

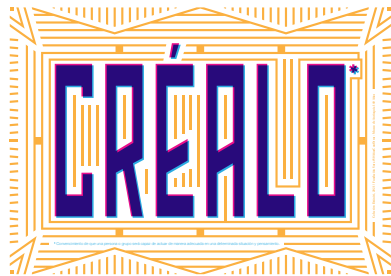
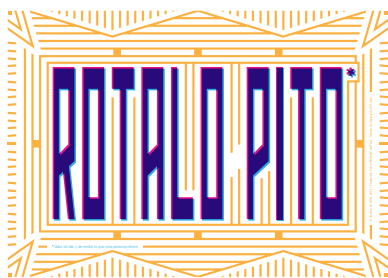
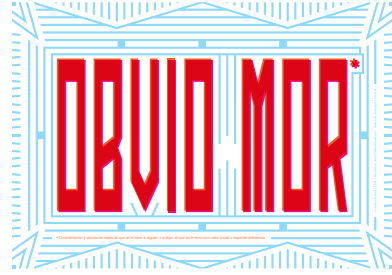


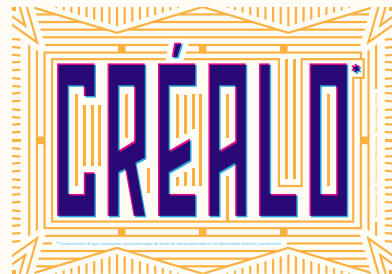
\* When you're convinced that a person or group can act properly in a specific situation and way of thought.





FOUNDATION





\*When you're convinced that a person or group can act properly in a determined situation and way of thinking.

**The Neighborhood Corner:** Our language defines what we are, think, and do. Words create, build, heal, commit. We are part of a language interwoven by all and validated in daily conversations, in a determined region, and in a specific moment. In these 50 years, the SURA Foundation has participated in diverse conversations, and in that search to name what we do, we find concepts that find their true meaning when they interact and are shared with others: listen – cooperate – culture – participation – meeting others – respect – empathy – share – co-exist – solidarity – perseverance – dialogue – trust.

In 2021, alongside Museo de Antioquia, Museo La Tertulia and graphic artists, the Foundation placed posters called “The Neighborhood Corner” to name part of what identifies us.



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## Editorial

Numbers count. We use them to add projects, organization-sinestments, impacts, days, months, and years.

In 2021, our Foundation celebrates its 50th anniversary, an achievement when you add up the time and understand that the verb TO BE means something to someone. We celebrate that after 50 years of SURA Foundation, we still value history, knowledge, the people and organizations that have been with us. Celebrate that at 50, we still ask ourselves questions since it's not about adding up years but finding pertinence in our actions.

SURA Foundation was born with the conviction of contributing to the wellbeing of the communities and areas where it operates, responding to the social and economic context of each moment of history. Hence, the deepest meaning of the Foundation remains alive, and several of the problems that gave life to it too, while others have appeared, thus creating new challenges for us.

This report recaps our history while it collects figures, lessons learned and moments we lived in the year 2021.



What we have lived from 1971 to 2021 cannot be counted in numbers but instead, told in stories, feelings, people, and transformations, even when we also celebrate a number

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\*An attitude or trend to see and judge things on their positive side, or more favorably.



"Scars" exhibition at the Museum of Modern Art of Bogota.



## Board of Directors 2021

**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 and Society  
Development 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  
SURA Foundation

## External Auditor

Principal  
**Jessica Fernanda Morales Vallejo**  
Miembro de Ernst  
& Young Audit S.A.S.

Alternate  
**Caterine Alexandra Montoya Gallo**  
Member of Ernst  
& Young Audit S.A.S.



History of SURA Foundation\*

Since its inception, SURA Foundation has striven to create impacts in the settings where it operates, promoting more skills, building knowledge, working with others, and creating institutional networks, all intended to close social gaps and build a better society.

The Beginning: Growing with the city (1971 - 1982)

During the 70’s, Suramericana de Seguros, which was founded in 1944, was gradually becoming a leading business in the country. Back then, it was a tradition in Antioquia to see several companies contribute resources, mainly for outreach purposes, to social causes related to charities, education and citizenship. “With the desire to maintain the practices and with the unique frame of mind of President Molina”<sup>1</sup>, Suramericana Foundation was born to formalize these actions and hence, to have a larger impact on society – striving to transcend an outreach that, until then, was driven by charity and religion<sup>2</sup>. The purpose that appeared on the Minute of Incorporation was “Suramericana Foundation” for social charity in 1971 was “the help and improvement of social, educational, civic, cultural and, overall, for the wellbeing of the people”<sup>3</sup>.

We’re standing in a context framed by certain political and economic stability driven by the National Front (1958-1974) as well as a turning point for Medellín which discerned the birth of ‘another city’. The migration surge to Medellin and turning into an industrial city – which had made it well known – increased its informality and unemployment<sup>4</sup>. These occurrences “overwhelmed” the city and institutions in terms of infrastructure and serving the population<sup>5</sup>, giving the Foundation a special sense and value.

\*Reconstruction of SURA Foundation’s history by Etnológica S.A.S.

The Foundation’s consolidation in Time of Crisis (1983 - 1990)

This period stood out for its unrest caused by drug trafficking and the escalation of violence as well as several structural conditions of poverty and inequity in the city. These problems led to a crisis that shed light on the absence of a collective project of the city (M.I. Villa Martinez, interview, February 10, 2022)<sup>6</sup>.

This context of uncertainty would lead Suramericana to wonder about its role in the deep social crisis of Medellín. The Company, led by Nicanor Restrepo Santa-  
maría, kept its ties with outreach development projects focused on education, childhood, humanitarian aid, among others, and consolidated its commitment to art and culture initiatives, matters which the Foundation pioneered and was engaged to.

From the 80’s to the first decade of this century, although the Foundation lacked an autonomous administrative structure, its outreach program was guided by the senior management of Suramericana. During that time, contributions to the Foundation sought to build or preserve processes and spaces of the city, such as museums, theaters, and large social and cultural projects.

<sup>1</sup> Jaramillo, R.L. y Villegas, L. (1994). Compañía Suramericana de Seguros (1944 - 1994). Medellín: Suramericana de Seguros.  
<sup>2</sup> Melo, J.O. (2021). Las fundaciones y la sociedad: una aproximación al caso colombiano. Habitar un lugar en el tiempo. Fundación SURA.  
<sup>3</sup> Fundación Sura. (1971, 14 de junio). Acta de creación de la “Fundación Suramericana” de beneficencia social.  
<sup>4</sup> Patiño, C.A. (2015). Medellín: territorio, conflicto y Estado. Análisis geoestratégico urbano. Planeta y Universidad Nacional de Colombia.  
<sup>5</sup> Villa, M.I. y Naranjo, G. (1997). Entre luces y sombras: Medellín. Espacio y políticas urbanas. Corporación Región.  
<sup>6</sup> Historiadora, exdirectora de la Corporación Región y directora regional de la Comisión de la Verdad.





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**Building the New City with Others (1991 - 2005)**

Violence lingered in Medellín and turned into a confrontation with the drug cartels (in the 80's and early 90's), in which the armed conflict and the direct dispute among armed actors surged (1997 to 2003)<sup>7</sup>. However, during the early 90's, citizen participation increased rising from a new social and political setting derived from the new Constitution and the engagement of new public and private players fostered by the Presidential Advisory Office for Medellín in 1991.

With this new attitude of different social actors engaged in the collective building of public matters and developing the city, SURA Foundation focused on making its donations to specialized entities or agreements that gathered common interests. For instance, 'Compromiso de Guaymaral por la Educación' (1993), 'Dividendo por Colombia' (1998), and its ongoing participation in Proantioquia.

.....  
**Autonomy and Expansion (2006 - 2019)**

Medellín tried to find answers to its social problems by focusing on education, social urbanism, and innovation connected to global contexts, striving to change the image of a violent city despite the ongoing disputes between armed actors to control territories, and inequality.

The dynamics of this period go hand-in-hand with the Foundation's creation of an Executive Direction in 2007, followed by the creation of its own team. These changes led to increased autonomy and transformations with regards to the Foundation's conception and outreach activities. The idea was to increasingly link its actions to the operations of the Group's companies – always independent from SURA businesses, creating more impacts from its initiatives to develop skills and knowledge, and emphasizing the development of long-term processes. These searches initially launched 'Félix and Susana', a program about self-care for boys and girls and for building protective settings. During this period, the Foundation also expanded nationally and internationally. Nationally, working more extensively in regions outside of Antioquia; internationally, initially with investments in Dominican Republic, while SURA Foundation was incorporated in Mexico and Chile. By the end of this period, the Foundation focused even more on instilling citizenship, enhancing democratic processes, and consolidating cultural promotions.



.....  
**Imagining the Future (since 2020)**

After a series of social manifestations began to take shape in November 2019, and after the first case of COVID-19 in Colombia was reported on March 6, 2020, several Latin American countries faced a social crisis that shed light on needs such as basic livelihood, health, and education. These circumstances for the Foundation led to adapt its projects in an attempt to understand the urgencies of this particular time, which implied increased contributions for basic needs.

In hindsight, it can be said that the Foundation has remained the same during these fifty years of history, although the passage of time has meant maturing its outreach programs and the way it has managed its role in society.

