



Management  
report  
FUNDACIÓN  
**ÉXITO**  
**2021**



## An open letter to individuals, organizations and groups that partnered with Fundación Éxito in support of children's nutrition

# Thank you!

We welcome every new opportunity to share how the resources raised through collective solidarity are invested. We are well aware of the obstacles arising along the challenging path we have undertaken since 2013 towards achieving zero malnutrition in children under five years of age in our country. However, the discoveries obtained through our joint work have been much more meaningful and encouraging; We have been able to capitalize on these results to benefit early childhood, the source of inspiration of our social spirit.

It is important to mention statistics, understanding clearly each number represents a life. Each child receiving nutritional care from Fundación Éxito is a person blessed with life-changing possibilities, such as exploring their potential, discovering, loving, dreaming, planning, taking decisions, and striving towards their own development.

In doing so, we nurture opportunities for Colombia, and for its children.

Without ever losing sight of those we still have not reached, we are proud to have achieved an investment of USD **\$5,271,077** to benefit more than **70,000** children in **262** municipalities of **32** departments.

Through Fundación Éxito, Grupo Éxito makes children an absolute priority in its commitment to nurture opportunities for Colombia. Focusing on the most essential:

the nutritional status of the population of children we attend, it is with great pleasure we can highlight **55.7%\*** of children under 12 months of age recovered from chronic malnutrition (i.e., stunting). As a cornerstone of our strategy to achieve zero malnutrition in children under 5 years of age, breastfeeding played a central role in the outcomes of 2021, reaching **65%** prevalence rate in the first six months of life for children monitored by Fundación Éxito.

We have gotten involved in the life of young children on behalf of hundreds of Colombians who have brought their contribution through ideas, time, expertise or in the form of donations, either as individuals or on behalf of governmental, private, non-governmental, industrial or academic organizations. As a tribute to their trust in us, we would like to send each of them a mountain of letters, to tell them about all that we have accomplished together through the collection of much-needed funds for the children we care for.

In this new coming period, we have even more reason to celebrate: we have reached our 40th year of existence, firmly committed to the great objective of eradicating stunting in children under 5 years of age. It warms our hearts to feel that we will keep going forward alongside each and every one of you, as we will continue to nurture lives for many more years to come.

**Gonzalo Restrepo L.**  
Chairman of the Board,  
Fundación Éxito

**Carlos Mario Giraldo M.**  
CEO of Grupo Éxito

**Paula Escobar G.**  
Director of Fundación Éxito

\* Percentage in reference to the population screened by Fundación Éxito.

## Legal Review

In 2021, Fundación Éxito showed an uneventful legal situation. No lawsuits or legal complaints, external or internal to the company, were filed against the foundation. The use of software products within the organization is done in compliance with the current legislation and with the license agreements of the programs. We certify that we comply with all rules regarding intellectual property and copyrights. The licenses are owned by the company. Fundación Éxito allowed the free circulation of invoices from suppliers. Regarding the National Social Security System, the organization has complied with the regulations on employee contributions during the year 2020.

## WORKING TOWARDS REACHING THE **GOAL** OF **ZERO STUNTING** IN COLOMBIA

## Board of Directors

### MEMBERS OF THE BOARD

- Gonzalo Restrepo López
- Juan Felipe Montoya Calle
- Carlos Ariel Gómez Gutiérrez
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- Tatyana Aristizábal Londoño
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- Jacky Yanovich Mizrahi
- Germán Jaramillo Villegas

### PERMANENT GUESTS

- Carlos Mario Giraldo Moreno, presidente Grupo Éxito
- Pablo Montoya Dávila, jefe de Sostenibilidad Grupo Éxito
- Paula Escobar Gutiérrez, directora ejecutiva y representante legal

### STATUTORY AUDIT

- PwC Contadores y Auditores Ltda.
- Principal fiscal auditor  
Erika Daniela Correa Vásquez  
T.P. 249668
- Substitute fiscal auditor  
Yenifer Dayana Macías Patiño  
T.P. 238361-T

2 ZERO  
HUNGER



3 GOOD HEALTH  
AND WELL-BEING



6 CLEAN WATER  
AND SANITATION



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



17 PARTNERSHIPS  
FOR THE GOALS





Total social investment  
US \$ 5,271,077

Exchange rate US\$1 = COP 3,981.16 (31/12/2021)  
(2.4% increase compared to 2020)

Number of beneficiary children **70,376\***  
Number of children benefiting from nutrition programs **52,913**  
Number of children participating in complementary offer programs  
and food for the soul programs **17,463**  
32 departments/262 municipalities

# Focus

## on how nutrition can improve the lives of each child

All children have a right to grow up healthily. No child should suffer from stunting: it is an affliction that impacts their physical, cognitive and socio-emotional development. Ending stunting will allow every human being, right from the dawn of their lives, the opportunity to unlock their own potential and foster the contribution each can make to their own progress and that of the whole nation.

In pursuit of this objective, Fundación Éxito monitors and evaluates the impact of its intervention annually; it also allows to orient timely decision making to ensure the wellbeing of the pregnant mothers and the children the foundation cares for.

**According to our assessment, most of the children under 12 months recovered from stunting.**

Once again, Fundación Éxito notes that with regular nutritional care and comprehensive care to children, working closely with its partner institutions, it is possible to eradicate stunting in children under 5 years of age. The evaluation of the nutritional status of the attended population in-

cluded **20,099** people: **2,335** pregnant women, **897** nursing mothers, **900** newborn children and **15,967** children under 5 years of age.

This analysis indicates that the younger the children who receive care from Fundación Éxito are, the higher is the probability of their recovery: **55.7%** of children under 12 months of age showed an improvement in the height-for-age indicator for stunting. Of the children between 12 and 24 months of age evaluated, the percentage of recovery was **48.2%**, and it stood at **48%** for children between 2 and 5 years of age.

