



2021

ANNUAL REPORT



**El Camí
de la Solidaritat**

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WHO WE ARE

El Camí de la Solidaritat is an international non-profit, non-governmental association that acts as a **social accelerator to support other social organizations in maximizing their impact to reduce poverty and promote equality.**

Created in 2013, we are a multidisciplinary and intersectional team of 30 diverse volunteers, who are specialized in **fundraising, communication, international development, social impact, and marketing.**

17 PARTNERSHIPS
FOR THE GOALS



**We are driven by the 17th
United Nations Sustainable
Development Goal**

Our Mission & Vision: **El Camí de la Solidaritat**

We want this world to be a better place.

We want to make our contribution in solving the world's most pressing social challenges and reduce inequalities by promoting change.

We believe that this can be done in small steps and by continuously working towards it every day. We know that there are many amazing people in this world that are doing their part and we want to support them.



Our mission is to change the paradigm of NGOs: we want NGOs to become self-sufficient and fulfill their maximum potential. To achieve this, we believe that we can best support social organizations by leveraging our existing strengths and transferring our knowledge.

We are a team of young, dynamic, diverse, and international individuals with the hope of bringing **creative ideas and solutions to the philanthropic sector.**



SETTING UP OUR NEW PATH

This year, our team has started defining our strategy in line with our long-term vision and has set a clear direction of where we are moving towards. Over the years, we have collaborated with various social projects and non-profit organizations, allowing us to identify key areas in which they primarily need support.

▶ Impact measurement

As most NGOs aren't properly measuring and reporting their impact, they lack key insights on their ability to create positive or negative change for beneficiaries & make it harder for donors to believe their contribution will have a substantial impact.

▶ Visibility

Many NGOs lack knowledge of efficient marketing techniques on telling their story that would help them attract more donations in less time.

▶ Efficiency

Due to their low ability to pay competitive salaries, NGOs have difficulty attracting talent with multidisciplinary profiles, which could help them overcome organizational challenges.

▶ Funding

NGOs consistently lack funds to achieve their goals. Much of their time is spent trying to receive donations, making it hard for them to plan properly.



At [El Camí de la Solidaritat](#), we provide social organizations with holistic support to solve their most pressing challenges, creating a sustainable long-term impact.

We focus on capacity building in the fields of fundraising, marketing, impact measurement, and human resources, providing our partners with both the missing knowledge and the resources to build these functions and skills internally. We have **designed an intensive program** in which we provide customized support in all four key areas. Together, we evaluate their needs, connect them with relevant stakeholders, transfer knowledge, and actively support them in achieving their long-term goals.

Fundraising

Our partners benefit from our network of foundations, corporate and individual donors by being featured in creative fundraising campaigns to finance their future projects. We act as facilitators and forge connections between donors and NGOs that can last beyond the collaboration.

Marketing

We assist our partners with setting up their digital presence and engaging in compelling storytelling. This includes building or improving their website and social media channels, as well as developing easy-to-use templates for informational material.

Impact Assessment

We help NGOs in defining and tracking key metrics to efficiently measure and optimize their impact. We provide them with relevant tools to store, analyze, and visualize their data in order to make more informed strategic decisions.

Human Resources

In addition to training the existing members of our partners, we analyze core needs in their team and help them recruit these members. We provide coaching and development plans for the teams and assist them in employer branding to attract the right talent in the future.

ORGANIZATIONAL STRUCTURE

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

FUNDRAISING



Carlota Gala



Ferran Capella



Alessandra Crippa



Mar de Castro



Newsky Moon



Elisa Sola

STRATEGY



Stella Marie Viereck



Roger Sola



Pasang Dorje Sherpa



Gabriel Marino

LEGAL



Clara Barrufet



Esther Gatius



Marc Torru



Marina Valero

MARKETING

STRATEGY



Margot Lebourgeois



Sandra Picallo



Pablo Castillo

CONTENT CREATION



Elena Pompilio



Chiara Fomia



Matylda Makowska

PAID ADVERTISING



Isabel Perez



Emma Rius

IT



Oscar Lorite

COMMUNICATION

PRESS



Maria Vidal



Patricia Munoz

TRANSLATION



Maria Sola



Mariona Gasto



El Camí
de la Solidaritat

OUR COLLABORATORS

Our work would not be made possible without the ongoing support of our partners and collaborators! Each year we set out to mutually improve our ways of collaborating and we value the expertise our partners provide us.