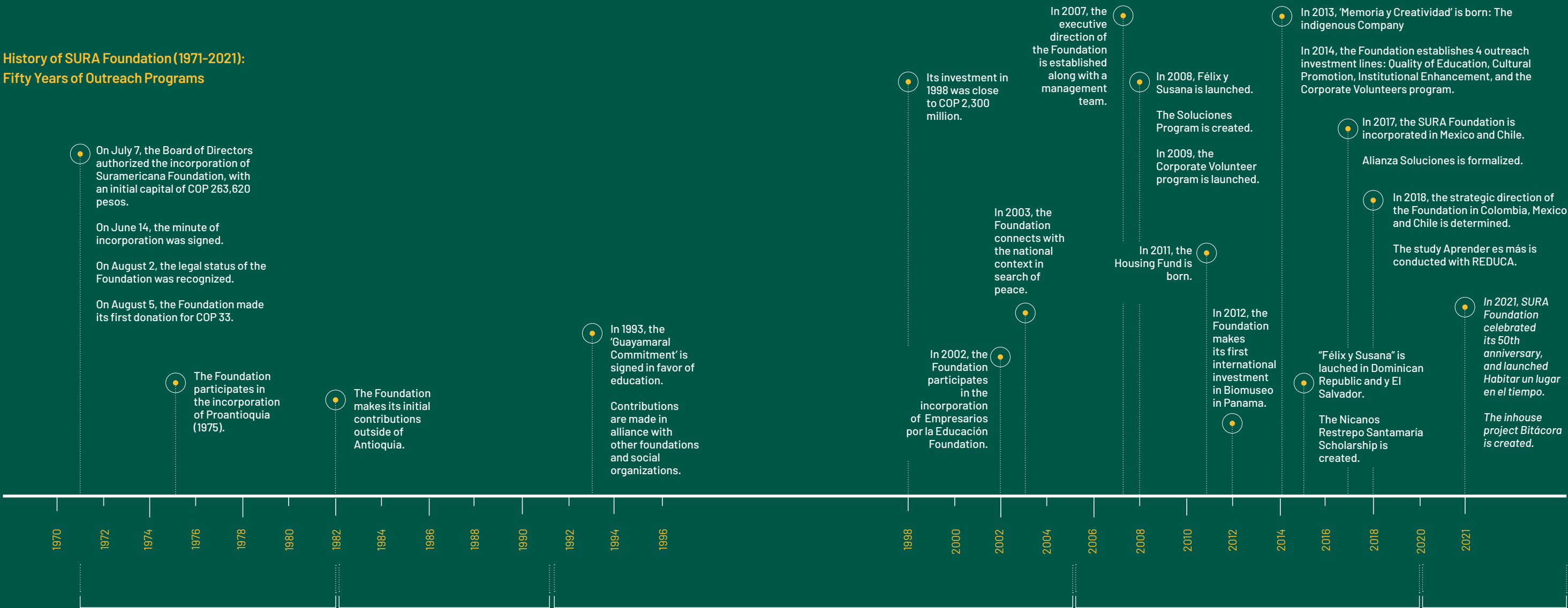
The Foundation has made significant contributions. Its support to education and culture has been paramount throughout its history, particularly its influence in cultural development, and its contribution to aid artists, groups, and organizations of the sector. An important trait of its work has emphasized the development of skills, building networks, and inter-institutional work – which has impacted other multipliers. The Foundation has also been a vehicle that has allowed SURA to deepen its role in the world of business in terms of social construction, and the need to tie its interests to the settings.

Today, the Foundation faces new challenges, such as increasing the relevance of its work and how to make a comprehensive contribution to social transformation in the countries where it operates.

7 Centro Nacional de Memoria Histórica. (2017). Medellín: memorias de una guerra urbana. CNMH- Corporación Región - Ministerio del Interior - Alcaldía de Medellín - Universidad EAFIT - Universidad de Antioquia.



History of SURA Foundation (1971-2021):  
Fifty Years of Outreach Programs



The Beginning: Building with the city

Early on, the Foundation drives its efforts towards initiatives that engage the Company with the city.

Back then, contributions focused on aiding institutions devoted to outreach programs.

The Foundation's Consolidation in Times of Crisis

The Board of Directors builds closer ties with the people and projects it interacts with.

The Company strives to make donations to the city, particularly for art, culture, health, and to generate revenue.

Building the New City with Others

The Foundation works with other institutions to gain pertinence in initiatives.

Its contributions are managed by specialized entities, and promote agreements with common interests that contribute to the city's transformation.

Autonomy and Expansion

The administrative structure of the Foundation leads to increasingly focus on its actions, favoring its impact on developing skills, expanding the scope of medium and long-term initiatives, the active participation of communities, and establishing inter-institutional alliances.

The Corporate Volunteer program engages the employees of the SURA Business Group with the Foundation's outreach tasks.

Likewise, the Foundation's outreach investments and coverage reaches other regions of the country and of Latin America.

Growing with others

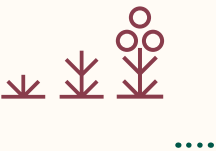
The lessons built with others and the knowledge applied to outreach programs leads to continuously develop the Foundation's tasks, increasing their pertinence aligned with the setting; beginning and ending with the wellbeing of human beings in each decision made.



SURA Foundation in 2021:

We grew with 124,064 people and 1,465 organizations.

We worked directly with 126 allies to develop outreach initiatives.



The collective constructions made with our allies have led us to rank third among entities that display the largest investments in outreach programs in Colombia from 2013 to 2018, according to the Center of Strategic Philanthropy of the OCDE (Organization for Economic Cooperation and Development), which includes 54 large organizations of the country.

We participated in the following alliances and networks both Colombian and Latin American:

- Alianza por la Educación Rural de Antioquia -ERA-
- Alianza Soluciones
- Asociación de Fundaciones Familiares y Empresariales -AFE-
- Fondo de Población de las Naciones Unidas -UNFPA-
- Fundación Empresarios por la Educación
- Outcome Fund for Education Results -OFFER -
- Red Latinoamericana de Impacto -Latimpacto-
- Red Latinoamericana por la Educación -REDUCA-
- RedEAmérica

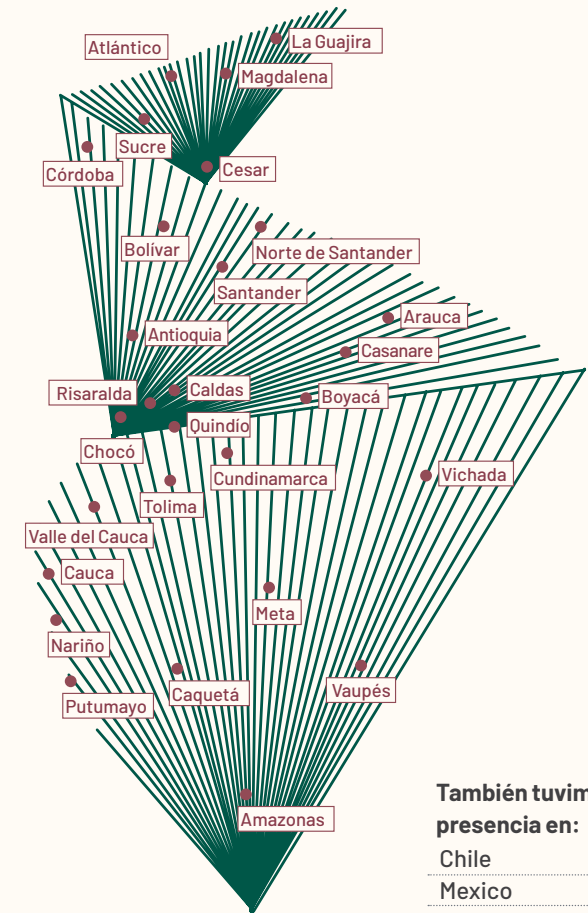
SURA Foundation has a seat in the following boards of directors:

- Ballet Folclórico de Antioquia
- Fundación Amigos del Parque Explora
- Orquesta Sinfónica de Antioquia
- United Way Colombia



Operations in

28 departments of Colombia through our programs and alliances - several nationwide.



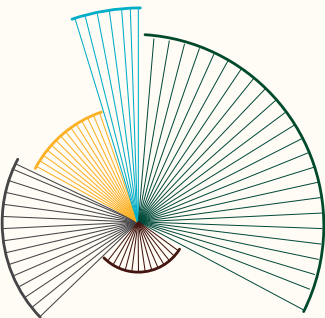
También tuvimos presencia en:  
Chile  
Mexico  
El Salvador  
Dominican Republic

Total de inversión  
COP 17,290 million  
(USD 4.6 million)

Investments in the last 10 years  
COP 187,502 million



Outreach Investments per line



Cultural Promotion  
33%  
COP 5,759 million  
USD 1.5 million

Quality of Education  
30%  
COP 5,141 million  
USD 1.4 million

Instilling Citizenship and Democracy Building  
20%  
COP 3,439 million  
USD 919,000

Corporate Volunteer Program  
12%  
COP 2,145 million  
USD 573 mil

Humanitarian Aid  
5%  
COP 807 million  
USD 216,000

Figures calculated with an Official Exchange Rate of COP 3743.088



\* Physical and relaxed coexistence of a group of persons that share a determined space.

....

**Sacame a vivir (Coexistence)**  
\*Proposal of the Deúñiti  
collective for The neighborhood  
corner.

The other as the beginning and the end. When you think of others, you also think of yourself – and a ‘we’ is built. The other, the stories of their everyday life, their voice and dreams, all weave a network of memories that embrace the past, build the present and chart the future.

THE OTHER

Instilling Citizenship and Democracy Building

In the others, we also recognize ourselves and build what is ours and everyone’s, building ties that join us. SURA has always believed in the fundamental role of institutions in societies and consequently, the SURA Foundation has focused its contributions to organizations which, no matter their priorities, genuinely contribute to build the society in which we want to live. Indeed, we believe in transparent institutions that act under ethical principles, equity, inclusion and responsibility.

As years pass by, our institutional contributions made their way in the other investment lines of the SURA Foundation, depending on the issue. However, there’s always room for those that strive to study topics which are relevant nationwide and develop initiatives that enhance institutions. Today, this assistance is provided through the Instilling Citizenship and Democracy Building concept, understanding citizenship as the minimum condition that joins us as a society, that identifies us as part of a whole, and implies responsible attitudes towards ourselves and with others. We are citizens both individually and collectively – focused on the common good: citizens move between the privacy of their homes to the commonplace in a street.