The intervention of Fundación Éxito seeks to improve key indicators of the nutritional status of the pediatric population, such as the gestational weight of mothers, the birth weight and the exclusivity of breastfeeding during the first 6 months of life of the baby.

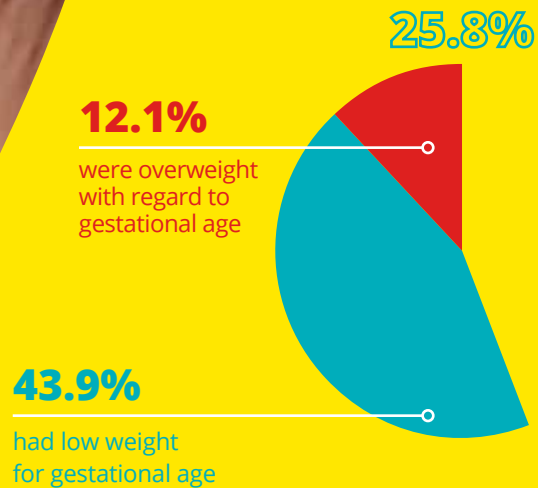
Furthermore, nutritional care is provided to children with irregularities in the weight-for-height indicator (wasting). In 2021, **83.2%** of children between 0 and 24 months recovered a normal weight, while **56.6%** of children between 2 and 5 years of age overcame this condition.

\*Variation of -45.8% in comparison to 2020. At the onset of the COVID-19 emergency, in partnership with local governments, the foundation attended to more than 50,000 children with a single emergency food delivery, while the state supply was being restored. In 2021, the nutritional focus was on longer-term projects in order to achieve a greater impact on the nutritional needs of the children.

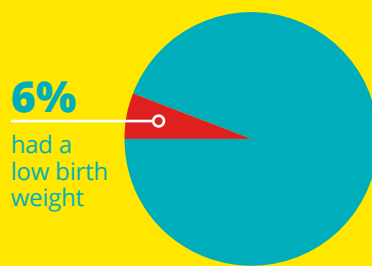


**Key data gathered through the nutritional assessment**  
of our beneficiary population

25.8% of the pregnant mothers were 19 years old or under.

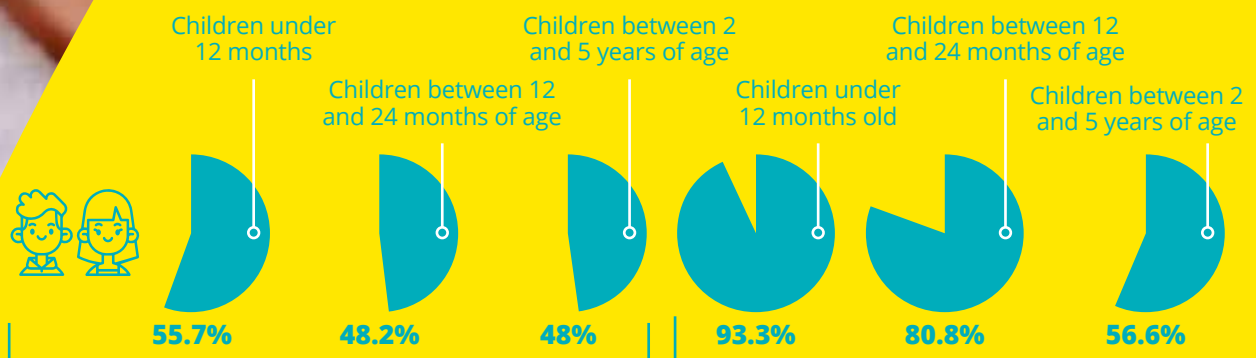


Among the population assessed:



**65%**  
provided exclusive breastfeeding during the first six months of life of the beneficiary population.

Nurturing lives means providing well-being for today and hope for tomorrow.



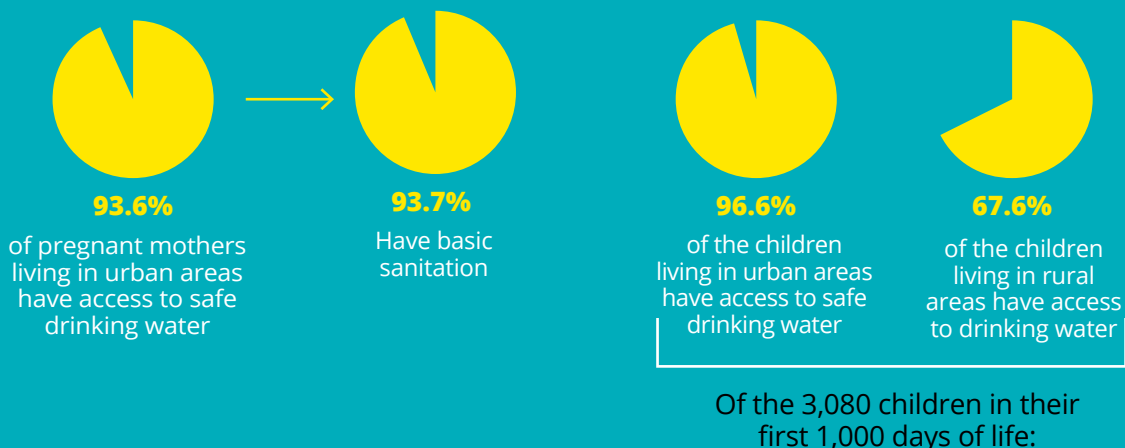
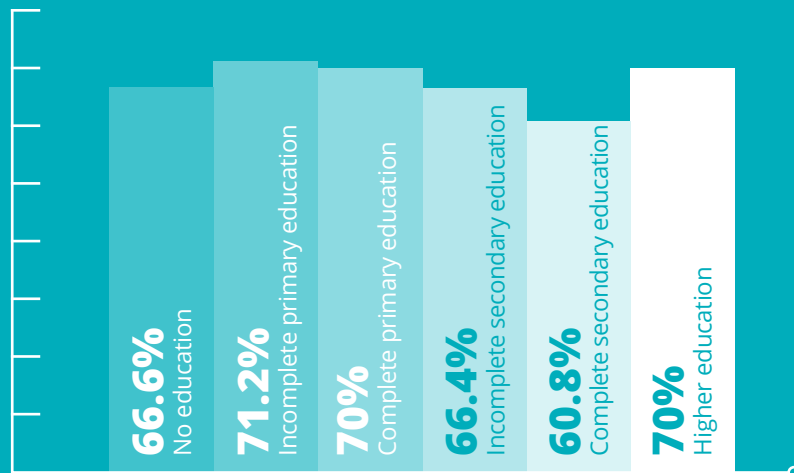
Recovery from stunting (i.e., chronic malnutrition)