AWASUKA Program's Team



Monica Sans Duran
Program Director



Raquel Masferrer
Accountant



David Fernandiz
Health Consultant



Paula Minguell
Health Consultant



Amaia Celaya
Strategic Consultant



Hareram Pudassaini
Social Mobilizer & Local Manager



Bhume Lama
Smokeless Kitchens Manufacturer



Carles Turró
IT Advisor

Also in collaboration with:

External Advisors

Petit Mon

Rotary Club of Kantipur

Rotaract Club of Kantipur

**Min Malla
Ram Magrati**

**Núria Carbó
Marta Gascón**

**Sarad Bista
Prabhat Yonzon
Bishnu Agrawal**

**Arati Moktan
Sadikshya Banjade
Alina Khanal**

Our Advisors & Mentors



Stuti Dubey
Entrepreneur and Social Innovation Advisor



Amit Mittelman
Entrepreneur Advisor



Montse Martínez
Commercial Law Advisor



Xavier Roselló
Taxation Law Advisor

Key Collaborations



Juan Carlos Navarro
Lypsum - Executive Creative Director



Miquel Navarro
Lypsum - Community Manager

OUR CURRENT CAMPAIGN

For the past two years, **El Camí de la Solidaritat** is collaborating with the **AWASUKA Program**, a Catalan-Nepalese program developed by Base-A, Petit Mon, and the Rotary Club of Kantipur that is currently tackling the challenge of indoor air pollution in Nepal.



El Camí de la Solidaritat and the AWASUKA Program are fundraising €50.000 to install 500 smokeless kitchens in remote, rural areas of Nepal.



In July 2015, Nepal was hit by a devastating earthquake that left 3.5 million people displaced, of which 1.7 million of them were children.

The **AWASUKA Program** was created in the aftermath of the earthquake to improve the living conditions of rural communities in remote areas of Nepal and help them achieve safer homes.

The program aims to convey practical knowledge to the inhabitants of the Bhimphedi region, as well as raise awareness among the local citizens on safe houses, smokeless kitchens, and water treatments.

Currently, this program is tackling the indoor air pollution crisis in Nepal by locally manufacturing, transporting, and installing smokeless kitchens.

The indoor air pollution crisis in Nepal

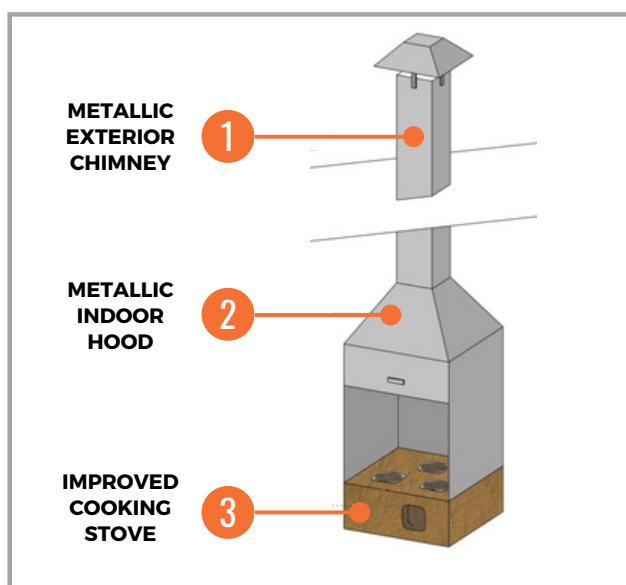
Indoor air pollution is a global development challenge, silently killing an estimated 4 million people every year.

In Nepal alone, 226,000 people develop respiratory illnesses every year due to toxic smoke inhalation from indoor air pollution.

Of that population, 24,000 people ultimately die from these diseases, including ischemic heart disease, chronic obstructive pulmonary disease (COPD), and lung cancer. These are the consequences of poorly ventilated and unsanitary living conditions, disproportionately affecting women and children as cultural influences lead to greater exposure to household air pollution.

What makes this smokeless kitchen the best solution?

El Camí de la Solidaritat acknowledges the impact the **AWASUKA Program** has on the indoor air pollution crisis, and strongly believes that these smokeless kitchens can help thousands of Nepali citizens. Building smokeless kitchens in remote, rural areas of Nepal remains crucial for conducting social, health, and environmental improvements.



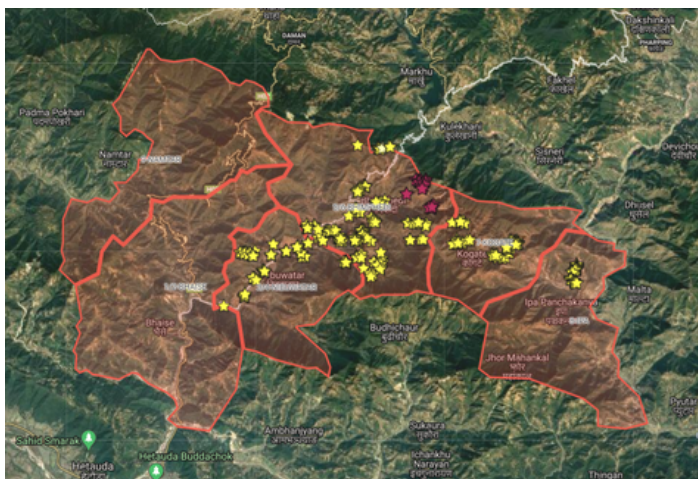
The smokeless kitchen model used by the **AWASUKA Program** was designed in collaboration with Practical Action, Bundeswehr University in Germany, and Bosch-Siemens.