SURA Foundation seeks to enhance democratic processes and social networks, and to understand the political phenomena of countries – leading initiatives and supporting think tanks and social organizations to create knowledge, citizenship appropriation and mobilization, and public incidence.

We promote the creation and application of knowledge to build societies that think, reflect upon, grow restless and generate new life and behaviors.

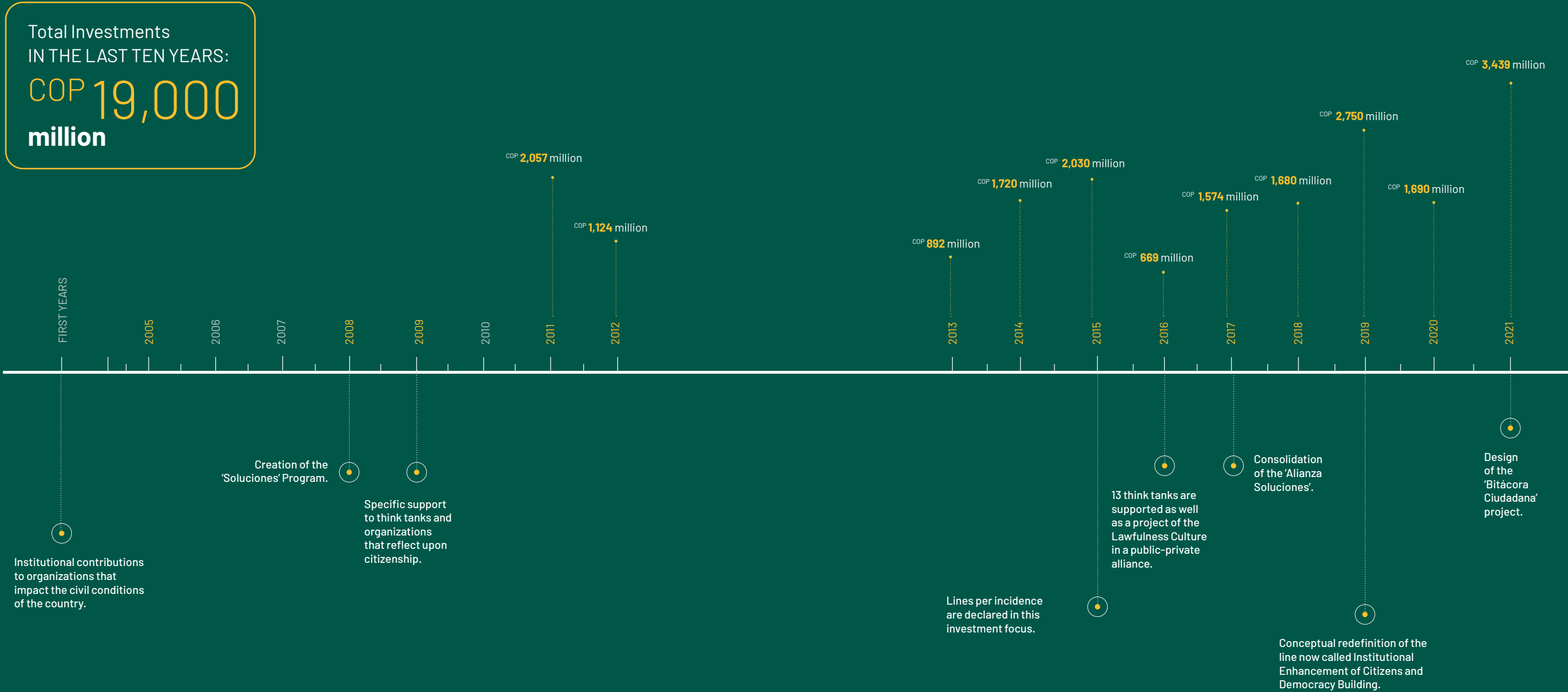


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**Allies in Instilling Citizenship  
and Democracy Building**

- Acumen Latam Impact Ventures Ilc
- Alianza ¿Pa'dónde vamos?
- Caja de Compensación Familiar Comfama
- Consejo Empresarial Colombiano para el Desarrollo Sostenible
- Cooperativa Multiactiva Paz y Desarrollo de Vista Hermosa
- 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



- Federación Antioqueña de ONG
- Fedesarrollo
- Comisión de la Verdad
- Fundación Casa de las Estrategias
- Fundación Centro de Fe y Culturas
- Fundación Fraternidad Medellín
- Fundación Granitos de Paz
- Fundación Ideas para la Paz
- Fundación Mi Sangre
- Fundación Mutante
- Fundación para el Desarrollo del Caribe –Fundesarrollo–
- Fundación para el desarrollo integral del pacífico -ProPacífico–
- Fundación Las20rillas
- Proantioquia
- Probogotá
- Red Latinoamericana de Impacto
- Universidad del Norte
- Universidad EAFIT
- Universidad San Buenaventura, sede Bogotá





.....  
Focus:

- ⊗ **Support think tanks and organizations that contribute to instill citizenship and build democracy:** We promote knowledge and generate ideas that boost public debates and address topics of common interest aimed to impact public dynamics and maximize the chances of wellbeing for society. Our share in these initiatives is under the intellectual independence principle.
- ⊗ **Develop in house projects or in alliances:** We participate in projects geared to enhance collective and individual skills that contribute to build trust, to acknowledge others in terms of diversity, to build settings of development, coexistence, peace and reconciliation.
- ⊗ **Spark conversations for educational purposes:** We lead conversations based on equity and inclusion, aimed to multiplying postures that favor the creation of critical thinking, relationships based on empathy, and the development of autonomy for free and fully aware citizens.

In 2021:

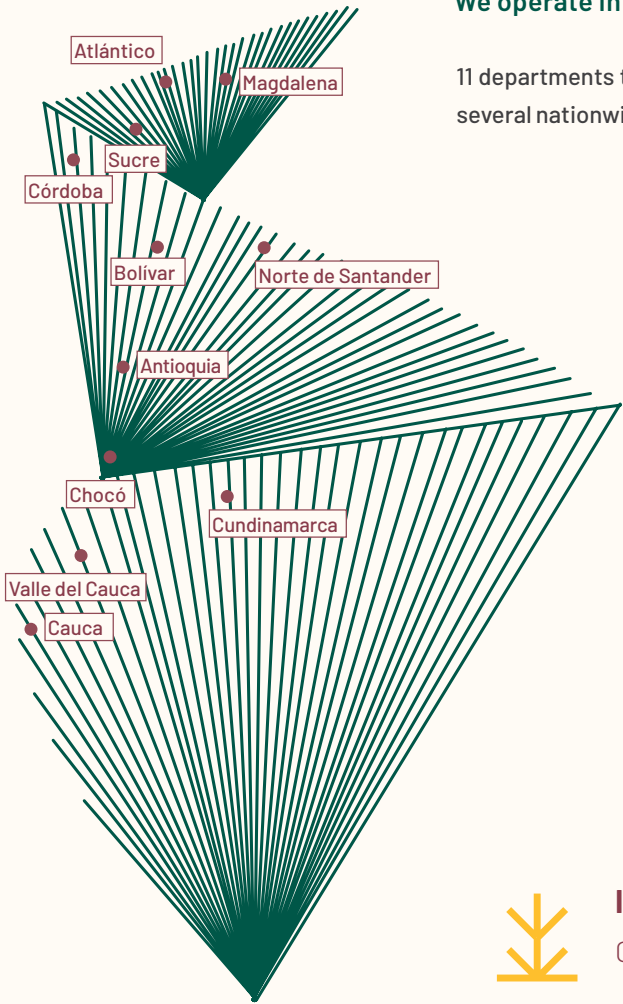
- ⊗ We designed and implemented ‘Bitácora Ciudadana’, a program that strives to spark processes of collective reflections and participation to make responsible and pertinent decisions based on qualified information. The foregoing involves a process to instilling citizenship through educational proposals, art and culture. The program took place in Cucuta in 2021 with 61 young migrants from Venezuela, and Colombian locals, in alliance with Casa de las Estrategias.
- ⊗ We assisted Grupo SURA in the invitation #PensarConOtros to instill citizenship and build democracy in Colombia. The Foundation supported a project on instilling citizenship as well as three initiatives to narrate citizenship in Colombia.
- ⊗ We supported 16 think tanks in Colombia that contribute to understand the political phenomenon in countries in terms of citizenship, peace, transparency, democracy and justice.



- ⊗ We launched the systematization and strategic steering process of ‘Alianza Soluciones’, an initiative that promotes career readiness, education for life, entrepreneurship, and labor inclusion of people from the ARN community in Colombia. This program was born in 2008 and part of the Alliance in 2017. In 2021, a total of 152 people tied to the employability line participated as, well as 132 in education for talent, and 25 in entrepreneurship.
- ⊗ Progress was made in conversations held with different actors of society to understand different realities and identify points of collective constructions through meetings with allies in neighborhoods and fields.

We operate in:

11 departments through our programs and alliances, several nationwide.



Investments in 2021:  
COP 3,439 million





Accounts

Building Bridges.  
What about the anxieties that stem from migrating?

People grab their belongings, pack them, and anxiously walk in a region that does not create opportunities for them. They arrive somewhere deemed temporary, informal, a gateway to the rest of Colombia and to Latin America: the city of Cúcuta. They live in a border that has ignored their steps and silenced their voices: in the task of being alive, people simply sway.

Although our cultural center Frontera Morada includes the verb ‘morar’ (to dwell), we find boys and girls that are not attached to the region, that don’t feel part of it, that move through community centers lacking a sense of belonging.

The “Bitácora Ciudadana” project is a personal journey, a process in which the young adults that live in Cúcuta begin to feel and acknowledge themselves through urban art and alternative journalism. This involves spaces for conversations, participations and appropriations to discover Cúcuta beyond the outskirts, the neighborhood; it is another way of connecting with the dynamics of the region. It is

to be able to live for the first time in a library, a sports field, a theater.

