

2023

Fundación MAPFRE in the United States

MAKING OUR WORLD A BETTER, MORE SUPPORTIVE AND INCLUSIVE PLACE FOR EVERYONE

Contents



INJURY PREVENTION AND ROAD SAFETY

Committed to road safety and injury prevention with a focus on educating children and youth to know how to avoid risk situations such as traffic accidents, fires, incidents at home and drownings.

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SOCIAL ACTION

A society with a future is one that favors the development of its population. Fundación MAPFRE's objective is to promote the comprehensive education of people, mainly children and young people belonging to disadvantaged communities. Fundación MAPFRE considers comprehensive education as all those aspects that a person must have covered in order to fully develop. The Foundation works in collaboration with social entities and local organizations in projects that support education and nutrition.

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Introduction



The humanitarian work of Fundación MAPFRE delivers on its promise to improve the quality of life of people across the globe and has helped approximately 23 million people in 27 countries to date, including the United States.

We can talk about how the Fundación accomplishes a positive impact on society, but nothing makes a more lasting impression than a personal visit. I was fortunate to accompany two special guests as they experienced joyful encounters with people in schools and hospitals in Massachusetts who benefit from the Fundación's generosity.

MAPFRE USA was honored to host Her Royal Highness Infanta Elena of Spain, the Project Director of Fundación MAPFRE, and Julio Domingo Souto, the General Director of Fundación MAPFRE. Their visit in October 2023 provided them with the opportunity to explore and engage with Fundación MAPFRE partner organizations and programs in the United States.

This book highlights the visit of Infanta Elena and Julio Domingo Souto and recognizes the Fundación's USA partner organizations. These nonprofit groups engage in the important work of injury prevention, road safety, and social action through the education of young people.

We hope you enjoy this celebratory memory book of the humanitarian work of the Fundación, a leading global foundation that makes a valuable continuing impact in the United States.

A handwritten signature in black ink, appearing to read 'Jaime Tamayo', with a stylized flourish at the end.

Jaime Tamayo
President & CEO, MAPFRE USA
Chief Representative, Fundación MAPFRE in the USA

Boston Children's Hospital

Boston Children's Hospital (BCH) is dedicated to improving and advancing the health and well-being of children around the world through its life-changing work in clinical care, biomedical research, medical education and community engagement.

BCH's Injury Prevention Program, part of their Trauma Center, is dedicated to dramatically decreasing the number of preventable injuries through research and public education.

Since 2017, Fundación MAPFRE has partnered with BCH's Injury Prevention Program, building the "Safe Play Starts Here" program with the goal of educating the community to take measures to prevent injuries, especially injuries sustained by children, in their homes. Health educators travel in the Injury Prevention Van, holding workshops throughout Massachusetts and teaching how to avoid unintentional injuries.

Thanks to Fundación MAPFRE support, BCH Injury Prevention team expanded their community education across the state.







By the Numbers

	2017	2023 (as of October)
Engagement	5,375	29,768
Reach	7,322	48,457
Events	89	156
Car Seats	489	1,198
Helmets	608	2,271

“ Our longstanding partnership with Fundación MAPFRE is an example of how collaboration can create meaningful impact. Since 2017, their generous donations of over \$1 million have empowered our Injury Prevention program at Boston Children’s Hospital. This support extends beyond financial aid; it enables us to educate communities on injury prevention, distribute life-saving car seats and bike helmets, and make a real difference in the lives of children.”

–Melissa Noonan, Director, Corporate Relations



“ Our partnership with Fundación MAPFRE has allowed us to extend our injury prevention efforts to more areas and more families than we ever thought possible. We have enjoyed the growth of our relationship with Fundación MAPFRE into a full-fledged collaboration with the transmission of injury prevention ideas and effort in both directions.”

—Dr. David Mooney, Director, Trauma Center,
Department of Surgery



UMass Memorial Medical Center

Fundación MAPFRE and UMass Memorial Injury Prevention Center partnered to create Safety Quest, an innovative mobile classroom delivered to schools and community events in Massachusetts. Safety Quest teaches middle school students how to be safe. The students learn how to ensure their own safety while becoming injury prevention advocates with their peers and family.

Fundación MAPFRE's collaboration with UMass Memorial Medical Center is expected to reach more than 3,000 children in central Massachusetts during the 2023–2024 school year.



Scan to visit the
Safety Quest website.