One smokeless kitchen is comprised of three elements: the metallic exterior chimney, the metallic indoor hood, and the improved cooking stove. With this design, 90% of the toxic indoor smoke is evacuated. Additionally, the improved cooking stove allows for three fires to burn at once, reducing the amount of firewood needed for cooking purposes by 40%. This design greatly reduces the exposure to indoor air pollution.

Most importantly, these smokeless kitchens were co-created with the feedback of Nepali communities. In consideration of the current architectural structures of rural homes, the installation adapts to their living conditions and includes additional functional features based on their lifestyle needs.

With most smokeless kitchens in the market having a lifespan between 2-5 years and only one fire to cook with, this solution has a lifespan of 20 years with the capacity to burn three fires, greatly increasing the functionality and reducing the cooking time required.

A Life-Changing Solution



The AWASUKA Program previously installed 333 smokeless kitchens in remote, rural areas of Nepal in 2019.

The program currently employs seven Nepalese individuals for manufacturing, transportation, and installation of the smokeless kitchens on a local level. Several years ago, the **AWASUKA Program** conducted a survey among the beneficiaries of the smokeless kitchens, in which they received only positive reviews of the smokeless kitchens.

By contributing to Nepali society by employing locals and installing smokeless kitchens, the **AWASUKA Program** actively defends and promotes three of the United Nation's Sustainable Development Goals: **Good Health and Wellbeing**, **Gender Equality**, and **Climate Action**, offering everyone a safer, efficient, and equalizing solution.

3 GOOD HEALTH AND WELL-BEING



GOOD HEALTH AND WELLBEING

The smokeless kitchen limits exposure to toxic air pollution and reduces the risk of suffering from cardio-respiratory diseases. Through these installations and by raising awareness of the health effects of indoor air pollution, the program seeks to both improve living and health conditions.

5 GENDER EQUALITY



GENDER EQUALITY

Indoor air pollution perpetuates and heightens gender inequality as cultural forces typically assign women and children to household chores, leading to their increased exposure to toxic smoke. Improving their living conditions and reducing the cooking time required both recuperates their health and facilitates the economic empowerment of women, offering them more time for educative or business activities.

13 CLIMATE ACTION



CLIMATE ACTION

Current cooking and heating methods widely used in Nepal still use traditional fuel sources, which greatly pollute the world's atmosphere. With more burners and a reduced cooking time, this smokeless kitchen solution reduces traditional fuel consumption by 40 to 60 percent.

Back in Business

In 2020, we set an objective when we first collaborated with the [AWASUKA Program](#) to install 500 smokeless kitchens in remote, rural areas.

After two tough years of the COVID-19 pandemic blocking installation plans, the [AWASUKA Program](#) and the Rotary Club of Kantipur have reached an agreement to install the first batch of smokeless kitchens for families in rural Nepal, who have been patiently waiting for production to resume.

By the end of the year, our colleagues in Bhimphedi, Nepal had built 65 smokeless kitchens in rural communities.



IMPACT ASSESSMENT

In 2020, **El Camí de la Solidaritat** conducted an impact assessment on the installation of smokeless kitchens in Nepal to measure key performance indicators of the **AWASUKA Program**. The program has a profound impact on the health and social situation of the beneficiaries, along with positive benefits for the surrounding environment.

HEALTH

50%

decrease in the risk of developing health problems

€96

saved in health treatment & subsidized medicine costs, per year

354

individuals out of danger of contracting respiratory diseases with 500 safe kitchens

ENVIRONMENT

676.8kg

of CO2 emissions reduced annually, per smokeless kitchen

60m²

of forest wood saved per year, per smokeless kitchen

SOCIETY

7

Nepalese locals employed by the program

€38

added to individual income per kitchen

2h

gained per day from reduction in cooking time

245h

saved in firewood harvesting time per household each year

FUNDRAISING EFFORTS

€55.884

our initial
goal

total
raised

Jointly with the **AWASUKA Program**, we have collectively raised more than our initial fundraising goal of **€50.000**, surpassing the objective by **€5.884** after two years of collaborating on the smokeless kitchens project.

2020



In our first year collaborating on the smokeless kitchens project, **El Camí de la Solidaritat** raised a total of **€9.947** for the **AWASUKA Program**, mainly collecting contributions from corporate sponsorships, a successful GoFundMe campaign, recurrent donors, and individual donations towards our website.



The **AWASUKA Program** raised **€13.301*** in 2019 and 2020 through long-standing collaborators and new donors, including HPC Iberica, Caldes Solidaria, and Ateneu del Mon. The program also received additional contributions from individual donations.

* €7.300 donated by Caldes Solidaria were approved in 2020, but received by the AWASUKA Program in 2021. This contribution is currently counted in 2020, but may differ from our partner's financial statements, where they were accounted for in 2021.

