FUNDACIÓN
LLYC

Communicating to transform

ANNUAL REPORT
2022

President´s Vision

For the LLYC Foundation, 2022 has been a year full of enthusiasm, creativity, and new projects, including a new board of trustees and the beginning of a new stage more closely aligned with our social purpose of communication and creativity as tools to transform society.

This year, we fulfilled our goal of adding value and creating social impact through communication, expanding our reach to benefit more people.

The LLYC Foundation is also an inspiration for all of us at the firm, serving as the heart of our company by igniting the commitment of professionals to devote their time, effort, and creative ideas to projects that contribute significantly to society.

Thanks to the involvement and effort of our 23 super volunteers, we have developed global and local creativity and communication projects that have benefitted 859 people from 43 organizations, a 10% increase from last year.

Among these projects are "Transparentes," which aimed to make visible the social and labor barriers faced by the transgender community in Spain; "Voces Futuras," which provides young people in vulnerable situations with soft skills and communication tools; and training for women at risk of exclusion.

Our Foundation is a reality thanks to the empathy and generosity of all our volunteers, who are the driving force behind our impact and transformative projects.

For the LLYC Foundation, 2022 has been a year full of enthusiasm, creativity, and new projects

Committed to generating social value

2022 has been a year marked by the growth of our global impact. We have contributed to transforming social realities through the most creative ideas in communication, marketing, and public affairs, from the expertise of our professionals who become volunteers to tell stories, amplifying organizations' projects that contribute to environmental, social, and democracy-supporting causes.

And this is how we do it.

We enhance our global impact

We have raised our impact to generate positive transformation locally in all 12 countries where the firm is present, resulting in the following:

+ 148%
beneficiaries

+10%
social organizations

Results

859
beneficiaries

43
organizations
and social entities

2
global projects

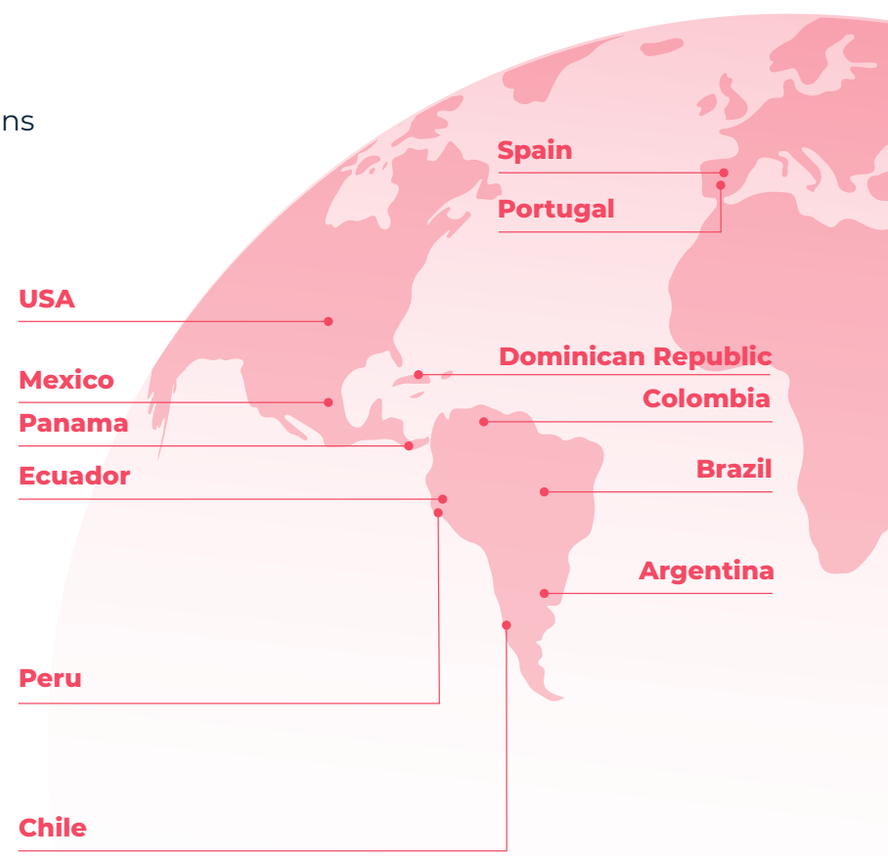
23
supervolunteers

5
local projects

2
initiatives

2.157
hours dedicated

415
volunteers
37% of LLYC professionals are volunteers
52% of senior profiles



Supervolunteers

Supervolunteers are vital to our Foundation, coordinating projects globally and inspiring volunteers. We thank them for their generosity in contributing to achieving our goals.

