

FUNDACIÓN



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**Eyes that witness
who we were, who
we are and who
we will be.**

We turned fifty in 2021. During this time span we have promoted initiatives to improve the wellbeing of the people, organizations, and territories where we operate. We have constantly adapted our operations so the outreach we lead remains relevant and consistent with our current reality.

During this ongoing evolution, we have used our outlook to question and analyze territories, processes, initiatives, organizations and people. We have seen how the views of others have also changed, and how our views meet theirs so we can work together.

Indeed, 2020 forced us to adapt all at once the way we had been implementing our initiatives. Even then, our direction never changed but rather people's wellbeing remained a part of our every decision.

Here, we share with you our activities in 2020, impacted by the events of which we are part, and which have required consistent and timely responses. The proposals intended to mitigate the impact of COVID-19 were relevant, catered to support the health system and guarantee that the needs of the people who were most heavily impacted by the crisis were met, but without interrupting our assistance so that different initiatives and organizations could continue to operate during the pandemic.

In this report we want to give special recognition to the people, to their perspective as the main source of expression during a year that forced us to focus on what is essential and shed light on our being.



A perspective that questions and sees things differently every day, and determines the course of future events.

B O A R D O F D I R E C T O R S

Gonzalo Alberto Pérez Rojas

CEO of Grupo SURA

Juana Francisca Llano Cadavid

President of Suramericana

Ignacio Calle Cuartas

President of SURA Asset Management

Mónica Guarín Montoya

Vice President of Human Development
and Society of Grupo SURA

Carlos Ignacio Gallego

President of Grupo Nutresa

Juan Luis Mejía Arango

Independent Member

Ángela María Alzate Ochoa

Independent Member

María Mercedes Barrera Tobar

Executive Director of the SURA
Foundation

S T A T U T O R Y A U D I T O R

Principal

Jessica Fernanda Morales Vallejo

Member of Ernst & Young Audit S.A.S.

Alternate

Caterine Alexandra Montoya Gallo

Member of Ernst & Young Audit S.A.S.

A perspective
reflects the soul,
which in turn
represents peoples'
authenticity.

Our daily lives during 2020 helped us raise our awareness. Today more than ever, our perspective lets us discover a new sense of others, and the possibility of recognizing ourselves individually and collectively so we can live using self-knowledge and self-management, as skills that enable us to deal with ourselves and with society.

We at the SURA Foundation must be aware of the impact we have on the people and organizations with whom we grow, from a perspective that includes several dimensions of reality and its relationships, but without underestimating the current times and the way we approach each of our initiatives.

As a Foundation, we must think about what the pandemic showed, our humanity and frailness. We should have a new awareness of life and, especially of the present. A fresh look at our interdependence and the need to march together to face uncertainty with hope for the future.



Gonzalo Alberto Pérez

Chairman of the Board



Our outreach investments and programs in 2020

- HUMANITARIAN AID
- QUALITY OF EDUCATION
- CULTURAL PROMOTION
- INSTILLING CITIZENSHIP & BUILDING DEMOCRACY
- CORPORATE VOLUNTEER PROGRAM

We directly worked with **87 organizations** to develop outreach initiatives. We participate in **8 alliances** as well as domestic and Latin American collaborative networks.

THE SURA FOUNDATION DIRECTLY BENEFITTED **280,497 PERSONS** AND **2,630 ORGANIZATIONS**.

OUTREACH INVESTMENTS PER LINE

AID **42%**
COP **10,863** million
USD **2.9** million

Quality of Education **25%**
COP **6,634** million
USD **1.8** million

Cultural Promotion **16%**
COP **4,049** million
USD **1.1** million

Corporate Volunteer **11%**
COP **2,827** million
USD **765** thousand

Citizenship and Building Democracy **6%**
COP **1,690** million
USD **458** thousand

TOTAL INVESTMENT

COP **26,064** million
USD **7.057** million

INVESTMENTS IN THE PAST 10 YEARS

COP **170,212** million



Response to the pandemic. Humanitarian aid.

A I D A L L I E S :

- Asociación de Bancos de Alimentos de Colombia -Ábaco-
- Consejo Privado de Competitividad
- Corporación Antioquia Presente
- Corporación Superarse
- Fundación Fraternidad Medellín
- Fundación Juan Felipe Gómez Escobar -La Juanfe-
- Fundación Paraiso Otoñal
- Fundación Providencia 2000
- Fundación Santo Domingo
- Fundación Social Colombiana de Salud COLSALUD
- La Casita de Nicolás
- Refugio Santa Ana

Perspectives

LAURA TORRES
Occupational Safety and Health
Corporate Chief of the Cardiovascular
Foundation of Colombia, in
Bucaramanga

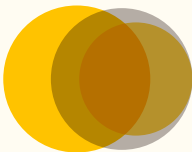
THE CARDIOVASCULAR FOUNDATION
RECEIVED PROTECTIVE GEAR
THROUGH OUR BACKUP STRATEGY
TO MITIGATE THE EFFECTS OF THE
PANDEMIC.

As a health care facility, we were well aware that we would be first-responders to treat COVID-19 in Colombia. How do we face the unknown? We still wonder. Human beings fear what is imminent, what can't be seen, what they can't predict.

Our days are a roller coaster; some are moved by hope while others are really tough. The news of the virus found in the body of any co-worker, for instance, turns the shift into hours of uncertainty and anxiety.

Our daily routine includes face masks, face shields and suits. The eyes are all we can see when we use our biosafety gear. We lost the capability to read lips, but we became more sensitive to interpret the eyes of others. One day, when the number of cases increased and UCI beds reached their limit, we didn't need to talk to discover we had sad eyes.

We realized with the pandemic that empathy still exists along with the commitment to want to work as a team to remain safe.