Recovery from wasting (i.e., acute malnutrition)



**Figure 1.**

Exclusive breastfeeding until the child is 6 months old according to the educational level of the mother.



## Child Nutrition Awards

Fundación Éxito encourages the development of new initiatives and projects which contribute to the improvement of the nutritional situation of children. Each year, the Foundation celebrates those that stand out through the Child Nutrition Awards.

The winners of the 2021 edition belonged to 5 categories: Government, Corporations, Families (beneficiaries of Fundación Éxito), Journalism and Research. Moreover, some stores of



Streaming of the ceremony (in Spanish)

## What is stunting? (in Spanish)

<https://youtu.be/Q4NrQKLwQgw>



Grupo Éxito were also rewarded for their outstanding management of Goticas\* and for their recovery of recyclables, which are the two main fundraising sources for child nutrition.

During the ceremony of the 18th Child Nutrition Awards, Professor John Hoddinott was invited to give a conference. 10 territories, 5 health organizations and 5 partner institutions were awarded for their outstanding participation in the **#Lactatón** held in August.

\* lit. droplets, donations of COP1,000–5,000 (US\$0.3–1.5) from clients when paying for their groceries.

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# Focus

on the ingredients which  
**nurture the mind and the body**  
from the beginning of life

## Food supplementing

Nutrition is one of the key stimuli for growth and development. From gestation, this process is enhanced when the mother is able to eat foods containing key nutrients, in the amounts needed for her health and that of her baby. From birth to 6 months, everything the baby needs is contained in the breast milk of their mother. While growing, complementary feeding must include nutrients and micronutrients in order to develop and strengthen all vital organs.

The nutritional projects have been implemented in collaboration with institutions specialized in comprehensive care for children. The co-financing

**For the first time, Fundación Éxito audited the number of beneficiaries. The independent firm Kreston R.M. S.A. certified that the number of the children attended to was 70,376.**

of Fundación Éxito guarantees the nutritional follow-up of each child, the counseling to the families and the monthly delivery of packages including all food groups, which can be shared by 4 members in each family.

The food packages are delivered ready-made to the beneficiary population located in areas without any stores of the company in the vicinity.

Nearly **70%**  
of the 52,913 children  
attended to in nutrition  
programs in 2021 visited  
**Grupo Éxito** to collect their  
groceries.



Fundación Éxito works alongside **152**  
organizations for over 250 nutrition projects and  
other complementary programs, such as musical  
initiation, support for Human Milk Banks, and  
in encouraging literature for children, amongst  
other activities.



All food packages provided contains  
**lean meats, fruits, vegetables, dairy**  
**products, flours, oils and legumes.**



### Green terraces, a transformation project

In partnership with Son Batá, Fundación Éxito launched a production and food security project in Comuna 13 of Medellín, benefitting 310 children under 5 years of age as well as pregnant mothers. This project incorporates a psychosocial element, nutritional education for families and the active inclusion of the community as advocates of peace and cohabitation.

This project centers on the cultivation of vegetables; its main objective is to provide healthy nutrition to children and their families and, at a later stage, to commercialize the vegetables in Grupo Éxito stores.

### Food for the soul

As part of complementary offer or food for the soul projects, Fundación Éxito promotes musical initiation, literature, and the training of community mothers, amongst other activities, as key ingredients for comprehensive development of children.

The program “Tejiendo Saberes una travesía con la imaginación y afecto” (Weaving Knowledge, a journey through imagination and love) has been implemented in partnership with the Colombian Institute of Family Welfare (ICBF) and the Limmat and Carvajal Foundations. It contributes to the formation and transformation of the pedagogical practices of 200 educational agents, and community parents of Comunas 11, 12, 13, 14, 15, 16, 18 and 21 of Cali, and benefits more than 2,400 children in the sector.

In 2021, the Goticas dressed up as characters from the Disney movie Encanto, and will continue to boost donations for the development of these programs in 2022. Each customer donation was doubled, benefitting 1,800 children.

### Nutritional education

As part of the support system for beneficiary families, Fundación Éxito designed the “Flores para ti” program, a didactic initiative to convey, through symbols and color, the importance of identifying suitable foods depending their nutritional content, according to the baby’s age.

 **20,000**  
**Flores para ti**

booklets were distributed to beneficiary families of Fundación Éxito

With key stimuli such as nutrition, affection and care, children can develop to their greatest potential.

A total of  
**17,463**  
children were covered through food for the soul programs.





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# Focus

## on the promotion of breastfeeding, key antidote against stunting

The seventh edition of the **#Lactatón**, driven by Fundación Éxito and organized in 2021 with the support of the Grand Alliance for Nutrition chaired by the First Lady of the nation, generated a strong virtual social gathering in favor of breastfeeding. The participation of national, departmental and municipal bodies contributed to the publication of more than 40,000 photos relating this very natural practice, which is the most nutritive act of love.

