

EL CAMÍ DE LA SOLIDARITAT

ANNUAL REPORT
2023



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 incubator/accelerator to support other social organizations in maximizing their impact to reduce poverty, promote equality, and combat climate change.**

Created in 2013, we are a multidisciplinary and intersectional team of 45 diverse volunteers, who are specialized in **impact measurement, systematic impact analysis and strategy, fundraising, communication, international development, and marketing.**



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 fulfill their maximum potential and become self-sufficient.

To achieve this, we believe that we can best support social organizations by leveraging our existing strengths and using a multi-directional learning approach grounded in sharing knowledge on equal terms and mutual respect.

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

In response to the dynamic landscape of societal challenges, El Camí is strategically transitioning from its current implementation model to become **a digital incubator for NGOs**.

This transformative journey aligns with our commitment to enhancing impact and fostering innovation within the non-profit sector.

► Transiting from implementation to a digital incubator for NGOs to enhance our impact



In the current year, El Camí has strategically shifted its focus towards making the last actions for existing collaborations, as detailed in the following pages, **to ensure the successful completion of ongoing initiatives**.

Simultaneously, we are directing our energy and resources towards laying the groundwork for the realization of the Digital NGO Incubator. This forward-looking approach reflects our commitment to a smooth transition, allowing us to **maximize the impact** of current partnerships while dedicating substantial efforts to the strategic planning and the resource allocation required for the **successful establishment of the Digital NGO Incubator**.

► Consolidating strategic partnerships to make our dreams come true and have a systemic impact.



In pursuit of realizing the Digital NGO Incubator, El Camí is actively engaging in strategically establishing partnerships with impactful organizations.

We firmly believe that tackling complex societal issues requires a united front, and our approach centers on fostering collaborative alliances.



By aligning forces with organizations that share our vision for system change, we aim to create a powerful network capable of driving transformative impact.

The emphasis on impactful partnerships underscores our commitment to a **collective and holistic approach**, recognizing that systemic change is best achieved through concerted efforts and synergies among organizations dedicated to addressing poverty alleviation and climate change.

Through these collaborative endeavors, El Camí seeks to catalyze meaningful transformations that extend beyond individual initiatives, contributing to a more sustainable and resilient future.



ORGANIZATIONAL STRUCTURE

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

FUNDRAISING

The fundraising team cultivates and leverages diverse funding sources to fuel the NGO's mission of empowering vulnerable groups and promoting social transformation.

MARKETING

The marketing team, prioritizing amplifying the voices of those facing the challenges, crafts impactful campaigns to raise awareness, engage stakeholders, and drive support for the organization's mission in poverty alleviation and climate change.

STRATEGY

The team develops long-term plans to maximize the organization's impact while concurrently setting El Camí's yearly direction, objectives, and trajectory with a focus on future alignment.

TRANSLATION

This team translates El Camí's contents into multiple languages for wider reach, ensuring accuracy and cultural relevance for diverse audiences.

HR

They ensure that our team of enthusiastic and creative individuals continues to grow.

IT

The IT team focuses on leveraging technology to enhance operational efficiency, data security, and managing the website, including its design and functionality.

LEGAL

In charge of all legal matters, this team ensures we stay up to date on all law developments, ensuring regulatory compliance, mitigating risks, and providing strategic legal counsel.

PEOPLE & CULTURE

They work hard to ensure that El Camí is a safe, inclusive, and a happy place for everyone.

For more details on team members please check our website.

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

Also in collaboration with:

Partners

Petit Món

Rotary Club of Kantipur

Rotaract Club of Kantipur

● Our Advisors & Mentors

For more details on team members please check our website.

OUR CURRENT PROJECT

For the past four years, **El Camí de la Solidaritat** has been collaborating with the **AWASUKA Program**, a Catalan-Nepalese program developed by Petit Món, and the Rotary Club of Kantipur, which is currently tackling the challenge of indoor air pollution in Nepal.



Our initial goal was to fundraise €50.000 to install 500 smokeless kitchens in remote, rural areas of Nepal. We achieved the goal in 2022 but in 2023 we continued to build capacity and raise funds and awareness about the program and its mission to further increase our impact. The total number of Chimney Hood Stoves installed until the end of 2023 is 750.