Safety Quest Mobile Classroom RV.



At the launch of Safety Quest at Webster Middle School, Dr. Michael Hirsh, Director of Injury Prevention at UMMHC, addresses Jaime Tamayo, President & CEO of MAPFRE USA and Chief Representative of Fundación MAPFRE in the USA; Randy Becker, Chairman of the Board of MAPFRE USA; Julio Domingo, Director General of Fundación MAPFRE; and HRH Infanta Elena of Spain.



UMass Memorial Medical Center team.

“UMass Memorial Medical Center and the Children’s Medical Center are proud of our partnership with Fundación MAPFRE. The Safety Quest program brings important safety information to children in an innovative format that is fun and engaging. Our hope is that the learning that happens within Safety Quest experience will reduce childhood injury throughout our region. We are delighted that HRH the Infanta Elena and Julio Domingo were with us for the launch event at Webster Middle School. Their attendance truly enriches our collaboration and highlighted our shared goals of preventing childhood injuries.”

—Justin Precourt, DNP, Interim President of UMass Memorial Medical Center



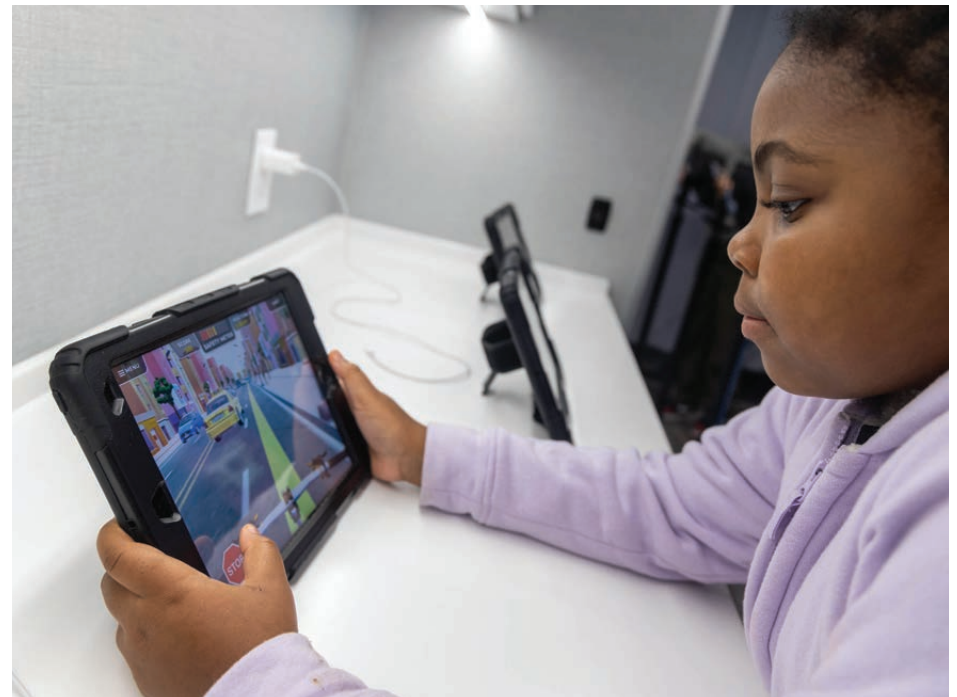


“ Webster Middle School is so very appreciative to MAPFRE for providing our 5th grade students with the opportunity to participate in Safety Quest.”

—Heidi A. Peterson, Principal, Webster Middle School



Scan to visit the Safety Quest video.





“MAPFRE’s commitment to child safety is evident through the mobile classroom and its activities. We are very fortunate to have partnered with MAPFRE over the past several years, and look forward to continuing our relationship for the foreseeable future.”

–Chief Michael Shaw, Webster Police

Webster Middle School students interacting with the Home Hazard Hunt game.





Learning about injury prevention is educational and fun for all. Demetrius Litwin, MD (above), Chair of Surgery, UMass Memorial Medical Center and MAPFRE CEO Jaime Tamayo (right) with Webster Middle School student Nevaeh Ocasio.



Mothers Against Drunk Driving

Mothers Against Drunk Driving (MADD) knows that the hopes for a safer future are riding on tomorrow's drivers. By getting today's youth off to a good start, they are taking a step toward fulfilling their vision of a nation without drunk driving. MADD is focused on tackling underage drinking, a problem that threatens the safety of kids and endangers entire communities, now and down the road. MADD is also committed to serving victims of drug-impaired driving and to help advocate for evidence-based approaches to solving this problem.

