

# Annual Activity Report

2024



MISIONES  
SALESIANAS



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# Greetings from the Director



For MISIONES SALESIANAS, 2024 was a year of challenges. This Annual Activity Report reflects the efforts of the organisation's entire team and our achievements together. Although it includes figures and results, I would like to stress, most importantly, that behind these numbers are people. There are the children who could go to school, displaced people who received support, young people who could learn a trade, women who could give birth safely, the community that could improve its health via a well with clean drinking water... This has all been made possible by the people who are with us on our mission, the mission of Don Bosco.

In 2024, numerous flashpoints kept us on standby: the Middle East conflict, gang violence in Haiti, outbreaks of violence in the Democratic Republic of Congo and the fallout of the war in Ukraine. Not to mention the natural disasters caused by the climate crisis that occurred in Southeast Asia.

Despite these highly challenging "new" situations, we were mindful of our objectives and Don Bosco's dream of protecting, supporting and educating children and young people, particularly the most vulnerable. Therefore, in 2024 we upheld our commitment to quality education, carrying out 158 projects in education and vocational training and in the protection of children and young people — more than 225,400 minors and young people were able to transform their future through the projects we put into practice with the Salesian missionaries in the 137 countries where we work.

In view of the above, we would like to thank you for your commitment and support. We face many challenges and issues, yet, without doubt, when we come together we can do great things, and knowing that there are many people alongside us who also dream of a world that is fairer and more united, equal and sustainable gives us the strength and hope to continue in this endeavour.

These pages you hold in your hands today are the result of the dedication and solidarity operations of other Salesian missionaries, the MISIONES SALESIANAS team and everybody who joins us on this path.

Thank you!

Warm regards,





# Identity and Strategy

## Mission, Vision and Values

MISIONES SALESIANAS is a religious, non-profit organisation which supports, strengthens and advocates Salesian missionary work in 137 countries.

Our mission is advocacy, protection and education for children and young people to foster their comprehensive development, and with a focus on the most vulnerable in impoverished countries. We advocate the unified commitment of people with a view to making them active partners in the mission and, therefore, bringing about changes to transform society.

We want to be an organisation which contributes to building a world that is fairer and more equal, inclusive and sustainable.

Our VALUES, which draw inspiration from Don Bosco's charism and Preventive System, are:

- Dignity and Protecting Human Rights.
- Solidarity and Subsidiarity.
- Generosity, Optimism, Joy and Kindness.
- Inclusion.
- Sustainable Development.
- Professionalism and Transparency.

At MISIONES SALESIANAS people are central to development, and we believe in the comprehensive development of all people and in everybody being responsible for the common good. Therefore, we work to provide children and young people with opportunities, to fight against inequalities and to advocate social inclusion, sustainable development and care for our Common Home.



# Development Cooperation

Old conflicts persisted on a world scale and new ones flared up within a challenging context in 2024, in addition to other challenges caused by natural disasters and social crises.

Inside this scenario, our work to support the rights of children and young people in situations of vulnerability and/or exclusion and people's education at all stages and in all forms remains our ongoing commitment, thereby ensuring the comprehensive development of children and young people. As a result, we place the stress on our actions to reduce social inequalities and for environmental sustainability.

Once again, the world events this year and the marked inequality between and within countries shaped our work in both development and humanitarian aid, and in managing projects with the Triple Nexus.

For yet another year, our commitment centred around supporting and strengthening local organisations in the field, Salesian missions which are organisations that work and are established in the impoverished countries of our interventions, and which operate through their Planning and Development Offices.

Our work was complemented by joining efforts and creating synergies with our Youth and Development Foundation, and together we contributed to strengthening local social organisations with aid workers and by executing development, emergency and humanitarian aid projects.

**373** projects

**155** in international cooperation

**181** in institutional strengthening

**37** in humanitarian aid

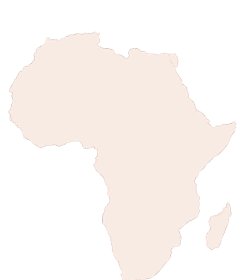
**607,465** rights holders

**50.5%** men **49.5%** women

**€13,419,381.5** implemented



## Geographical Zones of Operation



**37** countries  
**188** projects  
**€7,459,679.48**  
**243,574** people



**16** countries  
**117** projects  
**€3,120,957.78**  
**172,718** people



**18** countries  
**54** projects  
**€2,005,239.62**  
**136,696** people



**7** countries  
**14** projects  
**€833,504.61**  
**54,477** people

## Fields of Operation



Education,  
Vocational Training  
and Job Support

**€5,046,518.61**  
**142** projects



Institutional  
Strengthening

**€5,116,975.06**  
**124** projects



Pastoral  
Aid

**€514,998**  
**31** projects



Humanitarian Aid  
and Emergencies

**€1,255,825.90**  
**34** projects



Child and Youth  
Protection

**€700,287.48**  
**16** projects



Health,  
Water and  
Sanitation

**€125,639.55**  
**6** projects



Environmenta  
l  
Sustainability

**€232,626.49**  
**7** projects



Women's  
Empowerment

**€342,260.40**  
**10** projects



Food  
Security

**€84,250**  
**3** projects

**373** projects

**78** countries

**€13,419,381.5** implemented



## Deploying Our Interventions by SDGs



### Peace, Justice And Strong Institutions

€3,897,869.08

29.5%



### Partnerships for the Goals

€965,623.91

7.20%



### Quality Education

€5,094,838.09

37.97%



### Climate Action

€77,229

0.58%



### No Poverty

€2,538,701.63

18.92%



### Clean Water and Sanitation

€13,919

0.10%



### Good Health and Well-being

€143,902.19

1.07%



### Affordable and Clean Energy

€155,397.49

1.16%



### Zero Hunger

€158,540.70

1.18%



### Gender Equality

€373,360.40

2.78%

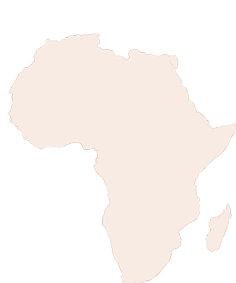
## The Rights-Holder Population

| The Rights-Holder Population           | No. of Women   | No. of Men     | Total          |
|--|----------------|----------------|----------------|
| General                                | 144,736        | 147,511        | <b>292,247</b> |
| Children-Young People                  | 109,385        | 116,060        | <b>225,445</b> |
| Migrant, Displaced, Refugee Population | 14,664         | 18,410         | <b>33,074</b>  |
| Women                                  | 31,672         | 25,027         | <b>56,669</b>  |
| <b>Total</b>                           | <b>300,457</b> | <b>307,008</b> | <b>607,465</b> |



## Development

The living conditions of millions of people with no chance of climbing out of poverty, hunger and inequality were the core objective of the projects we carried out in 2024 for tens of thousands of people.



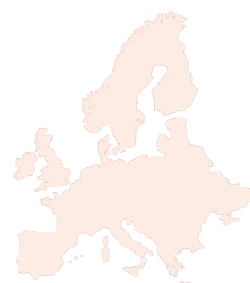
**26** countries  
**73** projects  
**€1,680,132.95**  
**114,612** people



**14** countries  
**61** projects  
**€1,413,374.15**  
**146,734** people



**11** countries  
**18** projects  
**€693,473.63**  
**95,160** people



**3** countries  
**3** projects  
**€85,430**  
**540** people

**155** projects      **54** countries      **€3,872,410.73** implemented      **357,046** people

In 2024, we kick-started, with the European Union and the Real Madrid Foundation, a new project of education, sport and psychosocial support to help children and young people affected by war.





## AFRICA

| Country                   | No. of Projects | MS Sector  | Implemented              | Funding                                      | SDG  | People Reached |
|---------------------------|-----------------|--|--------------------------|--|--|----------------|
| <b>Angola</b>             | 9               | Vocational Training and Job Support<br>Child and Youth Protection<br>Education | €230,093.52              | Private Donors                               | SDGs 1, 2, 3, 4, 5, 8, 10 and 16                   | 11,835         |
| <b>Benin</b>              | 3               | Education<br>Child and Youth Protection  | €11,000.00<br>€64,760.00 | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5<br>SDGs 1, 2, 3, 4, 5 and 16 | 566<br>1,205   |
| <b>Burkina Faso</b>       | 2               | Vocational Training and Job Support  | €26,382.59               | Private Donors                               | SDGs 4 and 8                                       | 595            |
| <b>Cape Verde</b>         | 1               | Education  | €5,800.00<br>€2,440.00   | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5                              | 80             |
| <b>Cameroon</b>           | 3               | Education<br>Vocational Training and Job Support                               | €6,350.00<br>€15,536.81  | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5<br>SDG 4                     | 95<br>176      |
| <b>Chad</b>               | 3               | Education<br>Health, Water and Sanitation<br>Environmental Sustainability      | €52,795.93               | Private Donors                               | SDGs 2, 3, 4, 6 and 7                              | 6,100          |
| <b>Congo, Brazzaville</b> | 1               | Education  | €5,800.00<br>€290.00     | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5                              | 104            |
| <b>Ivory Coast</b>        | 2               | Child and Youth Protection   | €34,956.09               | Private Donors                               | SDGs 1, 2, 3, 4 and 16                             | 87             |
| <b>Egypt</b>              | 1               | Education  | €6,350.00<br>€3,467.50   | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5                              | 150            |



|          |   |                                     |             |                |                               |        |
|----------|---|-------------------------------------|-------------|----------------|-------------------------------|--------|
| Ethiopia | 6 | Education                           | €363,216.04 | Private Donors | SDGs 1, 2, 4, 5, 8, 10 and 16 | 67,945 |
|          |   | Women's Empowerment                 |             |                |                               |        |
|          |   | Vocational Training and Job Support |             |                |                               |        |
| Ghana    | 2 | Child and Youth Protection          | €14,419.00  | Private Donors | SDGs 3, 4 and 6               | 777    |
|          |   | Education                           |             |                |                               |        |
|          |   | Health, Water and Sanitation        |             |                |                               |        |



| Country                  | No. of Projects | MS Sector  | Implemented              | Funding                                      | SDGs  | People Reached |
|--------------------------|-----------------|--|--------------------------|--|---|----------------|
| <b>Equatorial Guinea</b> | 2               | Education  | €6,350.00<br>€7,922.10   | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5<br>SDG 4                            | 80<br>13       |
| <b>Kenya</b>             | 2               | Education<br>Vocational Training and Job Support   | €57,113.74               | Private Donors                               | SDGs 4, 8 and 16  | 2,013          |
| <b>Malawi</b>            | 1               | Education  | €8,582.64                | Private Donors                               | SDG 4   | 200            |
| <b>Mali</b>              | 1               | Vocational Training and Job Support  | €4,748.00                | Private Donors                               | SDGs 4 and 8  | 39             |
| <b>Mozambique</b>        | 4               | Education<br>Vocational Training and Job Support   | €6,350.00<br>€59,305.26  | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5<br>SDGs 3, 4, 6 and 8               | 93<br>1,625    |
| <b>Nigeria</b>           | 2               | Vocational Training and Job Support<br>Women's Empowerment   | €50,277.21               | Private Donors                               | SDGs 2, 3, 4, 5, 8 and 16                                 | 158            |
| <b>DRC</b>               | 4               | Food Security<br>Education<br>Vocational Training and Job Support<br>Child and Youth Protection                | €74,285.73               | Private Donors                               | SDGs 1, 2, 4, 8 and 16                                    | 2,163          |
| <b>Senegal</b>           | 3               | Education  | €17,950.00<br>€2,147.50  | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5                                     | 546            |
| <b>Sierra Leone</b>      | 8               | Education<br>Health, Water and Sanitation<br>Child and Youth Protection<br>Vocational Training and Job Support | €6,350.00<br>€239,916.49 | The Real Madrid Foundation<br>Private Donors | SDGs 1, 2, 3, 4 and 5<br>SDGs 1, 2, 3, 4, 6, 8, 11 and 16 | 237<br>6,298   |



|             |   |                                     |            |                            |                       |       |
|-------------|---|-------------------------------------|------------|----------------------------|-----------------------|-------|
| South Sudan | 3 | Women's Empowerment                 | €53,083.71 | Bilbao City                | SDGs 4, 5, 8 and 16   | 5,310 |
|             |   | Education                           | €27,550.00 | Council                    | SDGs 4 and 8          | 2,069 |
|             |   | Vocational Training and Job Support | €34,143.57 | Bilbao City Council        | SDGs 4 and 8          | 378   |
|             |   | Private Donors                      |            |                            |                       |       |
| Tanzania    | 1 | Education                           | €11,350.00 | The Real Madrid Foundation | SDGs 1, 2, 3, 4 and 5 | 136   |



| Country   | No. of Projects | MS Sector   | Implemented          | Funding                    | SDGs                  | People Reached |
|-----------|-----------------|---|----------------------|----------------------------|-----------------------|----------------|
|           |                 |   | €1,567.50            | Private Donors             |                       |                |
| Togo      | 5               | Education<br>Vocational Training<br>and Job Support | €6,350.00            | The Real Madrid Foundation | SDGs 1, 2, 3, 4 and 5 | 450            |
|           |                 |   | €98,254.52           | Private Donors             | SDGs 4 and 8          | 2,097          |
| Tunisia   | 1               | Education   | €10,000.00           | Private Donors             | SDGs 2, 3 and 4       | 181            |
| Zambia    | 2               | Women's Empowerment<br>Education                    | €22,877.50           | Private Donors             | SDGs 1, 4, 5 and 8    | 706            |
| Zimbabwe  | 1               | Vocational Training<br>and Job Support              | €30,000.00           | Private Donors             | SDGs 4 and 8          | 105            |
| <b>26</b> | <b>73</b>       |   | <b>€1,680,132.95</b> |                            |                       | <b>114,612</b> |





## South Sudan

**Title:** The Right to an Inclusive and Equal Education to Drive Development and Build Peace in Kuajok



**Funding:** Bilbao City Council and MISIONES SALESIANAS

This project, which concluded in August 2024, sought to help people exercise the right to an inclusive, equal and quality education, providing education in key areas of children's and teenagers' lives in Kuajok.

The intervention positively impacted the life of the education community (students, teachers, families) and the aim is for long-term growth and boosting students' academic results, increasing girls' access to and continuance at school and improving health as a result of better personal hygiene and environmental habits.

One of the most important actions was to furnish the Primary school. All classrooms are now equipped in accordance with the number and age of the pupils — this was particularly the case in infant classes, which were equipped with chairs and tables so pupils could work on group activities adapted to their age.



The study room was also equipped and supplied with textbooks for students and teachers, thereby facilitating improved reading culture and better academic results.

Another relevant aspect was the updated teaching skills of staff at the Don Bosco Kuajok Primary School and other schools in the area, helping to enhance the quality of the education centres.

There was also greater awareness among the whole education community (students, teachers, families) in areas such as the right to education, child protection, gender quality, preventing violence against women, building peace and co-existence, hygiene, and the proper use of water.

To reach a higher number of people, an awareness campaign was carried out on the Kuajok radio station, featuring four programmes of interviews in the three most widely spoken languages in the area: English, Dinka and Arabic.

Moreover, separate toilets for boys and girls facilitated school attendance for teenage girls, improving their well-being, especially during the menstruation phase. Talks were also held to raise awareness among the education community on hygiene, health, water management and the prevention of transmissible diseases, as well as seminars on protecting the environment. Furthermore, a school vegetable garden was created so students can learn farming and soil protection methods.

"Most people have changed. Now they send their children to school because of the Don Bosco programme related to rights awareness. I'm delighted with the project because we've learnt so much about preventing gender-based violence".

One of the project's participants





## Tanzania

**Title:** The Don Bosco Oysterbay Socio-sporting School in Dar es Salam

**SDGs:**     

**Funding:** The Real Madrid Foundation and MISIONES SALESIANAS

For over ten years, our collaboration with the Real Madrid Foundation's programme of Socio-sporting Schools has continued to transform lives in over twenty schools in fifteen countries.

In 2024, we continued to foster the comprehensive development of 131 children, between the ages of five and seventeen and from vulnerable backgrounds, at the Don Bosco Oysterbay Socio-sporting School in Dar es Salaam. Through football, basketball and life skills training, we worked to nurture socio-economic integration and support young people in poverty, children living on the street, children at risk of abuse and minors with disabilities.



During 2024, we offered activities of psychosocial support, for instance football- and basketball-based therapy, emotional expression activities, yoga, meditation and crafts, especially to those who have endured traumas.