The view of young adults goes beyond understanding that culture alongside a political intention, already implies citizenship beyond votes. If there’s curiosity to discover, to weave networks and friendships, to protect the surroundings, to feel the responsibility to dwell in it...there’s hope.

When I stroll through the streets of Cúcuta, I feel uncomfortable – it is a

Maryoli Quijano Rojas,  
Leader of Bitácora Ciudadana.



grey, distant city. “Bitácora Ciudadana” has allowed me to be empowered in the city, to shed light on it, to feel a part of it. We recently found out about places we didn’t know existed: the Toto Hernández coliseum, the Zulima and Buena Vibra theaters. They’re huge. Amazing.

Jhon Jhonny Quintero,  
Participant of Bitácora Ciudadana.

Citizenship means living in harmony with others.

Damaris Anaya Pérez,  
Participant of Bitácora Ciudadana.



**Bitácora Ciudadana** was launched in 2021 to educate citizens and focuses on building skills, and inviting others to take actions based on education, art and culture to stir reflections. This program is currently implemented in Cúcuta with 61 young adults migrating from Venezuela as well as Colombian nationals.







(I MISTOOK MY BREATHING ONCE FOR SOMEBODY ELSE'S)

.....

**I mistook my breathing once  
for somebody else's.**  
\*Proposal of collectives of  
urban graphics Johan Samboni and Sergio  
Lasso, study for The neighborhood corner.



Feelings drive us to find ourselves with others. Feelings inside and out, with the body and soul, with our own eyes and the eyes of others, with my voice and yours, with the eco of our words.

FEELING  
OTHERS

Cultural Promotion

Art stirs life and tells stories. We have told stories with others for 50 years by supporting art and culture.

SURA Foundation has shared from its very beginning with the organization that gave birth to it: Suramericana de Seguros. A genuine vocation for the conservation of settings made for art, to boost access to art, and education of different artistic manifestations, and the preservation of knowledge built with art.

We acknowledge that culture is an asset to the economic and social development of the people, directly tied to instilling citizenship and wellbeing. Culture per se is an act of coexistence, of building relations with others and with our surroundings. Art does not accept social exclusion, and the act of creating triggers new thoughts that invite to understand, interpret, and transform reality. Additionally, art allows us to have a comprehensive and close view of lives in a society.

In these 50 years we have supported art-related initiatives for children and young adults as a path to transform realities and to create opportunities. We have enhanced proposals to create artistic objects as valuable as the process that gave life to them; and we have participated in the enhancement of cultural organizations.

Through Cultural Promotion, the Foundation focuses on developing skills in cultural and artistic organization, favoring the sustainable management of their activities as well as the institutional enhancement of the cultural sector. We lead initiatives to exchange knowledge and processes in which education is paramount, in the understanding that education and culture are intertwined.



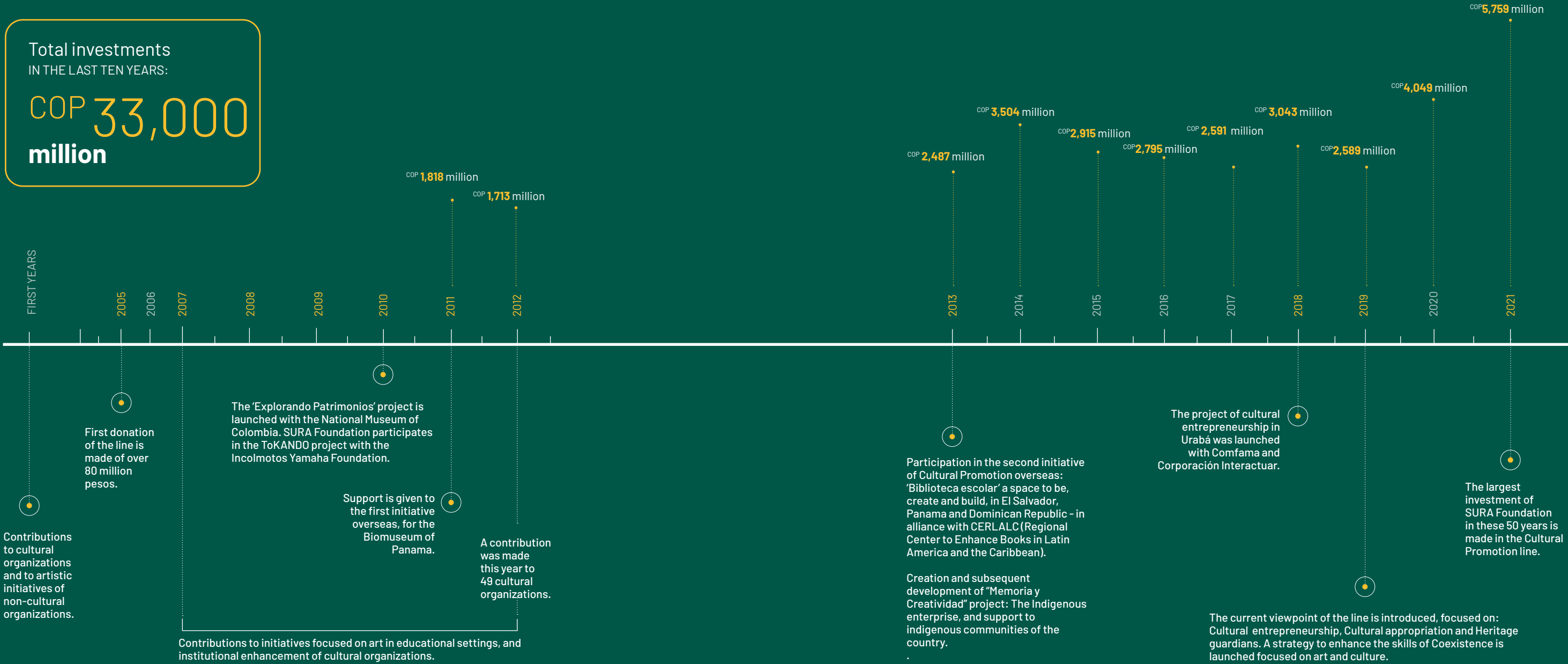


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Allies in Cultural Promotion

- Asociación Amigos del Museo Nacional
  - Asociación de Amigos del Museo de Jericó (MAJA)
  - Asociación Escuela Audiovisual Infantil (Belén de los Andaquíes)
  - Ballet Folclórico de Antioquia
  - Ballet Metropolitano de Medellín
  - Caja de Compensación Familiar – Comfama
  - Casa Tres Patios
  - Cinemateca del Caribe
- Club Fotográfico de Medellín
  - Corporación Común y Corriente
  - Corporación Cultural Nuestra Gente
  - Corporación Educativa y Cultural Motete
  - Corporación Elements
  - Corporación Interactuar
  - Corporación Manos Visibles
  - Corporación Navegantes
  - Corporación Rural Laboratorio del Espíritu



- Corporación Tapioca
  - Delirio
  - El Colegio del Cuerpo de Cartagena
  - Fundación Amigos del Parque Explora
  - Fundación Banda de Música Departamental del Atlántico
  - Fundación Batuta Caldas
  - Fundación Batuta Meta
  - Fundación La Cueva
  - Fundación Nacional Batuta
  - Fundación Prolírica de Antioquia
- Fundación Sirenaica
  - Fundación Uno Más Uno
  - Fundación Verso Vivo
  - Más Gente Como Tú
  - Museo de Antioquia
  - Museo de Arte Moderno de Barranquilla
  - Museo de Arte Moderno de Bogotá
  - Museo de Arte Moderno de Medellín
  - Museo La Tertulia
  - Museo Nacional de Colombia
  - Orquesta Filarmónica de Medellín
- Orquesta Sinfónica de Antioquia
  - Promotora Cultural de Antioquia
  - Red de productores culturales Latinoamericanos – Redlat-
  - Teatro Metropolitano – Asociación Medellín Cultural
  - Teatro Pablo Tobón Uribe
  - Universidad de Antioquia





Monumento al último Andquí en Caquetá

Approaches:

- ⊗ **Cultural Ventures:** We support actions that favor the sustainability of artistic practices and cultural organizations, qualifying both the creative process and technical conditions as well as the management of companies in the sector, to preserve artistic knowledge.
- ⊗ **Cultural Appropriation:** We promote exercises that take place in the community and that are born voluntarily within cultural organizations. Initiatives linked to pedagogical and training processes, in which the views of the territories are transformed, and the perspective of leading entities is modified.
- ⊗ **Heritage Guardians:** We recognize the role of cultural organizations in the territories, as mediators of the relationship between art and its audience, as well as their responsibility to ensure its conservation. We enhance the institutionalism and sustainability of the cultural sector, connecting similar purposes, ideas, people, knowledge and companies.

We believe in the power of art as a space of public debate for the people. We deeply believe in organizations that lead and manage cultural processes in regions, that vibe with art and its different manifestations, that find possibilities for wellbeing in humanity and its creativity.