In 2021, the winning territories were five departments: Nariño, Cundinamarca, Chocó, Casanare and Santander, as well as five municipalities: Busbanzá, Maní, Villa del Rosario, Girardot and Piedecuesta.

The achievement of providing Colombia with self-sufficiency in training the professionals who operate the Milk Banks of the country, stands out as a result of the collaborative efforts between the private and public sectors to promote breastfeeding. This was made possible through the design and implementation of a theoretical and practical course in which the Ministry of Health, the Bogotá Region-

al Pediatrics Society and Fundación Éxito jointly contributed. The number of autonomous professionals able to replicate this training in Colombia has grown from 6 to 17. Consequently, this training also benefitted **3,377** premature children attended to by Human Milk Banks.

Additionally, 83 health professionals were trained in breastfeeding counseling in the three departments of the Eje Cafetero (Colombian coffee Region), in partnership with the Presidential Advisory Office for Children and Adolescents, the Ministry of Health, Fundación Sinergias and regional and local authorities. 457 children benefited from these counseling consultations, from pregnancy, through birth and postpartum stages.

Fundación Éxito collaborated with these same organizations to enhance institutional and community abilities on breastfeeding and complementary feeding of young infants, following an ethnocultural approach, in Vaupés. This process included the training of health, educational and community agents.

The II International Breastfeeding Congress was also organized in the framework of the coordinated actions with the Grand Alliance for Nutrition, the Presidential Advisory Office for Children and Adolescents, the Ministry of Health and the Pontificia Universidad Javeriana. It gathered international experts from various countries.

Over the **four** days, the congress was viewed nearly **6,500** times, with an average of **485** people connected per day.

A special focus was given to the promotion of breastfeeding during the month of October: the message **#EstaEsMiDeclaración** (#ThisIsMyDeclaration), a joint campaign between Fundación AlmaRosa, Fundación Éxito and the brand Éxito, highlighted the importance of breastfeeding not only as a vaccine, a medicine and a nourishing diet for babies, but also as a method of lowering the risk of breast cancer for the mothers who keep on breastfeeding for a longer period of time.

Breastfeeding is  
the most nutritive  
act of love and  
the key antidote  
against stunting.



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# Focus

## on the generation of knowledge

In coordination with the Colombian Family Welfare Institute (ICBF), the small area (municipalities) estimation approach was implemented for calculating the chronic malnutrition index in children under 5 years of age, based on information obtained through the 2015 National Survey of the Nutritional Situation (ENSIN) and the 2018 National Population and Housing Census (CNPV). The results are currently in the final phase of completion to be disclosed, jointly with ICBF, in 2022.

In coordination with EAFIT, Proantioquia and Comfama, Fundación Éxito participated in the evaluation "Prognosis of the possible indirect repercussions of COVID-19 on the maternal and child population". The results were shared jointly with the report of Medellín Cómo Vamos, the Health Departments of Antioquia and Medellín together with various municipal organizations, which are leaders and coordinators of the maternal and infant care activities.

Over 2021 began the evaluation of breastfeeding practices, re-lactation, complementary feeding and factors associated with the physical recovery of children diagnosed with moderate to severe wasting treated

in Health Service Providers Institutions (IPS) and nutritional recovery centers in Colombia. The results are expected to be published in 2022, in collaboration with ICBF, the Ministry of Health and Fundación Santa Fe de Bogotá.

Together with Universidad de Antioquia, Fundación Éxito made progress towards an evaluation which will allow the construction of a chart for monitoring the weight gain of Latin American pregnant women.

### Solidarity and commitment of the personnel of Grupo Éxito

In 2021, the campaign "La Voluntaritis Ayuda" (volunteeritis helps) invited the employees of Grupo Éxito to learn more about the work of Fundación Éxito and to experience it by accompanying beneficiary families to select the nutritious products that they receive monthly. **72** employees took the volunteer training course and **37** participated in a **2-day** experience in stores located in Medellín and Bogotá. Grupo Éxito employees donated a total of **164** hours.

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# Focus on the public policy advocacy for child nutrition

In collaboration with the Presidential Advisory Office for Children and Adolescents, Fundación Salutia and other bodies of the national and territorial governments, as well as national and international experts, pregnant and breastfeeding mothers, young people and families, Fundación Exito developed the 2021-2030 ten-year plan for Breastfeeding and complementary feeding (PDLMAC) and conducted its implementations in the territories of Cundinamarca and Boyacá.

The PDLMAC includes normative, technical and operational achievements which contribute to the guarantee of the rights of children to an adequate nutrition, to health and to their comprehensive development.

Together with the citizen observatory Bogotá Cómo Vamos, the monitoring of the early childhood indicators of the district was pursued. The 2020-2021 Report was released, and included the essential indicators recommended in the Development Plan: stunting, low birth weight, breastfeeding and overweight. In addition, the results of the annual monitoring of the 2020 Food and Nutritional Security Index per district - a self-constructed indicator and showing results for the second consecutive year in the city - were also presented.

Fundación Éxito plays an active role in advocacy to the national and territorial authorities in order to ensure the inclusion in public policies and development plans of the fundamental right of children to health and nutrition.

In 2021, the "Guidelines for the prevention and care of stunting at the territorial level" was presented to territorial authorities, introducing public policy measures and effective intersectoral actions aimed at improving the nutritional status of the child population.

Additionally, the Chronic Malnutrition Index 2021 was published, indicating the classification of **1,076** Colombian municipalities based on the trends of key variables influencing the nutritional situation of the population.