In July 2015, Nepal was struck by a devastating earthquake that left 3.5 million people displaced, of whom 1.7 million 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 impart practical knowledge to the inhabitants of the Bhimphedi region and raise awareness among the local citizens about safe housing, 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

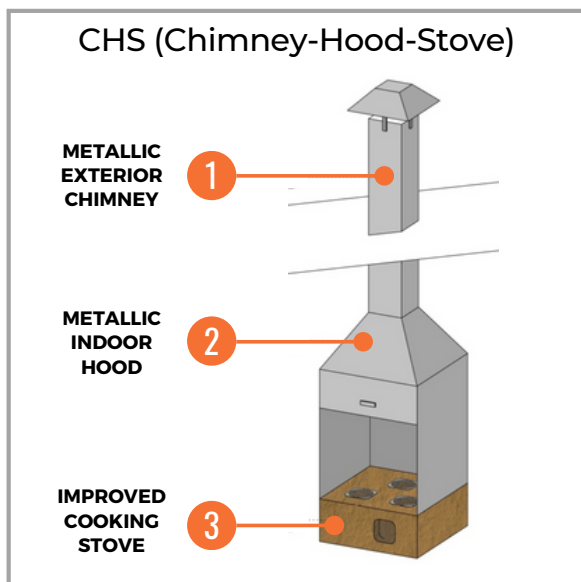
Indoor air pollution is a global development challenge, silently killing an estimated 4 million people every year.

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 due to cultural influences leading 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.



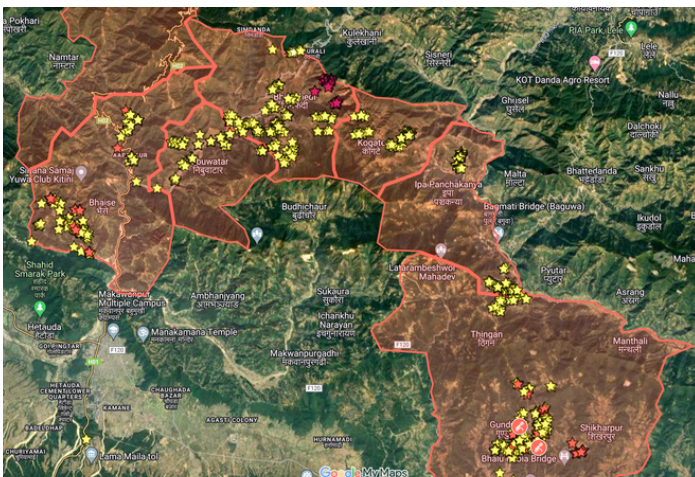
The smokeless kitchen model, called CHS (Chimney-Hood-Stove), used by the **AWASUKA Program**, was designed in collaboration with Practical Action, Bundeswehr University in Germany, and Bosch-Siemens.

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 and 2020.**

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 employing locals and installing smokeless kitchens, the **AWASUKA Program** actively contributes to the Nepali society, promoting and defending three of the United Nation's Sustainable Development Goals: **Good Health and Wellbeing**, **Gender Equality**, and **Climate Action**. This initiative offers a safer, more efficient, and equalizing solution for everyone.

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 cooking time not only improves their health but also enables the economic empowerment of women by providing them with more time for education or entrepreneurial pursuits.

13 CLIMATE ACTION**CLIMATE ACTION**

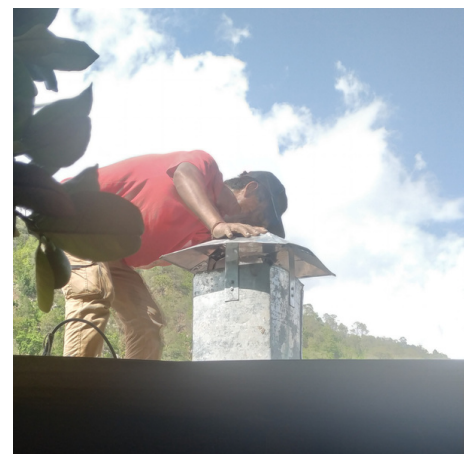
Current cooking and heating methods widely used in Nepal still use traditional fuel sources, which greatly pollute the world's atmosphere. With more burners and a reduced cooking time, this smokeless kitchen solution reduces traditional fuel consumption by 40 to 60 percent.

