



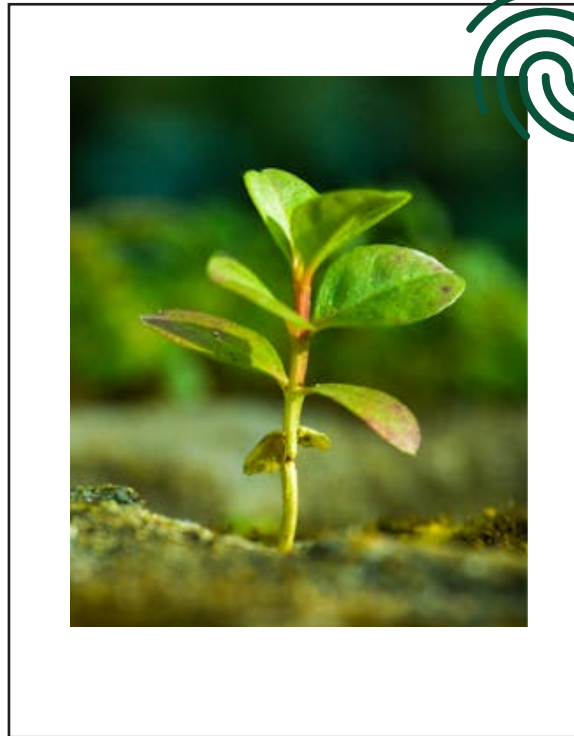
2025

ELCami
Impact that multiplies

Annual Report

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Introduction

Dear Partners, Supporters, Allies, and Dedicated Volunteers,

This past year marked the second year of our transformation and perhaps the most demanding. We chose not to pursue visibility or short-term financial gains. Instead, we focused on strengthening our organisation from the inside out so that the impact we create tomorrow is grounded in integrity, accountability, and long-term resilience.

Transformation begins with identity. In partnership with Vandals, we engaged in a profound strategic repositioning and developed a new brand identity. This process led us to articulate a renewed expression of who we are:

El Cami | Impact that multiplies.

This is more than a tagline. It reflects our belief that true impact does not remain isolated; it scales, it strengthens ecosystems, and it enables others to generate further change. Through this repositioning, we clarified our role as a catalyst for inclusive entrepreneurship and systemic transformation. That clarity now guides every strategic decision we make.

With renewed direction came institutional commitment. Obtaining our legal status as a Public Association was a defining milestone. It formalises our commitment to the public good and reflects our evolution into an accountable organisation designed to contribute sustainably over time, across leadership transitions and changing contexts.

We strengthened this commitment by beginning the development of our Finance Department, embedding transparency, compliance, and responsible stewardship into our daily operations. Lasting impact depends on trust, and trust is built through consistent accountability and clear governance.

At the core of our model, we established our Impact Measurement & Management (IMM) function. We believe good intentions alone are not enough. IMM helps ensure that every initiative is measurable, accountable, and continually evolving. It enables us to learn, adapt, and better understand the change we are creating alongside the communities and ecosystems we serve.

After more than two years of sustained dialogue, patience, and alignment, we formalised our partnership with Bridge for Billions through a signed Memorandum of Understanding. This milestone reflects persistence, mutual trust, and a shared vision for inclusive entrepreneurship. It also enables the launch of our Ecosystem Programs later this year, connecting communities with proven global expertise and adaptable methodologies.

Internally, this year marked an important renewal of leadership and talent across the organisation. We welcomed new leadership within our Brand Storytelling & Communication function, bringing greater strategic clarity and creative consistency to how we express our mission. This work led to the launch of our new website and comprehensive brand guidelines, helping strengthen coherence and trust across every touchpoint.

At the same time, we welcomed new professionals across Legal and People & Culture, reinforcing governance, compliance, and organisational wellbeing. To better connect vision with execution, we created our Operations Department, bringing together impact, finance, communication, and programme delivery in a more aligned and collaborative way. Our new Partnership & Business Development team is expanding our capacity to build meaningful connections and mobilise long-term support.

Behind every structural reform stands a community. Our volunteers, generous with their time, expertise, and belief, have supported this transformation with resilience and care. Their dedication reminds us that organisations are not shaped by systems alone, but by people working collectively toward a shared purpose. Thank you all.

This was not a year of rapid expansion. It was a year of intention: choosing to slow down, strengthen our foundations, build internal capacity, and prepare for sustainable and responsible growth.