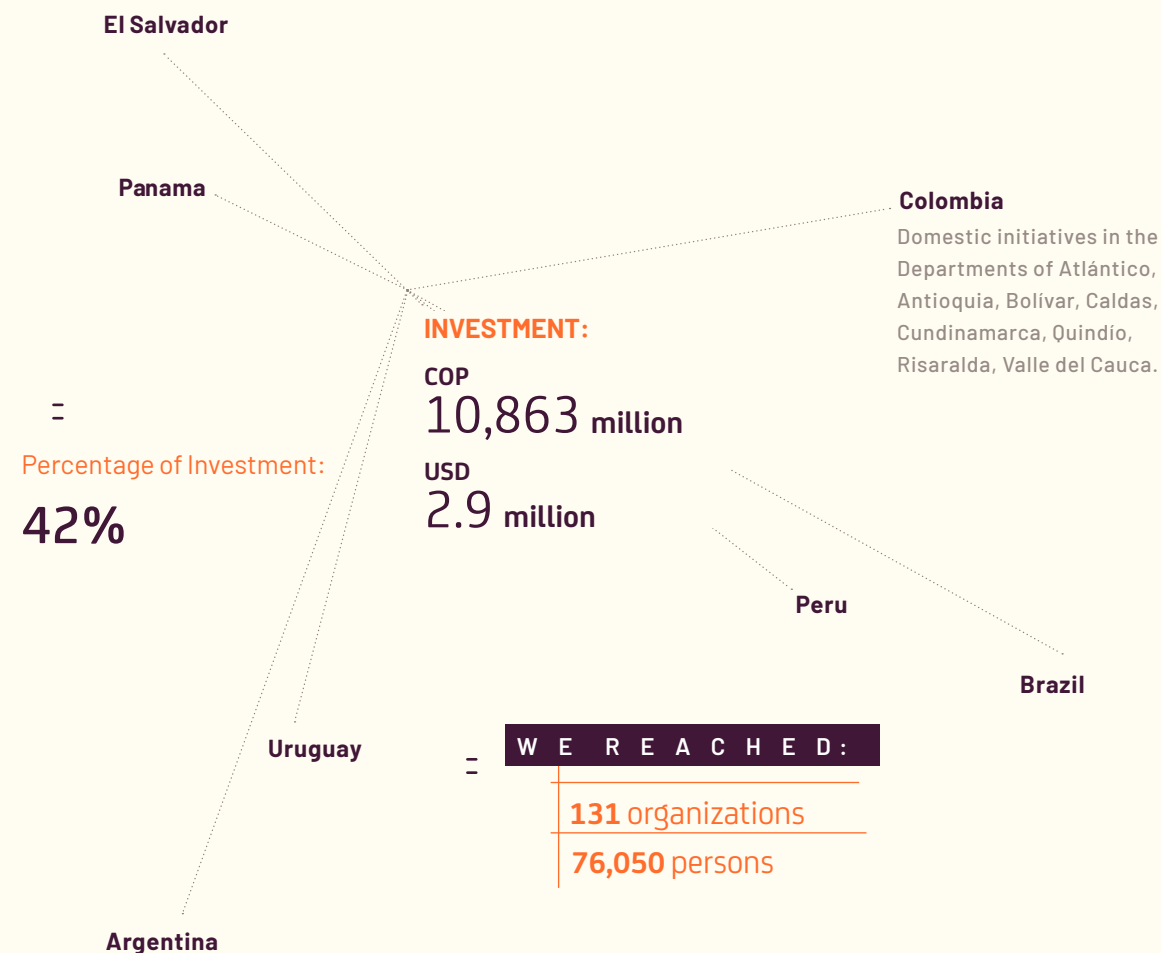


Providing aid – An act of respect for mankind

On purpose in this line is to take care of others and provide aid together at times when the essentials of life are increasingly important. We understand that outreach should meet our

current conditions – and 2020, a year framed by a pandemic, underscores the proposals aimed to mitigate the consequences derived from COVID-19 as well as others rising from environmental conditions.

As a Foundation, our response is to provide aid to others, to ourselves, through an act which is honest and deeply respects human beings.



THIS LINE IS CONCEIVED ON THREE PILLARS:

Health Care:

Focused on providing aid to deliver personal gear for teams in hospitals in Colombia and Latin America, and to promote the acquisition of vaccines.

Wellbeing:

Priority given to provide aid to persons whose income was hurt.

Initiatives of cities and education campaigns.

HIGHLIGHTS:

- **53 hospitals, clinics and organizations** of Colombia and 7 countries in Latin America received biosafety gear and medical equipment.
- **200,000 families received food packages.** An initiative made in alliance with the Foundations of Bancolombia, Nutresa and Argos as well as Abaco, the Association of Food Banks of Colombia.
- **369 families and organizations** whose income was hit, received economic support from resources and donations of employees from the different companies of the SURA Business Group.
- **The Germinar Project** was confirmed along with the Nutresa Foundation and Abaco. This initiative targets food safety by establishing productive and community orchids.
- Through Antioquia Presente, populations from Dabeiba and San Andrés y Providencia, hurt by natural disasters, received aid in kind.
- Resources were provided to support campaigns to collect funds in the cities of Medellín, Bogotá and Barranquilla; and we were involved in the nationwide educational campaign led by the Private Council of Competitiveness.



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Perspectives
JUAN CARLOS BUITRAGO
Executive Director of
Ábaco

Ábaco IS THE NETWORK OF FOOD BANKS OF COLOMBIA, TO AID FAMILIES AFFECTED IN THE COUNTRY DURING THE PANDEMIC.



Eyes help us tell if a person is healthy or not, especially their nutritional deficiencies. Through the eyes of our Association we discover the need of food that millions of Colombians experience, which worsened with the pandemic.

Indeed, food safety is core to our vision and is prioritized by decreasing food loss. In Colombia, a third of the food produced lands in the garbage can. If we were aware of our surroundings, we could guarantee food on tables during the entire year for 8 million persons.