This analysis showed that the Amazon-Orinoco region has the highest number of departments in the critical and low categories (88.9%), followed by the Pacific region (50%). The Central (100%) and Eastern (60%) regions stand out with the highest number of departments in the satisfactory and outstanding categories.

Chronic Malnutrition Index (in Spanish) <https://blog.fundacionexito.org//indice-de-desnutricion-cronica-2021>



Through these contributions, Fundación Éxito encourages territories to coordinate actions between the different stakeholders involved in the health and nutrition of children, as well as to make decisions based on the specific needs of their territory.



Samuel David Núñez is one of the children who recovered from stunting thanks to the nutritional care he received from Fundación Exito.

## NiñezYa

As part of the civil society coalition advocating for the rights of children **NiñezYa**, Fundación Exito worked to raise the priorities of children, including of course nutrition, in public opinion debates and in the agenda of the candidates for the Presidency of the Colombian Republic, the Congress and youth councils. This campaign was achieved through publications and conferences organized in partnership with publishing house El Tiempo.

- The pandemic threatens the rights of children
- The SDGs are at risk
- The situation of children: 30th anniversary of the National Constitution.

The participation of children and adolescents in political and democratic decision-making environment was promoted:

- Conference 'children have the floor',

with *El Tiempo*.

- We need to Speak Up Colombia
- Youth leadership: an opportunity to transform our country.

Furthermore, three policy briefs on the situation and priorities which must be included in government programs and development plans were provided to the presidential candidates and their campaign teams.

- An inequitable start of life
- Protective environments for children: a great challenge for Colombia.
- Childhood: Few guarantees in exercising citizenship.

Lastly, in collaboration with Universidad del Rosario, **391** people received training in municipal funding sources for guaranteeing the rights of children.



More than 52,000 children  
were attended to through  
nutrition programs of  
Fundación Éxito.

### Support activities within the Department of Boyacá

Fundación Éxito provided support to the department of Boyacá and the municipalities of Paipa, Puerto Boyacá, Chiquinquirá, Sogamoso, Sotaquirá, Duitama and Tunja in the implementation of the “Guidelines for the prevention and care of stunting in early childhood at the territorial level”. In doing so, the territories acknowledged the consequences of stunting on the development of their children, as well as the importance of monitoring early childhood health and nutrition indicators. The territories also worked on coordinating different sectors to enhance prevention actions, in line with public policies on food security and comprehensive care for early childhood.

### Advocacy through international networks

In 2021, Fundación Éxito participated in the Food Systems Summit, convened by the UN Secretary-General as part of the Decade of Action to achieve the Sustainable Development Goals (SDGs) by 2030.

Fundación Éxito acted as a representative of SUN civil society at the Food Systems Summit side event, as a preamble to the Nutrition for Growth (N4G) Summit, hosted by the Government of Japan; at the N4G Summit, Fundación Éxito made a public commitment to invest financial resources over the next 9 years to contribute to the alleviation of stunting in Colombia.



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# Focus

## on the fundraising sources that enable our investment in child nutrition

Through the support of Grupo Éxito, its clients, its personnel, the various brands and subsidiaries of the company, its suppliers, and the internal funds of

Fundación Éxito, it was possible to make a difference in the lives of more than **70,000** children in **32** departments and **262** municipalities of Colombia.

**1% / USD \$ 41,948**

**Other contributions**

**4% / USD \$ 368,988**

**Employees of Grupo Éxito  
and corporate allies**

**15% / USD \$ 1,247,124**

**Internal funds**

**28% / USD \$ 2,234,525**

**Clients**

In-kind Income

USD **\$ 3,212,380**

The additional in-kind revenues were valued as follows:

Donation to foodbanks: **USD \$ 3,208,110**

Donation of non-food items: **USD \$ 4,270**

Total revenue

USD **\$8,018,015**

**6% / USD \$ 468,205**

**Allies and suppliers  
of Grupo Éxito**

**46% / USD \$ 3,657,226**

**Grupo Éxito**

Donation of recyclable  
materials: **USD \$ 3,062,675**  
Shareholders: **USD \$ 308,955**  
Commercial campaigns:  
**USD \$ 285,595**

Labor cost of administrative employees dedicated to social investment: **USD \$ 217,776**

## Further products that contribute to children's nutrition

### Condolence flowers



Its value represents a donation to improve the nutrition of thousands of children in Colombia.

Orders at  
[cfexito@Grupo-exito.com](mailto:cfexito@Grupo-exito.com)  
or WhatsApp  
321 603 8124.



Lotus flower made of origami paper, with a wooden base, packed in a silver color cardboard box. The lotus flower can also be ordered in its candle version protected by a glass cylinder.

### "Probario"



Guide on complementary feeding to support families in their path to introducing new food to baby from their 6 months of life. It includes music, rhymes and helps to make this process didactic and fun.



### The first thousand days of baby



More than an album, this book is a tool for learning and a guide for child-rearing. It allows recording the key moments from the pregnancy, with advice on breastfeeding and nutrition for the body and the soul.

It includes nutritional education materials and recipes. It is a perfect gift for new pregnant and breastfeeding families.

Available in Exito, Carulla and [exito.com](http://exito.com)  
Learn more :

<https://www.youtube.com/watch?v=xzB2kscX3EY>



**Click here to make an online donation to Fundación Exito and support child nutrition.**

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# Focus

on the Goticas donated by clients  
and the investment resulting which  
**multiplies the contribution** brought  
to each municipality of Colombia



The ranking of  
departments  
corresponds to  
the amount of  
investment made.