Today, we stand ready. Stronger in governance. Clearer in identity. More intentional in how we measure impact. Surrounded by committed people and partners.

As we enter this new cycle, the Year of the Fire Horse, a symbol of bold energy, determination, and transformation, we embrace the spirit of courage and forward movement it represents. We seek those who believe that systemic change requires institutions designed to endure, and who are ready to help multiply impact alongside us.

***With Kind Regards,
Damien J. Carlier***

Why having the Public Utility Status (*Declaración de Utilidad Pública*) is important to us



In 2025, El Cami continued its work towards becoming officially recognized as a Public Utility organization (*Declaración de Utilidad Pública*) in Spain. This status represents an important institutional milestone, reinforcing El Cami's ongoing commitment to transparency, accountability, and the public interest.

Public Utility recognition strengthens the organization's legal and institutional framework, enhances credibility with donors, partners, and public institutions, and enables the application of specific tax and legal benefits associated with activities of general interest. It also reinforces El Cami's responsibility to operate under high standards of governance, reporting, and financial oversight.

Throughout the year, the Legal team worked to ensure compliance with all applicable requirements linked to Public Utility status, including the correct execution of recurring legal obligations and coordination with internal teams to guarantee their timely implementation. This work contributes to building a solid, trustworthy foundation that supports El Cami's programs, partnerships, and long-term sustainability.

Organizational structure

El Cami de la Solidaritat implements a **collaborative flat structure**, organizing our nonprofit by functional teams with their respective responsibilities and projects.

PARTNERSHIP & BUSINESS DEVELOPMENT

The team builds strategic partnerships and growth initiatives to expand impact, unlock new opportunities, and strengthen long-term value.

FINANCE & ACCOUNTS

The team ensures financial clarity, accountability, and sustainable resource management.

PEOPLE & CULTURE

The team work hard to ensure that El Cami is a safe, inclusive, and a happy place for everyone. They also support the growth of our passionate, creative team.

BRAND STORYTELLING & COMMUNICATION

The team share our story to inspire connection, trust, and collective action.

OPERATIONS

Turning ideas into action, the team shapes long-term strategies to maximize impact while setting El Cami's annual direction, goals, and future alignment.

EXECUTIVE SUITE

The team guides vision, strategy, and decision-making to drive mission-forward growth.

LEGAL & COMPLIANCE

In charge of all legal matters, the team ensures compliance, manages risks, and provides strategic legal guidance.

IMPACT MEASUREMENT & MANAGEMENT

The team tracks and amplifies our impact through data, insights, and continuous improvement.

Our collaborators

Our work is greatly enhanced by the ongoing support of our partners and collaborators! Each year, we strive to strengthen our collaboration, and we truly appreciate the invaluable expertise our partners bring to the table.

VANDALS

"At Vandals, we enable business transformation by emphasizing the unique value that businesses bring to the world", says **Valentina Marun**, Co-founder at Vandals. "Our goal is to inspire and guide companies, teams, and entrepreneurs through method, intention, and boldness. As a strategic consultancy, we strive to challenge conventional thinking and harness innovation methodologies to transform vision into value."

Indeed, for **Danae Lois Gomez**, Co-founder at Vandals, "partnering with El Cami means engaging with a systemic challenge, one that requires deep thinking, cross-disciplinary collaboration, and a commitment to long-term impact. This complexity is not just a necessary part of the process; it is what drives us. We are inspired by navigating complex systems, identifying opportunities within constraints, and developing strategies that lead to meaningful change.

Beyond business success, we believe in a triple-bottom-line approach, one that creates economic value, supports social progress, and promotes environmental sustainability."

VANDALS[®]

BRIDGE FOR BILLIONS

Pere Cordón shares: "As Regional Director LATAM at Bridge for Billions and a lecturer at the University of Barcelona, I know how essential structured support is for mission-driven organizations. Working with El Cami feels like a natural fit. Their focus and commitment to digital support align perfectly with how we work. Together, we can build a Digital Incubator that gives NGOs the tools, mentorship, and digital skills to grow sustainably and scale their impact where it matters most."

BridgeforBillions
connecting growth

OUR TEAM LEADS

In 2025, remarkable leaders joined us to passionately guide our teams. Their inspiration motivates us, fosters innovation, and drives us toward excellence. We are on an incredible journey together!