Last year showed us we had the capacity to help on a larger scale, when we decided to join efforts.

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Perspectives
NICOLÁS ORDÓÑEZ ORTEGA
Executive Director of
Antioquia Presente

ANTIOQUIA PRESENTE IS OUR ALLIED ORGANIZATION TO MANAGE RESOURCES CATERED TO REESTABLISH THE LIVING CONDITIONS OF THE POPULATIONS AFFECTED BY NATURAL DISASTERS, AMONG OTHERS.

Eyes give away what persons are living.

At the end of last year, we saw thousands of faces with anguish and unease with the heavy rainy season. However, our mission was to transform their face into hope, which comes with new opportunities.



Quality of Education

ALLIES IN QUALITY OF EDUCATION

- Acción Empresarial por la Educación -EDUCA-
- Corporación Futuro para la Niñez
- Corporación Juntos Construyendo Futuro
- Corporación MAKAlA
- Corporación Universitaria Minuto de Dios -UNIMINUTO-
- Fundación Centro Internacional de Educación y Desarrollo Humano -CINDE-
- Fundación CESDE
- Fundación Empresarial para el Desarrollo Educativo -FEPADE-
- Fundación Empresarios por la Educación
- Fundación Jorge Otero de Francisco y María Liévano de Otero
- Fundación Juan Felipe Gómez Escobar -La Juanfe-
- Fundación La Visitación
- Fundación Proantioquia
- Fundación Secretos para Contar
- Piñón de Oreja
- United Way Colombia
- Universidad de La Salle
- Universidad EAFIT



Perspectives

JHOANA PATRICIA BOLAÑOS MUÑOZ
Beneficiary

Nicanor Restrepo Santamaria
Scholarship

A SCHOLARSHIP PROGRAM THAT PROVIDES THE OPPORTUNITY TO ACCESS UNDERGRADUATE OR POSTGRADUATE STUDIES IN SOCIAL SCIENCES, ECONOMICS AND HUMANITIES - IN ACCREDITED UNIVERSITIES IN COLOMBIA.

We forget the present by making plans for the future, and 2020 confirmed that life can change in no time. After earning my Masters in Public Policies, I planned to live in Bogotá y to focus entirely on creating new ideas, as a result of my studies.

However, the pandemic changed my plans and those of my family. I had to take over new responsibilities at home and back those who backed me for many years.

Today I believe we live full of mindfulness. We are increasingly sensitive and aware of the new opportunities life offers every day.



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Perspectives

MÓNICA CORREA ARTEAGA
Mother beneficiary of the ERA
Alliance

WE JOINED THIS INITIATIVE IN

2018 WITH THE GOAL OF JOINING EFFORTS AND WORKING WITH A COMMON GOAL IN MIND: TO CREATE AN EDUCATION INCLUSIVE AND OF QUALITY TAILORED TO THE REGIONS, USING FLEXIBLE EDUCATIONAL MODELS THAT ENABLE CONDITIONS TO LARN AND COEXIST IN RURAL AREAS.

Unlike the cities, the countryside did not feel the weight of the pandemic. We continued working at the farm, talking to our neighbors and spending time with our family. The only role that changed was from being a mom to a teacher.

Before we thought that schools were solely responsible for educating, bur perspective changed this year. We realized that education comes from home.



Being More Than Doing

The biggest challenge for this year was ensuring continuous education processes, focused on the long term, which endure even without the teacher’s physical presence. This change in methodology gave more sense to strengthening life skills in which autonomy plays a key role.

Talking about quality of education is to articulate the cognitive, the social, and the emotional aspects. This is why we at SURA Foundation promote educational venues where the priority is learning with meaning and all through life; venues that go beyond the classroom, where different outlooks breed peaceful coexistence, where knowledge becomes equality, and freedom, and life-skills are determinant factors for enriching knowledge, and for learning how to live life and coexist peacefully.

Our work in 2020 focused on adapting our own programs and those of our alliances to the educational dynamics, to continue developing capabilities, establishing new alliances to reinforce education programs in those countries where we have a presence, and to provide closer assistance to those who participate in our programs and had to face the situation.

INVESTMENT:

COP
6,634 million
USD
1.8 million

El Salvador

Dominican Republic

Colombia

Domestic initiatives in the Departments of Antioquia, Bolívar, Cundinamarca, Risaralda.

WE REACHED:

2,161 organizations
8,806 persons

Percentage of investment:
25%

SEVERAL INITIATIVES IN WHICH WE PARTICIPATED:

- “Félix and Susana” Program
- Higher Education Scholarship Fund
- ERA – Alliance for Rural Education in Antioquia
- “Laboratorio Vivo” Project.

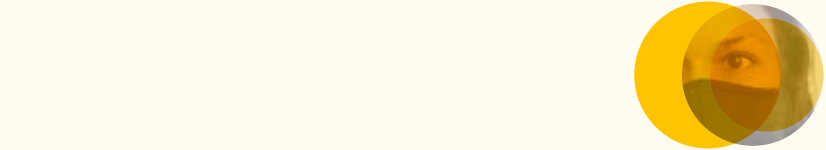
HIGHLIGHTS:

- In “Félix and Susana”, a program that teaches healthy coexistence, we developed CoronaLIFE, a strategy for wellbeing and managing emotions. We were in touch with more than 3,645 teachers and work teams of different allies in Colombia, Dominican Republic and y El Salvador, through 455 on-line sessions, and provided 8 educational guides with 45 tools to work with educators, children and their families.
- We assisted 202 fellows of the 5 programs of the Scholarship Fund of SURA Foundation, to point out and serve their needs rising from the pandemic.
- We developed strategies to address the being, knowing and doing of the 52 beneficiaries of the Nicanor Restrepo Santamaría Scholarship and hence, to, enhance their life projects. The invitation to the Scholarship in 2020 expanded its offer to residents from overseas that reside in Colombia, and we chose 11 new fellows, all community leaders with a high sense of serving others.