COLLECTIVE TOTAL: € 23.248

2021



In 2021, we raised a total of **€26.009** for the smokeless kitchens project, primarily collecting contributions from competitive grants, the program's official sponsor, an international charity race we organized, and individual donations mobilized from various crowdfunding platforms.



The **AWASUKA Program** raised **€6.627** through the recurrent contributions of Caldes Solidaria and Ateneu del Mon, two charity organizations that continuously support the program's activities. The program also received additional contributions from individual donations.

COLLECTIVE TOTAL: € 32.636

FUNDRAISING EFFORTS

In order to reach our collective goal with the **AWASUKA Program** of raising **€50.000** for the smokeless kitchens project, **El Camí de la Solidaritat** has collected a **total of €27.635 this year** in contributions from our primary financing sources: our official sponsor, competitive grants, crowdfunding, and organized events.

COMPETITIVE GRANTS

€11.000

raised from presenting the **AWASUKA Program's** smokeless kitchens project to competitive grants or awards for social organizations.

OFFICIAL SPONSOR

€5.720

raised from the help of **ours** and the **AWASUKA Program's official sponsor, the Rotary Club of Cambrils**, who is passionate about our long-term collaboration that aims to amplify the impact of NGOs on an international scale.

EVENTS

€9.690*

raised from the **International Women's Virtual Race**, hosted online this past May to benefit both the **Spanish Association Against Cancer** and the **AWASUKA Program**.

CROWDFUNDING

€2.331

raised from our **crowdfunding campaign** that collected donations through GoFundMe, PayPal, and our website. In two years, the campaign achieved **169 individual donors** and **15 recurrent donors**.

* Proceeds were divided evenly to benefit both organizations

In order to increase our impact at **El Camí de la Solidaritat**, we have also received subsidies from our generous collaborators in order to fund various activities we orchestrated throughout the past year.

€9.000

raised to cover internal logistical expenses and promotional expenditures at **El Camí de la Solidaritat**. We are grateful to the **City Hall of Cambrils** for their donations towards our event planning and song promotions.

FUNDRAISING EFFORTS



KPMG FOUNDATION

The **AWASUKA Program** was awarded **€10.000** from the **KPMG Foundation**! The program's smokeless kitchens project was one of six finalists in the "Cafes solidarios" contest. Pau Caixal, one of the program's proudest supporters and an employee at KPMG, presented the program's initiative in Nepal to help win the ultimate prize. Pau traveled to the KPMG headquarters in Madrid to receive the prize along with Marta Gascón from **Petit Mon**.

The **City Hall of Cambrils** awarded us **€3.000** to cover the installation costs of smokeless kitchens for the **AWASUKA Program**. This financial aid is part of the city council's plan to give support to organizations and associations that strive for cooperation in development and sustainability.

Their Youth Department has also supported us with **€6.000** to cover logistical and promotional expenses for the release of "Breathe Again."



CITY HALL OF CAMBRILS



El Camí de la Solidaritat is a recipient of the Google Ad Grant, which awards us **\$10.000 each month** to invest in Google advertisements. This grant is allotted to non-profits in an effort to promote more social causes through the Google platform. Internally, we've developed a new team within the marketing function to both develop and manage the google advertisements in the new year 2022.

GOOGLE FOR NONPROFITS

FUNDRAISING EFFORTS



ROTARY CLUB CAMBRILS

In 2021, **El Camí de la Solidaritat** and the **AWASUKA Program** established a long-term collaboration agreement with the **Rotary Club of Cambrils**. Together, we managed to present the smokeless kitchens project to the district grant from the Rotary Foundation and collect **€720**. Additionally, thanks to this collaboration, we reached an agreement with five more Rotary Clubs that will donate a total of **€4.500**.

El Camí de la Solidaritat won the third-place prize of **€1.000** in the **L'Oréal Dare Award Student Society Challenge**, a competition granting student associations with social missions financial support to tackle global social challenges. This competition is held each year at HEC Paris for current students.



L'OREAL DARE AWARD

HEC
PARIS

HEC INNOVATION CENTER

El Camí de la Solidaritat was awarded **€1.500** from the Sustainability Fund managed by the **HEC Paris Innovation & Entrepreneurship Center**. This contribution will go towards the logistical expenses incurred from organizing our upcoming solidarity race on the HEC campus, which will be our first in-person race since the start of the pandemic.

INTERNATIONAL WOMEN'S VIRTUAL RACE



In May, we hosted the **International Women's Virtual Race**, a walk or run that anyone could participate in from anywhere in the world. By partnering with the **Spanish Association Against Cancer** and the **AWASUKA Program**, all proceeds from the race directly contributed to combatting and preventing the development of serious illnesses, such as cancer affecting women globally.