In 2021:

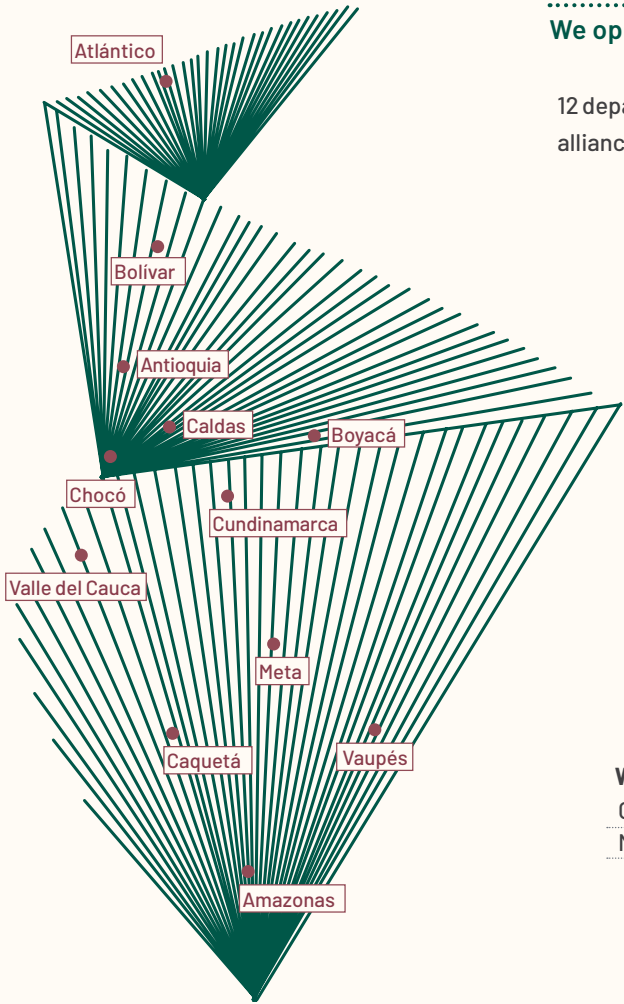
- ⊗ We assisted the National Foundation of Batuta and the Belén de los Andaquíes Children's Audiovisual School in the implementation of the project *Cómo suena Colombia* (The Sound of Colombia), in which eight regions of Colombia were identified and, based on a creative audiovisual proposal with 115 children, the history, sounds, instruments, stories and particularities of the marimba, the chirimía, the gaita, the vallenato, the torbellino, the joropo, the rajaleña and indigenous music were addressed, with a focus on the appropriation of our music.
- ⊗ With the 'Komek + Ifue' project we worked with the Verso Vivo Foundation and the Tapioca Corporation with about 150 people in poetry labs, and with 40 people from rural and indigenous communities of the Amazon, Boyacá, Vaupés and Meta who are training in performing arts and literature.
- ⊗ We supported the artistic training of more than 5,000 children and young adults, through the pedagogical proposals of organizations such as Sirenaica, Medellín Metropolitan Ballet, Antioquia Folkloric Ballet, Antioquia Symphony Orchestra, Motete Cultural Corporation, Uno Más Uno, Batuta Foundation, Laboratorio del Espíritu Rural Corporation, Cinematheque of the Caribbean.
- ⊗ We completed the Urabá Cultural Entrepreneurship project that we led together with the Comfama Family Compensation Fund and the Interactuar Corporation for 4 years, seeking the technical and business qualification of cultural organizations in the Urabá region of Antioquia. This final stage was attended by 22 enterprises.
- ⊗ With the *Latinoamérica en conexión* project led by Navegantes Corporation and Elementos Corporation, we contributed to the social appropriation of significant shared experiences and reflections in different regions of Latin America.



- ⊗ We supported Delirio en Cali with the creation of the “Paseo de la Aurora” - a strategy to encourage cultural appropriation and promotion of the identity and cultural diversity of Valle del Cauca.
- ⊗ We aided the reopening of La Cueva after it was closed due to mandatory confinement from Covid-19.
- ⊗ We launched the Trazos de libertad project with Casa Tres Patios, to aid people in prisons in their process of social reintegration through the appropriation of artistic techniques and the provision of employment and economic opportunities.
- ⊗ We supported El Colegio del Cuerpo in Cartagena in its consolidation as a stage for art and self-expression, under a philosophy of care for oneself, others, and the environment.
- ⊗ We joined the Promotora Cultural de Antioquia”in the promotion and support of cultural entities in Antioquia.



“Sindemia”: Resistance, Social Turmoil and Violence” exhibition at the Museum of Art of Bogotá



**We operate in:**

12 departments through our programs and alliances, several of them nationwide.

**We also operate in:**

Chile

Mexico



**Investment in 2021:**  
COP 5,759 million





Accounts

Belén de los Andaquíes, in Caquetá, is the gateway to the Colombian Amazon region. There you can find a house with open doors where boys and girls can discover, through the lens, the natural wealth of the region. Under the plantains rests Visaje, a dark black dog that follows Alirio González as if he was his shadow. Alirio is the director of the Children’s Audiovisual School.

This outreach organization believes in the power of alliances and along with the National Batuta Foundation, participated in the Cultural Appropriation meeting held and organized in 2020 by the SUR Foundation.



The Voice of an Attendee

“I enrolled in the Children’s Audiovisual School five years ago. One day, Alirio needed to record several interviews. With a camera and tripod in his hand, he asked me: “Do you know how to use this?”. He gave me a quick explanation and asked me “to avoid cutting the people’s head off on the screen”. That day I was a cameraman”.

“Alirio is my teacher. Every afternoon I sit next to him and learn all about audiovisual production. In turn, we share our knowledge with the other children of Batuta Foundation. In this exchange, we teach more than just light, scripts, voices and illustrations; the story is what really matters. If there’s no story, there is no camera. Without a story, there is no music to tell.

Juan Esteban Cuellar Facundo, attendee fo “Cómo suena Colombia”.



“Music and movies are like brothers and sisters. “Cómo suena Colombia’ is a place to meet”, says Alirio.



The musical genres of marimba, chirimia, gaita, vallenato, torbellino, joropo, rajaleña and indigenous music are sounds that reflect the cultural diversity of Colombia. A total of 115 children learned the musical traditions of the country based on their own

Juan Esteban Cuellar Facundo, Attendee of “Cómo suena Colombia”.



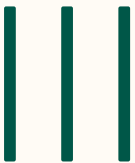
interpretation and understanding of the regions.

We learned all about the vallenato musical genre and the relationship that the devil has with the accordion. We also learned about the creative process with drums, which are made of goat or lamb skin.

Mauricio Aullón, attendee of the project



About ‘Cómo suena Colombia’: The project strives to support artistic skills and to promote musical and cultural knowledge of boys, girls and young adults in the country, by creating settings for conversations, interactions and on-line education.



Growing implies an acceptance of change and an awareness of multiple realities. Growing with others entails the development of critical thinking, the possibility of valuing diversity, autonomy and the opportunity to approach new conversations to weave paths.

GROWING WITH OTHERS

Quality of Education

Knowledge is pivotal to the growth of people, institutions and societies. It can stem from a formal classroom, in a neighborhood corner, in a conversation among peers or in the intimacy of home. The SURA Foundation cannot be conceived without promoting training processes that favor the development of skills among people and organizations. Therefore, safeguarding educational quality through proposals that address being and doing is and has been a priority for us.

Education is a common element which all the actors of society have the responsibility to contribute and participate in. Over the years we have addressed teacher training, the qualification of experience in order to makes sense of what has been learned, the leadership of directors, complete school careers, healthy coexistence, citizen mobilization and the engagement of actors of society, with an eye on the generation of equity and autonomy, pillars for transformation and the indisputable path for the development of regions.

Today our frame of action is broad: Quality of education. A meaningful learning processes, which develops fundamental attitudes and skills for the continuous growth of every individual which is later enhanced over the course of a lifetime. Strategies converge in quality of education that strengthens exercising citizenship through critical, ethical and human thinking, seeking to build fairer and more inclusive societies and, therefore, increasingly competitive and sustainable countries.

Part of our interest in educational issued in these 50 years has not only been determined by our contribution to specific programs and projects, but also by the creation of organizations that are committed to the generation of knowledge in the field of education, since we recognize that this will allow us to create improved public policies and dynamics.



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Y hágale (Perseverance)

\*Proposal from the Deúniti collective for Neighborhood Corner.



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Allies in Quality in Education

- Corporación Futuro para la Niñez
- Corporación Juntos Construyendo Futuro
- EDUCA -Acción Empresarial por la Educación-

- FEPADE -Fundación Empresarial para el Desarrollo Educativo-
- Fundación Empresarios por la Educación
- Fundación JuanFe
- Fundación Secretos para Contar

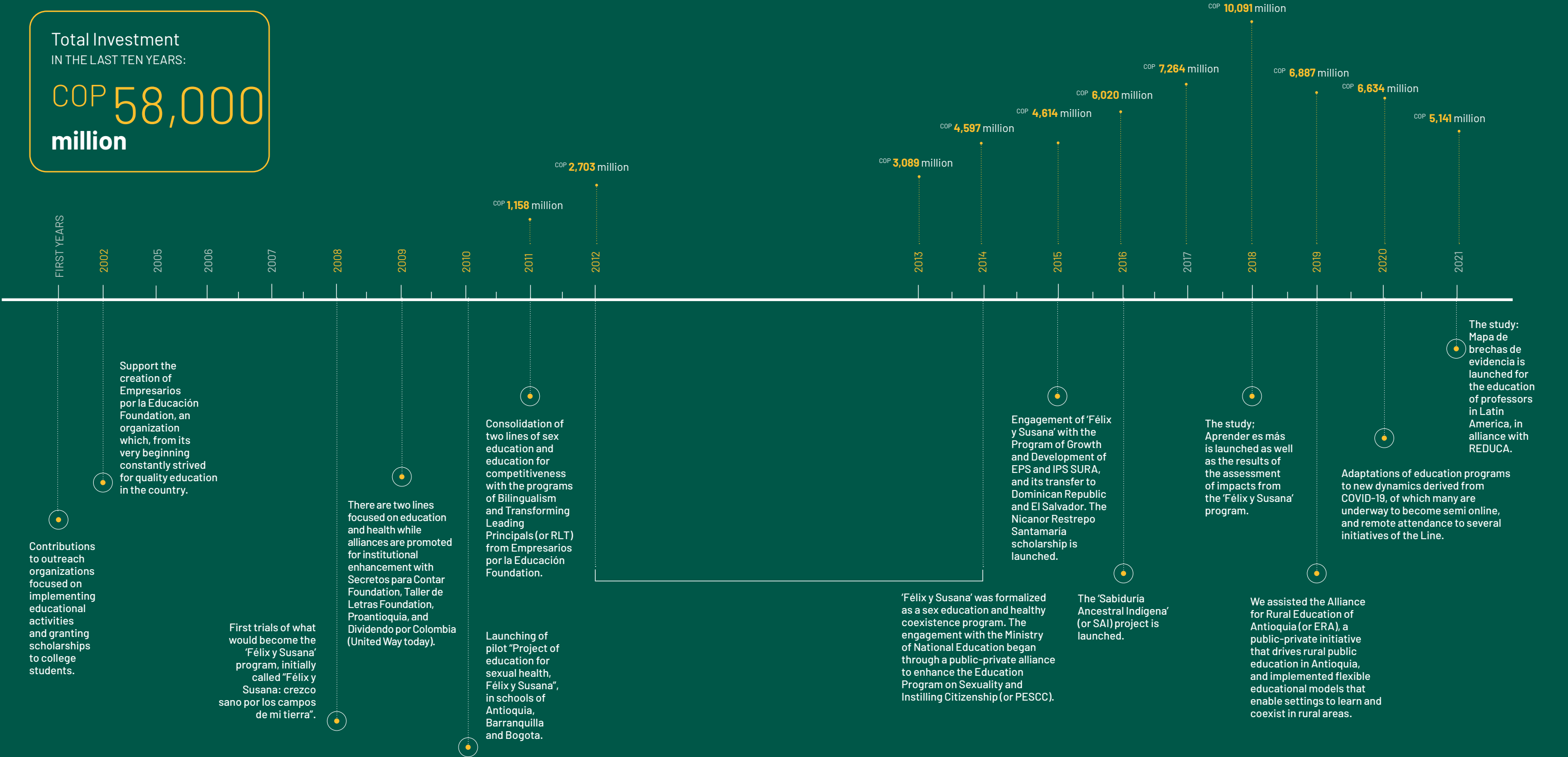
- Fundación Solidaria La Visitación
- Fundación Otero Liévano
- MAKAlA
- Proantioquia
- REDUCA
- United Way Colombia