- In rural education, we participated in the ERA Alliance serving 888 teachers, we continued training 43 young adults at the La Sandalia rural innovation center, and we backed 19 in the UTOPIA Scholarship Program of Universidad de La Salle to develop their productive projects.
- The Principals Leaders and Transformers initiative consolidates its knowledge expansion and transfer to nationwide programs such as: “Todos a Aprender” and the School for Leadership of Teachers of the Ministry of National Education. The purpose is to develop a theoretical, methodological and operational structure in schools to expand educational leadership.
- In alliance with Proantioquia, we backed recognizing education for quality, City of Medellín – Being Better, in which more than 400 teachers signed up. In this setting, their work and leadership to develop new learning methods is underscored.
- With “Laboratorio Vivo” and United Way we served teachers for the incubation of 60 educational projects which, using innovative methodologies, sought to build specific solutions to real problems in schools.
- We participated in collective strategies and activities, by providing resources and knowledge to make informed decisions to respond to the emergency. This includes “The Education that Joins Us”, a strategy led by Empresarios por la Educación, municipal work teams, forums and webinars.
- We promoted the qualification of work teams from the initiatives we were involved, acknowledging the potential of the human talent active in the educational processes, and valuing the different outlooks that change to consolidate knowing and doing.
- We led the development of an internal policy for the prevention of violence and sexual abuse of boys, girls and teenagers. This policy states that all of our actions and those of our allies should be guided by respecting human rights and particularly aimed to guarantee the rights of this group of the population.
- We held the First 2020 Education Forum – Lessons that Make Sense, with the attendance of more than 500 persons from Colombia, El Salvador and Dominican Republic. The purpose is to recognize good practices, to share experiences among the different players and to exchange knowledge.



- We participated in the National Forum for Comprehensive Sex Education (or EIS) led by the UNFPA(United Nations Population Fund) which gives rise to reflections on implementing the EIS inside or out of the school throughout Colombia. During 2020, the challenges of the Forum focused on identifying the EIS experiences derived from settings other than the school. This is done to systemize and share the lessons with different audiences.
- We participated in the design, prioritization and construction of OFFER (Outcome Fund for Education Results) or the Fund of Payments per Results, led by the Canadian government with allies such as the Foundations of Bancolombia and Nutresa, Empresarios por la Educación Foundation and the Ministry of National Education.



Perspectives

DAYAN BERMÚDEZ

Knowledge Management
Coordinator of the “Felix and
Susana” Program.

Education settings changed with COVID-19. Schools and our task to back teachers, playrooms and families shifted as well and required an effort to adapt and continue teaching boys and girls by developing new experiences from home.

The coexistence in homes, the challenges of going on-line, and the continuity of providing education plans remotely brought challenges we couldn’t ignore; we had to find a tool to contribute to have a different Outlook to what we have lived.

2020 changed by vision and I can summarize it in a single word: Unlearn. For years we refused working on-line and insisted that physical presence was above all other methodologies. However, the pandemic arrived and it brought changes.

“FELIX AND SUSANA”, A PROGRAM FOR HEALTHY COEXISTENCE, IN AN EDUCATION PROGRAM INTENDED TO HELP BOYS AND GIRLS LEARN AND EXPERIENCE WITH THEIR SENSES, TO DECIDE OVER TAKING CARE OF THEIR BODY, THEIR LIFE AND THEIR RELATIONS, BY ENHANCING PROTECTIVE AND INCLUSIVE EDUCATION SETTINGS. THIS PROGRAM IS CURRENTLY IMPLEMENTED IN PUBLIC SCHOOLS IN COLOMBIA, DOMINICAN REPUBLIC AND EL SALVADOR – AND IN A PLAYROOM IN MEDELLIN.

Cultural Promotion

ALLIES OF CULTURAL PROMOTION:

- Asociación Escuela Audiovisual Infantil
- Ballet Folclórico de Antioquia
- Ballet Metropolitano de Medellín
- Batuta Caldas
- Batuta Meta
- Caja de Compensación Familiar Comfama
- Club Fotográfico de Medellín
- Corporación Común y Corriente
- Corporación Cultural Nuestra Gente
- Corporación Educativa y Cultural Motete
- Corporación El Colegio del Cuerpo de Cartagena
- Corporación Elements
- Corporación Interactuar
- Corporación Manos Visibles
- Corporación Navegantes
- Corporación Tapioca
- El Grilo Corporación Cultural
- Fundación Amigos del Parque Explora
- Fundación Cinemateca del Caribe
- Fundación El Origen
- Fundación La Cueva
- Fundación Más Gente Como Tú
- Fundación Nacional Batuta
- Fundación Prolírica de Antioquia
- Fundación Rafael Escalona
- Fundación Sirenaica
- Fundación Uno Más Uno
- Fundación Verso Vivo
- Laboratorio del Espíritu
- Museo de Antioquia
- Museo de Arte Moderno de Barranquilla
- Museo de Arte Moderno de Bogotá
- Museo de Arte Moderno de Medellín
- Museo de Jericó
- Museo La Tertulia
- Museo Nacional de Colombia
- Orquesta Filarmónica de Medellín
- Orquesta Sinfónica de Antioquia
- Red de Promotores Culturales de Latinoamérica y el Caribe -RedLat-
- Teatro Metropolitano (Asociación Medellín Cultural)
- Teatro Pablo Tobón Uribe



● **Perspectives**
MAYRA DÍAZ
Fundación La Cueva

LA CUEVA FOUNDATION,
HOLDS CULTURAL AND ARTISTIC
EDUCATION PROGRAMS
NATIONWIDE. IT CATERS THE
CONSERVATION OF HERITAGE.

The arts were displaced by the pace of life and the pandemic helped us witness the role the arts have as the core of mankind.