AWASUKA
आवासुका - आवास सुधार कार्यक्रम

Preventing exposure to indoor air pollution to reduce risk of developing respiratory illnesses



asociación española contra el cáncer

Increasing awareness of prevention methods, supporting patients, and offering access to the newest research

With our objective to encourage participation from individuals around the world, our collaborations for the race were crucial to maximize our resources and promotional outreach. Our partners ranged from corporate sponsors, student consultancies, public universities, and international organizations - all united around the collective purpose of this solidarity race.

Our race by the numbers

- **1.145** total participants
of which **73.3%** were women!
- **€9.690** total raised for both programs
- **18** countries represented in the race
- **3.609** total kilometers ran around the world
- **750** sports shirts sold

DONORS



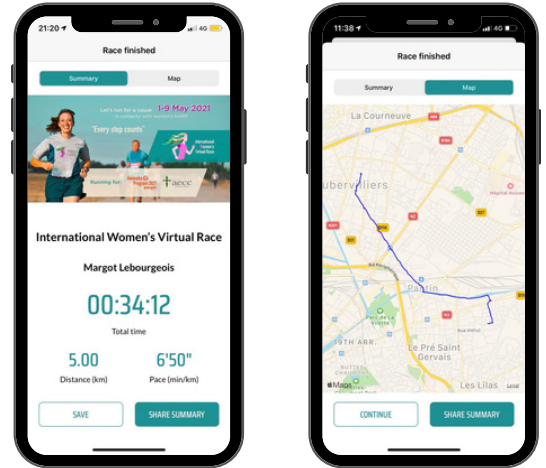
COLLABORATORS



INTERNATIONAL WOMEN'S VIRTUAL RACE



We collaborated with [RocktheSport](#), an online platform managing the registration and promotion of sporting events. Participants who registered through the platform were able to run or walk from anywhere in the world during the first week of May. The application tracked the distance, time, and ranking of each individual compared to other participants, displaying the results on the landing page created for the [International Women's Virtual Race](#).



Our Promotional Strategy

To ensure the International Women's Virtual Race received as much coverage as possible to encourage participation, our marketing and communications teams developed comprehensive outreach strategies through our social media channels and connections with the local and national press.

| | | |
|---|------------------------------------|------------------------------------|
| 134.000 total reach | 4.750 total impressions | 7.170 total impressions |
| 280.000 total reach from our partners' mailing lists | | |

SOCIAL MEDIA REACH

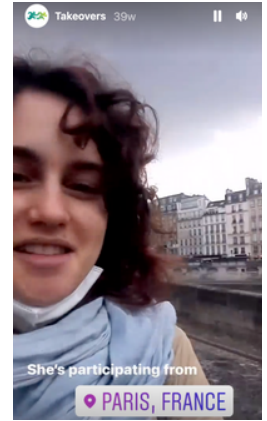
To promote the event, we created Facebook and LinkedIn event pages and regularly posted on our channels to drive awareness of the cause and encourage registration. The majority of our total reach was thanks to our partnership with [RocktheSport](#) and [Erasmus Student Network](#), which shared the race with their mailing lists. We also partnered with many professional athletes in a promotional video to drive home our motto of "every step counts" with their combined networks.

PRESS & PUBLIC RELATIONS

We shared our press release on the [International Women's Virtual Race](#) with many local and national media outlets in Spain. We're grateful for each news outlet that featured the upcoming event and helped drive awareness around the indoor air pollution crisis in Nepal. The race was featured in television, radio, and magazines, reaching over 500.000 people.



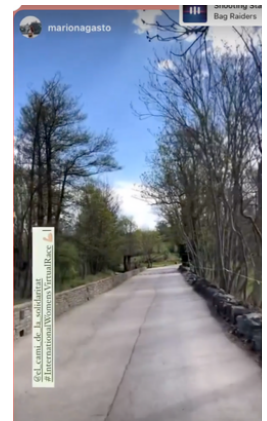
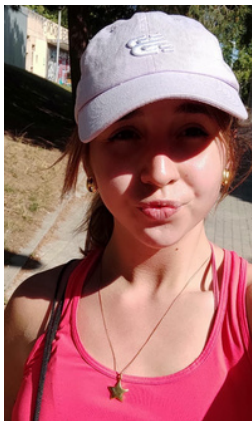
INTERNATIONAL WOMEN'S VIRTUAL RACE



THANK YOU!

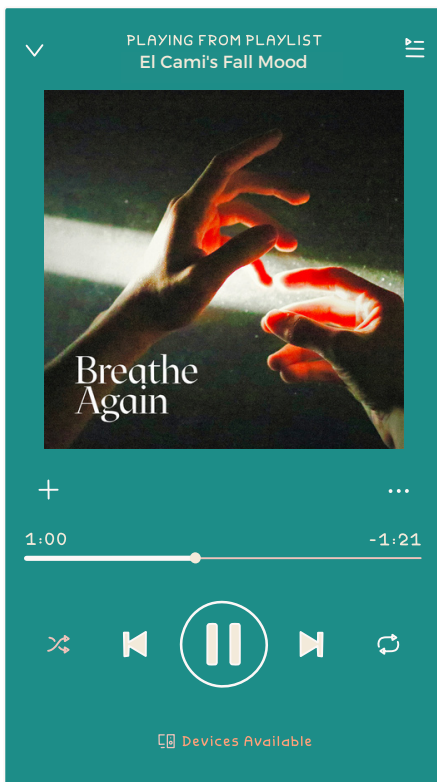
We want to thank YOU for registering and participating in the International Women's Virtual Race this year! Truly, we do not have enough words to show you all our gratitude.