- Universidad Autónoma de Bucaramanga
- Universidad Autónoma de Manizales
- Universidad CES
- Universidad de Ibagué

- Universidad de La Salle
- Universidad de Los Andes
- Universidad EAFIT
- Universidad ICESI
- Universidad Minuto de Dios
- Universidad Tecnológica de Bolívar

Total Investment  
IN THE LAST TEN YEARS:

COP 58,000  
million







A student of Agronomic Engineering from "Utopia".

.....  
**Approaches:**

- ⊗ **Incidence and territorial engagement:** Speaking and acting, from a territorial perspective, implies broadening our vision under multiple dimensions represented by the actors and the context. This involves three specific points of view: contributing to the development of skills in educational settings, raising the level of conversations on topics relevant to quality in education, and influencing public dynamics and policies on a longer-term basis.
- ⊗ **Educational settings:** We back different initiatives that enable spaces to meet, dialogue and reflect upon, that generate experiences and mobilize knowledge to build individual and social identity. We value initiatives that integrate meaningful lessons throughout life – that is, education that transcends the classrooms, that leads to success thanks to the development and support provided by teachers and agents of education.
- ⊗ **Access to higher education:** We promote opportunities to access higher, timely and pertinent education to promote the development of independence among students, and the creation of value in the regions.



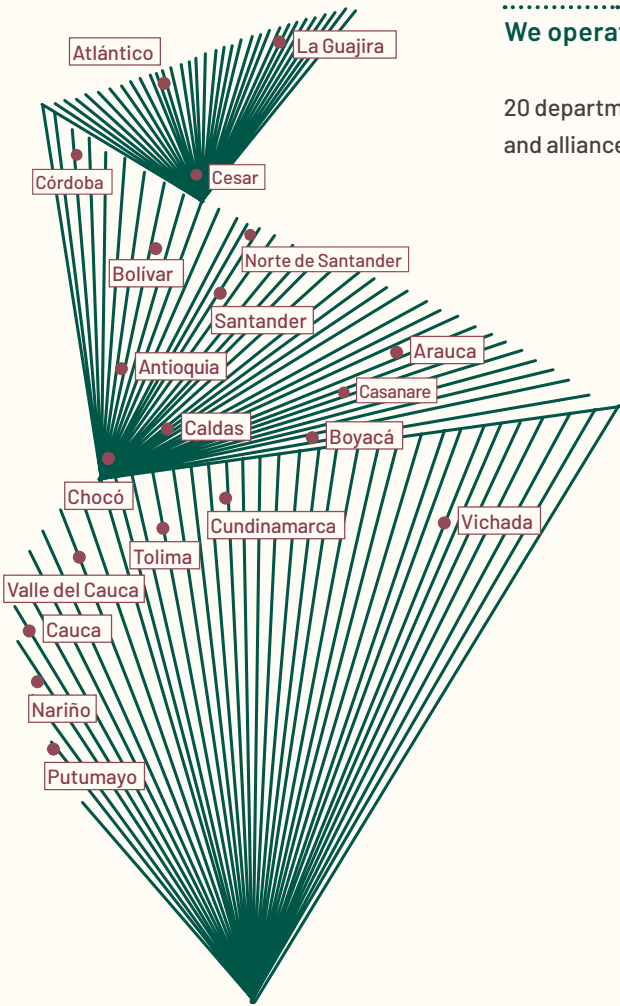
**In 2021:**

- ⊗ We published the research paper "Map Gaps in Teacher Training in 15 Latin American countries" in partnership with REDUCA. This study led to provide recommendations on public policy decisions, and to improve investment in education based on evidence and concrete results.
- ⊗ We projected the route of 'Félix and Susana' to expand its coverage to certain educational settings based on social innovation and impact, consolidating an educational process based on knowledge, the expansion of installed capacity, the optimization of resources and long-term sustainability. In addition, we completed the first research carried out by the team, aware that investigative processes still are valuable mechanisms for identifying problems, conceptions, emotions and habits surrounding teachers in relation to sexuality, sexual diversity, and the body. Research is a path that allows us to assess and rethink the contents, methodologies, attitudes and intentions that we have in our work.
- ⊗ Hand in hand with the Empresarios por la Educación Foundation, we continue to promote multi-sector alliances that enhance knowledge networks and allow us to join efforts through leadership, advocacy, and research to overcome the education crisis from political, technical and financial perspectives.
- ⊗ Under the public-private cooperation model led by Proantioquia, in which a university, a private school and a company help to improve school management in public schools, we have been supporting 3 schools in Antioquia by providing processes training, transfer, management of good practices and applied knowledge.





- ⊛ A total of 3,261 applications were received for the sixth invitation to the Nicanor Restrepo Santamaria Scholarship: 3 students for professional programs, 9 for master's degrees and 1 for a PhD. In addition, we help the grant holders of the previous invitation to raise awareness about self-leadership; an opportunity to approach personal knowledge, to become aware of our history, our choices and understand their impact on the contexts in which we live. Knowledge about oneself.
- ⊛ Eighteen students graduated from the Utopia program at La Salle University, and we continue to support more than 120 students in other programs in alliances with different higher education entities.
- ⊛ We continue to support a safe return to school for educational communities using different strategies, including: workshops for Education Secretaries to build trust, and a description of 34 outstanding practices, including the development of a toolbox to guarantee an optimal return to school, and delivery school kits, supplies and biosafety elements.



We operate in:

20 departments through our programs and alliances, several nationwide.

We also operate in:  
El Salvador and the  
Dominican Republic



Investment en 2021:  
COP 5,141 million





Tales

‘Utopía’ is a dream come true. It was born with the hope of contributing to the peace process in rural Colombia, a setting with few educational opportunities for young adults, a lack of basic services, and where you feel abandoned.

This is the first rural campus in the country set at the San José de Matepantano Ranch in Yopal, Casanare. Its purpose is to train high school graduates to become agricultural engineers with leadership skills in their communities and with an



entrepreneurial spirit so that they can make the countryside a place where people can have what they need, where they can reside.

**Hermano Jorge Enrique Fonseca Sánchez,** General Director of the ‘Utopía’ campus, La Salle University.

It is gratifying to travel the country and support students in the implementation of their productive project. From La Guajira to Putumayo and from Chocó to Vichada we have proof of the productive, environmental, and cultural diversity of the different regions of Colombia.

We can see first-hand that they have many limitations in terms of economic resources, supplies, labor, soil conditions, logistics and even the security of the areas, but we also see their strength, their desire to thrive.

‘Utopía’ is a dream come true; the accomplishment of giving young people access to a better higher education. Our purpose is to train not only professionals, but also local leaders and producers who work harmoniously in their region.

**Julián Cárdenas Pardo**  
‘Utopía’ teacher



I remember that I finished high school in 2015 and helped my parents for six months. As fate would have it, back then, my grandmother got sick and began to recover. Out of gratitude for her recovery, we held a mass and the priest who came told me about the ‘Utopía’. As a premonition, during the Virgin of Manare Festival, we sent the papers to Bogotá.

Utopia is opportunity and strengthens the dreams of rural young adults.

We currently grow one hectare of corn and with the profits from my productive project we bought a corn sheller. We also have fodder ready for the cattle. For two months we have mixed Taiwan grass with buttercup and packed it in 50-kilogram bags. We sell this material to the neighbors, and they take it to Chámeza, Casanare.

When I graduated from school my neighbors didn’t trust me. They said “no way this fella that grew up with us can learn so much overnight”; but the results speak for themselves. One teaches by example and today I help them with fertilization and pest management because I know the hardships of working the land.

When end college, you have many plans. Though I have received job offers from other regions, but I want to remain in my territory.

**John Cojo Olguín,** ‘Utopía’ fellow



**About ‘Utopía’:**  
A proposal from University of La Salle to train young people from rural areas of Colombia in Agricultural Engineering.







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**Empathy - Utopía**

\*Proposal by the urban graphics collective  
Johan Samboni and Sergio Lasso Study for  
the Neighborhood Corner



# IV

## WORKING WITH OTHERS

We celebrate the test of time which has painted our history in every brush stroke. During this celebration, this year and the years to come, we will continue to grow with others with whom we have built what we have done these 50 years.

