	VOLUNTEER WORK	# HOURS OF
ARP Sura	220	2.718
Consultoría en Gestión de Riesgos	67	497
Dinámica I.P.S	28	543
Enlace Operativo S.A.	93	875
EPS Sura	180	1665
Fundación Suramericana	5	236
Grupo Sura	8	317
IPS Sura	79	1.460
Seguros de Vida Sura	231	2.865
Seguros Generales Sura	286	1.820
Servicios Generales Sura	21	308
Suramericana S.A.	11	553
Unidad del Conocimiento	3	42
Persons invited by employees	427	3.128

TOTAL 1,659 17,027

PER CITY	VOLUNTEER WORK	# HOURS OF
Armenia	91	668
Barranquilla	123	1.067
Bogotá D.C.	223	1.955
Bucaramanga	95	859
Cali	156	1.423
Cartagena	69	707
Cúcuta	92	901
Manizales	58	482
Medellín	553	7.937
Neiva	40	172
Pereira	74	464
Rionegro	85	392

TOTAL 1,659 17,027



26% of our volunteers are family members, friends and acquaintances of our employees

15% of our employees took part in our volunteer work



**Fruits from our
volunteer work:**

Embraces, smiles,
dreams, happiness,
nobility, sensitivity,
humility, another
way of seeing things,
respect for that
which makes other
people different,
understanding,
hope, commitment,
inspiration,
satisfaction,



Working with Sura´s volunteers allowed us access to a high-level interdisciplinary team capable of providing support to decisive processes when selecting projects for new ventures. Also the experience and vision provided by each of Sura´s volunteers were an added-value bonus for each of our entrepreneurial participants as each of the aspects to be improved upon as put forward in each of the evaluation stages quickly became key guidelines for structuring high potential business proposals.

Catalina Sánchez
National Coordinator – Corporación Ventures

Thank you all very much! Besides bringing healthcare to the underprivileged you have also given us hope and affection, and that is much more important!... We are very grateful to all of you. I never imagined that the time shared with you would be so enriching, so formative it really gave us a new lease of life!

Gonzalo Alberto Pérez Rojas
Chief Executive Officer – SURAMERICANA

At first I wasn´t quite sure about signing up given the amount of work I have (just like everyone else) and because I am not very good with children. But it was just too tempting so I gave it a go. ...one hour was not enough ... I just had time to say to the little girl that she must enjoy this time while she is young and love her mother and little brother very much.
... what I would say to any child is that he or she must discover what are his or her true abilities because these are their tools for the future, and studying and making a great effort in this regard will go a long way. However, the goal is not accumulating things but being happy and loving life, other people one´s family, one´s school, etc.

Adriana Maria Castro Ospina
Professional from CISTEMA – ARP SURA, Bogotá

Just remembering the hug I got from John Alejandro when he gave me a letter gives me goose bumps. You have to see how other people live to really appreciate what we have and love what we do.

Edison Andrés Betancur Montoya
Assistant Dispatcher– Seguros de Vida SURA, Medellín

However, the goal is not accumulating things but being happy and loving life, other people one´s family, one´s school, etc.

Other voices

Companies need new ways of relating to different communities and the players within their respective environments, in order to give systematic support to the growth of social productivity. In other words providing support to generating opportunities and furthering competitive skills on the part of the community, transferring added value productivity practices and business culture environments on different levels of the community organization.

Corporate environments that facilitate creativity, education, innovation, entrepreneurship, business associations in synthesis an optimum management of resources to further competitiveness. Volunteer work should be conceived and encouraged within this same framework and then the transfer of knowledge should be at the core of any volunteer initiative, from the social and technical mobilization standpoints, addressing development.

Rafael Aubad López
Vice-president of Proantioquia



WE BELIEVE, WE INVEST

In a country such as Colombia, with multiple resources and a great potential for innovation, it is important for production development to go hand in hand with social development. This kind of important initiative requires funds in order to be successful and these contribute to the consolidation of the Suramericana Foundation's equity as a shareholder.

Today we have partnered with:

Naidí S.A.
Amount invested: COP 1,000 million

Productos del Bosque Naidí produces frozen acai pulp for export specifically for the beverage, cosmetic and industrial markets in the US. Naidí's products have a great social impact since thanks to their business model they are able to employ more than 150 pickers from the Afro-Colombian communities on Colombia's Pacific Coast.

Fondo Cacao BYR
Amount invested: COP 2.500 million

This fund directly invests in the growing of cocoa bean crops, which take 10 years to properly mature. Besides the results obtained in terms of harvested production, this project creates jobs and serves as a means of substituting and preventing the planting of illicit crops.

Valor Forestal Caucho Natural
Amount invested: COP 2,000 million

A Private-Equity Fund aimed at setting up and running rubber plantations, either directly or indirectly in the Colombian Orinoquía region. This Fund, led by stock brokers, is aiming to reach a total of 10,000 hectares of rubber crops, which shall have an important impact on the country's social and agroindustrial development.

We believe in these companies, that is why we are investing in them.



Aprendizajes de la siembra

Our greatest learning has come from merely providing assistance to taking a proactive role in projects aimed at improving living conditions for communities, so that they may become more independent and autonomous.

..having focused and worked on creating alliances with other institutions, each bringing to bear qualities and abilities that complement our own, we have been able to extend and **add to the results obtained.**

David Bojanini García

We have gone from providing mere assistance and support to a more proactive role amongst the different communities we help, not only with the desire to help and contribute but also with the aim of transforming the status quo . It is always much easier to ask for support than to actually produce the desired end and I think that this has been our greatest progress, that is to say we have begun to see these communities as being able to develop their own social and economic projects just as Suramericana does .

In these past 40 years Suramericana has shown that it is **not a case of giving away what we comfortably can, but sharing what we actually have.**

Fernando Ojalvo Prieto

Going from playing a purely supportive role to one of encouraging growth has been a truly positive step in the right direction...

Adopting a more comprehensive vision of the communities and people we help has clearly been an important learning for us, we no longer think in terms of lack of food or housing, **since the problem lies more in the essence of said communities and groups and that is what we have to transform .**

Gonzalo Pérez Rojas

We carefully tend to our social work:

We listen, observe and learn from each experience.

Challenges, new seeds to be planted

The opinions, testimonies and perceptions quoted throughout this publication have given rise to additional challenges that shall be used to strengthen the Suramericana Foundation's work in aspects such as:

- Transferring knowledge
- Strengthening dissemination processes
- Consolidating lines of social investment
- Evaluating the overall impact of the investment
- Participating in inter-institutional alliances and forums
- Extending our investment frontiers



...extending this work to other regions where we are gaining a foothold, sharing what we have learned so far and learning from these new regions so as to strengthen our initiatives as good corporate citizens.

David Bojanini García

The first challenge we face as a Foundation is to **transform communities**, and hopefully the next generation shall not need a foundation. The second challenge is to **understand our own diversity, our different identities**, cultural expression, ways of being, that go hand in hand with gaining **international scale**... another challenge is that integration and comprehensiveness must be much more encompassing, this we can only achieve if we are able to reach out and **work in conjunction with other foundations**.

Gonzalo Pérez Rojas

The Foundation must begin to extend its message and the scope it has enjoyed in Colombia to other countries where we can help to improve the standards of living of many communities.

Fernando Ojalvo Prieto

The Suramericana Foundation

2011

The results obtained in 2011 would not have been possible without the help and firm commitment of many other people and institutions. We extend our gratitude to all those community and project leaders that inspire hope and steadfastly strive to secure a brighter future as they mature in experience and transform the status quo.

... The cream of the crop

...good fruits are borne from working with and for the community.