Number of beneficiary children:

**70,376**

Fundraising through Goticas  
and solidarity rounding up

**USD \$ 2,229,250**

Number of protein food packages  
delivered in 2021:

**217,341**

	Department	Fundraising through Goticas and solidarity rounding up	 Beneficiary children	Social investment
1	CUNDINAMARCA	USD \$ 742,748	16,910	USD \$ 1,370,455
2	ANTIOQUIA	USD \$ 603,342	20,375	USD \$ 1,075,315
3	NARIÑO	USD \$ 30,644	2,347	USD \$ 313,476
4	SANTANDER	USD \$ 70,834	3,687	USD \$ 235,610
5	BOYACÁ	USD \$ 23,862	1,644	USD \$ 205,468
6	ATLÁNTICO	USD \$ 115,042	3,345	USD \$ 202,454
7	VALLE	USD \$ 165,278	4,600	USD \$ 193,662
8	MAGDALENA	USD \$ 41,445	809	USD \$ 192,406
9	BOLÍVAR	USD \$ 76,108	1,099	USD \$ 185,875
10	GUAJIRA	USD \$ 11,554	2,464	USD \$ 181,605
11	GUAVIARE	USD \$ -	485	USD \$ 172,060
12	CÓRDOBA	USD \$ 19,090	2,184	USD \$ 166,534
13	CESAR	USD \$ 28,886	800	USD \$ 91,431
14	HUILA	USD \$ 33,910	2,399	USD \$ 91,179
15	CALDAS	USD \$ 29,137	469	USD \$ 83,393
16	NORTE DE SANTANDER	USD \$ 32,151	810	USD \$ 63,549
17	META	USD \$ 40,440	501	USD \$ 62,293
18	SAN ANDRÉS	USD \$ -	218	USD \$ 59,028
19	TOLIMA	USD \$ 21,099	769	USD \$ 56,767
20	RISARALDA	USD \$ 61,791	375	USD \$ 51,995
21	SUCRE	USD \$ 14,569	943	USD \$ 42,701
22	VAUPÉS	USD \$ -	0	USD \$ 37,929
23	QUINDÍO	USD \$ 35,668	314	USD \$ 36,673
24	CHOCÓ	USD \$ -	240	USD \$ 21,853
25	CAUCA	USD \$ 8,540	407	USD \$ 21,602
26	ARAUCA	USD \$ -	599	USD \$ 14,820
27	CASANARE	USD \$ 9,545	1,238	USD \$ 13,313
28	VICHADA	USD \$ -	0	USD \$ 7,787
29	CAQUETÁ	USD \$ 13,564	305	USD \$ 7,033
30	AMAZONAS	USD \$ -	0	USD \$ 4,270
31	GUAINÍA	USD \$ -	0	USD \$ 4,270
32	PUTUMAYO	USD \$ -	40	USD \$ 4,270
<b>TOTAL</b>		<b>USD \$ 2,229,250</b>	<b>70,376</b>	<b>USD \$ 5,271,077</b>

Investment in Amazonas, Guainía, Vaupés and Vichada corresponds to funding of public policy advocacy and research projects. It does not include beneficiary children.





Total social investment

US \$ 5,271,077

Exchange rate US\$1 = COP 3,981.16 (31/12/2021)  
(2.4% increase compared to 2020)

Number of beneficiary children **70,376\***

Number of children benefiting from nutrition programs **52,913**

Number of children participating in complementary offer programs  
and food for the soul programs **17,463**  
32 departments/262 municipalities

# Focus

on the **fiscal benefits** of  
contributing to the supporting  
child nutrition through donating  
to **Fundación Exito**

The checkouts of Grupo Éxito are bridges between the thousands of Colombians deciding to make a voluntary donation for child nutrition and Fundación Exito, which ensures that 100% of these contributions are invested in programs of nutrition for the body and food for the soul of the most vulnerable young children in the country.

In 2021, Fundación Éxito delivered

 **124,586**

certificates of donation.

PwC is the auditing firm of Fundación Exito.

The number of beneficiary children covered  
was audited by the firm Kreston R.M.S.A.

Each individual person contributing  
through donating Goticas can request their  
certificate of donation on  
**[www.fundacionexito.org](http://www.fundacionexito.org)**



Total social investment  
US \$ 5,271,077

Exchange rate US\$1 = COP 3,981.16 (31/12/2021)  
(2.4% increase compared to 2020)

Number of beneficiary children **70,376\***  
Number of children benefiting from nutrition programs **52,913**  
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32 departments/262 municipalities

# Focus

## on the commercial activities that supported child nutrition

Throughout 2021, the commitment of the businesses and suppliers of Grupo Éxito in supporting the eradication of stunting increased noticeably.



Throughout the year, among which back-to-school season, World Egg Day, World Milk Day, and Christmas.

Businesses of Grupo Éxito – its own brands, Electrodigital, Bazar, Home and Fashion Éxito – as well as brands such as Nutresa, Lilipink, Weston and Colgate have strengthened their social commitment and earned a special place in the hearts of the families of the children reached.

A significant event was the **Mi Descuento Nutre Vidas**, (“My Discount Nurtures Lives”) campaign, which raised **USD \$ 283,083** benefiting

# 26,000

**children**, through the support of **147 suppliers**, as well as Éxito, Carulla, Surtimax, SuperInter and Fundación Éxito.



Learn more about the allies allowing us to protect thousands of children from stunting.

Total social investment  
US \$ 5,271,077

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(2.4% increase compared to 2020)

Number of beneficiary children **70,376\***  
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# Focus

on the power of **recycling**,  
and its ability to transform  
into nutritious meals

The recovery of the recyclables resulting from the operation of Grupo Éxito, which are fully donated to Fundación Éxito, has raised awareness throughout the years about the great potential of this environmentally responsible practice. It is the main source of funds used to invest in nutrition for children.

Fundación Éxito organizes the logistical management, disposal and handling of the material it recovers for its commercialization via the operation of **six** facilities.