Furthermore, we taught training programmes in life skills, focusing on decision-making, conflict resolution, communication and hygiene with a view to preparing the participants for autonomy and to face future challenges.

To solidify positive models to follow, the programme teamed younger children up with older ones or adult mentors to provide guidance and boost motivation, both on and off the field. Community activities were also organised, such as cleaning up beaches and visits to hospitals to encourage a sense of belonging and empathy towards others.

Since 2021, the school's trainers have received their annual training from the Real Madrid Foundation, which instils values such as self-esteem, teamwork, autonomy, equality, motivation and respect and health. In addition, this year two former programme recipients will participate as trainers, demonstrating the long-term impact of our actions.

With the support of bodies such as the Real Madrid Foundation we continue to back the development of children and young people, working to break the cycle of poverty and creating opportunities for a better future.

*"I found a sense of belonging through the programme. Before it, I often felt isolated. The trainers were incredible mentors, teaching us not only how to play but also perseverance, teamwork and the importance of setting objectives".*

*Charles Chaula, a nine-year-old participant in the programme*





## Angola

**Title:** Strengthening the Network of Child Protection Centres

**SDGs:**   

**Funding:** Private Contributions

The situation of children in Angola, particularly in relation to their rights, is still one of great concern and is blighted by different violations. Many children and teenagers live in situations of risk, making their well-being and protection of the utmost importance. To provide support and guidance to children living on the street, at MISIONES SALESIANAS we supported the network of foster homes, known as *Lares Dom Bosco* and including the Magone, Margarita and Muxima homes.

By virtue of this project, we accommodated over 300 children and teenagers, providing not only food support but also access to education, which is key to their comprehensive development. In 2024, the different activities held most notably included the street team that managed to provide support to an average of 192 boys and twelve girls each month, and, in this period, contact was made with the families of these minors, a crucial step in their family and social reintegration.





In the initial stage of foster care for minors, 33 teenagers were supported and encouraged to begin their studies within the standard school system, in addition to professional training in fields such as electrics and farming. They were also given the chance to learn to play an instrument, thereby contributing to their personal and artistic development.

In the autonomy phase, we provided support to 22 young people, offering them a place to live, food, and job opportunities. This support included the guidance needed to take on labour responsibilities effectively and successfully.

What is more, the foster home for girls welcomed ten minors as residents. The girls were accompanied by educators twenty-four hours a day, ensuring they had a safe environment with constant support. In the home they were also offered literacy classes, regular schooling and professional training, equipping them with the tools needed to build a better future.

Through these actions we improved the quality of life of these children and teenagers, and we fostered their empowerment to help them develop their potential and to become active and responsible members of society.



## Chad

**Title:** Building Ten Drinking Water Points in Different Rural Communities in Sarh

**SDGs:**   

**Funding:** Private Contributions

This intervention has supplied drinking water to almost 3,000 people in Sarh communities by constructing ten wells in rural villages in the area. The wells mean we have contributed to reducing diseases caused by contaminated water, to guaranteeing access to water in homes and to alleviating children's suffering, particularly that of girls and women, who are responsible for fetching water for their families.

The transformative impact of a new well is huge and specifically enhances the rights of women and girls because it reduces the frequency with which girls stop going to school; improves women's health (reducing miscarriages, back and neck injuries...); reduces stress owing to the reduction of child diseases; and guarantees greater security through better knowledge of hygiene.



## Sierra Leone

**Title:** Improving Health Care to Minors in Vulnerable Situations Via Support for the Bosco Fambul Clinic and the Set-up of a Laboratory



**SDGs:**

**Funding:** Misiones Salesianas and Private Contributions

The clinic has been receiving support from MISIONES SALESIANAS since it was set up in 2020 and has gradually been growing and gaining specialisations.

The Don Bosco Fambul clinic tends to people housed in the Nuevo Fambul child protection centre, which supports, internally, children and young people at risk of social exclusion stemming from four problem areas: girls who are the victims of sexual exploitation; children living on the street; children and young people in trouble with the law and kept in adult prisons; and girls abused physically or sexually.

These minors are housed for a few months until they are socially reintegrated, with their families or extended family. When a child or young person goes into the centre, they receive a check-up and are treated for any disease they may have. If they come with a child, the child also enters the programme — they are later offered health care support during their stay.

The clinic serves the population in the area and neighbouring villages via mobile clinics that visit these places, and there is a team that visits the Pademba Prison to treat the prisoners.

In 2024, more than 2,000 patients were treated, mainly for malaria, sexually transmitted diseases and skin diseases. We also set up a new laboratory, which has helped to rapidly detect diseases such as malaria and facilitates the analysis of sexually transmitted diseases, liver and kidney functioning, anaemia, and so on.



## THE AMERICAS

| Country            | No. of Projects | MS Sector  | Implemented                             | Funding   | SDGs   | People Reached /Body |
|--------------------|-----------------|--|---|---|--|----------------------|
| <b>Argentina</b>   | 2               | Health, Water and Sanitation<br>Child and Youth Protection   | €21,490.00                              | Private Donors  | SDGs 1, 2, 3, 4, 5, 10 and 16  | 930                  |
| <b>Bolivia</b>     | 9               | Education<br>Child and Youth Protection  | €228,076.07                             | Private Donors  | SDGs 1, 2, 3, 4, 5, 7, 11, 13 and 16                                 | 7,395                |
| <b>Brazil</b>      | 5               | Education<br>Food Security   | €99,575.00<br>€42,203.60                | The Real Madrid Foundation<br>Private Donors            | SDGs 1, 2, 3, 4 and 5<br>SDGs 3 and 16                               | 1,019<br>1,290       |
| <b>Chile</b>       | 1               | Education  | €10,419.40                              | Private Donors  | SDG 4  | 120                  |
| <b>Colombia</b>    | 7               | Child and Youth Protection<br>Food Security<br>Institutional Strengthening<br>Women's Empowerment<br>Education | €124,054.59                             | Private Donors  | SDGs 1, 2, 3, 4, 5, 10, 7, 16 and 17                                 | 1,205                |
| <b>Ecuador</b>     | 6               | Education<br>Women's Empowerment<br>Vocational Training and Job Support<br>Institutional Strengthening         | €27,046.29<br>€60,400.00<br>€105,507.01 | Private Donors<br>The ADEY Foundation<br>Private Donors | SDGs 2, 4, 5, 8 and 10<br>SDGs 1, 4, 5, 8 and 10<br>SDGs 1, 4 and 10 | 101,008<br>150<br>/1 |
| <b>El Salvador</b> | 2               | Education<br>Vocational Training and Job Support   | €10,723.10<br>€44,000.00                | Private Donors<br>Castilla y León Regional Government   | SDGs 4, 8 and 10   | 517                  |
| <b>Guatemala</b>   | 1               | Education  | €33,951.22                              | Private Donors  | SDG 4  | 124                  |
| <b>Haiti</b>       | 9               | Vocational Training and Job Support<br>Child and Youth Protection<br>Education                                 | €149,671.64                             | Private Donors  | SDGs 1, 4, 5, 7, 8, 9 and 10   | 26,324               |



| Country                       | No. of Projects | MS Sector  | Implemented          | Funding         | SDGs                  | People Reached /Body |
|-------------------------------|-----------------|--|----------------------|-----------------|-----------------------|----------------------|
| <b>Mexico</b>                 | 2               | Education<br>Environmental<br>Sustainability   | €20,000.00           | Private Donors  | SDGs 3, 4, 11 and 13  | 288                  |
| <b>Peru</b>                   | 7               | Education<br>Vocational Training and Job Support   | €71,183.44           | Private Donors  | SDGs 4 and 8          | 1,099                |
| <b>The Dominican Republic</b> | 3               | Education  | €26,631.68           | Private Donors  | SDGs 1, 2, 3 and 4    | 89                   |
|                               |                 | Child and Youth Protection   | €12,000.00           | The Real Madrid | SDGs 1, 2, 3, 4 and 5 | 1                    |
|                               |                 | Education  | €42,575.00           | Foundation      |                       | 391                  |
| <b>Uruguay</b>                | 2               | Education  | €13,868.48           | Private Donors  | SDGs 4 and 13         | 1,512                |
| <b>Venezuela</b>              | 5               | Education<br>Institutional Strengthening<br>Vocational Training and Job Support<br>Education | €269,997.63          | Private Donors  | SDGs 4, 5, 8 and 16   | 3,271                |
| <b>14</b>                     | <b>61</b>       |  | <b>€1,413,374.12</b> |                 |                       | <b>146,734</b>       |





## El Salvador

**Title:** The Right to Quality, Innovative and Inclusive Vocational Training for the Youth of El Salvador

**SDGs:**     

**Funding:** Castilla y León Regional Government and Autovía del Arlanzón, S.A.

To facilitate and guarantee the basic right to a quality technical education for the youth of El Salvador, particularly for young people between the ages of eighteen and 35 in a vulnerable situation, MISIONES SALESIANAS set up a major project in the town of San José, located in the Santa Ana province. The initiative offered education opportunities and contributed to the comprehensive development of young people in this region.

In El Salvador young people face a series of major challenges on their journey towards vocational training — one of the main obstacles they must overcome is accessing an adequate technical education. The lack of support from the State, along with the high cost of living in the country, means paying for training in a private institution is out of reach for many families in situations of financial vulnerability, thereby limiting young people's opportunities for personal development and growth.



Through the support of the Castilla y León Regional Government on the project, we were able to train more than 100 young people in different areas, for instance electrics and beauty therapy. These programmes focus on providing specific technical skills and training in labour rights and safety at work, both of which are key for young people to safely and effectively progress in the labour market.

Additionally, the project enabled us to centre on accessibility for all students, implementing improvements such as installing a ramp to grant access to facilities for students with reduced mobility, and we also adapted classrooms to ensure young people receive a quality education, and in an environment which is inclusive and meets their needs. Therefore, as well as educating we seek to empower the El Salvador youth so that they can build a better future for themselves and their communities.

*"It's motivating to teach the course with updated equipment and space, and we've been able to offer quality training to 26 women which will help them find work and progress".*

*Teacher on the Beauty Therapy Course*



## Ecuador

**Title:** Financial Autonomy for Women in Ambato by Strengthening their Technical Skills

**SDGs:**       

**Funding:** MISIONES SALESIANAS

This project aimed to foster financial autonomy for Indigenous women in Ambato by enhancing their technical skills, and in the process reducing gender gaps and advocating their active participation in the local economy. Designed for women in situations of socioeconomic vulnerability, the initiative focused on key areas such as business ventures, agro-ecology and technical skills in agricultural production.

The project has resulted in 175 people improving their food health, producing healthy food for their homes and sharing and linking up with other families from the project in exchanging food staples. With production surplus, families can also organise and trade.



Training in the project focused on producing family allotments and fostering the participants' financial autonomy and personal development. The activities included theoretical-practical workshops, remodelled infrastructures, material supplies, technical and financial advice and links to trade networks.

Overall, it contributed to the financial independence of the women and propelled an inclusive and sustainable development model in Ambato.

*"The training we are giving the women, first in theory and then applying it in practice, is key. The learning-by-doing approach is crucial for retaining knowledge".*

*Agricultural engineer, project trainer*





## Colombia

**Title:** Implementing the Human Rights-Based Approach in the Inspectorate of Colombia-Bogotá



**Funding:** Private Contributions

This project effectively integrated the Human Rights-Based Approach (HRBA) into the activities the Salesians carry out in Colombia. The objective was to ensure that all planning processes clearly and resoundingly prioritised the protection and promotion of the population's basic rights.

Consequently, it focused on strengthening the skills of a total of 80 people, spread equally among forty men and forty women, who are students or technical staff involved in the field of education. The approach seeks to empower individuals and have a positive impact on the communities in which they work and live.

In view of the current situation of violence and social conflicts that afflict many of Colombia's regions, at MISIONES SALESIANAS we feel it is important for the organisations with which we work to have strategic planning in place which encompasses an analysis of the basic rights of people who are in the most vulnerable situations.



Promoting human rights in the field of education significantly contributes to preventing and mitigating situations of violence, discrimination and rights violations which can occur inside and outside education institutions.

Notable among the different actions we implemented inside the framework of this project was the training in human rights and a culture of peace aimed at young people who actively participate in school governing boards. The training is essential for fostering a critical awareness and commitment to safeguarding human rights. We also worked on developing a human rights policy to guide the organisation's actions and to bolster inter-institutional relations. This included establishing strategic partnerships with other organisations and governmental bodies to encourage young people's active participation in political advocacy and to build a fairer and more equal society.

Through these actions we seek not only to educate, but also empower young people and the community in general to make them agents of change and advocates of their own and others' rights.





## ASIA

| Country    | No. of Projects | MS Sector  | Implemented              | Funding                 | SDGs  | People Reached |
|------------|-----------------|--|--------------------------|-------------------------|---|----------------|
| Bangladesh | 1               | Child and Youth Protection                                 | €43,750.00               | Private Donors          | SDGs 1, 2, 3, 4 and 16                          | 19,721         |
| Cambodia   | 1               | Women's Empowerment  | €20,947.27               | Private Donors          | SDGs 4, 5, 8 and 10                             | 967            |
| China      | 1               | Vocational Training and Job Support                        | €252,396.57              | Private Donors          | SDGs 4, 8 and 10                                | 686            |
| India      | 7               | Education<br>Child and Youth Protection                    | €155,951.61              | Private Donors          | SDGs 1, 2, 3, 4 and 16                          | 22,417         |
| Laos       | 1               | Education  | €12,325.00               | Private Donors          | SDG 4   | 71             |
| Mongolia   | 1               | Environmental Sustainability                               | €12,429.00               | Private Donors          | SDGs 2, 4, 11 and 13                            | 260            |
| Nepal      | 1               | Child and Youth Protection<br>Environmental Sustainability | €98,550.00               | Private Donors          | SDGs 1, 2, 3, 4, 11, 13 and 16                  | 27,971         |
| Pakistan   | 2               | Environmental Sustainability<br>Women's Empowerment        | €10,630.56<br>€23,960.00 | Private Donors<br>Mango | SDGs 4, 7, 11 and 12<br>SDGs 4, 5, 8, 10 and 16 | 400<br>45      |
| Syria      | 1               | Environmental Sustainability                               | €6,471.00                | Private Donors          | SDGs 7, 9, 11 and 13                            | 2,400          |
| Sri Lanka  | 2               | Child and Youth Protection<br>Women's Empowerment          | €56,062.62               | Private Donors          | SDGs 1, 2, 3, 4, 5, 9, 10 and 16                | 20,222         |
| <b>10</b>  | <b>18</b>       |  | <b>€693,473.63</b>       |                         |   | <b>95,160</b>  |



## Nepal

**Title:** Environmental Clubs: Sustainable Initiatives in Schools in Nepal

**SDGs:**    

**Funding:** Private Contributions

With the goal of promoting environmental education and raising awareness among new generations of the importance of protecting the environment, this project was set up in 2024 to create and establish environmental clubs within a network of ten education centres, including both governmental institutions and Salesian centres around the country.

With the project we sought to motivate the students' interest in nature and their environment, as well as encouraging them to adopt lifestyles that are sustainable, unified and environmental.

A total of 8,250 students had the chance to acquire knowledge on environmental preservation and practical skills that would allow them to identify and put forward solutions to environmental problems affecting their schools.

Among the activities were tree planting, recycling and cleaning the centres' facilities, thereby encouraging students to be responsible for keeping spaces clean and in good health.

The project also had a component geared towards food security. We gave students seeds and tools, providing them with training and resources to put into practice school vegetable gardens. The initiative contributed to the food security of their families, promoting self-sufficiency and access to fresh and healthy food.

These actions all had a positive impact, creating a network of learning and environmental action which will continue to grow and benefit future generations.



EUROPE

| Country | No. of Projects | MS Sector                           | Implemented | Funding                   | SDGs                  | People Reached |
|---------|-----------------|-------------------------------------|-------------|---------------------------|-----------------------|----------------|
| Georgia | 1               | Vocational Training and Job Support | €50,000.00  | Private Donors            | SDGs 4, 8 and 16      | 100            |
| Poland  | 1               | Education                           | €24,730.00  | The Real Madrid Foundatio | SDGs 1, 2, 3, 4 and 5 | 140            |
| Ukraine | 1               | Humanitarian Aid and Emergencies    | €10,700.00  | Private Donors            | SDGs 3, 4, 6 and 16   | 300            |
| 3       | 3               |                                     | €85,430.00  |                           |                       | 540            |



# Humanitarian Aid

In a year, 2024, marked by relentless armed conflicts, humanitarian crises and forced displacement in different regions around the world, not to mention environmental disasters caused by climate change, interventions with Triple Nexus are becoming increasingly necessary, and with humanitarian aid oriented towards laying the foundations of development whilst promoting a culture of peace.