2020 shifted our outlook on artistic expressions, which enabled our sensitivity, empathy and acknowledging others. We managed to observe inwards, to build outwards.

The greater challenges made us shift and leave behind our resistance and instead find new on-line activities.

Although this year increased our spirituality, we lost many lives close to us.

We experience the pain to take over their legacy.



●● **Perspectives**
SAYOHA VALENTINA SOTO
SALDARRIAGA
“Selva de Letras” Participant
– Age: 12

WE ASSISTED CORPORACIÓN MOTETE TO IMPLEMENT THE “SELVE DE LETRAS” PROGRAM. THIS IS A READING AND WRITING PROGRAM BASED ON RECOGNIZING OTHERS, TO DEVELOP CRITICAL THINKING AND COMMUNICATIONS SKILLS, RESCUING THE AFRO IDENTITY.

I saw Miss Karen one day knocking from door to door with some books. I began reading poorly but after practicing with her so much I can now read fluently. Being with Miss Karen has helped me with my studies and I feel I can communicate better with others.

I missed playing with my Friends in the park last year. I missed seeing the colors of life, of trees, of green leaves and of the sky, especially the dawn. I also missed reading with my friends since we had such a great time.





Art and its symbolic sense in life

We believe in art and culture, their fundamental role to develop societies. Even more so in times like 2020, when art sparked alternatives to better overcome the lockdown, and cultural initiatives kept.

On enhancing artistic skills for life during our isolation, we implemented proposals that remained in force remotely. We highlight the artistic manifestations of the year, the conservation of our memories in this historical moment of mankind – all promoting the essence of who we are and building heritage and a collective identity from home.

The SURA Foundation triggers opportunities to develop the capabilities of cultural organizations and artists, favoring their sustainable activities. We also support the enhancement of public institutions in the cultural sector, overcoming the difficult times we lived.

● ● THIS LINE IS BASED ON THREE PILLARS:

Cultural Start-ups:

We support activities that target the sustainability of the arts and of cultural organizations, qualifying the creative process alongside the technical conditions and management of businesses in the sector – all aimed to preserve the wisdom behind the arts.

Culture Appropriation:

We promote exercises made with the community that stem voluntarily in cultural organizations – initiatives connected to education processes that shift the Outlook of regions and of the entities that lead them.

Heritage Custodians:

We underscore the role of cultural organizations in their regions, which are mediators between art and audiences, and their responsibility to oversee its conservation. We support the presence of the government and the sustainability of the cultural sector – connecting similar purposes, ideas, persons, knowledge and businesses.

SEVERAL INITIATIVES IN WHICH WE PARTICIPATED:

- Cultural Start-ups in Urabá
- Cundinamarca Residences
- Exploring Heritage
- “Selva de Letras”
- Music Lab, Digital Encounters and Transformations



HIGHLIGHTS:

- **Part of our contributions** catered to the enhancement of government-owned entities within the sector, to continue having cultural organizations in force even during the pandemic. A total of COP 1,472 million of additional contributions were made for this item.
- **We assisted cultural Organizations** to transform their artistic and education practices. This was done providing training courses on-line which were solely given physically beforehand.
- **We held the 3rd Forum of Cultural Allies** attended by 48 persons – a setting to enhance working networks and the capabilities thereof.
- **We participated in establishing** the strategic plan of the Museum of Modern Art of Barranquilla.
- **To respond to the pandemic**, we called on the Cultural Appropriation Forum – A Meeting Among Territories, to encourage collaborative efforts, support the education of audiences providing multi-format proposals, and reach diverse regions and organizations. 432 proposals were presented to the call from 894 cultural organizations of Colombia. Three initiatives were chosen: How Colombia Sounds, Comek + Ifue, and Latin America in Connection and Dialogue.
- **We assisted cultural organizations** to improve their digital skills, to teach audiences on-line, to provide a technological update of their tools, and to adopt biosafety measures.
- **In alliance with REDLAT (Network of Latin American Cultural Producers)**, we launched the Music Lab project – Digital Forum and Transformation, and trained and assisted 133 Latin American artists in digital transformation processes of the musical sector to prepare them – and their businesses – to reactivate their musical proposals in the midst of the current context. This initiative was done with the SURA Foundation in Mexico and in Chile.
- **The pandemic triggered richer** cultural proposals with meetings providing artistic manifestations and dialogues. This also includes an increase of their scope, regions and the mobilization of artistic propositions.

- **154 boys and girls from Quibdo continued learning** how to read and write under the “Selva de Letras” project of the Motete Corporation. Likewise, more than 3,000 persons took dancing, singing, music, performing arts, among other lessons, with the programs given by our allies.
- **Memories of Tumaco with the Antioquia Museum** to expand the knowledge of both organizations through a curatorial course to re-design the museum’s script and the museographical design of one of the halls of the House of Memories. Moreover, discussions were held on managing resources and the gradual opening protocols after the mandatory lockdown.
- **36 cultural organizations of the Uraba of Antioquia** continued their technical and corporate qualification under the Uraba Cultural Start-up project. This is done in alliance with Family Compensation Fund-Comfama and Corporación Interactuar.
- **Under the Cundinamarca Residences project** we held, for the first time, 6 remote artistic and education residences in which we addressed practices for good living, social-emotional matters, and community proposals. This project is conducted in alliance with the Antioquia Museum.



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PERSPECTIVES

CARLOS URIBE URIBE
Curator Director
Museo de Antioquia

WITH THE ANTIOQUIA MUSEUM WE CARRIED OUT THE CUNDINAMARCA RESIDENCES PROJECT – AN INITIATIVE THAT SEEKS TO ADDRESS, UNDER THE ART AND EDUCATIONAL VIEWPOINT, THE PROBLEMS AND REALITIES OF THE AREAS CLOSE TO THE ANTIOQUIA MUSEUM.