## Soy Re makes progress thanks to the clients

This environmental awareness, which also represents an opportunity for thousands of children, has been embraced by clients of Grupo Éxito who have joined in the recovery of recyclable material after consumption. Through this model of circular economy, **788** tons of containers and packaging were recovered throughout 2021 in the Soy Re collection stations in **40** stores and the cooperation of **26,303** clients.

During 2021,  
**20,975**  
tons of recycled material were handled  
(83 tons more than in 2020)  
valued at  
**USD \$ 3,062,926**



**16,208**  
tons of cardboard



**1,168**  
tons of plastics



**2,142**  
tons of scrap metal



**453**  
tons of hangers



**1,004**  
tons of other materials



Total social investment

US \$ 5,271,077

Exchange rate US\$1 = COP 3,981.16 (31/12/2021)  
(2.4% increase compared to 2020)

Number of beneficiary children **70,376\***

Number of children benefiting from nutrition programs **52,913**

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and food for the soul programs **17,463**  
32 departments/262 municipalities

# Focus

on the **recovery** of foodstuff  
in **cities** and the **countryside**  
to achieve zero malnutrition.



To support the **23** foodbanks of the country and **240** partner institutions, **1,565** tons of foodstuff and non-food items were recovered and donated. To manage this process, Fundación Exito relies on EatCloud, a technology-based solution in the form of an application which facilitates the recovery of food and the connection between the stores of Grupo Exito, the food-

banks and the beneficiary population, for greater efficiency.

In Antioquia, **1,917** tons of surplus harvest of rural farmers were recovered through the Reagro program, and benefitted **143,854** people, among whom hundreds of children under 5 years of age and pregnant mothers.

Over the rest of the country, **5,182** tons of products were recovered through **20** foodbanks.



**The Recuperation of Agricultural Surplus program (Reagro) makes use of the surplus harvest of the rural farmers of the country.**



Total social investment  
**US \$ 5,271,077**

Exchange rate US\$1 = COP 3,981.16 (31/12/2021)  
 (2.4% increase compared to 2020)

Number of beneficiary children **70,376\***  
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# Focus on the 40th anniversary of the Foundation


The social and solidarity footprint of Grupo Éxito conveyed by its founder, Gustavo Toro Quintero, brought Fundación Éxito to life. Since its establishment in 1982, the Foundation has been developing initiatives to improve the lives of people and communities.

Since 2013, the important decision was taken to focus on supporting child nutrition and Fundación Éxito became a leader for the Cause of achieving zero stunting in children under 5 years of age in Colombia.

This higher purpose contributes to the national equity and progress, and therefore, alongside our path, we have built outstanding alliances with all sectors of society. People and organizations individually and collectively joined their will and their capabilities to foster an essential impact in the lives of the most vulnerable children of Colombia.

Yearly average of  
**55,000**  
 beneficiary children

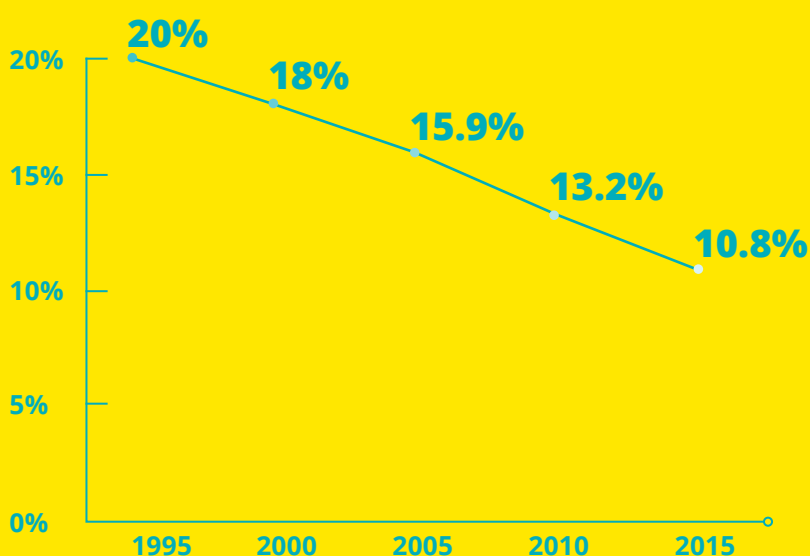
Investment  
 More than  
**USD \$ 47,975,967**  
 (exchange rate of 2021) invested  
 in child nutrition since 2013

	 Number of beneficiary children	Attended to in Nutrition programs	Attended to in complementary offer programmes	Investment (in millions of Colombian pesos)	Investment (converted to USD -exchange rate of 31/12/2021)
2013	36,656	33,112	3,544	COP \$19,387	USD \$4,869,686
2014	35,529	30,077	5,452	COP \$18,750	USD \$4,709,683
2015	28,65	26,85	1,8	COP \$18,165	USD \$4,562,741
2016	38,823	27,006	11,817	COP \$19,700	USD \$4,948,307
2017	51,898	29,262	2,636	COP \$23,054	USD \$5,790,775
2018	63,487	33,104	30,383	COP \$19,765	USD \$4,964,633
2019	64,602	23,157	3,099	COP \$21,639	USD \$5,435,351
2020	129,92	117,691	12,229	COP \$20,475	USD \$5,142,973
2021	<b>70,376</b>	<b>52,913</b>	<b>17,463</b>	<b>COP \$20,985</b>	<b>USD \$5,271,077</b>



The food products distributed by Fundación Éxito provide a high protein intake.

### Indicator of prevalence of stunting in Colombia



**Baseline:**  
prevalence of stunting  
of 13.2% in Colombia,  
as reported by the  
ENSIN 2010.

Reducing stunting to

**8%**

was set as a target  
of the National  
Development Plan  
2018-2022 through  
the advocacy of  
Fundación Éxito.