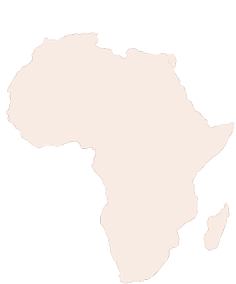
The war in Ukraine moved towards its third year. Russia consolidated positions in the east of the country and attempts to reach a ceasefire broke down, laying bare the complexity of the conflict. We maintained our presence there and supplied psychosocial support to minors through sport, professional guidance and recreational activities. Our goal was to guarantee access to education during the emergency, and to safe environments and healthy leisure activities.

In the Democratic Republic of Congo, the M23 rebels, backed by Rwanda, took control of extensive areas of the country, causing the humanitarian situation to deteriorate rapidly, with thousands of people displaced and human rights violated. Our main role at MISIONES SALESIANAS was the full protection of children to avoid violence against them and prevent them from being forcibly recruited by armed groups.

The Middle East crisis intensified with the Israel-Gaza war. The response of MISIONES SALESIANAS placed its efforts in offering humanitarian aid to children and their families in Syria, Lebanon and Palestine, supporting the entire population, without discrimination over ethnicity, origin or religion in this context of violence.

Attacks by fundamentalist groups in the region of Sahel worsened, causing hundreds of deaths and people to seek refuge in Burkina Faso. In the bordering countries of Togo and Niger we tended to refugee children and young people, ensuring their access to education and covering basic needs.

During the summer months we provided support to the population in some areas of India and Southeast Asia, such as the Philippines, owing to the number of sudden-onset disasters caused by climate change, for instance floods and typhoons, which brought about significant human and material losses. In Ethiopia and South Sudan, there is continued support to the population affected by armed conflicts of previous years to ensure they have full assistance and to foster the reconstruction of peace in these communities.



**7** countries  
**12** projects  
**€348,846.30**  
**79,307** people



**1** country  
**2** projects  
**€125,638.01**  
**11,683** people



**6** countries  
**18** projects  
**€424,239.99**  
**39,200** people



**1** country  
**5** projects  
**€429,526.61**  
**3,858** people

**37** projects

**15** countries **€1,328,250.91** implemented

**134,048** people



## AFRICA

| Country            | No. of Projects | MS Sector  | Implemented                         | Funding   | SDGs  | People Reached            |
|--------------------|-----------------|--|-------------------------------------|---|---|---------------------------|
| <b>Ethiopia</b>    | 1               | Humanitarian Aid and Emergencies   | €22,471.00<br>€77,757.69            | Private Donors<br>Community of Madrid   | SDGs 1, 2, 3, 5, 10 and 16                  | 12,051                    |
| <b>Kenya</b>       | 1               | Humanitarian Aid and Emergencies   | €14,700.61                          | Private Donors  | SDGs 1, 11 and 16                           | 914                       |
| <b>Mozambique</b>  | 1               | Humanitarian Aid and Emergencies   | €15,000.00                          | Private Donors  | SDGs 4 and 16                               | 747                       |
| <b>DRC</b>         | 2               | Humanitarian Aid and Emergencies   | €120,000.00                         | Private Donors  | SDGs 1, 2, 3, 10 and 16<br>SDGs 2, 4 and 16 | 130<br>290                |
| <b>South Sudan</b> | 4               | Humanitarian Aid and Emergencies<br>Health, Water and Sanitation<br>Humanitarian Aid and Emergencies | €700.00<br>€20,000.00<br>€41,730.00 | The Iraizoz-Astiz<br>Hermanos Foundation<br>The Ordesa Foundation<br>Private Donors | SDGs 1, 2, 3, 4, 10, 11 and 16              | 2,120<br>50,000<br>10,942 |
| <b>Togo</b>        | 1               | Education  | €11,487.00                          | Private Donors  | SDG 4                                       | 100                       |
| <b>Uganda</b>      | 2               | Humanitarian Aid and Emergencies<br>Education  | €25,000.00                          | Private Donors  | SDGs 1, 4 and 16<br>SDG 4                   | 2,000<br>13               |
| <b>7</b>           | <b>12</b>       |  | <b>€348,846.30</b>                  |   |   | <b>79,307</b>             |





## Ethiopia

**Title:** Reconstruction and Support in Tigray for Returnees Displaced by Conflict, particularly Women and Girls, to Strengthen Their Resilience

**SDGs:**    

**Funding:** Community of Madrid and MISIONES SALESIANAS

After a bitter two-year civil war that left tens of thousands dead, the Tigray region is attempting to recover and find normality. Nevertheless, thousands of people are still displaced and cannot return to homes which were either destroyed or are still occupied.

The project, supported by the Community of Madrid, was implemented in the Irob woreda, located on the border with Eritrea. The heads of many families participating in the intervention are widows because the area was severely affected by the conflict and many men lost their lives on the front.

In the project we support 265 families (183 women heads of family) to have the right conditions for a dignified return and the chance of rebuilding their lives. Moreover, 250 people participated in self-help activities and social support in the community, while families were provided with the necessary materials to rebuild their homes.





We also set up farming land for families to reap their first harvest; 200 goats and 500 chickens were shared among them and people were trained in animal care and sustainable farming techniques adapted to climate change. Thus, 150 families could get back their livelihoods.

Finally, psychological support was provided to deal with trauma due to the human rights violations caused by the war, as well as physical and sexual violence and the loss of loved ones. Workshops were also run on strategies for overcoming trauma and included group therapy sessions and community dialogue to strengthen the community's social cohesion.

Over 1,000 people participated in the awareness-raising campaign on post-traumatic stress resulting from violence during the conflict.

*"The Eritrean forces looted the belongings from my home and my animals. We were sleeping on the floor but now, thanks to Don Bosco, we sleep on mattresses and have sheets and blankets. With seeds and tools, goats and chickens, items for our home and materials to repair it, we have improved our living conditions".*

*Kihino Yohannes, recipient of the project*



## Democratic Republic of Congo

**Title:** Schooling and Food Supplies for Children, Teenagers and Young People Living in the Shasha and Rusayo Camps After Being Displaced by War



**SDGs:**

**Funding:** Private Contributions

The Rusayo displacement camp, located in north-west Goma, provides shelter for over 145,000 people, out of which around 20,000 are under the age of five. In these camps, in addition to the suffering caused by a lack of food and precarious living conditions, girls and women are more exposed to violence, particularly sexual violence and exploitation.

In 2024, we covered school enrolment costs, providing education materials and uniforms to 145 students (69 girls and 76 boys), as well as food (flour, rice and oil).

The project had a positive impact on the educational situation of these children and young people and, in having their school fees covered, they were able to attend school with greater regularity, thereby reducing the risk of child labour.

According to the teachers interviewed, the students who received a grant from the project are more motivated and have better physical, health and hygiene conditions, leading to better academic results.



*"One day a miracle happened: members of the organisation came to our school looking for young people who had been displaced and who couldn't pay their school fees. I was the first one selected and I took them to our shelter in the camp, where they spoke to my elder sister, who has a disability, and congratulated her for sending me to school, despite our precarious situation. They encouraged me to prioritise my studies, promising to pay the costs involved in my schooling".*

*Kabumba Munyakazi, 16 years of age.*



## THE AMERICAS

| Country | No. of Projects | MS Sector  | Implemented | Funding        | SDGs                     | People Reached |
|---------|-----------------|--|-------------|----------------|--------------------------|----------------|
| Haiti   | 2               | Education<br>Humanitarian Aid<br>and Emergencies | €125,638.01 | Private Donors | SDG 4<br>SDGs 2, 3 and 4 | 11,683         |
| 1       | 2               |  | €125,638.01 |                |                          | 11,683         |

## EUROPE

| Country | No. of Projects | MS Sector                           | Implemented                | Funding                          | SDGs                                  | People Reached |
|---------|-----------------|-------------------------------------|----------------------------|----------------------------------|---------------------------------------|----------------|
| Ukraine | 5               | Humanitarian Aid<br>and Emergencies | €201,638.14<br>€227,888.47 | European Union<br>Private Donors | SDGs 4 and 16<br>SDGs 1, 2, 4, and 16 | 1,368<br>2,490 |
| 1       | 5               |                                     | €429,526.61                |                                  |                                       | 3,858          |



## Ukraine

**Title:** Comprehensive Support through Non-formal Education in Emergency Situations for Children, Young People and Their Families in Vulnerable Local Communities



**Funding:** European Union, the Real Madrid Foundation and MISIONES SALESIANAS

During the three years of conflict, more than four and a half million Ukrainian children have struggled to gain access to education, or if they have it has been suspended. In the first response to the crisis, we aided people in the country's war zone, distributing over 500 tonnes of humanitarian aid (food, blankets, clothes, fuel...).



In the aftermath of this initial response, our aim has been to guarantee access to education during the emergency. In the cities of Lviv and Zhytomyr we are currently assisting thousands of children and their families.

Our aim in this two-year project, which is carried out jointly with the support of the European Union and the Real Madrid Foundation and got underway in 2024, is to improve the living conditions of minors, young people and their families who are bearing the brunt of war.

In this first year of the project's implementation, we supported 1,368 people (613 children and 769 women), providing safe, inclusive environments through psychosocial activities to foster and assist with comprehensive development, trauma management and emotional and psychological well-being.

Furthermore, in the socio-sporting schools, via sport and guidance as an educational tool, we were able to foster resilience, improve academic performance, reduce challenging behaviour and ensure greater social cohesion.

We also provided psychosocial support to children from the Pokrova family house and parish and internally displaced families living in the Mariapolis modular city, predominantly women, children and the elderly.

## ASIA

| Country            | No. of Projects | MS Sector                        | Implemented        | Funding        | SDGs                       | People Reached |
|--------------------|-----------------|----------------------------------|--------------------|----------------|----------------------------|----------------|
| <b>Philippines</b> | 1               | Humanitarian Aid and Emergencies | €10,000.00         | Private Donors | SDGs 2 and 16              | 4,200          |
| <b>India</b>       | 4               | Humanitarian Aid and Emergencies | €40,516.50         | Private Donors | SDGs 1, 2, 3, 4, 10 and 16 | 12,500         |
| <b>Lebanon</b>     | 3               | Humanitarian Aid and Emergencies | €58,953.36         | Private Donors | SDGs 1, 2, 3, 4, 10 and 16 | 1,949          |
| <b>Myanmar</b>     | 1               | Humanitarian Aid and Emergencies | €10,000.00         | Private Donors | SDGs 1, 2, 3, 10 and 16    | 3,000          |
| <b>Palestine</b>   | 1               | Humanitarian Aid and Emergencies | €40,000.00         | Private Donors | SDGs 2, 3, 11 and 16       | 1,230          |
| <b>Syria</b>       | 8               | Humanitarian Aid and Emergencies | €264,770.13        | Private donors | SDGs 1, 2, 3, 4 and 16     | 16,321         |
| <b>6</b>           | <b>18</b>       |                                  | <b>€424,239.99</b> |                |                            | <b>39,200</b>  |





## Lebanon

**Title:** Emergency Humanitarian Aid for the Population of Southern Lebanon



**Funding:** Private Contributions

Since the bombings began in southern Lebanon, the Salesian missionaries of Lebanon have devoted their work to helping those families most severely affected by the attacks.

The bombings since September 2024 gave rise to a large number of internal displacements in a country that had already taken in thousands of Syrian and Iraqi refugees. In such a crisis-stricken environment, we assisted a hundred internally displaced people who had fled from border towns with Israel and southern Beirut. They were all accommodated in a public school located in the centre of El Hossoun, under the coordination of the Lebanese Government, and were offered aid (food, water, electricity, etc.).

With the onset of winter, and the low temperatures in being a mountainous area, warm clothing and blankets were also provided, as were essential services and psychosocial and medical support for the displaced population.





The Salesians have been present in Lebanon since 1959 via three channels: the Technical School of El Fidar, the House of El Houssoun and the Primary and Secondary School of Beirut, with more than 1,000 children and young people attending daily to receive education at one of the Salesian centres.

In 2015, the Lebanon Salesians set up the Angels of Peace School for refugee children in Beirut and Iraqi and Syrian asylum seekers waiting to see if they would be granted asylum in Western countries.

We responded to the growing poverty sweeping across different areas of the population, aiding families and young people with serious socioeconomic problems. The material and financial aid sought to guarantee the availability of essential goods and to cover the costs related to emergency education.

During the months of the conflict, we assisted a total of 100 internally displaced people and 275 families of teachers, tutors, students and the refugee population who usually participate in the three centres' activities.

*Florina is a 14-year-old girl from Mosul (Iraq) who was born into a Chaldean Christian family.*

*Many years ago she fled her home amid war and conflict. Her family temporarily settled in Lebanon while they waited for permits to emigrate to Canada or Australia. Adapting to her new life was not easy. Like many in her community, Florina only spoke Assyrian. Last year she completed Year 10, the final year in the Angels of Peace School, yet for Florina major obstacles still lie ahead.*

*The refugee population is denied access to public education and opportunities for decent jobs — they are trapped in a painful limbo: unable to return home through the threat of imprisonment yet also unable to settle permanently in Lebanon. Their only option is to wait for the UN's official refugee status or risk everything attempting to embark on dangerous journeys by land or sea, in which refusal, deportation or worse are constant dangers.*

*Florina opted to repeat Year 10 instead of sitting at home and doing nothing. She continues to be motivated, happy and determined, and even approaches chemistry with enthusiasm. She believes a better future awaits her, beyond chemical formulas.*

*Florina Maher, 14 years of age. Refugee in Lebanon*

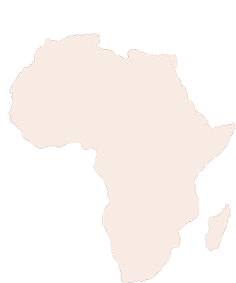


## Institutional Support

Salesian projects are identified and developed from the Planning and Development Offices. At MISIONES SALESIANAS our collaboration involves strengthening Salesian work in the countries in which we intervene, backing the ongoing reinforcement of skills by virtue of training and guidance processes and with investments that support the expansion and sustainability of its actions.

In 2024, we supported this work with aid workers in Mali, Ethiopia, South Sudan, Mozambique, Colombia, Haiti and the Dominican Republic.

Additionally, and as part of our mission, we provide institutional support projects for partner Salesian entities around the world, investing in training, maintaining social and pastoral work and strengthening skills.