Your steps counted in making a difference for women's health, with your donations directly going towards the **Spanish Association Against Cancer** and the **AWASUKA Program**. Uniting digitally this year brought an incredibly diverse group of people together for this race, with results that could not have been possible without your support.



RELEASING "BREATHE AGAIN"

On the 7th of October, **El Camí de la Solidaritat** had the pleasure of releasing a single, "Breathe Again," to raise awareness of the **AWASUKA Program**. The single, produced by renowned personalities in the music world, has had the support of the **Rotary Club Cambrils**, the **City Hall of Cambrils**, and other entities.



The purpose of the song is to empower women and children at risk of exclusion in Bhimpheedi, Nepal through the **AWASUKA Program**. The project is supported by various organizations: **Base-A**, **Petit Món**, **Rotary Club Kantipur**, and **El Camí de la Solidaritat**. The General Society of Authors and Editors (SGAE) and the Catalan Academy of Music have also made it possible to release and broadcast "Breathe Again".

The lyrics to the song "Breathe Again" are inspired by the anguish felt in rural areas of Nepal due to poor living conditions caused by smoke-filled homes, making simple gestures such as opening our eyes, breathing, or laughing difficult and uncomfortable. "Breathe Again" represents two neighboring societies incapable of listening or even recognizing each other. This dissonance between these worlds is presented throughout the song: while the beat and melody are cheerful, the lyrics have a much darker and melancholic tone that brings a nostalgic but powerful vibe to the tune.

"At the core of it all, this song is a hymn to hope, and encourages listeners not to lose their conviction in the fight for a world where being able to breathe properly inside our own homes is no longer a privilege."

Our Partners

To produce and release the song, we worked in collaboration with professionals of the music industry, such as music producers Pablo Oliver Tarre, Ivan Gould Jr., Jan Español Sarries and Dan Hammond, and the singer Drei.



PABLO OLIVER TARRE | MUSIC PRODUCER

Pablo's career as a DJ started back in 2011, leading him to play in some of the best clubs around Europe and appear in several Spanish radio programs. In 2014, he got involved in the musical production of his own work.

@pablooliver94



IVAN GOULD JR. | MUSIC PRODUCER

Since starting his career in the music industry in 2017, Ivan has played in four different bands, including the Spanish band "Ciao Marina". Nowadays, he is an independent Music Producer.

@ivangouldjr



JAN ESPAÑOL SARRIES | MUSIC PRODUCER

Jan always felt a strong connection with both the audiovisual and music worlds. He used to be a bassist in an alternative rock band and graduated from one of the most acclaimed cinema universities in all of Spain, ESCAC. Nowadays, he works in the film industry as a screenwriter.

@skull_kid



@danhammond

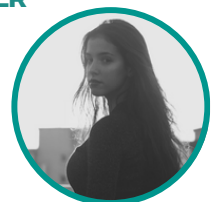
DAN HAMMOND | MUSIC PRODUCER

- ▶ Music Producer at Warner Music
- ▶ 6 gold discs
- ▶ 3 platinum discs
- ▶ 10.2k IG followers

In collaboration with rising artist

DREI | SINGER

@greendreei



RELEASING "BREATHE AGAIN"

Among the figures who have collaborated to compose and produce the song, **Ivan Gould** was in charge of selecting the talents involved in the single, mixing the music, and developing the strategy to release the song. In addition, **Dan Hammond** has advised Gould on the strategy and provided contacts for the development of the song. On the other hand, the DJ, producer, and music consulting expert **Marc Griso** has designed the communication and promotion strategy for the launch of the song with the team of **El Camí de la Solidaritat**. Another of the collaborators has been **Fran Gutiérrez**, who has advised on the launch strategy and the diffusion of "Breathe Again" in media and streaming platforms.