### Corporate Volunteer Work

Companies include the people who live and think them. Sharing what we are and what we have is the best way to paint with others, and this is the invitation extended by the Corporate Volunteer work since its very beginning. A society is not built specifically per se, but instead, every day when we give and receive from others. Through the Corporate Volunteer work, employees and their families share their time, knowledge, and talent with various communities. Volunteering is an alternative for collective participation that makes it possible to understand reality, to be part of its evolution, and to create knowledge.

Many things happen in a volunteer work experience: volunteers and the people around them question themselves, reflect, and learn. Communities gather around that experience. Companies change when the sum of the volunteers transforms the organization's imagery by developing skills for being and doing, a sense of belonging is created, and knowledge is appropriated for the business community and for society. The development of capabilities is a two-way street, based on horizontal relations among the volunteers and the participants. This is an exercise where everyone contributes.

SURA Corporate Volunteer work is a living organism that grows and changes, that weaves networks, stirs hopes, and impacts people. It is shared work.

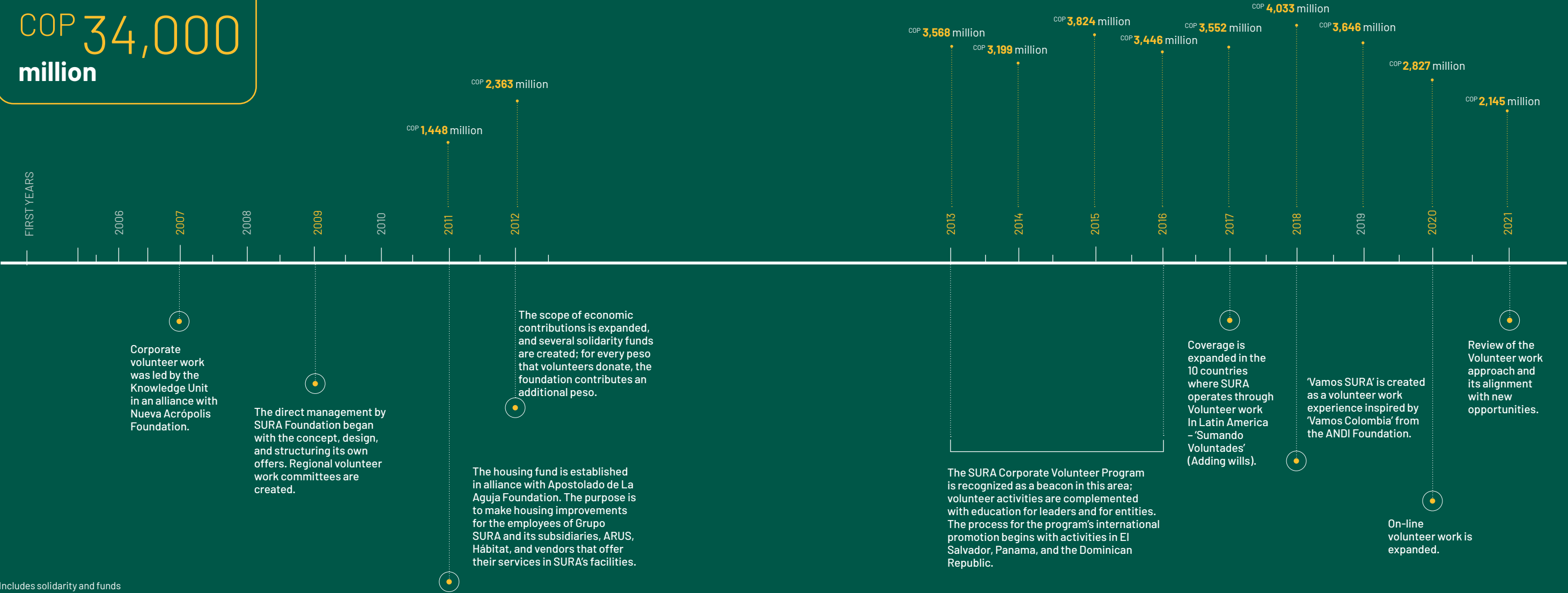


Allies for Corporate  
Volunteer work

- Federación Antioqueña de ONG -FAONG-
- Fundación Apostolado de La Aguja
- Fundación La Purnia Campesina
- Impact Hub
- Indeleble Social
- La Tercera Mirada
- Proantiquia
- United Way Colombia

Total de inversión  
EN LOS ÚLTIMOS DIEZ AÑOS:

COP 34,000  
million



\*Includes solidarity and funds



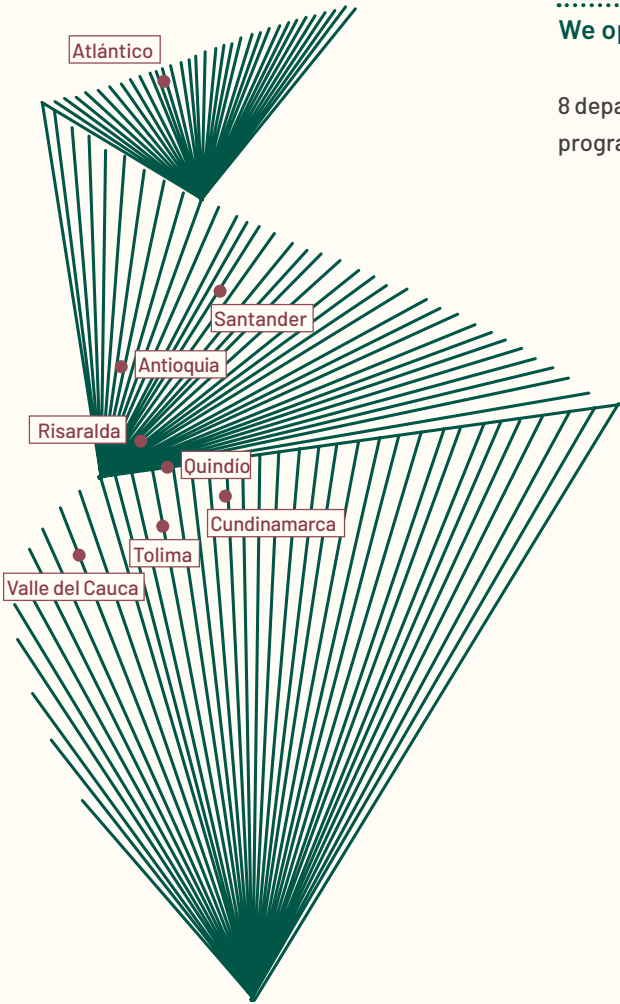
In 2021:

- ⊗ We carried out activities aimed at sharing knowledge and capabilities with outreach organizations and communities, to continue our contribution to their enhancement, and to create together valuable lessons for individuals, companies and society.

Time to share knowledge. Time to study. Cultural mentorships with Proantioquia.

- ⊗ SURA's Housing Fund (Fondo de Vivienda SURA) celebrated its 10th anniversary, with a total investment of COP 4,452 million, and an impact on 861 families. In 2021, we received 525 applications from 14 departments and 45 municipalities. Antioquia and Cundinamarca are still the departments with the largest number of applications.

87 benefits were assigned, 4 of which were for legalization, 23 for home improvement, and 60 to purchase housing.



We operate in:

8 departments through our programs and alliances.

We also operate in:

El Salvador  
Dominican Republic



Investment in 2021:  
COP 2,145 million



Stories

"My house is under construction," says Luz Mary Jiménez. She says this when a wall that separated the living room from the dining room falls with precision and patience. She wanted to connect both spaces because she likes talking to others while she eats, and everything will look larger and be more comfortable for visitors and family gatherings.

Luz Mary has worked as a janitor at the SURA Diagnostic Aid Center in Manizales for the past eight years. In 2018, when her boss told her that the company was giving out information about the SURA Housing Fund, she attended the talks more out of curiosity than enthusiasm. "My coworkers said that the fifty million pesos the fund lends were not enough to buy a house, but they explained that I should consider using my severance funds and search well. So, I sent the papers". Then came the calls, the interviews, and visits by the staff of the Apostolate of La Aguja. One afternoon I was asked "to go to the laboratory, and then to autos and insurance". She arrived to the auditorium which was packed with people. She was invited to go on stage where she was told that she

was chosen to receive the loan. "I was shocked," she says laughing, "it was the happiest day of my life."

With the approved funds, she started to work judiciously to find the house she wanted, searching with a gaze of affection for a space that would tell her "it is me, here it is." "I wondered throughout the entire city and found it." A house where the wind blows, that's always fresh, with a dining room ready to receive my family at night. "It is my refuge, a quiet place, a safe place to be with my children".

Then, when asked what her next project, her next step, she ponders for a moment before answering. "The goal for the future is to build another room, to expand the kitchen and to build a terrace", her voice lights up before concluding, "but first, as soon as the living room and dining room are ready, there is a wall that I am going to paint blue."

We can picture it: the light shines in through the window and flows with the wind before reflecting on the blue wall that awaits, serene, as if it were part of the Manizales sky.

**Luz Mary Jiménez,**  
Beneficiary of the  
Housing Fund,  
2018



**The SURA Housing Fund** celebrates its 10th anniversary, and has contributed to enhance the homes of the employees of the SURA Business Group and the vendors who provide services in the facilities, to improve the conditions of their homes. The Fund has aided 861 households and has seen how families' views are transformed through a comprehensive support model based on three strategies: sustainable habitat, schools for life, and family economy.







Main figures:

Revenue for SURA Foundation in 2021

DONATIONS

Grupo SURA

COP 6,276 million  
(USD 1.677 million)

SURA Asset Management

COP 4,670 million  
(USD 1.248 million)

Suramericana

COP 5,037 million  
(USD 1.346 million)

Other

COP 122 million  
(USD 33,000)

INVESTMENTS

Investment (Loss) profits

COP -1,334 million  
(USD 356,000)

Dividends

COP 1,889 million  
(USD 505,000)

Investment Properties

COP 1,270 million  
(USD 339,000)

Other Revenue

COP 24 million  
(USD 6,000)

Total Revenue

COP 17,954 million  
(USD 4.797 million)



\*Official Exchange Rate: 3743,088

\*\*Fiscal surplus derived from SURA Foundation were invested in 2020 amounting to COP 4,215,163,250 in projects of the investment lines of the Foundation.