Since 2019, Fundación MAPFRE has partnered with Mothers Against Drunk Driving, supporting their community and school-based educational programs for children, families, and the general public. With Fundación MAPFRE's support, MADD travels to community events such as health fairs, expos, school events and community days throughout Massachusetts and Connecticut.

In 2023, the Fundación MAPFRE and MADD partnership expanded to include the Power of ME Program. This new program focuses on alcohol use prevention and vehicle safety for 4th and 5th grade school students.





“ MADD’s partnership with Fundación MAPFRE has provided invaluable resources and support, as we work together to end the 100% preventable crime of drunk/impaired driving. Through the Foundation, MADD is able to provide educational content through our Power of ME Program—specifically designed for (4th-5th grade). MADD believes early and ongoing education is a key to deterring impaired driving and underage drinking.”

—Bob Garguilo, Executive Director, MADD New England Region

The power of MADD and Fundación MAPFRE through the years



With Fundación MAPFRE's support, MADD has distributed **more than 1,500** safe riding cards to youth across CT and MA promoting the Power of Me (POM) Program and Fundación MAPFRE partnership. In 2023, MADD CT presented the first POM Program in the country through the support of Fundación MAPFRE.



MADD's Power of You(th) and SMART programs educate teens on the dangers of underage drinking and cannabis use. Throughout MADD and MAPFRE's relationship we have reached **almost 4,000 teens** through educational presentations.



Special events such as Walk Like MADD and our annual Law Enforcement Recognition Ceremony have showcased the partnership with Fundación MAPFRE.



A major focus of MADD's programming is outreach to communities through health fairs and virtual events. Since partnering with Fundación MAPFRE we have reached **more than 60,000 people in person** and over **350,000 through virtual communications.**

“Working with Fundación MAPFRE through our partnership has been a positive and rewarding experience for MADD Massachusetts and for me, personally. It's comforting to know that the Foundation truly cares about our mission and our victims. The initiatives we collaborate on benefit all our Massachusetts communities, and it's fulfilling to know that together we are stronger in making a difference in roadway safety.”

—Mary Kate DePamphilis, Program Director, MADD Massachusetts

HRH Infanta Elena and Julio Domingo greeting Mary Kate DePamphilis, Program Director, MADD MA and Bob Garguilo, Executive Director, MADD New England Region.



MADD instructor teaching Power of Me course.





Best Buddies

Best Buddies supports secondary and postsecondary students with disabilities to be successful both in their transition from school to postsecondary education and on their path to their first job.

Access to the world of work continues to be a decisive factor in the economic imbalance between people with and without disabilities. Best Buddies International aims to change this inertia by cultivating the countless skills of people with disabilities and integrating them both into the community itself and into the workforce. The organization offers this support through educational and empowerment actions so that people with disabilities become leaders in their schools, communities and workplaces.

The Fundación MAPFRE and Best Buddies partnership began in 2019. The collaboration created the Pre-Employment Transition Services (Pre-ETS) Program. This program prepares young adults with IDD for independence and inclusion in their communities as they move from school into adulthood. Pre-ETS program combines classroom based training, experiential learning opportunities, and corporate mentorship to help students identify and develop career ambitions, explore postsecondary options, and prepare for independent living.

The Pre-ETS curriculum includes 70 unique lessons and over 150 hours of content supporting career readiness skills.





HRH Infanta Elena experiencing firsthand the Pre-Employment Transition program with Best Buddies student Kadynce.