## Key milestones on the road to zero malnutrition

Initiative/research	Role of Fundación Exito		Partners	Dates
	Leading	Supporting/ participating		
Evaluation of the nutritional status of the beneficiary populations	X		Partner institutions receiving support annually	2011 - 2021
Scaling Up Nutrition (SUN) Movement Business Network		Fundación Exito was admitted into the network for its efforts to eradicate stunting in Colombia. It is the first Colombian institution to join.		2015
Enactment of Law 1804 of 2016 on the comprehensive early childhood development, which elevated the strategy De Cero a Siempre ("From Zero to Forever") to a State policy		X		2016
Impact evaluation of children's homes enhanced through the "From Zero to Forever" Policy.	X		Universidad de Los Andes, London Institute for Fiscal Studies (UK), Central Bank of Colombia, ICBF and Fundación Exito.	2016
Gen Cero Evaluation: a comprehensive intervention program in rural Colombia	X		Universidad de Los Andes, London Institute for Fiscal Studies (UK) and ICBF	2017
The master play: Pedagogical material on stunting and the impact of the first 1,000 days of life.	X			2017
Early Childhood section of the Colombian Longitudinal Survey of Universidad de Los Andes (ELCA).		X		2016 - 2018
Early Childhood section of the Report Medellín Cómo Vamos, an assessment of the city's administration by the civil society		X	Proantioquia and Fundación Sofía Pérez de Soto	2017 - 2019
NiñezYa.	X		100 civil society institution advocating for the rights of children and adolescents	Since 2017
Chronic malnutrition index of Fundación Exito	X			2018 - 2021

Initiative/research	Role of Fundación Exito		Partners	Dates
	Leading	Supporting/ participating		
Impact evaluation of the Semillas de apego program (lit. Attachment seeds), Tumaco		X	Femsa Foundation, Universidad de Los Andes and Genesis Foundation	2018 - 2021
Lactatón®	X		Presidential Office, Office of the First Lady, Presidential Advisory Office for Children and Adolescents, ICBF, social workers in the territories and partner institutions.	2015 - 2021
Handbook for prevention and handling of stunting in children under one year old as an event of interest in public health	X		Municipality of Bogotá, ICBF, Santa Fe de Bogotá Foundation	2019
Grand Alliance for Child Nutrition		X	Office of the First Lady, Presidential Advisory Office for Children and Adolescents, ICBF, Businesses and civil society organizations	2019
Guidelines for human milk banks of the country.		X	Ministry of Health and Social Protection	2019
Effects of COVID-19 on early childhood in Colombia: beyond the emergency	X			2020
Government leaders, do not let the children on hold		X	NiñezYa	2020
Childhood at risk: Territories fall short in guaranteeing the rights of children		X	NiñezYa	2020
Childhood does not wait		X	NiñezYa	2020
Guidelines for the prevention and care of stunting at the territorial level	X			2021
Flores para ti Pedagogical materials on food and nutrients	X		Partner institutions supported by Fundación Exito	2020
Web series Crónica, the city of disadvantages	X			2020
Album-book The first thousand days of baby	X		Random Penguin House	2020
Small area (municipalities) estimation approach for the chronic malnutrition index in children under 5 years of age.		X	ICBF	2021

Initiative/research	Role of Fundación Extio		Partners	Dates
	Leading	Supporting/ participating		
Evaluation "Prognosis of the possible indirect repercussions of COVID-19 on the maternal and child population"		X		2020
2021-2030 Ten-year plan for breastfeeding and complementary feeding (PDLMAC)		X	Grand Alliance for Child Nutrition and Fundación Salutia	2020 - 2021
2020 - 2021 Report Cómo Vamos in the cities of Bogotá, Medellín, Cali and Manizales		X	Citizen observatories Cómo Vamos	2021
The pandemic threatens the rights of children		X	NiñezYa.	2021
The SDGs are at risk		X	NiñezYa.	2021
The situation of children: 30th anniversary of the National Constitution		X	NiñezYa.	2021
An inequitable start of life		X	NiñezYa.	2021
Protective environments for children: a great challenge for Colombia.		X	NiñezYa.	2021
Childhood: Few guarantees in exercising their citizenship		X	NiñezYa.	2021
Guidelines for the prevention and care of stunting in early childhood at the territorial level	X			2021

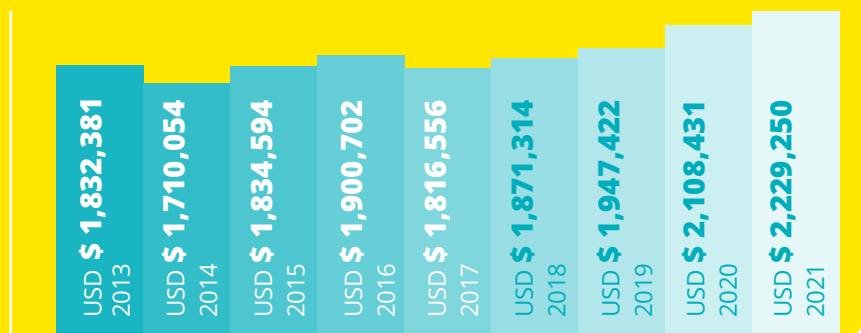
## Rising individual and corporate solidarity

Over this lapse of time, the Goticas (as well as the solidarity rounding ups and the donation jars) have grown to become the second most important source of fundraising for Fundación Éxito.

Furthermore, the efforts to develop partnerships with supplier of Grupo Éxito and other corporate allies have had a growth tendency, especially over the last two years. In 2019, the support to child nutrition by corporate partners reached **USD \$ 184,871**, whereas in 2021 the funds raised amounted to **USD \$ 637,754**.



Goticas



# Zero Malnutrition

2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



6 CLEAN WATER AND SANITATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



**Fundación Éxito**

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