Challenges for 2022

What we have done so far is not enough. Today more than ever we recognize that it is not enough to add years to your existence. It is about living with a commitment to our place in time, being aware of our scope and capabilities, and trying to understand the challenges that we still face as a society.

This is the time to ask ourselves about our current role and to find knowledge-based opportunities to contribute to the harmonious development of society. Our actions in 2022 must include an overview of the problems in the regions to find alternatives that integrate various outreach investment areas of SURA Foundation. To understand culture and education as a whole. The environment and humans as a living system. To verify that people and society are interconnected.

Seeking the people’s well-being will be the path we must follow to keep growing as autonomous individuals and organizations that are aware of reality. We intend to keep on consolidating long-term relations that promote institutional strength based on respect and trust.

In terms of specific projects for this year, we want to highlight the second invitation to support cultural projects in Colombia, and to participate in the “Música Lab” project, an in-person and online event in Mexico, Chile and Colombia, and the scaling of the program ‘Explorando Patrimonios’ (Exploring Heritage) with the Colombian National Museum.

The continuation of the initiatives Tenemos que Hablar Colombia, Diálogos Ciudad Región, Cali Cómo Vamos 2022, the support for the social and institutional appropriation of the Truth Committee Comisión de la Verdad), and the assistance provided to the projects selected from the invitation #Pensar-ConOtros are also worth underscoring.

Lastly, we want to highlight the seventh invitation for the Nicanor Restrepo Santamaría Scholarship, the support for programs to access higher education in the country, and the creation of a pilot project for regional enhancement.

Expenses of the Foundation in 2021

Outreach investments

COP 17,290 million  
(USD 4.619 million)

Administration Expenses

COP 1,213 million  
(USD 324,000)

Total Expenditure

COP 18,503 million  
(USD 4.943 million)





## Message from the team of SURA Foundation

2021 was a year to recognize our past in the present, to search peoples’ memories, and to be amazed by the documents that remain in the drawers of an office and, as time goes by, to show how an organization’s history is created. This was a year to appreciate everyone who was ever in our position, to recognize the essence of what we are, and to find consistency between what we think, feel, say, and do.

Twelve months where we used the excuse of celebrating an anniversary to stir our curiosity for knowledge and reflect upon it. We asked ourselves about our place in the present, we open our minds to critiques and self-criticism, and then to dream. Because recognizing the past is more valuable when, by discovering it, the present and the future are projected.

This Foundation allows itself to propose, explore, create, and learn, and it would seem that the only requirement is to be in the company of others. Respect and ethics come always before any decision. And it was that otherness that was part of our celebration. The others with us.

In this activity of growing with others, two special words appeared: Gratitude and Trust. With them, we created a year for celebration, which came with the still latent challenges posed by Covid-19, in a setting of social unrest in Colombia and a general lack of trust in the institutions. In this scenario, multiple dialogs were key for our actions in 2021 to continue to live in these times, the times we had to live through as a team at SURA Foundation.



## Legal Issues

Subsequent to the date of this report, no positive or negative situations or events that affect or impair the economic, financial, or operational performance of the Foundation have occurred.

SURA Foundation certifies that it is fully compliant with the intellectual property and copyright laws, both for product development and for the licensed products used in its operations. As well as the use of brands or distinctive signs, which are registered before the competent authorities. The Foundation has the necessary documentation to support this assertion.

In compliance with the provisions of Law 1676 of 2013, the Foundation attests that it did not hinder the free circulation of the invoices issued by vendors or suppliers.

You can read the reports from the Statutory Auditor, the General Balance Sheet and its Notes, and the Statement of Results with its Notes in the digital version of this report published at [www.fundacionsura.com](http://www.fundacionsura.com)



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**Wiphala Series**

Wiphala is a flag that symbolizes the Indigenous people of Tahuantin-suyo, in the Andean areas of Argentina, Chile, Bolivia, Peru, Ecuador, and Colombia. Although the meaning and references are complex in general, the colors have the following general references:



**Blue** - Cosmic space and its influence on the earthly world.

**Yellow** - Strength and energy, tied to moral principles and solidarity values.

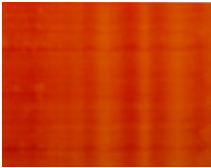
**White** - Time and the transformation process brought about by intellectual growth and work.



**Orange** - Symbolizes culture and society as well as the conservation of the species.

**Red** - Represents the planet.

**Green** - Economy tied to the land and the territory.

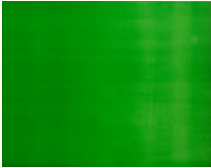


**Purple** - Political and ideological order of the culture itself.

The Wiphala series by Sergio Lasso Estudio is a tribute to color and the ancestral values of the Indigenous peoples displaced from the land that we are currently living in. Triggered by SURAs institutional values, the question is: “How to conceive identity at this time in Cali?” “How to understand what a poster can be in our city after 2021?”



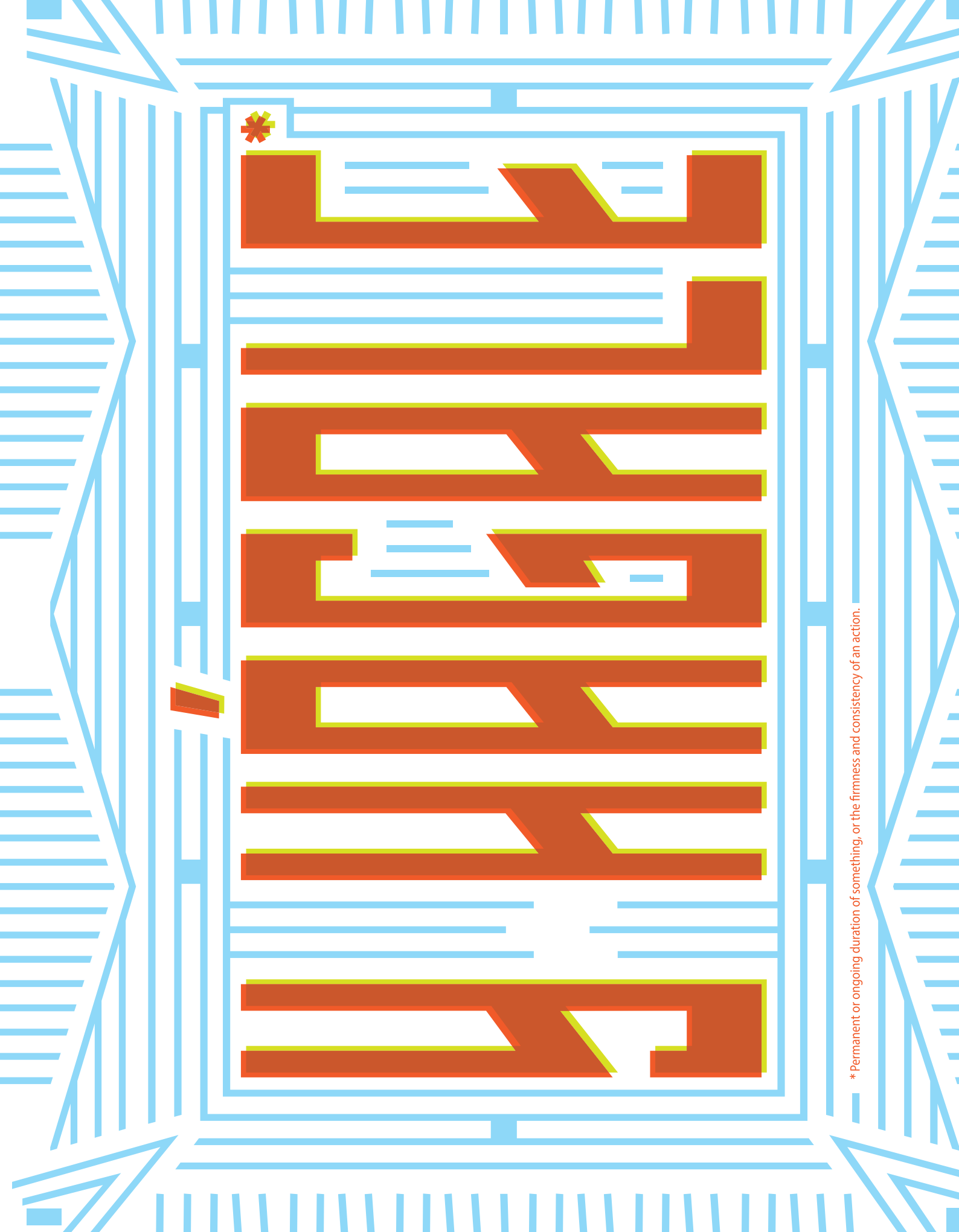
During this year we have lived through an unprecedented expression of citizenship in the urban landscape. Posters, murals, blocks of color that tried to silence voices that rose above those blocks of color. An unending dance of apparently impossible negotiations. Artists Johan Samboni and Sergio Lasso have set up new images using the existing image archives from La Linterna, a lithographic printing company established in the 1950's that maintains an unequalled collective imagery of the city.



The artists' job has been to rescue, re-contextualize, and give new meaning to those old images as new propositions for new flags. This exhibition talks about the construction of a plural identity, the sum of multiple imageries that do not necessarily have to be aesthetically consistent, or conceptually homogeneous, but -like live itself- are full of dissonances and contradictions. Perhaps it reminds us that living in harmony is not an easy task, that it is, perhaps, a utopian goal, but shows us that life is what happens when we try constantly.







\* Permanent or ongoing duration of something, or the firmness and consistency of an action.