**34** countries  
**103** projects  
**€5,430,700.23**  
**49,655** people



**14** countries  
**54** projects  
**€1,581,945.62**  
**14,301** people



**9** countries  
**18** projects  
**€887,526**  
**2,336** people



**4** countries  
**6** projects  
**€318,548**  
**50,079** people

|                     |                     |                                  |                       |
|---------------------|---------------------|----------------------------------|-----------------------|
| <b>181</b> projects | <b>61</b> countries | <b>€8,218,719.85</b> implemented | <b>116,371</b> people |
|---------------------|---------------------|----------------------------------|-----------------------|



## AFRICA

| Country            | No. of Projects | Implemented | MS Sector  | No. of Salesian Interventions |
|--------------------|-----------------|-------------|--|-------------------------------|
| Angola             | 13              | €264,901.01 | Education<br>Institutional Strengthening<br>Pastoral Programmes    | 14                            |
| Benin              | 10              | €612,285.56 | Education<br>Institutional Strengthening<br>Pastoral Programmes    | 7                             |
| Botswana           | 2               | €27,750.00  | Institutional<br>Strengthenin<br>g                                 | 1                             |
| Burkina Faso       | 1               | €12,320.00  | Institutional Strengthening  | 2                             |
| Cameroon           | 1               | €10,500.00  | Pastoral Programmes  | 4                             |
| Congo, Brazzaville | 1               | €300,000.00 | Institutional Strengthening  | 3                             |
| Ivory Coast        | 3               | €36,250.00  | Institutional Strengthening  | 3                             |
| Ethiopia           | 8               | €116,156.90 | Institutional Strengthening  | 14                            |
| Gambia             | 3               | €49,417.00  | Institutional Strengthening  | 1                             |
| Ghana              | 2               | €10,200.00  | Institutional<br>Strengthenin<br>g Pastoral<br>Programmes          | 6                             |
| Guinea, Conakry    | 1               | €11,000.00  | Institutional Strengthening  | 3                             |
| Equatorial Guinea  | 3               | €20,249.70  | Education<br>Institutional<br>Strengthening                        | 3                             |
| Kenya              | 4               | €868,096.00 | Institutional<br>Strengthenin<br>g Pastoral<br>Programmes          | 12                            |
| Madagascar         | 1               | €7,100.00   | Pastoral Programmes  | 12                            |
| Malawi             | 1               | €27,750.00  | Institutional<br>Strengthenin<br>g Pastoral<br>Programmes          | 2                             |
| Mali               | 1               | €12,000.00  | Institutional Strengthening  | 3                             |
| Morocco            | 1               | €6,800.00   | Pastoral Programmes  | 1                             |
| Mozambique         | 7               | €395,230.00 | Institutional Strengthening  | 8                             |
| Niger              | 1               | €200,000.00 | Institutional Strengthening  | 1                             |
| Nigeria            | 3               | €313,623.00 | Education<br>Institutional<br>Strengthening<br>Pastoral Programmes | 13                            |



|                          |   |             |   |    |
|--------------------------|---|-------------|---|----|
| Central African Republic | 2 | €44,000.00  | Institutional Strengthening Pastoral Programmes           | 3  |
| DRC                      | 7 | €552,317.06 | Education Institutional Strengthening Pastoral Programmes | 24 |



| Country             | No. of Projects | Implemented          | MS Sector  | No. of Salesian Interventions |
|---------------------|-----------------|----------------------|--|-------------------------------|
| <b>Rwanda</b>       | 4               | €448,950.00          | Institutional Strengthening<br>Pastoral Programmes | 7                             |
| <b>Senegal</b>      | 1               | €12,285.00           | Institutional Strengthening                        | 3                             |
| <b>Sierra Leone</b> | 6               | €28,110.00           | Institutional Strengthening                        | 4                             |
| <b>Sri Lanka</b>    | 1               | €16,250.00           | Institutional Strengthening                        | 17                            |
| <b>South Africa</b> | 3               | €168,240.00          | Institutional Strengthening                        | 6                             |
| <b>South Sudan</b>  | 2               | €151,025.00          | Institutional Strengthening                        | 5                             |
| <b>Tanzania</b>     | 1               | €200,000.00          | Institutional Strengthening                        | 11                            |
| <b>Togo</b>         | 6               | €14,194.00           | Institutional Strengthening<br>Pastoral Programmes | 6                             |
| <b>Tunisia</b>      | 1               | €40,000.00           | Institutional Strengthening                        | 3                             |
| <b>Uganda</b>       | 1               | €8,200.00            | Institutional Strengthening                        | 5                             |
| <b>Zambia</b>       | 3               | €337,750.00          | Institutional Strengthening<br>Pastoral Programmes | 13                            |
| <b>Zimbabwe</b>     | 1               | €107,750.00          | Institutional Strengthening<br>Pastoral Programmes | 2                             |
| <b>34</b>           | <b>103</b>      | <b>€5,430,700.23</b> |  | <b>225</b>                    |

## THE AMERICAS

| Country          | No. of Projects | Implemented | MS Sector  | No. of Salesian Interventions |
|------------------|-----------------|-------------|--|-------------------------------|
| <b>Argentina</b> | 4               | €144,150.00 | Institutional Strengthening<br>Pastoral Programmes | 73                            |
| <b>Bolivia</b>   | 3               | €2,772.00   | Institutional Strengthening                        | 23                            |
| <b>Brazil</b>    | 9               | €453,399.39 | Institutional Strengthening<br>Pastoral Programmes | 49                            |
| <b>Chile</b>     | 1               | €5,000.00   | Pastoral Programmes                                | 15                            |
| <b>Colombia</b>  | 3               | €18,212.00  | Institutional Strengthening<br>Pastoral Programmes | 39                            |



|                  |   |             |  |    |
|------------------|---|-------------|--|----|
| <b>Ecuador</b>   | 6 | €112,274.54 | Institutional Strengthening<br>Pastoral Programmes | 27 |
| <b>Guatemala</b> | 1 | €7,450.00   | Institutional Strengthening                        | 8  |
| <b>Haiti</b>     | 3 | €100,000.00 | Institutional Strengthening                        | 13 |
| <b>Honduras</b>  | 1 | €100.00     | Institutional Strengthening                        | 2  |





| Country            | No. of Projects | Implemented          | MS Sector  | No. of Salesian Interventions |
|--------------------|-----------------|----------------------|--|-------------------------------|
| Paraguay           | 1               | €3,900.00            | Pastoral Programmes  | 15                            |
| Peru               | 6               | €279,520.00          | Institutional Strengthening<br>Pastoral Programmes           | 24                            |
| Dominican Republic | 6               | €75,537.22           | Education Institutional Strengthening<br>Pastoral Programmes | 15                            |
| Uruguay            | 2               | €7,654.00            | Institutional Strengthening                                  | 16                            |
| Venezuela          | 8               | €371,976.47          | Institutional Strengthening<br>Pastoral                      | 35                            |
| <b>14</b>          | <b>54</b>       | <b>€1,581,945.62</b> |  | <b>339</b>                    |

## ASIA

| Country     | No. of Projects | Implemented        | MS Sector   | No. of Salesian Interventions |
|-------------|-----------------|--------------------|---|-------------------------------|
| Philippines | 2               | €79,345.00         | Education<br>Institutional Strengthening<br>Pastoral Programmes | 44                            |
| India       | 6               | €214,794.00        | Education<br>Institutional Strengthening<br>Pastoral Programmes | 177                           |
| Indonesia   | 3               | €38,255.00         | Institutional Strengthening                                     | 8                             |
| Israel      | 1               | €350,000.00        | Institutional Strengthening                                     | 14                            |
| Lebanon     | 1               | €10,000.00         | Education   | 14                            |
| Myanmar     | 2               | €97,032.00         | Institutional Strengthening                                     | 11                            |
| Sri Lanka   | 1               | €70,000.00         | Institutional Strengthening                                     | 12                            |
| <b>7</b>    | <b>16</b>       | <b>€859,426.00</b> |   | <b>280</b>                    |



## OCEANIA

| Country                 | No. of Projects | Implemented       | MS Sector  | No. of Salesian Interventions |
|-------------------------|-----------------|-------------------|--|-------------------------------|
| <b>Solomon Islands</b>  | 1               | €10,500.00        | Institutional Strengthening                        | 2                             |
| <b>Papua New Guinea</b> | 1               | €17,600.00        | Institutional Strengthening<br>Pastoral Programmes | 7                             |
| <b>2</b>                | <b>2</b>        | <b>€28,100.00</b> |  | <b>9</b>                      |

## EUROPE

| Country            | No. Projects | Implemented        | MS Sector   | No. of Salesian Interventions |
|--------------------|--------------|--------------------|---|-------------------------------|
| <b>Croatia</b>     | 1            | €130,000.00        | Institutional Strengthening                                 | 12                            |
| <b>Spain</b>       | 1            | €6,048.00          | Pastoral Programmes   | 54                            |
| <b>Italy</b>       | 3            | €172,500.00        | Institutional Strengthening<br>Environmental Sustainability | 3                             |
| <b>Netherlands</b> | 1            | €10,000.00         | Education   | 1                             |
| <b>4</b>           | <b>6</b>     | <b>€318,548.00</b> |   | <b>70</b>                     |



# Volunteers



MISIONES SALESIANAS understands volunteering to be a personal commitment, one of solidarity, done freely and of no charge in an active search for the common good. It is a vocational commitment, one of personal and spiritual growth with the capacity to make people agents of social transformation and to help build a society that is fairer and more inclusive, sustainable and unifying.

In accordance with the Salesian charism of Don Bosco, our volunteers work to promote education and foster the development of children and young people in situations of social vulnerability, and with the aim of knowing and living with the reality of the world we live in and opening paths to solidarity in people's local environments.

Therefore, our action is built around: a **Care-based approach** rooted in fraternal love for a commitment to hope, thereby harnessing care for people and care for the Common Home; a **Rights- and SDG-based approach** to the challenge of impacting commitments, rights and global obligations; a **Culture of Peace approach**, which leads us towards working for social harmony, equality, justice, solidarity, the protection of nature and cultural diversity; a **Youth-based approach**, ensuring we acknowledge the central role of young people, from a positive perspective of empowerment and comprehensive development, as the future hope of society; and a **Pastoral Missionary approach** as our missionary and Salesian paradigm, leading us to, like Jesus, actively and dynamically work together for co-existence and love for humanity.

In 2024, 229 people volunteered nationally and internationally, championing values of solidarity, empathy and respect. This work was promoted from Spain's four Autonomous Communities where our offices are located: Castilla y León, the Basque Country, Valencia and Madrid, in response to bolstering activities aligned towards supporting children and young people via projects set up for children living on the streets, basic education, vocational training, missionary animation, leisure, free time, and so on.

229 volunteers



96



133

## International Volunteers

60 training participants

57 international volunteer programme participants



**35** summer programme participants

**22** long-term programme participants

The international volunteer programme offers collaboration opportunities on Salesian work projects, and integration into communities and education projects, which support volunteers during their entire stay. These programmes can either be short term (one to two months), coordinated by the Santiago el Mayor Inspectorate, or medium or long term (from three months to one year), coordinated by MISIONES SALESIANAS.

In 2024, 60 people, with a desire for international collaboration, were trained and supported; 35 people were sent in the summer months to work on educational, pastoral and health projects in Angola, Bolivia, Colombia, Guatemala, Mexico, Peru, Uganda, Venezuela, the Dominican Republic, Uruguay and Ecuador; 22 people were sent to Argentina, Venezuela, the Dominican Republic, Angola, Bolivia, Nigeria, South Sudan and Mexico for a stay of over three months long. In total, there were 78 places for our male and female volunteers in the Salesian communities in Latin American and African countries.

## National Volunteers

The national volunteer programme advocates values of solidarity and commitment on a local level from the reality of the volunteers, which is why, in 2024, volunteers worked in the Madrid offices with a team of 22 people who offered support in technical and administrative tasks in different areas, as well as two volunteer training teams that supported and organised volunteers' training process.



Equally, we placed the focus on volunteers from local groups of the offices of Spain's different Autonomous Communities that we work with. The idea was to train and enrich the activity of the organisation in social transformation. A total of 90 people from sites in the north, north-west and north-east of Spain maintained communications and held activities in our offices.

**112** people participated in the national volunteer programme

**11** people did their volunteering at our main offices

## Welcoming and Assisting Missionaries and Support for Solidarity Groups

This involves coordinating the arrivals and work visits of people from different Salesian missions around the world, assisting and accommodating them and preparing the agenda and supporting their needs. In 2024, 94 missionaries were supported.

**94** missionaries welcomed

Regarding support, work was upheld with **solidarity groups** working on local initiatives in order to send raised funds to different Salesian projects: Sister Africa (funds allocated to different countries in Africa, for instance Uganda and Sierra Leone), Living World (funds allocated to the Dominican Republic and Guatemala), Always Joyous (funds for Honduras) and Corumbá (funds allocated to Brazil). Furthermore, a new group called Friends for Challa was created, the funds of which were designated to Bolivia. Support was provided for logistics and in the different actions organised. Some members of these solidarity groups are also local volunteers.



*Letizia Andrés (Oaxaca, Mexico)*

*My name is Letizia. I'm 23 years old and I was a student the Salesian School of Guadalajara. I spent three months living in the Salesian centre CECACHI Don Bosco, in San José Río Manso, Oaxaca (Mexico), where I carried out different tasks, such as supporting young people in their daily activities, helping them with work in the country, study, playing sports and maintenance work. I also collaborated in pastoral education, organising training and leisure activities and working as a catechist.*

*Although sometimes as a volunteer it can be difficult to see the impact of volunteering, I felt my presence there was positive for the young people and for me. I tried to be an example to normalise female work in activities where women don't normally participate — it was amazing to experience my faith in community and find a balance between my values, my beliefs and my routines.*

*On a personal and spiritual level, it has been a transformative experience. It helped me to grow in my faith, despite my initial doubts, and learn about education, supporting teenagers and everything related to Mexican culture, particularly Chinanteca culture. Living with people from another culture enabled me to re-evaluate my values and to realise that the traditions and customs of all people are valid. The volunteering touched my heart and I'm profoundly grateful for the affection and dedication of everyone who made this experience possible.*





*Ana Lucía Cerdán and Gabriel  
Martínez (Loma Alta, Bolivia)*

*We are Ana Lucía and Gabriel, a couple who, driven by our curiosity, decided to go on a Salesian missionary volunteering experience in Loma Alta, a small rural community in Bolivia, three hours from Santa Cruz de la Sierra. The experience was profoundly transformative, particularly because it was the first international volunteering we had done, and we didn't know exactly how it would turn out.*

*During the month we were there we felt welcome and part of the community. We are deeply grateful to God, to Don Bosco, to Sister Graciela (head of the project) and to all members of the Salesian community who gave us such a warm welcome. The children at the boarding school and the people from the village showed us a generosity that was deeply moving, and we leave there not only with affection, but also their joy and strength of character.*

*For us, the experience was much more than a dream fulfilled: it was to live and witness so much love in people, allowing us to see how, despite the difficulties, the Divine Providence transforms the toughest situations into opportunities and new beginnings. Right now we would like to maintain ties with Loma Alta because the financial and material resources are becoming more and more stretched, and the situation is difficult and they still need a lot of support.*

*The greatest lesson we take away with us is that generosity does not just relate to "having things", but to people's hearts. This experience reaffirmed that to be Salesian missionary volunteers is a key part of our life and has enabled us to experience the true meaning of living to help the most vulnerable populations.*



# Social Transformation for Global Citizenship



The world is currently passing through a critical phase shaped by challenges which are leaving the balance of the planet and the well-being of humanity teetering. The climate crisis, resulting from a rampant model of consumerism, threatens not only ecosystems but also thousands of people's living conditions. This is coupled with armed conflicts in different parts of the world, for instance Ukraine and Palestine, which engender mass displacement and deepen problems such as poverty, youth unemployment and political instability.

Economic divides continue to widen, with the concentration of wealth in the hands of a few contrasting with the precarity that affects large swathes of the population. In such a context of growing inequality, education faces the challenge of adapting to a changing globalised world.

We are daily witnesses of situations where basic rights are violated, underlining the need for greater awareness and commitment — the way in which we interpret and react to these realities largely depends on the training we receive. Therefore, Global Citizenship Education (GCED) becomes a key tool for understanding and dealing with modern-day challenges. The approach advocates critical thinking, drives values like equality and solidarity, and motivates citizens to become actively involved in building fairer and more sustainable societies.

GCED is underpinned by principles which evolve alongside the needs of today's world. Its aim is to reinforce human dignity, promote collective responsibility and support diversity as an essential value, its approach moving beyond traditional education as it backs a structural change which leaves behind short-term, short-sighted models to advance towards transformative strategies with a real impact on society.

Adopting a GCED perspective means to adopt a critical view, one which is connected to the environment. It entails understanding what happens in a local context and is related to global dynamics, and how individual decisions can bring about major changes in the world. Such a perspective prompts us to reflect on reality and imagine new roads that lead to a more equal and sustainable future.

Global Citizenship Education has been consolidated as an inclusive education process which encourages active participation in advocating social justice. We are challenged to refrain from being indifferent to injustices and motivated to act for human dignity and equality, both in our communities and in any corner of the planet. Through this transformative education the foundations are laid to build a world in which solidarity and respect for rights are the cornerstones of development.

In 2024, the GCED strategy effectively managed to mobilise resources and impact thousands of people in Spain, and with a central focus on education and social transformation. We also bolstered training in human rights, gender equality and critical thought, putting forward education aligned with the values of global citizens.



We developed nine projects with the public funding of local, regional and European administrations in Navarra, the Basque Country and Castilla y León, and with internal funding we carried out interventions in Galicia, the Community of Madrid, the Valencian Community, Cantabria, Asturias and Castilla-La Mancha

**9** projects

**166** interventions

**20** education centres

**7,440** direct participants

**55%** men      **45%** women

**4,805** indirect participants

**€95,993.61** implemented

These projects comprised interventions in twenty education centres in Spain; 166 direct interventions were carried out in this area, of which 156 were workshops and activities for young people and ten were training sessions for education professionals, along with other activities and events organised. The number of education professionals involved in the project reached 572, and with 6,410 young participants; 458 citizens from the general population were also involved.