Our Promotional Strategy

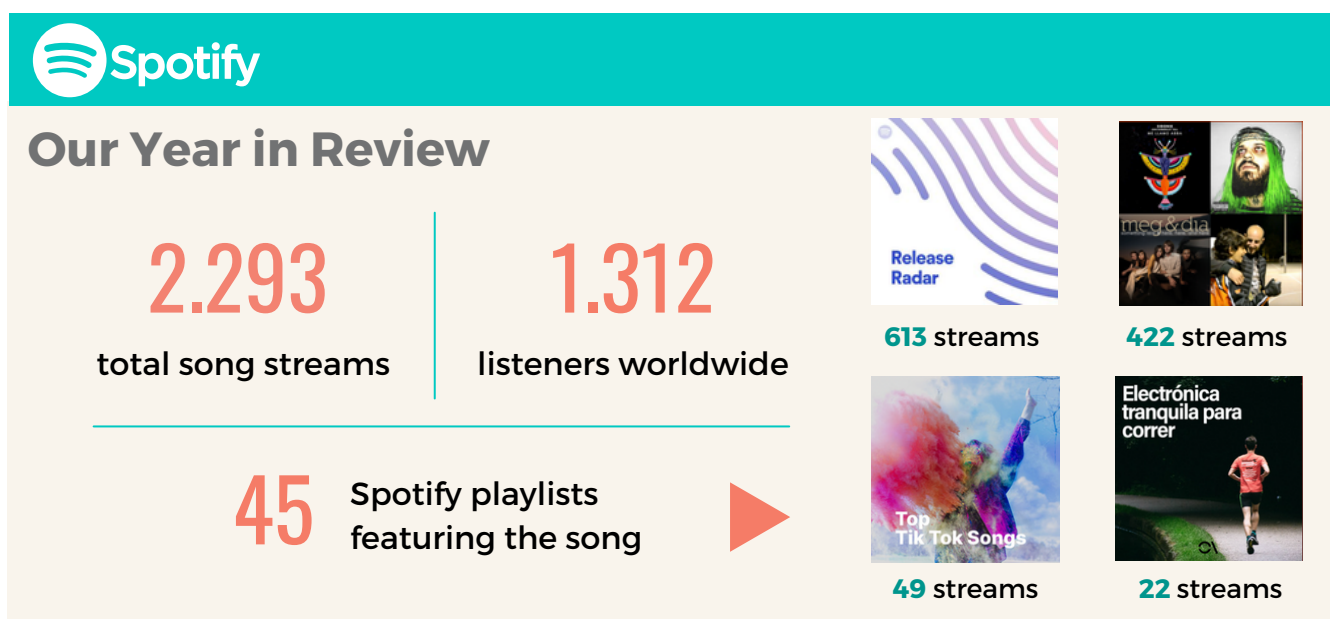
We collaborated with **Acqustic**, a music distributor referred to as the "community of independent music", which distributed the song on all major streaming platforms, such as **Spotify**, **Apple Music**, **Deezer**, and **Youtube**. **Acqustic** also contributed financially and with human resources to amplify the reach of the song by promoting its release and advising our internal marketing team.



At **El Camí de la Solidaritat**, we executed a marketing campaign to promote the release of the song on all our social media platforms: **Instagram**, **Facebook**, **LinkedIn**, **Youtube**, **Spotify**, **Twitter**, and our newsletter.

The outreach of the campaign was very promising, counting a **total reach of 4.427 accounts** on Instagram, **total impressions of 13.930** on our posts, and high traffic towards our LinkedIn page. In addition to promoting the song on Spotify, **El Camí de la Solidaritat** created several playlists featuring our favorite songs of the moment to build our profile on the platform.

Spotify was our most popular music platform for streaming "Breathe Again," leading to the song being featured in **45 different playlists** related to running, dancing, trending songs, and the electronics genre.



RELEASING "BREATHE AGAIN"

"Breathe Again" was featured in numerous media outlets to raise awareness on the issue of indoor air pollution in Nepal among the general public. In collaboration with our partners on the song release, **El Camí de la Solidaritat** held two press conferences in Barcelona and Cambrils to promote the song and its cause.



On September 9th, we officially announced our project of producing "Breathe Again" and the release date of the single. We were accompanied by Natalia Pleguezuelos from the Youth Department in the City Hall of Cambrils, Ivan Gould Jr, the former mayor Camí Mendoza, Monica Sans Duran from the AWASUKA Program, and Carles from the Rotary Club of Cambrils.



On October 7th, we celebrated the official release of the song with a press conference in the Sociedad General de Autores y Editores (SGAE) headquarters in Barcelona. We were accompanied by Ivan Gould Jr, Jan Español Sàrries, Julia Soria from Acoustic, Monica Sans Duran from the AWASUKA Program, Carlos Galcerán Homet from the Rotary Club of Barcelona, & Angela Dominguez from SGAE.

PRESS & PUBLIC RELATIONS

After sharing our press release on the release of "Breathe Again" with many local and national media outlets in Spain, we're grateful for each media outlet that featured articles on the song, including the Diari de Tarragona, Diari La Republica Checa, Ajuntament de Cambrils, Revista Cambrils, Radio Cambrils, Reus Digital, and TOTS21. Ivan Gould, one of our song producers, was also invited for an interview with the program Connectats, which was broadcasted on Ràdio Sabadell, Ràdio Sant Cugat, Ràdio Ciutat de Barcelona, La Municipal de Terrassa, Ràdio Castellar i el Prat Ràdio, to describe the indoor air pollution crisis that inspired the lyrics of the song.