Andrea Paredes
Spain

Andrea Mercado
Spain

Germán Ezquerro
Spain

Juan Eduardo Hernández
Spain

Ruth Sánchez
Spain

Karina Paola Itria
Argentina

Ana Nastri
Brazil

Thaia Duo
Brazil

Pablo Pinto
Chile

Felipe Pérez
Colombia

Juanita Rodríguez
Colombia

Daniela Cevallos
Ecuador

Luisette Gudiño
USA

Alberto Trujillo
Mexico

Mariana López
Mexico

Rafael García
Mexico

Melisa Gutiérrez
Mexico

Romina Esperanza
Mexico

Karla Vallarino
Panama

Juan Luis Del Carpio
Peru

Bruno Simões
Portugal

Cecilia Correa
Dominican Republic

Shadia Medina
Dominican Republic

Social commitments

We are committed to various causes and groups across three areas: social inclusion, environment, and democracy.

This year's projects have focused on important causes such as education, diversity, and gender equality, aligned with the 2030 Agenda and the United Nations Sustainable Development Goals. Specifically, we have focused on contributing to the following SDGs:

4 QUALITY EDUCATION

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

17 PARTNERSHIPS FOR THE GOALS

Projects

Creative transformation

TRANSPARENT

We contribute by raising awareness of social issues through transformative creativity.

This is a project aimed at increasing awareness about the social and employment barriers that transgender people face in Spain and using communication and creativity to encourage their recruitment.

On the International Day of Trans Visibility in 2022, we presented the stories of trans individuals through an **audiovisual piece** and an event, where we displayed an art installation of 15 transparent chairs engraved with their names and the duration of their unemployment.

During the event, the participants shared their experiences through the "Transparent" project, highlighting their challenges in finding employment. The chairs were symbolically placed in front of an employment office.

Impact

33 volunteers

15 beneficiaries

945 hours dedicated

Partners

26 Fundación Veintiséis de Diciembre

RED EMPRESARIAL POR LA DIVERSIDAD E INCLUSIÓN LGBTI

READ MORE

Awards

100 Best Ideas by Actualidad Económica of the newspaper El Mundo; CSR and volunteering category.

The social category of the **Impact Awards** of the Association of Marketing and Communication of Catalonia.

Communication category of the **AEF Awards** of the Spanish Association of Foundations.

Global transformation

FUTURE VOICES

We provide training to young people at risk of social exclusion to strengthen their soft skills related to communication and public speaking. Our goal is to equip them with valuable communication tools that will give them greater confidence as they navigate their personal and professional futures.

We cover topics such as message construction, non-verbal language, and techniques for compelling storytelling. Communication can help anyone transform their reality and generate a greater understanding of their environment.

Partners

Enseñá X Argentina (Argentina); Fundación Plaza de los Oficios (Apache by LLYC); Projeto Curumim (Brazil); Fundación Cerro Navia Joven (Chile); Fundación Alquería Cavalier (Colombia); Fundación Albergue La Dolorosa (Ecuador); Fundación Balia (Madrid); Seraj (Mexico); Kantaya (Peru); FEC (Panama); Cova do Mar (Lisbon); Villa Bendición (Dominican Republic); Camillus House (USA).

Impact

12 countries

13 entities

102 volunteers

302 young people trained

935 hours dedicated

READ MORE

WOMEN AT RISK OF EXCLUSION

We contribute to gender equality through communication training programs for women and girls in vulnerable situations, in collaboration with social entities, to promote female empowerment and improve their quality of life.

By providing women with communication and online sales tools, we aim to boost their self-confidence and help them develop their full potential. Our consulting services for organizations further amplify the cause for the benefit of women at risk of exclusion.

Partners

Mediapila (Argentina); CreceChile (Chile); Inspiring Girls (Madrid); Alternativas Pacíficas (México); Kantaya (Perú); Fundación Calicanto (Panamá); Lotus House (USA).

Impact

7 countries

7 entities

41 volunteers

154 women trained

200 hours dedicated

READ MORE

Local transformation

IE UNIVERSITY | STORYTELLING FOR SOCIAL IMPACT

Spain

The fifth edition of the project in collaboration with IE University through its Master "Visual and Digital Media". Professionals from the Madrid operation have guided and accompanied 55 students to develop real communication campaigns for local foundations selected by Fundación LLYC.

Partners

IE University (Madrid)

VILLA BENDICIÓN FOUNDATION I COMMUNICATION TRAINING

Dominican Republic

LLYC professionals in the Dominican Republic have analyzed the Villa Bendición Foundation's digital channels to enhance the organization's digital presence and develop a more effective communication strategy.

Partners

Villa Bendición

Impact

5
NGOs benefited

Mapayuda, Pequeños Pasos Foundation, Bread and Fish, Bokatas Association, AAQUA, Helping Those Who Help.

Impact

2
volunteers

5
beneficiaries

6
hours dedicated

AME | PÉDALE POR UMA CAUSA

Brazil

Project to demystify and clarify taboos and prejudices related to multiple sclerosis in collaboration with AME (Associação Amigos Múltiplos Pela Esclerose). Volunteers from the Brazilian operation have collaborated in the development of content, dissemination, and press relations to raise awareness of the disease.

Partners

AME

Impact

2
volunteers

35
hours dedicated

CASA FRIDA I DOORS OF HOPE

Mexico

To make visible the reality suffered by people of the LGTBIQA+ community in Mexico in collaboration with Casa Frida.

Project in progress, to be implemented in 2023.