The number of participants totalled 7,440, with a ratio of 55% men to 45% women. Moreover, 4,805 were indirectly impacted.

The total amount implemented from subsidies received was **€95,993.61**.



| City    | Subsidy Total | Funding                        | 2024 Total | Strategy                                 | Project Title   | Training Sessions | Youth Actions | Centres | Teachers | Young People | Total Recipients |
|---------|---------------|--------------------------------|------------|--|---|-------------------|---------------|---------|----------|--------------|------------------|
| Navarra | €37,969.00    | Regional Government of Navarra | €22,762.00 | Classroom Action                         | Classroom Action in Navarra: Promoting Attitudes and Unified Commitment to Environmental Sustainability. With a Focus on Amazonia         |                   | 12            | 1       | 25       | 300          | 325              |
| Bilbao  | €7,994.54     | Bilbao City Council            | €1,200.00  | Classroom Action                         | Classroom Action in Bilbao: Strengthening the Rights of Children through Intercultural Inclusion and Emotional Education                  | 2                 | 42            | 1       | 87       | 2,046        | 2,233            |
| Navarra | €12,971.10    |                                | €2,140.00  | Awareness-Raising for Global Citizenship |   |                   |               |         |          |              |                  |
| Navarra | €12,956.20    | Parliament of Navarra          | €11,195.35 | Awareness-Raising for Global Citizenship | The Impact of War on Ukrainian Refugee Children and Women   |                   | 10            | 1       | 20       | 250          | 500              |
| Navarra | €39,856.00    | Regional Government of Navarra | €15,663.47 | Classroom Action                         | Classroom Action in Navarra: Promoting Sustainable Attitudes and Unified Commitment to the Planet. The Situation in the Venezuelan Amazon | 2                 | 4             | 1       | 150      | 100          | 250              |



|        |            |                     |            |                  |  |   |    |   |    |     |       |
|--------|------------|---------------------|------------|------------------|--|---|----|---|----|-----|-------|
| Bilbao | €15,996.66 | Bilbao City Council | €13,198.73 | Classroom Action | Classroom Action in Bilbao: Twinnings for a Better World, Strengthening Global Citizenship Alliances and Sustainable Development | 1 | 31 | 1 | 87 | 957 | 1,044 |
|--------|------------|---------------------|------------|------------------|--|---|----|---|----|-----|-------|





| City   | Subsidy Total | Funding                                | 2024 Total | Strategy                                 | Project Title  | Training sessions | Youth Actions | Centres | Teachers | Young People | Total Recipients |
|--|---------------|--|------------|--|--|-------------------|---------------|---------|----------|--------------|------------------|
| Santa María Del Páramo, Zámora and Aguilarde Campoo  | €10,110.00    | Regional Government of Castilla y Leon | €10,110.00 | Classroom Action                         | Following Invisible Footprints. Refugees and Forgotten Conflicts | 2                 | 6             | 3       | 17       | 245          | 262              |
| Salamanca and Burgos                                 | €11,415.00    | Regional Government of Castilla y Leon | €11,415.00 | Classroom Action                         | Feminae: Women and the World                                     | 3                 | 8             | 2       | 10       | 56           | 66               |
| Madrid, Madeira (Portugal), Demati Zagoriou (Greece) | €60,000.00    | EU                                     | €8,309.06  | Artivism                                 | nARTure  |                   |               |         |          |              |                  |
|  |               |  |            | Awareness-Raising for Global Citizenship |  | 0                 | 43            | 10      | 176      | 2,456        | 2,760            |
|  | €209,268.50   |  | €95,993.61 |  |  | 10                | 156           | 20      | 572      | 6,410        | 7,440            |
|  |               |  | €83,598.26 |  |  |                   |               |         |          |              |                  |



The themes dealt with in the different projects were aligned with our Strategic Plan by Areas:

- Global Citizenship and the 2030 Agenda
- Culture of Peace, Inclusive Societies
- Full 'Careship': of People, Society, the Planet
- Climate Action, Climate Emergency
- Gender Equality

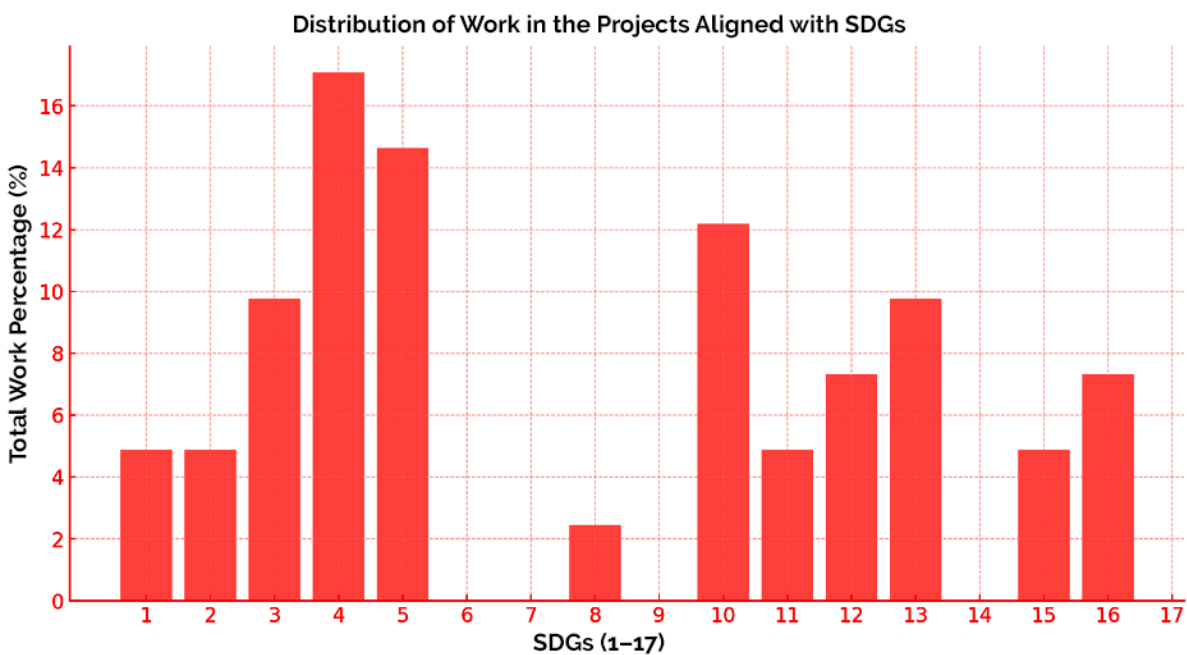
## The Millennium Development Goals

In 2024, from the area of Global Citizenship Education, work was actively carried out to contribute to the Sustainable Development Goals (SDGs), focusing specifically on SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities), SDG 13 (Climate Action) and SDG 16 (Peace, Justice and Strong Institutions). Through different initiatives, we advocated inclusive and equal education and backed gender quality and environmental awareness in different education environments.

SDGs 4 and 5 were cornerstones in implementing our projects as we concentrated our efforts in creating safe and equal educational spaces, asserting equal opportunities for everyone. Thus, in the training sessions and workshops we advocated critical thinking and gender equality awareness.

SDG 10 extended across the actions aimed at reducing inequalities, guaranteeing equal access to education and encouraging the active participation of collectives in vulnerable situations. Equally, SDG 13 was pivotal to promoting environmental awareness, and we worked to raise awareness of the impact of climate change and the need to adopt sustainable measures.

Finally, SDG 16 guided efforts to build a citizenship that is committed to social justice and defending human rights, driving initiatives to strengthen peaceful co-existence and respect for diversity. As a whole, the actions developed reflect a strong commitment to the SDGs, encouraging active citizens who are aware of their role in social transformation.





## Core Strategies of Action

### Youth Participation

At MISIONES SALESIANAS we firmly believe in the key role youth plays in social transformation. Young people represent the future and are already strongly impacting the construction of a more equal world from their own environments. Their capacity for mobilisation, in digital spaces and in physical communities, is pivotal to countering hate speech and for advocating a more inclusive co-existence.

To enhance their involvement, we encourage the creation of safe spaces where young people can engage in dialogue, share, and participate actively — education and youth involvement will only reach its maximum potential when these people set out from relatable and relevant experiences.

Under this premise, our strategy in 2024 focused on a core principle: young people must play a central role. It is not just about giving them a voice, but recognising that they are citizens of the present, and with rights and the capacity to drive forward real change. This approach led us to reconsider the way in which we relate to the youth, leaving behind adult-centric views and working for more horizontal dialogue.

Consequently, MISIONES SALESIANAS works each day for young people's voice and actions to be cornerstones of social change, because we believe in their energy, commitment and capacity to build a fairer world.

### Teaching Innovation

At MISIONES SALESIANAS we support education that transmits knowledge and transforms the way in which young people understand and relate to the world. GCED is, therefore, the core part of our teaching strategy as it allows us to connect teaching to students' reality and to stimulate meaningful and critical learning that is committed to social justice.

Innovating in education is not only limited to new methodologies; it is about transforming school life comprehensively, making strategic decisions that have an impact on the methodologies, activities and structure of education centres. The LOMLOE (Education Law in Spain) offers a unique chance for learning to be based on students' realities, centring on nearby, everyday problems such as family, neighbourhood and city and connecting these issues to a global context.

Applying the Global Learning Perspective (OAG in its Spanish acronym) enables us to connect the local and the global, facilitating critical reflection and promoting critical thought holistically. It also looks to encourage young people's active participation and demonstrates that change is possible and depends on each person's individual action.

Teachers play a key role in this transformation as they create an atmosphere of respect and empathy, where the major global challenges are made visible and where debate is encouraged to look for viable solutions. Given that adopting the Global Learning Perspective requires ongoing training and guidance, at MISIONES SALESIANAS we support teachers with tools and resources to carry out this educational vision in classrooms, contributing to training global and critical citizens who are committed to social change.

### 'Activism'

At MISIONES SALESIANAS we understand *artivism* to be a powerful education tool which fuses art and activism to bring about major social change. Through artistic and expressive methodologies, we seek to analyse and make visible eco-social problems and actively intervene in them, encouraging critical thought and citizens' commitment from a human rights perspective.



Art, as a medium of expression, holds a unique power to reflect emotions, build collectively and vindicate rights, in addition to facilitating the exploration of cultural diversity, strengthening empathy and creating alliances to become an essential educational language for active participation.

We inspire critical thought by allowing young people to express different points of view on social reality, propelling transformative artistic processes which include visual, audiovisual, digital and performative works with a local impact.

Throughout 2024, we backed activism as a force for change. Via edu-communication, we gave young people and communities the chance to voice their experiences, question inequalities and injustices and put forward alternatives for transformation. At MISIONES SALESIANAS we are convinced that art, as well as exciting and inspiring, educates, mobilises and transforms realities to become a key tool for social change.

### **Preventing Hate Speech**

During 2024, we set up different initiatives to prevent hate speech, and with a strong focus on youth. At MISIONES SALESIANAS we develop projects which address the structural causes that fuel hate speech, for instance socioeconomic inequality, systemic discrimination and stereotypes of vulnerable collectives such as ethnic minorities, migrant people, women and the LGBTQIA+ community. We work, moreover, to raise awareness of the role the media and social media have in magnifying, and therefore contributing to spreading, hate speech.

Throughout the year, at MISIONES SALESIANAS we designed and carried out activities and strategies which encouraged critical reflection between young people, with these education projects, implemented in school and community environments, providing tools to recognise and reject hate speech and to champion instead values of empathy, respect and inclusion. Consequently, we seek to empower young people to be active actors in the fight against intolerance, emboldening them to be agents of change in their communities and to promote dialogue as a form of creating understanding and co-existence.

In the school and community spaces where our programmes are implemented, we encourage dynamics of participation and learning, where young people can reflect on their role in society, questioning dominant narratives and challenging prejudices. Such projects looked as much to raise awareness among these young people as offer them tools to positively transform their environments, fostering an environment where social justice and solidarity were core values.

Hate speech still sweeps across social media and other public spaces, and in these environments young people still bear witness to or are the victims of hate, resulting in insecurity, anxiety and isolation, a reality that affects the emotional well-being of teenagers, and in the breakdown values of co-existence and respect. However, young people remain an active force in the fight against these discourses, leading awareness campaigns and education projects which promote inclusion and tolerance.

### **Awareness-raising**

In 2024, MISIONES SALESIANAS implemented different awareness-raising strategies for the global citizenship. Our action focused on raising awareness of human rights and gender, encompassing poverty, rights violations and structures which perpetuate inequalities. By virtue of different actions, such as workshops, lectures, exhibitions and group training sessions, we sought to raise awareness and awaken reflection, placing the stress on solidarity and the commitment to social transformation.

One of the organisation's main working strands involved developing materials and actions to promote citizens' critical reflections around global challenges.



At the same time, we set out a cohesive strategy encompassing different areas of the organisation and integrating awareness into documentaries and other materials and actions developed in collaboration with other areas.

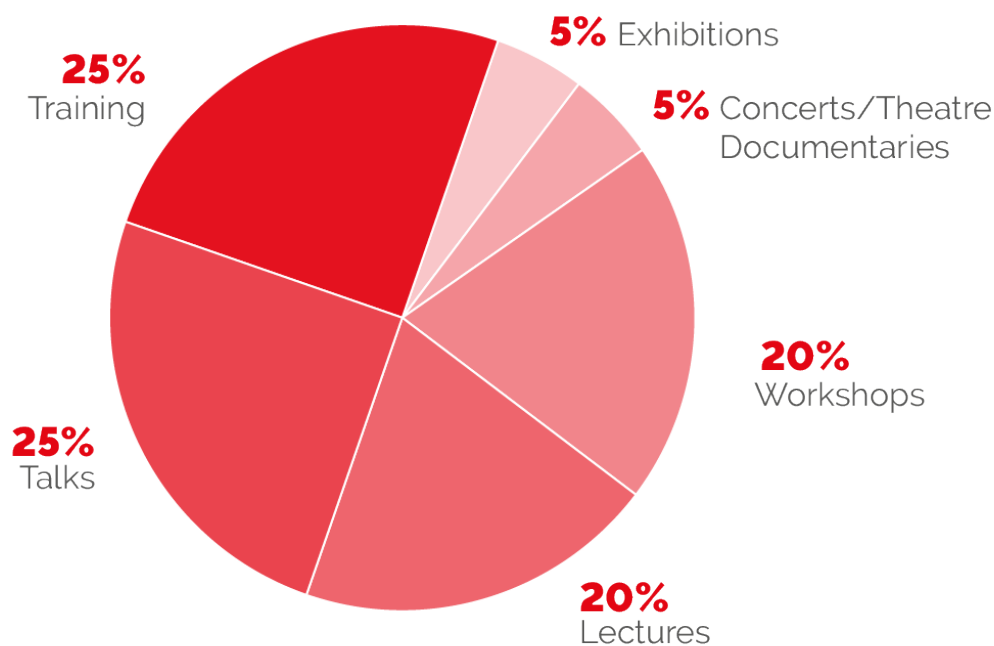
Across the year, we urged individual critical reflection, seeking to create an emotional link with different global realities; therefore, we planned activities designed to enhance awareness, encouraging a commitment to social justice and change. Furthermore, we worked to foster a spirit of solidarity among young people, offering them impactful experiences that nurtured reflection and the resulting commitment.

The critical and horizontal South-North perspective was another core part of the activities implemented.

We participated at fairs, in round-table discussions, forums, cultural activities, film forums, exhibitions and talks which cultivated spaces of dialogue between North and South, giving people from the South a voice and magnifying their needs and demands. This approach allowed the perspective of collectives from other countries to be integrated and commitment to local work to be strengthened in working with services and organisations from different parts of the world.

Through a combination of workshops, talks, film forums, themed conferences and exhibitions, we managed to have a significant impact on the education community and society in general.

Across 2024, we developed a total of 43 activities, in which 2,760 people participated directly, made up of 2,456 young people and 176 female and male educators. There was also an estimated indirect impact on 8,280 people through the dissemination of these initiatives.



Actions were developed in different regions of Spain, with a focus on Madrid, Galicia, Asturias, Castilla y León and the Basque Country.

As a whole, these actions contributed to raising awareness in society of global citizenship, encouraging a greater understanding of the local and global realities and advocating social change from an approach based on inclusiveness and solidarity. We also strengthened the training of teachers, promoted spaces of intercultural dialogue and consolidated partnerships with other organisations to enhance the impact of our actions.