Roger Solà Martínez

CEO & Co-Founder

When Roger was 17, his life took a transformative turn. Inspired by Emotional Intelligence by Daniel Goleman, Roger realized what he has in life and the country he was born in was a result of luck and privilege rather than merit. This led him to found El Cami to give back to people and the planet he loves. With constant actions and collaboration, Roger is on his way to a world without poverty. A world he dreams of.

Damien J. Carlier

Chief Growth Officer

For over two decades, Damien has been shaping how businesses grow, leading expansions across the GCC, Europe, and the NGO sector. From entering new markets to evolving brands and scaling operations, Damien focuses on turning ambition into measurable success. Today, he continues to build momentum and new opportunities at El Cami.



Daniel Etta

People & Culture Lead

As a professional coach and HR practitioner, Daniel is passionate about creating environments where people can thrive, contribute, lead, and become the best versions of themselves. He believes that true impact happens at the intersection of people, purpose and progress. Now he is dedicated to serving humanity and making a real and lasting impact at El Cami.

Sonia Mokrani

Operations Team Lead



With a strong focus on meaningful impact, Sonia brings her expertise in structuring ideas, aligning teams, and building clear, reliable systems. At El Cami, she helps lay the foundation for confident and sustainable growth.

Conor Reilly

Impact Measurement & Management



Coner focuses on helping organizations understand, measure, and strengthen their social impact. His work at El Cami centers on building clear frameworks, turning data into insight, and ensuring programs create meaningful, measurable change for the communities they serve.

Kevin Bouasy

Talent Acquisition Lead



Kevin is a global talent acquisition specialist with experience leading end-to-end recruitment across Europe. With a background in international headhunting, he enjoys connecting mission-driven organizations such as El Cami with the right people so teams can grow with purpose.

Daniel Quarshie

Impact Measurement & Management



Driven by clarity and meaningful change, Daniel also known as Delali, supports El Cami by leading the work on impact measurement. By turning data into insight and building simple tracking systems, he helps ensure the organisation's work truly improves lives.

Luis Rivero

Legal Team



With a drive to make a meaningful difference, Luis brings his legal expertise to guide decisions and shape solid foundations. His journey is rooted in learning, service, and community, and at every step, he uses his knowledge to support others and strengthen what they build together.

Muhammad Adil

Strategic Financial Advisor



As a Strategic Financial Advisor, Muhammad supports strategic decisions through financial modeling and business insights. Passionate about education and wellness, he was drawn to El Cami's mission to amplify impact across NGOs. Muhammad aims to contribute his expertise in finance, accounting, and strategy to drive meaningful, sustainable growth.

Michele Discardi

*Brand Storytelling & Marketing
Communications Co-Lead*



Recently joining El Cami, Michele contributes a strategic mindset and strong graphic design expertise to elevate our communication. His ability to blend visual clarity with thoughtful planning helps the organisation communicate with greater impact.

Ling-Yi Tseng

Social media/SEO and Website Specialist



Ling-Yi is a storyteller driven by a deep concern for climate change and social inequality. With a focus on copywriting, she crafts meaningful narratives that inspire awareness and action. Her work blends creativity with strategy to amplify impact and connect audiences with causes that matter.

Cristiana Mateica

*Brand Storytelling & Marketing
Communications Co-Lead*



Cristiana has been with El Cami for three years, bringing her empathy and corporate experience to strengthen the organisation's rebranding. By connecting teams and shaping clear messaging, she helps ensure the brand reflects El Cami's mission and community.

Cécile Pouzet

Brand Storytelling & Communications Co-Lead



With over a decade of experience leading in international environments, Cécile brings her marketing expertise, multicultural leadership, and people-centric approach. She is passionate about El Cami's mission of personal growth, community, and transformation.

Suchria Pallavi Gunput

Video Production Specialist



Pallavi is a video production specialist, inspired by community-driven projects and storytelling impact. She promotes awareness and action, by combining her experience in production and architecture, to connect visually with an international audience. At El Cami, her values and energy deeply align to invest in the people and the community first.

Alina Dolha

Generalist / Engagement & Development Lead



Alina is driven to create a better world for future generations, inspired by the urgency of environmental and social challenges. With a strong background in coordination and operations, she brings structure to complexity, supports teams through change, and ensures projects run smoothly while contributing ideas that add meaningful impact.

Brenda Gaviria

People & Culture Generalist



Brenda creates welcoming onboarding experiences and strengthen engagement so every volunteer feels valued. Volunteering has always been part of Brenda's life, and she is passionate about using HR to build caring, people-centered teams.