Partners

Casa Frida

Alliances with social organizations and memberships

The signing of the "Alianza País Pobreza Infantil Cero" of the High Commissioner against Child Poverty in Spain.

Members of Corresponsables.

Members of the Spanish Association of Foundations.

Collaboration in crisis communication training for OEI's global communication directors.

Solidarity initiatives

We support people in vulnerable situations through charitable donation initiatives.

In December, 202 volunteers from 11 operations collaborated with 13 associations to which they donated food, toys, clothes, school supplies, and other materials, thus bringing hope and happiness to those who need it most.

In March, we also collaborated with Madrid Futuro in a local initiative to donate food and medical supplies to help the Ukrainian people.

We continue transforming through communication

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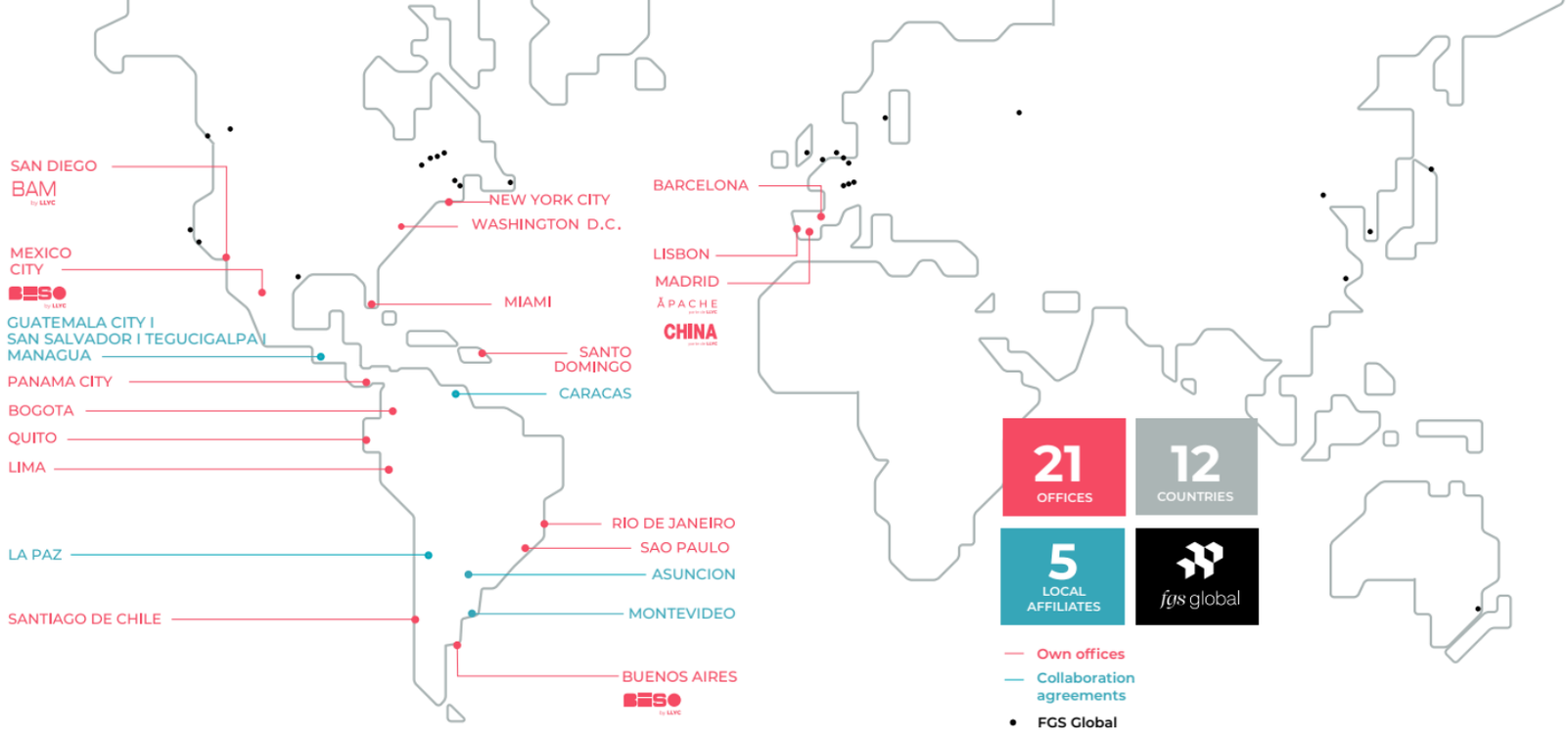
About LLYC

We are a global communication, digital marketing and public affairs consultancy firm that helps our clients take proactive strategic decisions, with the necessary creativity, innovation and experience. In the current disruptive and uncertain context, we contribute to ensuring that our clients achieve their short-term business goals and set out a roadmap to defend their social license to operate and enhance their prestige.

At LLYC, we strive to improve the world around us, firmly believing honest, intelligent, innovative and efficient communications foster confidence and understanding among people, companies and institutions. In other words, the foundations of economic and social progress. In this way, we contribute to solving many of the challenges of our times.

Offices



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