## Generating a Space of Care

In 2024, we developed different activities inside the framework of the 'Careship' strategy, responding to the need to reconvert societies into communities that promote comprehensive care when the effects of climate change, social and financial crises and global challenges all loom large. With this context in mind, the organisation worked to apply an approach of care spanning all aspects of life: physical, emotional, social, political, mental and spiritual.

Across the year, we cultivated the creation of more inclusive and resilient education environments based on principles of solidarity, interdependence and shared responsibility. We developed innovative training programmes and teaching tools which integrated approaches of eco-feminism, gender perspective and community proposals, with the goal of moving beyond male-centred conceptions and respecting diversity.

Careship entails a change of paradigm around our understanding of citizenry, placing life front and centre. It is based on interdependence and shared responsibility.

At MISIONES SALESIANAS we worked to make care for people, nature and communities the priority, strengthening mutual support networks and encouraging citizens' active participation in building collective solutions, and making general well-being and care for all beings and environments the prime concern.

## Projects and Flagship Activities

### Following Invisible Footprints: Refugees and Forgotten Conflicts

Over the course of 2024 in the Autonomous Community of Castilla y León, we implemented this GCED project, which was co-funded by the Castilla y León Regional Government. The actions responded to the goal of training, raising awareness among and mobilising the population of Castilla y León to be an inclusive and unifying, empathetic and tolerant society, shining a light on forgotten conflicts and the causes that bring about forced migrations.

To attain this, a series of activities were articulated around three participant collectives: teachers from Secondary Education and Sixth Form from the Autonomous Community, students from the same stages of education from Salamanca and Burgos and citizens from these two cities.

Work with the education community focused on training teachers in Design Thinking methodology, to later be applied in the classroom, and the implementation of a training programme with students related to forced movement, with an analysis of some of the protracted conflicts in the world and the causes behind forced migration. The project featured an awareness-raising strand on society through an exhibition, also entitled *Following Invisible Footprints: Refugees and Forgotten Conflicts*.

To create the project, seven deeply entrenched conflicts in regions where MISIONES SALESIANAS has a broad background of work were identified. Countries like Haiti, Colombia, the Democratic Republic of Congo, South Sudan, Ethiopia, Syria and Ukraine and their inhabitants featured in this photograph show, which explored in greater depth, via different life stories, the causes of these conflicts and how they impact lives.

There were also two public presentations featuring the participation of people from organisations in Burgos and Salamanca who work with migrant people and/or the forcibly displaced, giving a voice to thousands of people who live in war-torn areas.

#### [Further information](#)

Over a hundred people participated in the awareness-raising part, while seventeen teachers and 245 young people worked on the educational side of the project.



## GCED Activities in the Basque Country

Within the GCED project funded by Bilbao City Council, we carried out different activities with the education community from the Salesianos Deusto School, as well as with two participating recreational groups, Nuestro Club and Oldarra. The activities focused on acquiring knowledge, attitudes and values of global citizenship, strengthening the analysis and reflection on the causes and consequences of inequalities in countries from the South, and on gender inequalities. Furthermore, during 2024 we continued the twinning between Deusto and Guayaquil with an exchange of experiences around global environmental problems, healthy food and alternatives to consumerism.

In addition, in the Baso Eskola (school vegetable garden) we carried out twelve inter-generational workshops on organic farming and growing techniques, with 250 students participating. Finally, the Salesianos Deusto education community (students from Secondary Education, Sixth Form and Basic Vocational Training courses) worked on emotional health with the aim of incorporating knowledge, attitudes and tools to detect and prevent anxiety, depression, eating disorders, self-harm and emotional management. Inside the framework of the workshops we conducted, we made five educational videos to strengthen learning and resources, making Salesianos Deusto a safer, healthier and more inclusive environment in which to work, learn and co-exist.



*"As an adviser in the Salesianos Deusto centre, I witnessed the hugely positive impact of the mental health and emotional management workshops on our students, from Year 7 to those in Vocational Training. These spaces enabled girls and boys to identify and express their emotions with greater clarity and confidence. Through the collaboration with the AVIFES mental health association and the active involvement of families, we created a strong and friendly support network. The information videos for teachers as an easy visualization tool and to summarise concepts were useful for a quick understanding and as an immediate resource to better understand students. This joint work was good for developing empathy, active listening and group cohesion. Without doubt, a transformative experience for the whole education community".*

*School adviser in the Salesianos Deusto education centre*





## GCED Activities in Navarra

During 2024, we implemented two GCED projects funded by the Regional Government of Navarra and aimed at students and teachers from Salesianos Pamplona and the Antitele recreational group. Both projects highlighted the impact of today's mode of development and consumerism on the climate crisis and biodiversity, focusing specifically on the Amazonia region.

Inside the framework of activities developed in these projects, a teaching guide was drawn up with different education resources — among these resources was a digital escape room on Amazonia and the climate emergency. We also carried out a forum with students from the Salesian mission centre in the Venezuelan Amazon and we held, in the Navarra Parliament, the photographic exhibition entitled *Amazonia. Narratives from its Territories*, which featured the involvement and guided tour of the photographer Edu León.

Moreover, 150 teachers from Secondary Education, Sixth Form and Vocational Training at the school participated in the training session, run by Lucas Vallecillos, on the impact of climate emergency on different ecosystems in the Iberian Peninsula. Finally, 50 Secondary Education and Sixth Form teachers received training, given by the head of the Social Transformation Area, Paloma Montero, on designing Learning Situations from the Global Learning Perspective.



*"I thought the activity on climate emergency by Lucas Vallecillos was both necessary and enriching. Climate change affects us as a society and, from my point of view, we must not turn our back on this issue. We must be informed and trained. Professionally speaking, we can see that in the companies of today and the future, sustainability must be obligatory. Companies are working on it and as teachers we must be trained to transmit that. I really liked Lucas' use of photographs to raise awareness because it connects us to a more day-to-day reality. Also, not only did he present alarming data which, without doubt, made us reflect on our responsibility as citizens and on the importance of demanding structural changes and not simply making small gestures, but he also knew how to transmit an urgent message without catastrophizing".*

*Mechanics teacher (vocational training) at Salesianos Pamplona*



# The Misiones Salesianas Museum

In 2024, after updating its strategy and positioning itself as an education tool connected to the Salesian education-pastoral approach, the Misiones Salesianas Museum embarked on a new pathway in the structure of the MISIONES SALESIANAS organisation. Continuing with previous work carried out, and setting out from experience gained, the Museum contributes to realising the organisation's general mission, and as a privately owned museum of the Salesian Congregation, which organically depends on MISIONES SALESIANAS.

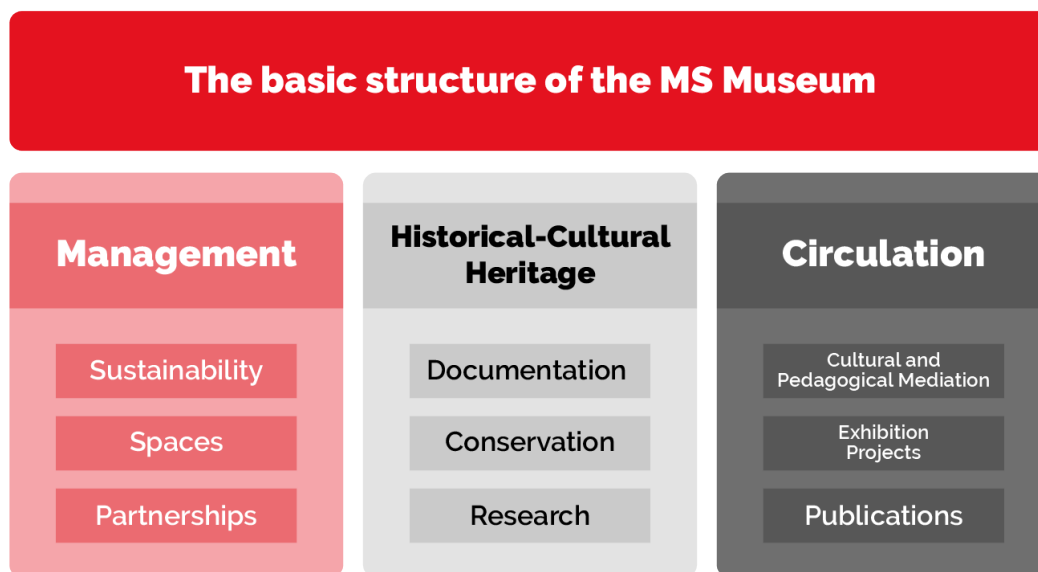
It is a permanent, not-for-profit institution which safeguards the heritage of anthropological value from the different cultures where the Salesian mission carries out its work. Its mission is to acquire, conserve, arrange, document, research, disseminate and exhibit, scientifically, didactically and aesthetically, the said ethnographic collections in order to make the visiting public part of the values of cultural diversity and fraternity from a Rights focus.

The goals of the Museum are:

- To shine a light on cultural diversity and how it enriches global society, based on the knowledge and readings offered by anthropology.
- To create a space in which visitors can understand, produce and reflect on the Salesian mission and the world that surrounds it. A place in which we can participate as global citizens.
- To foster people's unifying commitment to bring about changes in society, using heritage, culture and art as instruments.
- To act against xenophobia and racism and stress the importance of respecting other peoples and cultures, equality, freedom and dignity through cultural activities and exhibitions.
- To foster intercultural understanding, encounters and co-existence between peoples and cultures.
- To facilitate the accessibility of all people and social collectives to the collections, exhibitions and activities that form the lifeblood of the Museum.
- To follow the principles of sustainability and respecting the environment in designing projects and activities and in disseminating the values of a more environmental society.



To attain these goals, the following structure was laid out:



## ***Slave Children: The Back Door***

Three years of research, four trips to Togo, Benin and Gabon, five months sharing time with Noir, Fleur, Grenat, Lavande, Indigo, and so on, up to 50 children's names... that's what Ana Palacios drew from to depict their voices and gazes.

*Slave Children. The Back Door* sparks a reflection on Children's Rights in Western Africa, showing alternatives — such as those carried out by Salesian missionaries in the field — so children can get back their disruption-free childhood.

People who visited the exhibition also participated in cultural mediation centred on different groups, yet the most frequent visits were carried out by education communities. We implemented this mediation predominantly in the **Ubuntu: We Dream of This World space**, an anthropological project of historical and cultural heritage by the Museum, where we set forth a reflection on Children's Rights via objects from our collection related to play, music and traditional African stories.

Ubuntu addresses Children's Rights in Africa through the African philosophy of the same name to raise awareness of these rights among the visiting public. This philosophy speaks of interconnection and shared humanity; thus, we devised an accessible space that respects African culture and its values, given that we understand culture through a Rights focus that refers us to people's and communities' capacity to strengthen and preserve cultural manifestations.





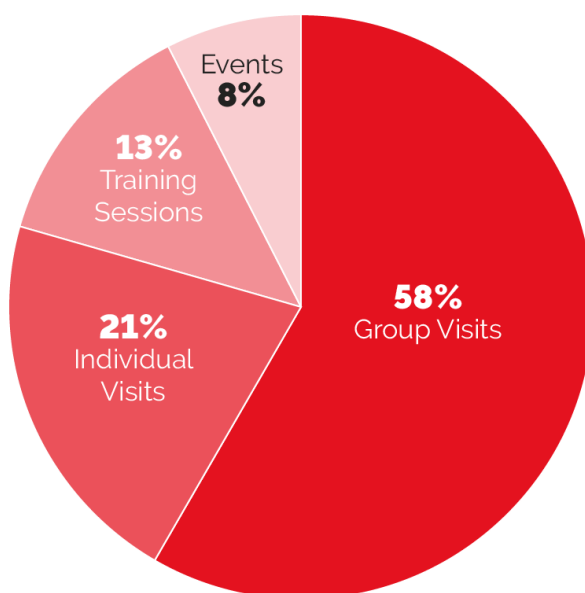
## Debut Participation in the PHotoESPAÑA International Festival



This exhibition enabled us to participate, for the first time, in the internationally renowned national photography festival PHotoESPAÑA, an event which sets out a panoramic view of photography and the visual arts to render an account of their richness, energy and diversity, throwing into relief the work of young creatives who are setting forth new ways of gazing in photography, and with a strong international impact.

At the Museum, in addition to the show, we participated by developing training sessions, cultural activities and workshops for critical thought, enabling us to promote and exchange experiences around photography and contributing to positioning the Misiones Salesianas Museum inside the circuit of social exhibitions on the map of cultural institutions in the city of Madrid.

**2,437** visitors





## Touring Exhibitions



Disseminating Salesian work and contributing to the missionary animation of Salesian inspectorates remains one of the pillars of our Museum. Therefore, through a series of touring exhibitions we have managed to democratise culture, connect the institution to society and turn culture into an engine of development for citizens.

The Museum continues with this touring exhibition programme, its oldest activity — the initiative dates back to 1972, when they were called “flying exhibitions” and were enlivened by Salesian missions. These shows can be requested and reserved and constitute an accessible material for cultural and education centres, councils and other institutions.

The shows are currently touring and contain interlinked educational material: *We Are Refuge*, *Indestructible*, *Feminae*, *Life in a Suitcase*, *Amazonia* and *Slave Children*.

**12,180** visitors

| Exhibition                | City   | Date                                  | Visitors |
|---------------------------|--|---------------------------------------|----------|
| <b>Indestructible</b>     | Across Spain   | All year round                        | 9,295    |
| <b>Feminae</b>            | CC Ciudad Pegaso - CES<br>Don Bosco - Asturias(5) -<br>Paterna - CastillayLeón | January,<br>March, May,<br>June, July | 2,050    |
| <b>Life in a Suitcase</b> | Pamplona Salesians –<br>Parliament of Navarra-<br>Tudela                       | January–March                         | 500      |
| <b>We Are Refuge</b>      | Salesianos Valladolid  | November                              | 185      |
| <b>Amazonia</b>           | Parliament of Navarra  | May                                   | 150      |
| <b>Interventions</b>      | 11   |                                       | 12,180   |



## Historical and Cultural Heritage

We carry out a broad range of activities, for instance preventive conservation, research, treatments, restoration, conservation research and the display of objects. Our aim is to ensure that the material and non-material heritage of different peoples is imparted to future generations. As we explore knowledge of our collection in greater depth, we gain a heightened awareness of the historical and patrimonial wealth of the Museum's collection, which brings with it greater concern for the preventive conservation of this heritage, given that the museum model we want is evolving towards a more dynamic concept in contact with the public.

Throughout 2024, we continued to develop the inventory of our collections, their conservation, reports and preventive inspections.

|   | No. of data sheets | Inventory and cataloguing | Catalogue Entries | New Additions |
|---|--------------------|---------------------------|-------------------|---------------|
| UBUNTU  | 13                 | 13                        |                   |               |
| Museum holdings (toy collection 22; musical instrument collection 89) | 111                | 111                       |                   |               |
| Maria Cruz Lago Collection and the Juan Carlos Ingunza Collection     |                    |                           |                   | 60            |
| Research Projects Conducted   | 10                 |                           | 10                |               |

## First International Encounter of Congregation Museums

The First Encounter of Salesian Museums nurtured a profound reflection on the cultural and spiritual heritage of the Salesian Congregation. We acknowledge the importance of museums as centres to conserve heritage, stressing their role in preserving history, culture and Salesian spirituality. From 18 to 22 January 2024, the Missions Sector of the General Council of Salesians organised, in Turin, an encounter devoted to Salesian museography, with the initiative granting the opportunity to gain better knowledge of this surprisingly disseminated cultural intervention in the panorama of Salesian charism. A panorama which, seen from Valdocco-Turin, travels the same path as the history of Salesian charism.





## The Misioneros Salesianos Museums' Advisory Team

The purpose of this group is to contribute to the Missions sector as a reference point in the coordination and animation of Salesian missionary museums, implementing the following objectives:

- To maintain the link with the Missions sector and create opportunities, spaces and processes where collaboration, work as part of a network and the exchange of best practices develop and strengthen the Salesian missionary museum.
- To promote and assist in the training of Salesian missionary museum directors, making them aware of the opportunities available for the professional training of their staff.
- To support and offer guidance to Salesian missionary museum directors, bearing in mind the statutes in force, the approaches, the culture and the contexts of the countries in which they work.

## International Museum Day

In 2024, the key role cultural institutions play when it comes to providing a holistic education experience was underlined. The Misiones Salesianas Museum participated in an international encounter of Salesian museums, stressing the importance of education and research in our institution.