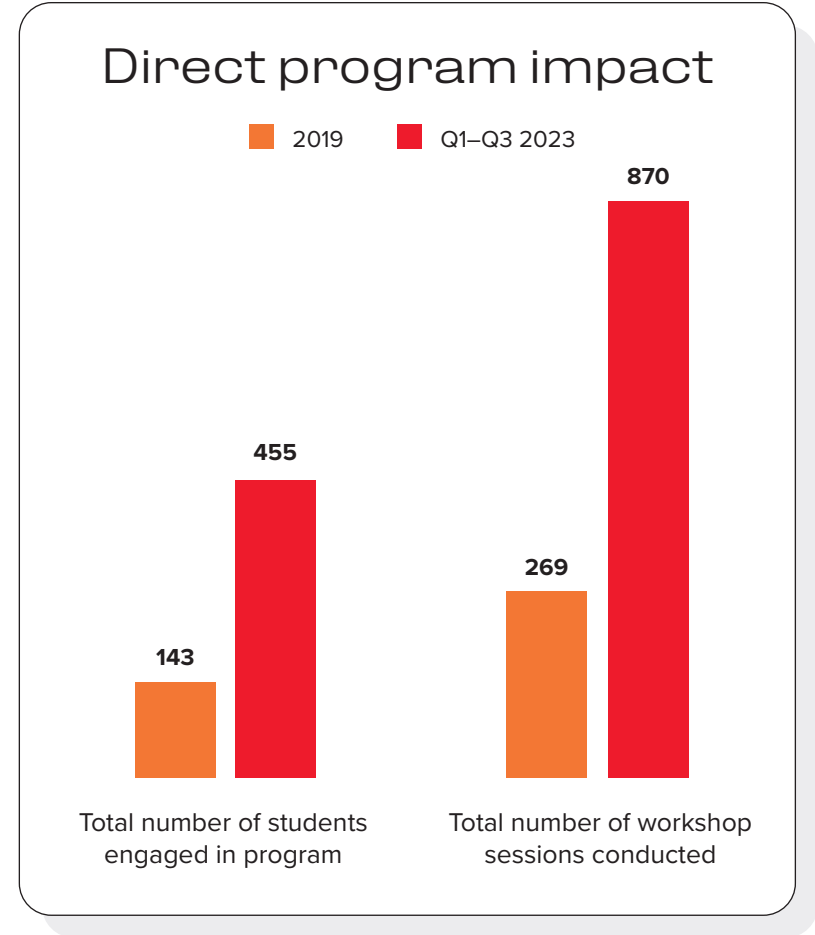
“ I truly appreciate the active and creative involvement that MAPFRE takes in the Pre-ETS program, which they support. That involvement is a true testament to the value that they place on our partnership and the direct impact that it has in enriching the lives of our participants. I look forward to Best Buddies continued partnership with MAPFRE.”

—Patrick Shaughnessy, Senior Director

“ The generosity of Fundación MAPFRE has helped Best Buddies International become a leading provider of Pre-Employment Transition Services nationally. Through MAPFRE’s commitment to volunteerism and program engagement, students can engage in career readiness workshops, then can apply learned skills in authentic work-based scenarios to further enhance their preparedness to enter the workforce. We are forever grateful for Fundación MAPFRE’s commitment to the Best Buddies Transitions program — thank you!”

—Heidi Kalinowski, Best Buddies International Director, Transitions Program





“ This partnership and the support from MAPFRE has been invaluable for Best Buddies Massachusetts & Rhode Island, allowing us to start, sustain, and grow our Pre-ETS/Transitions program. As students with disabilities age out of their public schools at age 22 in Massachusetts, this can be a really difficult time for students and families, and we have seen firsthand how much of a positive impact our Transitions program has had on individuals with disabilities. This has also allowed us to bridge the gap between students in our high school chapters and adults in our Integrated Employment program, providing more consistent support and a more holistic life cycle of Best Buddies. None of this would be possible without the support of MAPFRE; we are extremely grateful for this partnership and looking forward to continuing to work together to create more inclusion.”

–Kara Falcone, State Director, Best Buddies MA/RI

OneGoal

OneGoal is an organization that works with schools and districts to transform postsecondary support through their classroom-based model and OneGoal Leadership Network so that all students can define their futures.

The Fundación MAPFRE partnership with OneGoal supports the cohort of juniors, seniors and students in their first year of postsecondary education from Bartlett High School, Webster, Massachusetts.

All of the students from the Class of 2022 at Bartlett High School who participated in the OneGoal program enrolled at a postsecondary institution.

A total of 1,752 students have successfully participated in the OneGoal program.





Amanda Seider
sharing insights of the
OneGoal program.

“ OneGoal transforms postsecondary advising and support so that every student can achieve their greatest postsecondary aspirations and define their own futures. With the support of partners like MAPFRE, we’re building a movement to close the opportunity gap in central Massachusetts and beyond. We were honored to meet Her Royal Highness Infanta Elena of Spain, introduce her to a class of OneGoal Fellows at Bartlett High School, and have the opportunity to discuss how her and Fundación MAPFRE’s support has helped make our program possible. Thank you to everyone at MAPFRE for your holistic support of our students and classrooms!”