SUMMER CAMP 2021

In August, our team finally met for the first time in-person at our headquarters in Cambrils, Spain for a weekend filled with team-building and bonding activities!

Professional Coaching Session

We were very fortunate to have **Tana Cores**, a professional coach for the management of multinationals, host a coaching session for our organization to help us find solutions to some of the challenges we'd been facing over the past year as a non-profit organization. Thanks to this session, the team is more enthusiastic than ever to realize our mission and objectives. The session also allowed us to discuss and align ourselves on the new strategic direction we envision for **El Camí de la Solidaritat**.



Tana Cores

She is a coach, trainer, and consultant for different multinational companies by inspiring organizations to change, leading to measurable attitude, behavior, and skills improvement to enhance peoples' performance. As a coach, Tana is entirely oriented towards her customers with a constructive and effective approach that helps them define a purpose in reaching their potential in their professional and personal lives.



Team Bonding Activities

We were thrilled when the current health situation allowed for all of us to travel to Spain and meet each other in person for the first time. Apart from the quality meals spent together, we also enjoyed some sightseeing in nearby towns, such as the historic walk in Tarragona. This summer camp gave us the opportunity to forge stronger connections among our team members, allowing us to open up and share our diverse stories and experiences.

We also had the pleasure of dining with the Program Director of the **AWASUKA Program**, **Monica Sans Duran**, whom we had never met in person since the start of our partnership in 2020.

APPENDIX: FINANCIAL STATEMENTS

Income Statement

Company 00104 - El Camí de la Solidaritat

Date listed 31/12/2021

Observations

Period January - December

2021

A) SURPLUS FROM ACTIVITY

1. Incomes from own activity €40.797,06

| | | |
|-------|--|------------|
| 1.1 | Income | €31.797,06 |
| 1.1.1 | Events | €12.745,97 |
| 1.1.2 | Corporate Donor | €5.720,00 |
| 1.1.3 | Competitions | €11.000,00 |
| 1.1.4 | Personal Donations | €2.331,09 |
| 1.2 | Subsidies | €9.000,00 |
| 1.2.1 | Subsidies from Cambrils City Clnuncils | €9.000,00 |

7. Expenses of activity €-9.943,72

| | | |
|-------|---|------------|
| 7.1 | Expenses of events | €-3.056,80 |
| 7.1.2 | Expenses of race | €-3.056,80 |
| 7.2 | Banking and similar services | €-474,15 |
| 7.2.1 | Banking services of la caixa | €-133,22 |
| 7.2.2 | Donation commissions for paypal | €-98,93 |
| 7.2.3 | Other | €-242,00 |
| 7.3 | Advertising, promotions, & public relations | €-6.412,77 |
| 7.3.1 | Advertising breathe again | €-3.459,99 |
| 7.3.2 | Song production | €-1.418,50 |
| 7.3.3 | Coach | €-605,00 |
| 7.3.4 | Webpage | €-929,28 |

APPENDIX: FINANCIAL STATEMENTS

Income Statement

Company 00104 - El Camí de la Solidaritat

Date listed 31/12/2021

Observations

Period January - December

2021

| | |
|--------------------------------------|-------------|
| A.1) SURPLUS FROM ACTIVITY (1 +2) | €30.853,34 |
| DONATIONS TO OTHER NGOs | €-30.853,34 |
| A.3) SURPLUS BEFORE TAX (A.1 + A.2) | €0,00 |
| A.5) TOTAL RESULT | €0,00 |

APPENDIX: FINANCIAL STATEMENTS

Statement of Financial Position

| Company | 00104 - El Camí de la Solidaritat | Date listed | 31/12/2021 |
|--|-----------------------------------|-------------|--------------------|
| Observations | | Period | January - December |
| ASSETS | | 2021 | |
| A) NON-CURRENT ASSETS | | | €0,00 |
| B) CURRENT ASSETS | | | €13.583,01 |
| III. Accounts and other receivables | | | €9.720,00 |
| VII. Cash and cash equivalents | | | €3.863,01 |
| 1. Banks & credit institutions, euro | | | €3.863,01 |
| | | | |
| TOTAL ASSETS (A + B) | | | €13.583,01 |
| EQUITY AND LIABILITES | | 2021 | |
| A) EQUITY | | | €0,00 |
| C) CURRENT LIABILITIES | | | €13.583,01 |
| V. Commercial creditors & other accounts payable | | | €7.863,01 |
| 1. Providers | | | €30,00 |
| 2. Other payables | | | €13.455,51 |
| 2.1 Pending donation and expenses | | | €13.455,51 |
| | | | |
| 6. Tax authorities for tax concepts | | | €97,50 |
| | | | |
| TOTAL NET EQUITY AND LIABILITIES (A + B + C) | | | €13.583,01 |

Thank you to everyone that has supported us this year - see you next time!

Contact Information



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