Our intervention revolved around the importance of museum plans for Salesian museum institutions and research conducted for the *UBUNTU: We Dream of This World* space. This research harnessed and consolidated knowledge of the heritage we conserve. One thing to remember is that the credibility of museums for the public lies in the proposals they make being rooted in and based on scientific study — without this added value, such credibility would not exist.





# Obtaining Resources for Solidarity



For procuring resources, 2024 proved to be a year of challenges. Generally speaking, economic and social uncertainty in a changing, constantly evolving environment, more frequent and serious global emergencies, and a greater demand for transparency in philanthropy posed challenges to adapt in order to strengthen the support of donors and the financial stability of non-profit organisations. As a result, we sought to comprehensively reinforce technological processes and an integrated 360° multi-channel communication strategy as instruments to attain our goals.

Internally, an organisational process got underway which defined a new organisational chart and a functional plan of tasks, integrating and coordinating the procurement of resources and communication and marketing in the same area. We also drafted a strategic plan for the areas of management, integrations and common work, which determined the working framework for the 2024–2026 period.

It was in this context that we undertook a reorganisation of economic collaboration models and the definition of acquisition and loyalty channels, as well as defining strategic lines of fundraising, all of which was linked to raising funds within the organisation's Mission and Vision, optimising internal management, bolstering the relationship with donors and ensuring financial sustainability.

Following this strategic reflection, communication and marketing went beyond the search for renown through awareness-raising, and there was a search for support in raising funds through awareness-raising and social and public advocacy to attain more committed contributors and a stronger communications impact. This granted a more central role to the people and interest groups or stakeholders who aid us in fulfilling our mission, and via greater visibility to improve recognition for and the reputation of the organisation with strategies adapted to new realities and our communities.

## Communication for Solidarity



In 2024, the Communication and Marketing Department became established as one of the four departments that make up the Obtaining Resources for Solidarity (ORS) area. The work of this department, under the name Com&Mk, focused on three main strands:

- The department's internal organisation.
- Internal communication which responds to MISIONES SALESIANAS' requirement of being a coordinated and cohesive organisation.
- External communication that responds to visibility and branding requirements.



Internal Communication

Within this sphere, we focused on two areas in 2024: the MISIONES SALESIANAS team and our collaborations and partners. Our internal communication actions responded to the needs of these two collaborative partnerships.

Meeting Point



The Meeting Point is a monthly digital newsletter sent out to all members of the MISIONES SALESIANAS team, the Salesian community and the group of volunteers who work at our central offices.

10 Meeting Points sent out

MS Magazine

In 2024 we produced four issues of our MS magazine: February, May, September and December. These were distributed among our partners and contributors, and to Salesian parishes across Spain.



Dissemination +28,000 copies 4 issues per year

Reports

At MISIONES SALESIANAS we have two report types:

- **An Activity Report.** An extensive document, posted on our website, in which the Com&MK Department supports the process and the final layout design.
- **An Annual Report.** A document sent out to our partners and collaborations. In 2024, physical and online copies were sent to **40,529 people**.



A digital newsletter sent to the partners, contributors and advocates of MISIONES SALESIANAS. In 2024 we sent out **12 editions of MSnews**.

| Reach   | Openings | Openings Percentage | Clicks | Clicks Percentage | Subscribe r clean-up | Rate of subscriber clean-up | Unsubscribe d | Unsubscribed Percentage |
|---------|----------|---------------------|--------|-------------------|----------------------|-----------------------------|---------------|-------------------------|
| 174.724 | 55.895   | 31.99%              | 3.722  | 6.66%             | 295                  | 0.17%                       | 266           | 0.15%                   |





Through the Com&Mk Department we also responded to the communication needs of other areas, sites, departments and commissions with posters, layouts, drafted communication plans, coverage and support in organising events...

## External Communication

### Branding

The Com&Mk Department deals with positioning our brand, its values and mission, and works to ensure everything is outwardly cohesive. In 2024, we carried out different actions along this line, changing the signage of the offices as a branding strategy and beginning work on our Corporate Identity Manual, as well as making a new [corporate video](#) and merchandising items.

### Media Relations

Our media relations are key to visibility and reputation

**59.4 million** in audience

**561** impacts

**37** press releases sent out

**€6.3 million** in impact value

### Social media

**116,360** followers

**2,277** publications

**5 million** impressions

**61,980** interactions

### Website

**+181,760** visitors

**+190,740** views

**117** publications

**349,000** page visits

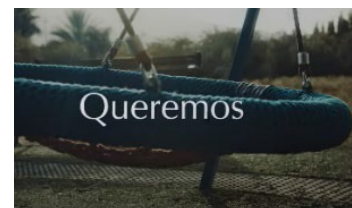


## Advertising and Paid Spaces

*Spot. 'We Want Children to Suffer Less...'*

We used this spot and ad in November and December 2024. They were played on TRECETV, COPE and Cadena 100 in Spain.

*Trece TV*



In 2024, through a strategic collaboration with TreceTV, we carried out different actions:

### **Ecclesia al día.**

Two spaces on this programme, each one ten minutes long: on 11 June we spoke about child labour and on 20 June we discussed refugees.

**MISSIONES SALESIANAS Special.** For the first time we had a 50-minute space on TreceTV to talk about MISIONES SALESIANAS.

**150,000 people reached**

**A €680,000 valuation**

**66 donations, €8,871**

**Christmas Concert Special.** The Christmas Concert was broadcast with a thirty-minute space to provide context to the performance.

**150,000 people reached**

**A €4.9million valuation**

## Collaborations with other Publications

*Boletín Salesiano.* With a print run of 50,000 copies, we had our own two-page spread. In 2024, we produced eleven articles.

*Revista Tibidabo.* We began our collaboration with this updated bimonthly magazine and carried out four collaborations.

*Don Bosco España.* In 2024, we reached an agreement for advertising inserts and to make supplements. We also held a collaboration, presenting the work of MISIONES SALESIANAS.

## Audiovisual Content

In 2024, we wanted to place more emphasis on audiovisual content given that we live in a world where "an image is worth more than a thousand words". Through Com&Mk we created this content and made 22 videos.

For the past three years, we have also worked on the **Pueblo de Dios** programme on Spain's national radio and television broadcaster RTVE. In 2024, we worked on three strands: the broadcast of six programmes on Colombia; preparations for a new trip to Argentina (March 2025), to be broadcast in 2025; and the production of a programme on our work in Spain, to be broadcast in 2025.

**2.3 million people reached**

**A €1 million valuation**



## Events



### Christmas Solidarity Concert

Last year we backed, once again, the Christmas Solidarity Concert, with Juan Antonio Simarro as the artistic director. It took place on 5 December at 7:30pm in the Auditorio Nacional in Madrid and featured Spain's Symphonic Orchestra and artists such as Modestia Aparte, Los Refrescos, Marilia, Vicky Gastelo, Estibaliz Martyn, Conchita, Kilema and Litus.

The exhibition *Slave Children. The Back Door* and its participation at PHOTOESPAÑA

For the first time, the Misiones Salesianas Museum was one of the venues for the PHotoESPAÑA photographic festival, with the Com&Mk Department supporting the dissemination of the exhibition *Slave Children. The Back Door*

**25 impacts**

**An audience of 1 million people**

**A €79,000 valuation**

(without including participation on Madrid Sin Fronteras [Madrid without Borders] on Onda Madrid or on Últimas Palabras on Spain's La2 channel)

## Supporting Offices and Areas

From the Com&Mk Department we support other offices and areas of the organisation and the dissemination of in-house events. In terms of the sites, we primarily disseminated the openings to touring exhibitions, such as *Feminae Women in the World*, *Life in a Suitcase*, *Indestructible* and *Invisible Footprints*.

**44 impacts**

**An audience of 1.2 million people**

**A €23,500 valuation**

Another event, this time promoted by the Social Transformation area, was the documentary *Building Futures*, which was framed inside the project *Intercultural Entanglement*. The premiere was held on 7 October and was made up of two parts: one institutional part, organised with the OEI at the Museo Thyssen, and the other in cines Embajadores and featuring the participation of around 80 people.

## Other Communication Actions

The Com&Mk Department also carried out other awareness-raising and dissemination actions around our activities. In 2024, to continue to grant exposure to the documentary *Canillitas*, we were at the Salesian School in Las Palmas and the Sarriá School, and we participated at the Municipal Forum for Peace and Human Rights in Almería.



## Participation in Networks and on Platforms

### Madrid's NGDO Network



Since May 2023, we have been part of the Governing Board of this Madrid Network as a Communication member. In the sphere of political advocacy, it participated in the Cooperation conference in the Assembly of Madrid with figures from the political groups represented, in Madrid City Council's Solidarity Forum, and the Community of Madrid's Cooperation Council.



Com&Mk has actively participated, since 2022, in this platform's Communication Work Group, which brings together cooperation organisations. In 2024, to mark its 30<sup>th</sup> anniversary, awareness-raising actions were carried out and a campaign to collect signatures was developed for the legalisation of immigrants.

## Private Fundraising

Throughout last year we carried out numerous actions within a multi-channel strategy aimed at different groups of interest, with a view to acquiring new partners and donors, and to foster loyalty and maximise the value of our existing social base. Therefore, we drew from a diverse, mixed-channel model, in which we looked to optimise resources and gain a greater reach via more efficient segmentations. Furthermore, the priority of channels was reorganised, with a more central focus on the digital sphere (with improvements to content and website usability), email marketing (systematising and intensifying its use), and telemarketing (with new campaigns of conversion and value maximisation), moving traditional direct marketing to a more secondary position. We also strengthened our media presence through advertising and content in line with the new comprehensive strategy of fundraising and communication.

In 2024, we developed different actions to attract new partners, donors, mass intentions, buyers and testatrices who back our cause. We placed the focus on the area of advertising in the digital sphere, written media, TV, radio, and the mass mailing method to reach new participations and contributions. Such actions, the strategy of positioning and awareness-raising integrated into media communication actions, and events held, resulted in us attaining **1,174 new contributors** throughout the year: **140 male and female partners and 1,034 occasional donors**. The main actions are outlined below:

- **Advertising in the Don Bosco Magazine in Spain.** We hired an advertising space on the back cover, including a specific insert in the publication, which is widely distributed in the Salesian sphere and is aimed at former students.
- **Advertising on Trece TV.** We implemented two ad insertion campaigns at strategic points: during a special programme and in the broadcast of the Solidarity Concert.
- **Advertising on COPE and Cadena 100.** As on television, we carried out two special campaigns with radio stations during a special programme and to promote the Solidarity Concert.
- **Digital advertising through campaigns on Google and Meta (Facebook/Instagram).** We developed digital marketing campaigns to directly attract new partners and via segmentation by interests and actions in line with our cause.
- **Cold list campaigning in Ciudad Real via direct marketing.** A direct marketing campaign we implemented for a constituency with no previous links in the city of Ciudad Real and within the environment of Salesian missions.



## Loyalty

In 2024, we worked, as a priority, on developing the management of data required to implement a new CRM, determining organisational systems of information, measurement indicators and test fields. We also worked on strengthening the specialisation of tasks, the quality of assistance to donors and measuring indicators for more efficient management and to obtain a greater level of satisfaction among our existing and potential contributors.

In addition to managing multi-channel collaborator assistance with a substantial number of emails, calls and interactions with collaborators throughout the year — with a strong focus on ecommerce sales management in December — a new development was the direct ticket sales for the Solidarity Concert. Also worthy of mention are the activities to attract new contributors and data verification to enhance our database and the processes to recover non-payments and the implementation of new actions linked to welcoming multi-channel partners: with actions by post, telephone and digitally, and the renewal of content and processes to show our appreciation for donations.

Across the year, we implemented multi-channel campaigns designed to strengthen ties with the social base, foster continued support and maximise its value in the long term.

### 1. Campaign to Re-engage with Partners and Donors

We carried out specific actions to contact former partners and inactive donors to bring them back into the fold, using combined channels such as telemarketing, postal mail and emailmarketing.

**226 new and returning partners**

### 2. Becoming Partners

We implemented actions, mainly via telemarketing, to turn occasional donors, buyers from the solidarity shop, volunteers and leads into ongoing partners, as part of our strategy of sustainable growth.

**87 new partners**

| Partners Registered | N. of Partners |
|---------------------|----------------|
| Returning partners  | 226            |
| Converted Donors    | 87             |
| Acquisitions        | 140            |
| TOTAL               | 453            |



### 3. Increasing Fees

We carried out a campaign centred on requesting an increased collaboration fee from active partners via telephone channels and, to complement this, by mail (sending a tax certificate) and email marketing. We also highlighted the segmentation and specific scheduling aimed at mid-level donors, within the strategy to strengthen their links to the organisation.

**A €205,037 annual increase**

**11.7%** of the fee of our partners was increased via telemarketing  
**3.2%** by mail.

### 4. Requesting Occasional Donations

Across the year, we conducted campaigns to obtain occasional donations, mainly from our social base via telemarketing, email and direct marketing, to raise funds for emergencies in the Middle East, Ethiopia and the Democratic Republic of Congo, as well as other locations. This most notably included postal deliveries of magazines, our report and news about the solidarity shop, mass intentions, and inheritance and legacies. Through email marketing, there were also deliveries of our MSnews and monthly deliveries with requests linked to topical news and specific dates. Our telemarketing campaigns included actions to maximise value and donor conversion, which also impacted on the generation of donations.

**€3,871,872 raised from occasional donations**

### 5. Requests for Mass Intentions

Two specific postal and digital campaigns focused on requesting mass intentions, and with renewed content and updated conditions.

**€203,339.60 raised**

### 6. Solidarity Shop (Ecommerce)

During the Christmas campaign, we promoted our solidarity shop by mail, email marketing and digital publicity to build loyalty among our social base and to attain new buyers. We also expanded the list of products, and rearranged our website and improved the purchasing process and its usability.

### 7. Inheritance and Legacies

In 2024, we carried out a number of actions to raise awareness of this way of collaborating. In September, in conjunction with International Wills Day, we carried out a campaign, with a new guide and dossier, and with a specific focus on digital publicity with an updated landing page. We also included information in the MS Magazine and enhanced notary dissemination.

**€4 million raised**





## Partnerships and Major Donors

The Partnership strategy was chiefly based on a close and trusting relationship with organisations and major donors. In 2024, in addition to building loyalty among our contributors, we contacted new entities through our collaborators and ambassadors. We closed the year with a 10% increase in contributions from entities and major donors with respect to the previous year, reaching €999,229.

Furthermore, through a new digital strategy with LinkedIn, we obtained 1,053 new contacts with organisations.

We also attained non-monetary contributions, both in kind and through a new line of remote Technical Assistance in coordination with volunteers.

Moreover, we signed four new donation agreements with three organisations, signed a new business collaboration agreement, and signed two new partnership agreements, one with the Santiago el Mayor Inspectorate.

We set up contact between Salesian organisations in Latin America and Africa and five regional supporting bodies (OAS, OEI, CEAL [Community Engagement Alliance], ProFuturo and SECOT [Spanish Seniors for Technical Cooperation]) and fifteen local organisations for direct monetary or non-monetary contributions, and with the goal of triangular operations.

Regarding the number of donors from the Partnerships Department, we obtained a 100% increase from the previous year, duplicating the number of donors. There was also an increase in loyal donors.

### Funds Raised from Private Donors, Companies and Private Bodies in 2024

| 2024                      | Income from Private Donors |
|---------------------------|----------------------------|
| Partner Fees              | €5,599,688.00              |
| Occasional Donations      | €3,871,474.00              |
| Various                   | €703,810.00                |
| Partnerships-Major Donors | €999,229.00                |
| Inheritance               | €4,313,670.00              |
| <b>TOTAL</b>              | <b>€15,487,871.00</b>      |



# Our People. Our Social Base

**31,208** contributors

**229** volunteers

**48** workers

**322,560** followers and subscribers (website, RSS and digital newsletters)

**14,617** visitors to exhibitions held at our Museum

## Partners and Donors

**31,208** contributors

Comprising **22,728** partners

**1,174** new donors in 2024

## The MISIONESSALESIANAS Team

People are the most important part of our organisation. They are the engine and base of our mission and our action.