Petrica Zontea

People & Culture Generalist



Petrica supports team engagement, onboarding, and member retention. She joins El Cami to learn, contribute, and help create a kind, respectful environment where people feel supported.

Angelique Ingabire

Partnerships & Business Development Officer



Angelique builds strategic partnerships with companies and development partners to secure sustainable funding. With experience across growth and impact roles, she focuses on connecting ecosystems and translating grassroots work into clear, compelling value for supporters.

Gisela Guardado Alvarez

Partnerships & Business Development Co-lead



Gisela supports fundraising, program monitoring, and project formulation to help El Cami expand its impact. Motivated by human rights and global challenges, she works to create opportunities and ensure equal access for all.

Angad Rikhy

Partnerships & Business Development Officer



Angad brings experience from Venture Capital /Private Equity and impact investing to strengthen fundraising, donor relations, and partnerships. He is driven by creating meaningful impact for underserved communities and reducing inequality.

Anna Fernandes

Partnerships & Business Development Co-Lead



Anna supports donor engagement, recurring giving, and digital fundraising campaigns. With experience in education and community empowerment, she is committed to building strong relationships that help El Cami scale its impact.

Fabiola García

Tax Adviser



Fabiola supports El Cami with tax planning and quality assurance, ensuring our processes meet strong professional standards. After years focused on Fabiola's career, she wanted to reconnect with volunteering and contribute to a meaningful cause. She is passionate about fashion and motivated by understanding our organization and its values more deeply.

Victoria Mora Lee

Graphic Designer



Victoria creates visual assets, branding, and design materials that communicate El Cami's mission clearly and creatively. Passionate about social design, she uses her skills to support projects that benefit communities.

Leonardo Pereira Abreu

Graphic Designer



With a background in graphic design and visual communication, Leonardo brings a thoughtful blend of branding, editorial design, and visual storytelling expertise. His ability to create clear and engaging design materials helps strengthen communication, elevate the organization's identity, and support its mission with purpose and creativity.

Rebranding



At the core of El Cami's exciting new identity is our passionate commitment to uplifting genuine local voices and driving meaningful change from the grassroots level. Building on last year's rebranding, our communications now beautifully resonate with this mission, fostering a true and deep sense of connection among our partners and donors. This thoughtful approach not only strengthens our ties but also highlights our values and the urgency of our work, inspiring ongoing support as we journey together towards a brighter future.

El Cami | Impact that Multiplies

At El Cami, we're passionate about making a positive impact that truly matters. We believe that meaningful change isn't just an event, but a journey that strengthens communities and opens doors for everyone involved. With our exciting rebranding, we're evolving from merely delivering programs to nurturing dynamic ecosystems.

We're embracing our role as a catalyst for inclusive entrepreneurship and lasting transformation. This renewed focus shines through in our partnerships and the energy we invest. Every strategic decision we make is guided by our commitment to creating impact that not only endures but also inspires and expands the potential for further change.

Together, we can make a lasting difference!

EL Cami

Impact that multiplies

New Brand Concept

El Cami's rebranding is all about showcasing the incredible power of transformation, where each pixel represents a unique opportunity for growth. Inspired by the captivating world of bitmap logic and data visualization, our design reflects the dynamic journey of impactful ideas as they come to life. This fresh visual concept is crafted to inspire a sense of innovation and progress, highlighting our dedication to embracing new beginnings.

At the core of our design is a thrilling concept that drives our visual identity. We've incorporated layered, pixel-based elements to craft vibrant compositions that symbolize: movement, opportunity, and the exciting potential of our collective journey. Drawing from the principles of data visualization, typography, and grid structures, our visuals truly embody El Cami's values of expanding reach, fostering connections, and celebrating transformation. Every dot plays an important role, and together they weave an inspiring, ever-evolving story filled with endless possibilities.

New Logo & color palette

Our new logo design showcases our commitment to our stakeholders and partners, embodying innovation and forward-thinking in every detail. Its balanced form exudes trust and stability, reinforcing our dedication to building lasting partnerships.