—Amanda Seider, Executive Director, Massachusetts OneGoal

Bottom Line

Bottom Line partners with first-generation, degree-aspiring students from low-income backgrounds to get into college, graduate, and go far in life by establishing mobilizing careers.

Fundación MAPFRE's collaboration with Bottom Line supports the Young Men of Color Initiative. The YMOC initiative goal is to dramatically increase the number of young men of color it serves through its programs.

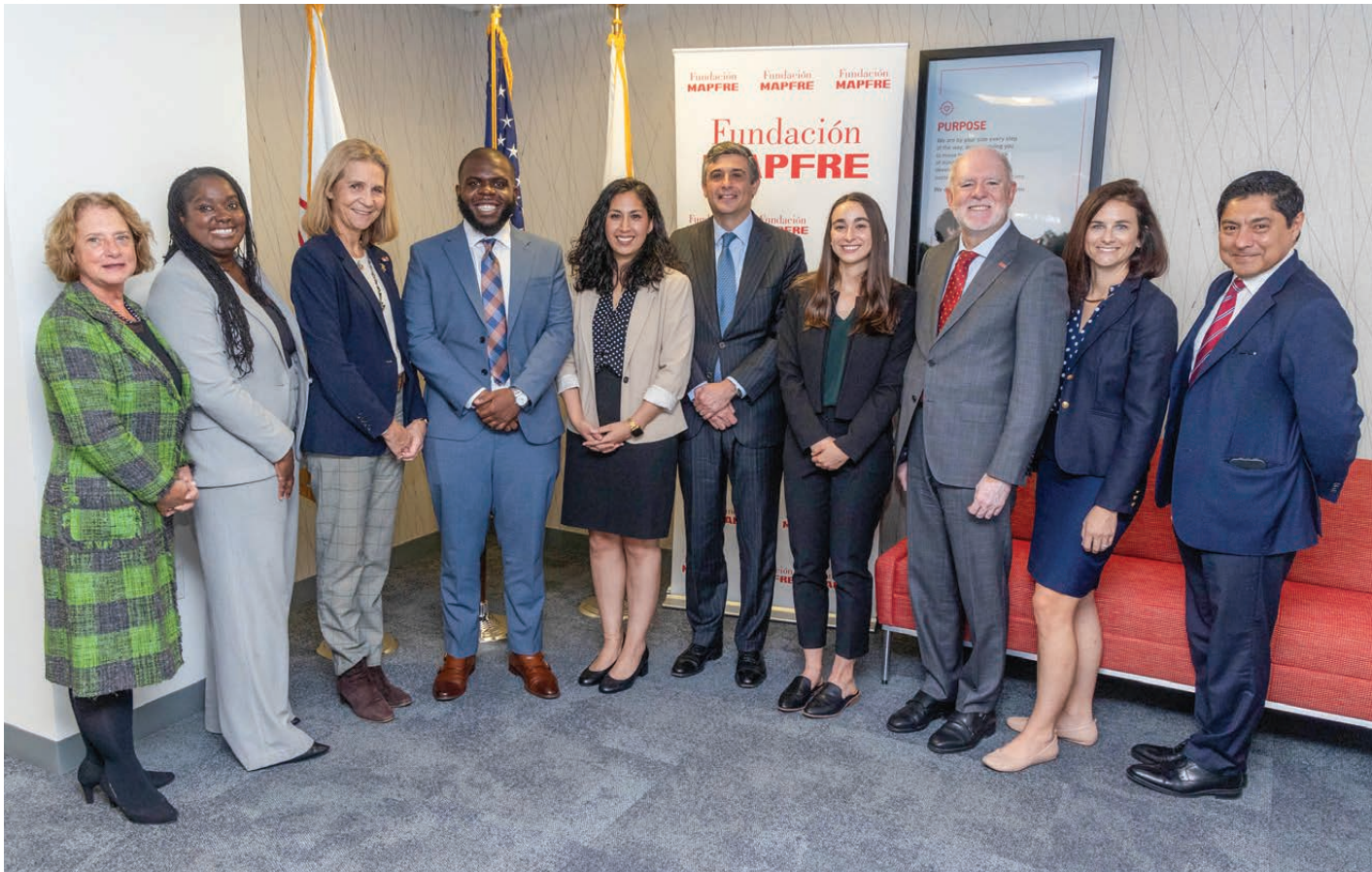
2022–23 Students Served

- **2,710** Access students served
- **1,873** Success students served

YMOC Initiative Outcomes

- **86%** of YMOC in our 2021–22 cohort are on track to graduate college within 6 years.
- **70%** of YMOC are on track to transition to our Success program.