A flash to the past, the memory of those who are no longer with us. This is how we assist the House of Memories of Tumaco with the curator and museographic design of hall 2; a space to honor the victims of the armed conflict of this municipality set in Nariño.

Resetting this space is done with so much care that we focus on planimetries, modules, showcases and portraits, which represent the extension of what every life meant.

This acquired knowledge among peers leads to gain different viewpoints and to build different narratives to pay tribute to the truth.

Ciudadanía y Construcción Democrática

ALLIES TO INSTILLING CITIZENSHIP AND BUILDING DEMOCRACY

- Cecodes
- Consejo Colombiano para la Competitividad
- Corpoayapel
- Corporación Antioquia Presente
- Corporación Cuenca Verde
- Corporación Excelencia en la Justicia
- Corporación Región para el Desarrollo y la Democracia
- Corporación Transparencia por Colombia
- Corporación Vallenpaz
- Fedesarrollo
- Fundación Centro de Fe y Culturas
- Fundación Fraternidad Medellín
- Fundación Granitos de Paz
- Fundación Ideas para la Paz
- Fundación Mi Sangre
- Fundación para el Desarrollo del Caribe
- Fundación Proantioquia
- Universidad del Norte

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Perspectives
ISABEL SEPÚLVEDA ARANGO
Director
Corporación Región

AN ORGANIZATION THAT CONTRIBUTES TO EDUCATE CITIZENS COMMITTED TO BUILD PEACE, TO ENHANCE DEMOCRACY, TO GUARANTEE RIGHTS, GENDER EQUALITY AND DEFENDING WHAT IS PUBLIC.

We thought we were strong as oak trees and nothing would hurt us. Then life sends us signs to be like bamboo, to move with the wind, without breaking. Right then I could understand and accept that people and institutions have to learn to flow.

I thank life for these new chances which made me go back to make vital connections, to take care of others, and to relate with the planet as our common home.

This change of lens triggered red flags to our senses, those which we couldn't perceive because they were commonplace.



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Perspectives
JEANNETE ARBOLEDA
Corporate Manager
Alianza Soluciones

AN ALLIANCE IN WHICH SURA FOUNDATION PARTICIPATES WITH OTHER STRATEGIC ALLIES OF THE COUNTRY TO CREATE SETTINGS OF RECONCILIATION AND TO PROMOTE PRODUCTIVE START-UPS THAT CONTRIBUTE TO BUILD PEACE.

The new entrepreneurs of the ARN that lived the armed conflict began to feel the economic impacts of the pandemic. Many had to close their businesses because they weren't sustainable.

At Alianza we changed our perspective and set out to find other ways of assisting them. This led to the first On-Line Fair for Peace, a setting to make inclusive purchases with social significance.

This fair was loaded with stories about reconciliation. I am sure that many changed their viewpoint that day.





The common good is born from every individual

Values, the system, the private voice that contributes to the public, and beings in society, are several of the issues present in instilling citizenship, but are also discussed when our conditions shift.

We promote knowledge management to build societies that think, reflect on, feel uncomfortable and create new life practices, understanding what being a citizen implies today and in a world that transforms day to day, that faces ethical, political, social and economic debates on an individual and collective setting.

We bet on enhancing democratic processes and social networks, which lead to understand the political and social phenomena of countries. This is done through the leadership provided to think tanks and outreach organizations devoted to reflect on and create knowledge, appropriation, and citizen mobilization as well as public incidence.

HIGHLIGHTS :

- **We build ties with our allies** to discuss and work on matters of common interest and require a multiplicity of voices.
- **In 2020, the generation of knowledge** of our allies mainly advanced to understand the dynamics created by COVID-19 in economic, social and cultural terms, and to foresee a stage post-pandemic.
- **Moreover, we continue bolstering strategies** targeted to boost public policies, emphasizing the analysis of the quality of life of populations, anti-corruption processes, ODS-driven initiatives, justice and building peace.
- **174 persons participate in Alianza Soluciones**, an initiative that promotes employability, education for life, start-ups and labor inclusion of person of the ARN community in Colombia. This is born as a program in 2008 and becomes an Alliance in 2017.

INITIATIVES IN WHICH WE PARTICIPATED:

- Alianza Soluciones

INVERSIÓN:

COP
1,690 million

USD
458 thousand

=

centage of the investment:
6%

Colombia

Domestic initiatives in the Departments of Antioquia, Atlántico, Bolívar, Cundinamarca, Valle del Cauca.

WE REACHED :

17 organizations

36,876 persons

Corporate Volunteer Program

ALLIES OF CORPORATE VOLUNTEERS

- Fundación Taller de Letras
- Corporación MAKAlA
- Fundación Proantioquia
- Fundación Apostolado La Aguja
- United Way Colombia
- Fundación La Purnia Campesina

● **Perspectives**
JAIME SUÁREZ SÁNCHEZ
Corporación Común y Corriente
Beneficiary of Time to Share
Knowledge.
Coach of cultural organizations

VOLUNTEERS SURA ASSISTS
OUTREACH ORGANIZATIONS BY
TRANSFERING KNOWLEDGE
THROUGH COURSES ON FINANCIAL
AND STRATEGIC SUSTAINABILITY,
DIGITAL MARKETING, AND LEGAL
AFFAIRS.



An artist's trade is to not lose sight of memories, to recover heritage, to build judgements and to provide different outlooks of life.

La Pascasia began with a record label. However, our task has expanded to the visual and literary arts. Every one of these expressions are gathered in a house in downtown Medellin.

The pandemic led us to look inward and to acknowledge the fragility of the industry. Still, after having long conversation with our team and with SURA volunteers, we confirm the principles that guide us, the importance of these alliances, and the rigorous process of sustainable management.

Uncertainty is still in the air and many links of the artistic chain will surely change, but we are convinced that we can transform our setting deeply thanks to the arts and culture.