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Yellow
#E9FF5E
RGB 233, 255, 94

Mist Blue
#D6E2E2
RGB 214, 226, 226

Dark Green
#0A523A
RGB 10, 82, 58

Off White
#EEEEEE
RGB 228, 238, 238

Black
#000000
RGB 0,0,0

Our vibrant new color palette reflects our modern identity, striking the perfect balance between clarity and personality. The deep green in our design offers a touch of elegance and grounding. Meanwhile, the bright yellow accents bring a lively, energetic spirit that sparks creativity and innovation. The mist blue adds a gentle, calming tone that enhances visual harmony and coherence throughout our brand. Together, these colors create a versatile and dynamic visual identity, ensuring every interaction with our brand feels engaging and reliable at the same time.

We're embarking on an exciting new journey with a clear sense of purpose and unwavering commitment for this incredible chapter ahead.

Impact efforts



Behind every number, **local leaders** are driving solutions that last.

Look at our global impact since 2013:

8.090.952 CO₂ emissions reduced total

(kg) through Awasuka project

5.912

people positively impacted

€130.186

total funds mobilized & invested into community-driven projects

Fundraising efforts



2025

In 2025, the total amount mobilized by El Cami for the AWASUKA Program was €3.000 + 20 additional Breathe Again t-shirts valued in 460€ donated in early 2026.

2024

In 2024, the total amount raised for the AWASUKA Program by El Cami de la Solidaritat was €2.000 + 65 Breathe Again t-shirts valued in €1.288,95 donated in early 2025

The AWASUKA Program raised €14.944 in 2024.

COLLECTIVE TOTAL: €16.944

2023

In 2023, the total amount raised for the AWASUKA Program by El Cami de la Solidaritat was €6.847

The AWASUKA Program raised €4.744 in Europe + €4.723 in Nepal in 2023.

COLLECTIVE TOTAL: €16.314

2022

In 2022, the total amount raised for the smokeless kitchens project from El Cami de la Solidaritat was €5.393. The Rotary Foundation fundraising was possible thanks to El Cami and AWASUKA's efforts.

The AWASUKA Program raised €200 in 2022.

COLLECTIVE TOTAL: €5.593

2021

In 2021, El Cami de la Solidaritat raised a total of €26.009 for the smokeless kitchens project.

The AWASUKA Program raised €6.627 in 2021.

COLLECTIVE TOTAL: €32.636

2020

In our first year collaborating on the smokeless kitchens project, El Cami de la Solidaritat raised a total of €9.947 for the AWASUKA Program.

The AWASUKA Program raised €13.301 in 2019 and 2020.

COLLECTIVE TOTAL: €23.248



Appendix »

Financial statements

Income Statement

Company	00104 - El Cami de la Solidaritat	Date listed	31/12/2025
Observations		Period	January - December

2025

A) SURPLUS FROM ACTIVITY

1. Incomes from own activity €5.879,15

1.1	Income	€2.491,00
1.1.1	Events	€0,00
1.1.2	Corporate Donor	€0,00
1.1.3	Competitions	€0,00
1.1.4	Personal Donations	€2.491,00
1.2	Sales trade income	€3.388,15
1.2.1	T-shirts sales	€3.388,15
1.3	Subsidies	€0,00

4. Supplies €-3.388,15

4.1	T-shirt Supplies	€-3.388,15
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7. Expenses of activity €-1.200,59

7.1	Incubator and others	€-641,23
7.2	Banking and similar services	€-132,71
7.3	Advertising, promotions and public relations	€-426,65

A.1) SURPLUS FROM ACTIVITY €1.290,41

(1+4+7)

A.2) DONATIONS €-1.290,41

A.4) SURPLUS BEFORE TAX (A.1+A.2+A.3) €0,00

A.5) TOTAL RESULT €0,00

Statement of Financial Position

Company 00104 - El Cami de la Solidaritat **Date listed** 31/12/2025

Observations **Period** January - December

ASSETS	2025
A) NON-CURRENT ASSETS	€0,00
B) CURRENT ASSETS	€4.991,43
II. Inventory	€0,00
III. Accounts and other receivables	€1.465,26
VII. Cash and cash equivalents	€3.526,17
TOTAL ASSETS (A + B)	€4.991,43

EQUITY AND LIABILITIES	2025
A) EQUITY	€0,00
A-3. Grants and donations	€0,00
C) CURRENT LIABILITIES	€4.991,43
V. Commercial creditors and other accounts payable	€0,00
1. Providers	€0,00
2. Other payables	€4.985,35
6. Tax authorities for tax concepts	€6,08
TOTAL NET EQUITY AND LIABILITIES (A + B + C)	€4.991,43

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Thank you!