“ Bottom Line’s impact extends far beyond my personal success story. They are changing lives, transforming dreams into reality for countless students who, like me, aspire to achieve their full potential. Their dedication to education and empowerment is nothing short of remarkable, and I am proud to be part of the Bottom Line family.”

—Leon Clark, Bottom Line Alum and Emerging Leaders Council member

“ We sincerely appreciate our longstanding partnership with Fundación MAPFRE and the unique support MAPFRE volunteers offer Bottom Line students. In addition to participating in our yearly calendar of mentoring events, MAPFRE has gone above and beyond to bring its industry-specific insights to the Bottom Line world through events like the BMAP Simulation. Their support doesn’t stop there — MAPFRE has consistently offered our incoming college students Dorm Kits each year. This kind of support makes all the difference, and we look forward to continuing to work with Fundación MAPFRE to support Bottom Line students through all stages of their college and career journeys.”

—Ginette Saimprevil, Executive Director



Real Madrid Foundation Youth Social Sports Program

The Fundación MAPFRE and Real Madrid Foundation Youth Social Sports program partnership with Webster Public Schools started in 2020. The Real Madrid Foundation promotes an education in values through soccer and basketball and at the same time builds enthusiasm and passion for sports. The sports program fosters physical, intellectual, emotional and social development for mainly underserved children and youth and is a means of social inclusion.

The expected number of beneficiaries at Park Avenue Elementary School for this season 2023–2024 is **50 students**. Season 2022–2023 at Bartlett Middle School finished with a total of **29 beneficiaries**.



Jaime Tamayo, HRH Infanta Elena and Julio Domingo enjoying a moment with students in Real Madrid Foundation Sports program.





“ It is a great honor that HRH Infanta Elena has visited the Real Madrid Foundation Social Sport School in Webster, MA, as it is a particularly relevant program. In the last 13 years, Real Madrid Foundation has collaborated with Fundación MAPFRE in 10 countries to serve more than 20,000 underserved children through the Social Sports School Program. Real Madrid Foundation with its strong alliance with Fundación MAPFRE makes sports, whether soccer or basketball, a magnificent tool for an education in values, social inclusion and cooperation.”

—Julio Gonzalez, Real Madrid Foundation Managing Director





“ We have also been lucky that MAPFRE has been supporting our Real Madrid Foundation soccer and basketball programs. These programs allow our students to connect with other students through the love of sport. It is a terrific community-building activity. Students were excited to show HRH and the MAPFRE team their skills and to speak with the team in person. We look forward to our continued partnership with MAPFRE.”

–Heidi A. Peterson, Principal, Webster Middle School

“ Having Elena and Julio attend our Real Madrid Foundation Soccer & Basketball skills session and meet and greet was outstanding. The kids, coaches, and everyone in attendance could feel the extraordinary enthusiasm and joy by all that participated. The students, coaches, and administration are very appreciative of the Real Madrid Foundation and MAPFRE for their ongoing commitment to this program.”

–Tony Paranto, Athletic Director, Bartlett High School





HRH Infanta Elena receives a student-autographed Fundación MAPFRE, Fundación Real Madrid T-shirt.

“ The visit we made to the social projects that the MAPFRE Foundation develops in the United States has been very enriching. We have seen firsthand the positive results of these projects that seek to improve the quality of life of the most disadvantaged groups in society.”

–Her Royal Highness the Infanta Elena, Program Director Fundación MAPFRE

“ We are very proud of the work that Fundación MAPFRE and its volunteers carry out in the United States, benefiting thousands of children and young people in various aspects such as education and training for employment, health, road safety, providing them with opportunities to have a better life. We will continue working to make our projects and collaborations even better and bigger.”

–Julio Domingo, General Director, Fundación MAPFRE



Fundación MAPFRE was founded in 1975 by MAPFRE as a nonprofit institution. Over 48 years, our commitment has been unwavering to helping to improve the quality of life of individuals and the progress of society through international programs and activities.

Fundación MAPFRE's activities have an impact on 11 of the Sustainable Development Goals and represent our contribution to making sure the world will be a better place in 2030.

Fundación
MAPFRE