The spirit of solidarity gains strength with the crisis

When your life – or that of others- is at stake, human beings enhance their respect for others and natural paths arise in which we all meet; alternatives and propositions that take shape in ordinary activities. Time, knowledge, resources, presence is provided voluntarily, and in every time given, a bit of every person is given.

Through the Corporate Volunteer Program, employees of different companies of the SURA Business Group share time with the community, transforming settings through diversity.

●●
IN 2020,
WE DEVELOPED THE
CORPORATE VOLUNTEER
PROGRAM THROUGH THE
FOLLOWING INITIATIVES:

Time to Study:
A group of volunteers assisted children 8 to 12 years old – on-line – to develop their academic commitments.

Time to Share:
Through live sessions on SURA Foundation's Instagram, volunteers shared practices, activities and knowledge in reading, sports and taking care of animals, to make good use of time at home.

Time to Share Knowledge:
Volunteer mentors provided on-line advice on topics which are strategic so that organizations in the cultural sector can adapt to the transformations derived by the pandemic.

SURA Housing Fund:
An opportunity to receive a loan to buy, build, formalize or improve a home, and to make a donation, to persons that earn up to 2 minimum legal wages at Grupo SURA, Suramericana, SURA Asset Management, ARUS and Hábitat. Likewise, this fund is extended to Seguridad Oncor, Sodexo and Iron Mountain. Besides the resources provided by the Foundation, voluntary contributions made by the employees of SURA are included.

FSolidarity Funds:
We support education, social and humanitarian aid projects through the solidarity of our employees.

El Salvador

INVESTMENT:
COP
2,827 million
USD
765 thousand

Mexico

Colombia
Domestic initiatives in the
Departments of
Antioquia and Santander

=
Percentage of the investment:
11%

WE REACHED:

111 organizations
1,209 persons

3,247 hours of community outreach
3,970 volunteers





●● Perspectives

ANDRÉS ZULUAGA ARANGO

SURA Volunteer
Solidarity Funds

A FUND THAT CHANNELS

THE CONTRIBUTIONS MADE BY SURA EMPLOYEES TO CARRY OUT PROJECTS THAT PROMOTE SOLIDARITY TIES AMONG PERSONS.

Trust encourages us to join efforts and to work jointly to contribute to the wellbeing of others.

When the pandemic began, many were hit by its social and economic impacts. Knowing that many were living in uncertainty drive the SURA volunteer to contribute according to their means, to act with empathy and to practice solidarity.

2020 changed our perspective to feel as one.



HIGHLIGHTS:

- **On-line**, we created experiences in which volunteers and beneficiaries recognized each other as transformer of their setting due to the new realities
- **We found new opportunities** to mobilize capabilities – through the Being and Knowing of our volunteers.
- **We assisted on-line** a total of 50 students from public schools along with their parents as well as SURA employees from stratus 1, 2 and 3, to help with their homework.
- **780 persons** participated in live sessions in activities on knowledge and talent developed by voluntary leaders that participate in the programs of “Time to”.
- **27 cultural organizations** participated in on-line advice provided on strategy, transformation, sustainability and digital marketing – all led by SURA volunteers.
- **89 persons were chosen** for the SURA Housing Fund after the very first on-line call made nationwide – benefitting 774 families.
- **334 volunteers joined** the “One Day to Create” experience. The purpose is to build education material to improve the wellbeing of senior citizens in temporary homes.



●●● Perspectives

ÁNGEL HERNÁNDEZ ESPERÓN

Volunteer of Time to Share
Mexico City

THROUGHOUT DIFFERENT COUNTRIES OF LATIN AMERICA, VOLUNTEER OF “ZOOTIEMPO”, TIME TO READ AND TIME FOR SPORTS, SHARED THEIR EXPERIENCES AND LESSONS ABOUT PETS, BOOKS AND GAMES THROUGH SURA FOUNDATION’S INSTAGRAM.

I enjoyed volunteer work on-line. Creativity was part of our gatherings, reflected through characters, costumes and scripts. I learned from the outlook of my coworkers in Latin America, their traditions, their authors and even the best drinks to read a good book. In fact, we felt closer being hundreds of miles apart.

In 2020, we assisted several persons at home. It was nice to know they watched us and were with us while we were reading.



●●●● Mirada

MARÍA ALEJANDRA HENAO

RESTREPO
Voluntaria de Tiempo para Estudiar
Medellín

SURA VOLUNTEERS

SHARED THEIR TALENT AND KNOWLEDGE TO ASSIST THE EMPLOYEES’ CHILDREN IN THEIR ACADEMIC COMMITMENTS.

When the pandemic began, we thought that the only way to serve was with material things. However, our viewpoint changed since we realized that listening, talking, and being with others in other ways is as important.

I started to teach Santi Math and English. When we began to assist him, he didn’t know how to multiply and we began to learn how to on-line with games. He learned them all by the end of the year.

Indeed, when you teach you learn twice.