**48** employees

**32** women **16** men





## Networks

### ON A EUROPEAN AND GLOBAL SCALE, WE PARTICIPATED IN DIFFERENT SALESIAN, ECCLESIASTICAL AND CIVIL NETWORKS

- The Don Bosco Network (DBN)
- The Don Bosco Green Alliance (DBGA)
- Don Bosco International (DBI)
- Don Bosco UN
- The Forum of Catholic-Inspired Organisations
- The Fundamental Rights Platform of the EU Agency for Fundamental Rights (FRA)

### ON A STATE LEVEL, WE PARTICIPATED IN THE FOLLOWING PLATFORMS, BOTH IN WORK GROUPS AND THEIR CORRESPONDING ASSEMBLIES

- The Spanish Fundraising Association (AEFr).
- The Network of Organisations for Solidarity Development (REDES)
- Pontifical Mission Societies (OMP)
- The Cooperation Work Group from the State Coordinator for Mesa África
- The Cooperation Work Group from the State Coordinator for Europe

### COORDINATION WITH SALESIAN ORGANISATIONS THROUGH THE NATIONAL CENTRE OF PASTORAL YOUTH

- Social Platforms
- DonBosco Confederation of Youth Centres
- Salesian Schools

### ON LOCAL AND REGIONAL LEVELS, WE PARTICIPATED WITH THE FOLLOWING NGDO COORDINATORS AND ORGANISATION PLATFORMS:

- The NGDO Network of Madrid
- The Education Commission of the NGDO Coordinator of Navarra
- The EFD Commission for the NGDO Coordinator of the Valencian Community
- The Cooperation Board from Bilbao City Council
- The Municipal Council of International Cooperation and Solidarity (CMCSI) of Córdoba
- The NDGO Coordinator of Andalusia
- The NGDO Coordinator of Navarra
- The NGDO Coordinator of the Valencian Community
- The RCE Euskadi Education Network
- The RCENavarra Education Network
- The NGDO Network of Madrid
- REDES Euskadi



# Financial Information

## Subsidies Granted

|                      | Body                                   | Amount      |
|----------------------|--|-------------|
| Local Authority      | Bilbao City Council                    | €71,989.08  |
|                      | The Basque Regional Government         | €330,010.55 |
| Regional Authority   | Regional Government of Navarra         | €39,856.00  |
|                      | Regional Government of Castilla y León | €61,000.00  |
|                      | Basque Youth                           | €3,200.00   |
|                      | Parliament of Navarra                  | €12,971.10  |
| Private Organisation | Autovías Arlanzón                      | €5,000.00   |
|                      | Mango                                  | €23,960.00  |
|                      | The Real Madrid Foundation             | €278,690.00 |
|                      |  | €826,676.73 |

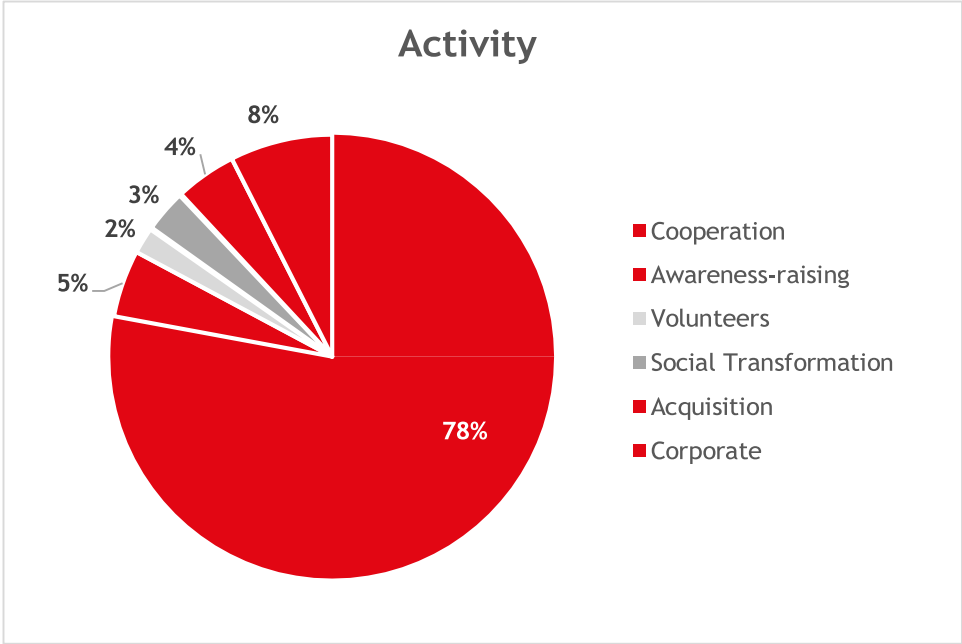
|                           |             |
|---------------------------|-------------|
| International Cooperation | €408,650.00 |
| Education for Development | €408,842.73 |
| Volunteers                | €9,184.00   |

|               |             |
|---------------|-------------|
| Public Funds  | €519,026.73 |
| Private Funds | €307,650.00 |



Expenditure Details

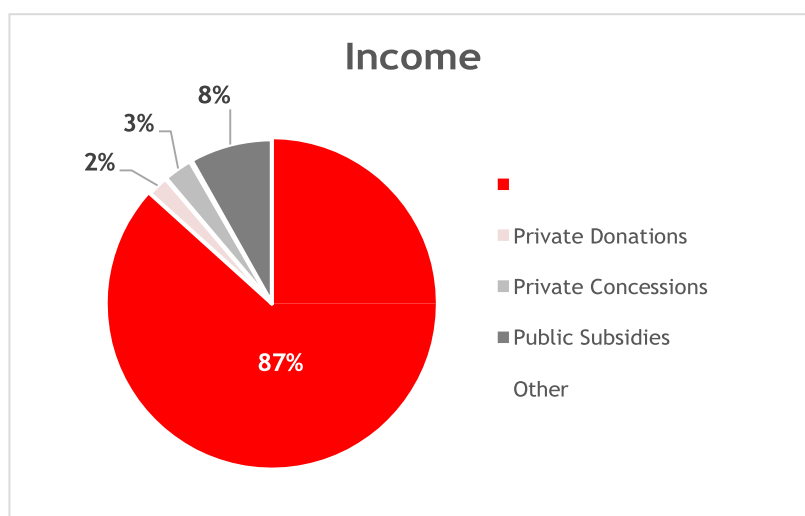
|                                     | 2024 Budget           | 2024                  | 2023                  | % implemented  | 24/23%         |
|-------------------------------------|-----------------------|-----------------------|-----------------------|----------------|----------------|
| <b>EXPENDITURE BY ACTIVITY</b>      | <b>€12,765,547.92</b> | <b>€15,642,093.19</b> | <b>€14,158,024.92</b> | <b>122.53%</b> | <b>10.48%</b>  |
| Cooperation                         | €10,725,815.53        | €13,835,619.25        | €12,485,933.23        | 128.99%        | 10.81%         |
| Awareness-raising                   | €1,046,660.34         | €868,752.46           | €864,303.05           | 83.00%         | 0.51%          |
| Volunteering                        | €362,904.00           | €367,286.35           | €281,159.19           | 101.21%        | 30.63%         |
| Social Transformation               | €630,168.05           | €570,435.13           | €526,629.45           | 90.52%         | 8.32%          |
| <b>OBTAINING SOLIDARITY</b>         | <b>€977,507.60</b>    | <b>€789,373.94</b>    | <b>€655,863.67</b>    | <b>80.75%</b>  | <b>20.36%</b>  |
| <b>Corporate Development</b>        | <b>€1,208,575.07</b>  | <b>€1,326,525.19</b>  | <b>€1,646,217.78</b>  | <b>109.76%</b> | <b>-19.42%</b> |
| Monetary Aid                        | €110,000.00           | €110,000.00           | €110,000.00           | 100.00%        | 0.00%          |
| Staff Management                    | €528,439.68           | €525,029.31           | €478,798.57           | 99.35%         | 9.66%          |
| Amortizations                       | €211,719.97           | €228,626.40           | €210,678.26           | 107.99%        | 0.00%          |
| Procurements                        | €27,573.00            | €23,819.35            | €25,002.64            | 86.39%         | -4.73%         |
| Service and Maintenance Expenditure | €330,842.42           | €371,091.46           | €799,863.31           | 112.17%        | -53.61%        |
| Other expenditure                   |                       | €67,958.67            | €21,875.00            |                |                |
| <b>Totals</b>                       | <b>€14,951,630.59</b> | <b>€17,757,992.32</b> | <b>€16,460,106.37</b> | <b>118.77%</b> | <b>7.89%</b>   |





## Income Details

|  | 2024 Budget           | 2024                  | 2023                  | % implemented  |
|--|-----------------------|-----------------------|-----------------------|----------------|
| <b>INCOME FROM PRIVATE DONATIONS</b>       | <b>€14,356,221.00</b> | <b>€14,689,261.55</b> | <b>€14,120,471.14</b> | <b>102.32%</b> |
| General Donations                          | €7,245,738.00         | €7,210,020.45         | €7,452,126.50         | 99.51%         |
| Donations from Wills                       | €3,500,000.00         | €3,384,476.42         | €2,506,649.9          | 96.70%         |
| Specific Donations                         | €75,000.00            | €69,616.17            | €47,912.29            | 92.82%         |
| Sponsor Contributions                      | €64,000.00            | €19,553.39            | €33,379.74            | 30.55%         |
| Internal Contributions to Projects         |                       | €77,957.57            | €29,553.78            |                |
| Income for Mass Intentions                 | €226,000.00           | €203,339.60           | €164,685.0            | 89.97%         |
| Income for Support and Endorsements        | €675,238.00           | €631,422.29           | €665,719.0            | 93.51%         |
| Income for Projects                        | €1,990,245.00         | €2,727,344.20         | €2,807,371.95         | 137.04%        |
| Income with Associations                   | €580,000.00           | €365,531.46           | €412,329.87           | 63.02%         |
| Voluntary Donations                        |                       |                       | €743.0                |                |
| <b>INCOME FROM PRIVATE CONCESSIONS</b>     | <b>€275,700.00</b>    | <b>€361,939.44</b>    | <b>€396,067.04</b>    | <b>131.28%</b> |
| Concessions from Foundations               |                       | €337,979.44           | €376,300.0            |                |
| Concessions from Companies                 |                       | €23,960.00            | €19,767.0             |                |
| <b>INCOME FROM PUBLIC SUBSIDIES</b>        | <b>€174,209.59</b>    | <b>€514,871.69</b>    | <b>€345,554.30</b>    | <b>295.55%</b> |
| On-the-job training income                 |                       | €4,776.50             | €1,556.50             |                |
| International Administrations              |                       | €209,947.21           | €107,456.73           |                |
| Regional Administrations                   |                       | €205,940.94           | €139,555.89           |                |
| Local Administrations                      | €174,209.59           | €94,207.04            | €96,985.18            | 54.08%         |
| <b>OTHER INCOME</b>                        | <b>€145,500.00</b>    | <b>€1,378,808.14</b>  | <b>€2,006,891.88</b>  | <b>925.73%</b> |
| Income from Leases                         | €15,000.00            | €37,503.72            | €13,798.30            | 250.02%        |
| Profits from the Sale of Stocks and Assets |                       | €1,130,477.71         | €327,277.40           |                |
| Financial Income                           | €29,500.00            | €85,135.52            | €70,561.35            | 288.59%        |
| Income from Sales and Different Services   | €101,000.00           | €88,928.49            | €98,778.81            | 88.05%         |
| One-off Revenues and Exchange Diff.        |                       | €36,762.70            | €1,496,476.02         |                |
| <b>Totals</b>                              | <b>€14,951,630.59</b> | <b>€16,944,880.82</b> | <b>€16,868,984.3</b>  | <b>113.12%</b> |







| MS FUNDING 2024                                | AMOUNT               |
|--|----------------------|
| <b>COMPANIES</b>                               |                      |
| AZVIS.A.U.                                     | €30,000.00           |
| BAZTÁN CONSULTORES S.L.                        | €30,000.00           |
| BEISTEGUI HERMANOS S.L.                        | €10,015.00           |
| DIGITAL SOFTWARE & SOLUTIONS SL                | €34,976.43           |
| SACYR FOUNDATION                               | €10,000.00           |
| IGNIS EQUITY HOLDINGS S.L.                     | €25,000.00           |
| INDELA 2017 S.L.                               | €15,000.00           |
| JAUDESOLAS S.L.                                | €12,500.00           |
| LAVALETTEHOLDINGSCORP                          | €92,885.01           |
| MUNDOMAR CRUCEROS S.L.                         | €8,000.00            |
| PARQUE CENTRO S.L.                             | €100,000.00          |
| PÉREZ BARQUERO S.A.                            | €6,000.00            |
| PWACS ADVISORY & CAPITAL SERVICES S.L.         | €5,705.00            |
| SEQUOIA SOLAR S.L.                             | €25,000.00           |
| SERUNION S.A.U.                                | €5,000.00            |
| SHS BLUE                                       | €6,732.88            |
| SIGMA CORPORATE SOLUTIONS S.L.                 | €123,906.00          |
| SIRVEX S.A.                                    | €12,149.00           |
| TERESAY JOSEPLANA EMPRESAPLANAS.L.             | €15,000.00           |
| VALDUEROSOCIEDAD COOPERATIVA                   | €15,000.00           |
| VALEE PROPERTIES S.L.                          | €6,000.00            |
| YADRA, S.A.                                    | €10,200.00           |
| OTHER COMPANIES                                | €106,622.08          |
| <b>TOTAL FROM COMPANIES</b>                    | <b>€705,691.40</b>   |
| <b>FOUNDATIONS-ASSOCIATIONS</b>                |                      |
| HAKUNAREVOLUTION FOUNDATION                    | €5,900.00            |
| MARÍA PAULA ALONSO DE RUIZ MARTÍNEZ FOUNDATION | €10,000.00           |
| MARÍA FRANCISCA DE ROVIRALTA FOUNDATION        | €10,000.00           |
| IRITZAR FOUNDATION                             | €18,000.00           |
| BUILD A FUTURE ASSOCIATION                     | €5,000.00            |
| OTHER FOUNDATIONS-ASSOCIATIONS                 | €16,913.00           |
| <b>TOTAL FROM ASSOCIATIONS AND FOUNDATIONS</b> | <b>€65,813.00</b>    |
| <b>SCHOOLS</b>                                 |                      |
| SALESIANO LOYOLA SCHOOL                        | €5,005.62            |
| SALESIANO DIVINA PASTORA SCHOOL                | €3,080.00            |
| SALESIANO SAN JUAN BOSCO SCHOOL                | €2,676.56            |
| COLEGIO PEÑALVENTO S.L.                        | €6,000.00            |
| OTHER SCHOOLS                                  | €9,864.35            |
| <b>TOTAL FROM SCHOOLS</b>                      | <b>€26,626.53</b>    |
| <b>RELIGIOUS DONATIONS</b>                     | <b>€298,819.60</b>   |
| <b>PRIVATE BEQUESTS</b>                        | <b>€3,384,476.42</b> |



| MS FUNDING 2024                       | AMOUNT                |
|---------------------------------------|-----------------------|
| PRIVATE DONATIONS                     | €10,207,834.60        |
| <b>TOTAL FROM PRIVATE DONATIONS</b>   | <b>€14,689,261.55</b> |
| PRIVATE CONCESSIONS                   |                       |
| IRAIZOZ FOUNDATION                    | €700.00               |
| ORDESA FOUNDATION                     | €20,000.00            |
| ADEY FOUNDATION                       | €60,400.00            |
| REAL MADRID FOUNDATION                | €256,879.44           |
| MANGO-PUNTO FA                        | €23,960.00            |
| <b>TOTAL FROM PRIVATE CONCESSIONS</b> | <b>€361,939.44</b>    |
| PUBLIC SUBSIDY BODIES                 |                       |
| BILBAO CITY COUNCIL                   | €94,207.04            |
| REGIONAL GOVERNMENT OF NAVARRA        | €38,615.82            |
| PARLIAMENT OF NAVARRA                 | €13,339.81            |
| BASQUE REGIONAL GOVERNMENT            | €5,984.00             |
| EUROPEAN UNION                        | €209,947.21           |
| CASTILLA Y LEÓN REGIONAL GOVERNMENT   | €67,043.62            |
| JUVENTUD VASCA COOPERANTE             | €3,200.00             |
| COMMUNITY OF MADRID                   | €77,757.69            |
| <b>TOTAL IN PUBLIC SUBSIDIES</b>      | <b>€510,095.19</b>    |
| <b>TOTAL FUNDING 2024</b>             | <b>€15,561,296.18</b> |



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