Main Figures

Revenue of SURA Foundation in 2020

DONATIONS

Grupo SURA
COP **6,064** million
USD **1.6** million

SURA Asset Management
COP **4,174** million
USD **1.1** million

Suramericana
COP **4,571** million
USD **1.2** million

Otros
COP **1,291** million
USD **350** thousand

INVESTMENTS

Revenue from investments
COP **198** million
USD **54** thousand

Dividends
COP **4,147** million
USD **1.1** million

Investment Properties
COP **2,661** million
USD **720** thousand

Other Revenue
COP **43** million
USD **12** thousand

TOTAL REVENUE

COP **23,149** million
USD **6.3** million

Expenditure of SURA Foundation in 2020

OUTREACH INVESTMENTS

COP **26,064** million
USD **7.1** million

ADMINISTRATIVE EXPENDITURES

COP **1,291** million
USD **350** thousand

OTHER EXPENSES

COP **17** million
USD **5** thousand

TOTAL REVENUE

COP **27,372** million
USD **7.4** million

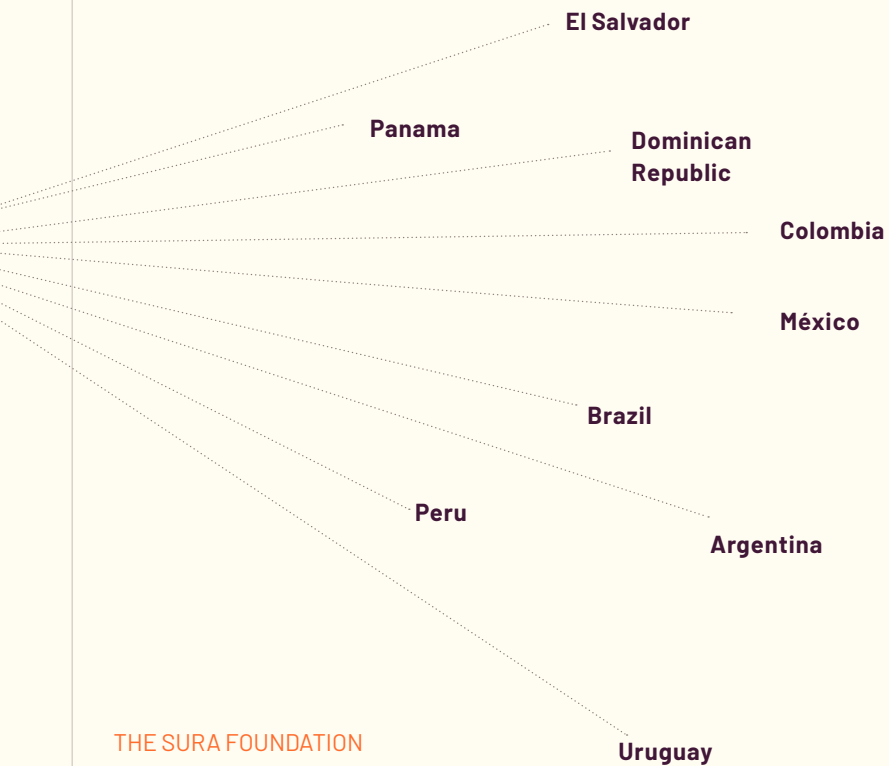
*Figures calculated per Official Exchange Rate (or TRM) equivalent to COP 3693.36
*Fiscal surplus generated by the SURA Foundation in 2019 were invested for \$9,462,010,814 in projects of the investment lines of this Foundation.

WE PARTICIPATED IN 8 ALLIANCES AND WORK TEAMS FROM COLOMBIA AND IN LATIN AMERICA:

- Alianza Red Latinoamericana por la Educación -REDUCA-
- Alianza de Educación Rural para Antioquia -ERA-
- Alianza por la Educación
- OFFER -Outcome Fund for Education Results-
- Alianza Soluciones
- RedEAmérica
- Red Latinoamericana de Impacto
- Asociación de Fundaciones Familiares y Empresariales -AFE-

We worked directly with 87 organizations to develop outreach initiatives.

●● PRESENCE OF SURA COLOMBIA IN 2020



THE SURA FOUNDATION
DIRECTLY BENEFITTED
280,497 PERSONS
AND 2,630 ORGANIZATIONS.

14 DEPARTMENTS
OF COLOMBIA
DIRECTLY IMPACTED.

2021
Challenges

In 2021, our challenge lies on acknowledging the present, valuing the past and imagining the future, with the priority of understanding our settings to lead, assist and engage in initiatives aimed to improve the conditions of society. Enhancing the capabilities of others is our path to **grow with personas and organizations aware of the reality, to be transforming agents of our setting.** Understanding the particularities of each context, the persons and their relations, is the point of departure to lead pertinent and timely processes.

Our management implies dynamic and ongoing processes as well as discussions based on our stakeholders' trust.

EIn 2021, the SURA Foundation is celebrating its 50th anniversary, and it is time to underscore the knowledge built with others during these years, and to propose initiatives which, through knowledge, enable making decisions increasingly responsible on social management.



Perspective of the SURA Foundation

Eyes are the pathway of people's emotions, a way to understand how they feel. Eyes lead to reach one or several worlds, and there we, in our role at the SURA Foundation, finding the chance to connect different realities in which we recognize each other. Perspectives come with lines of expression and a story that we value and that we owe to.

This year we recovered our capacity to be wondered with simple things, to connect with our family and to commonplaces, like rituals to celebrate life and the chance of proposing other ways of being and doing. We recovered the capability to stop in the midst of uncertainty, spatial remoteness, and sometimes, in silence; we find ourselves as persons, as coworkers and friends.

We lost the fear of not meeting what we planned early on in the year, but we also took chances to be more and in different ways.

During the year, our eyes disclosed surprise, fear, joy, the speed in which we had to make decisions to privilege the common good, and especially, gratitude. The pandemic meant the chance to trust us and others, to create and to be flexible, to take care of ourselves and others, to underscore the word to understand the meaning of being well.

Legal Affairs

Subsequent to December 31, 2020, and to the date of this report, no positive or negative situation or event has taken place that may hurt or compromise the economic, financial or operating development of the Foundation.

The SURA Foundation certified that it fully meets the regulations on intellectual property and copyrights, both for the developing products and for licensing the software it uses for its operations along with the use of brands and distinct signs, which are registered before the competent authorities.

The Foundation has vouchers that support the foregoing statement. In compliance with Law 1676 of 2013, the Foundation states it has not blocked the free circulation of the invoices issued by salespersons or suppliers. Refer to the Statutory Auditor's Report, to the Balance Sheet and its notes and to the Income Statement in the digital version of this report published at www.fundacionsura.com



FUNDACIÓN