Installation

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

The first batch of smokeless kitchens was of 300 units and it was installed between 2022 (180) and 2023 (120). An extra batch of 50 units was installed thanks to the funds raised at a Charity Event in Kathmandu.

By the end of the year 2023, our colleagues in Bhimphedi, Nepal, had built a total of 750 smokeless kitchens in rural communities, and multiple households are on the waiting list.



FUNDRAISING EFFORTS

€77.791

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 **€27.791** after four years of collaborating on the smokeless kitchens project. All the funds raised by **El Camí** would not have been possible without the generous help, support and involvement of AWASUKA.

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**.



The **AWASUKA Program** raised **€13.301** in 2019 and 2020.

COLLECTIVE TOTAL: €23.248

2021



In 2021, **El Camí 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

2022



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



The **AWASUKA Program** raised **€200** in 2022.

COLLECTIVE TOTAL: €5.593

2023



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



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

COLLECTIVE TOTAL: €16.314

FUNDRAISING EFFORTS

In 2023, we further contributed to surpass our collective goal with the **AWASUKA Program** of raising **€50.000** for the smokeless kitchens project. In 2023, **El Camí de la Solidaritat** has collected a **net total of €6.847 this year** in contributions from our primary financing. All the funds raised by El Camí would not have been possible without the generous help, support and involvement of AWASUKA.

PROJECTS

€2.129

raised from the “**Breathe Again**” project through the selling of our 100% organic certified T-shirt. This funds will go directly to the **AWASUKA Program**.

PERSONAL DONATIONS

€3.166

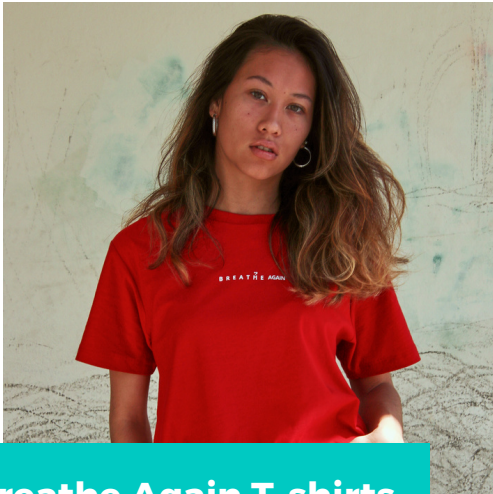
raised from our **personal donors** that continue to give recurrent and punctual support to the projects on which we collaborate.

CORPORATE DONORS

€2.500

raised directly from **corporate donors** who are passionate about the social impact of the **AWASUKA Program** on **Nepalese communities**.

FUNDRAISING AND AWARENESS-RAISING EFFORTS



Breathe Again T-shirts

El Camí de la Solidaritat has been working during 2022 and 2023 to design and implement the new project called "Solidarity T-shirts", which aims at building a sustainable and recurring source of funding for the AWASUKA project by selling sustainably-produced T-shirts.

In 2023, we launched a campaign to sell our "Breathe Again" T-shirt to raise funds for AWASUKA and less advantaged communities.

At the end of 2022, El Camí de la Solidaritat, in collaboration with the AWASUKA Program and Sacred Himalaya travel agency, launched the fundraising charity trips for the AWASUKA Program. This initiative aims at raising funds by organizing charity trips to Nepal to improve the lives of the disadvantaged communities. Two fantastic adventures in Nepal are proposed and people can book their trip on AWASUKA's website.



Nepal Charity Trips



Donations and Rotary

El Camí de la Solidaritat also raised **€1.277** from our **individual and recurrent donors** that continue to give support to the projects on which we collaborate.

Most of **El Camí de la Solidaritat's** fundraising efforts this year have focused on promoting **AWASUKA's** candidacy within the **Rotary Global Grant**.

The Rotary Global Grant supports large international activities with sustainable, measurable outcomes in Rotary's areas of focus, within which we believe AWASUKA fits perfectly.

T-SHIRT CAMPAIGN

In the spring of 2023, we launched our sustainable T-shirt Breathe Again to raise funds for the AWASUKA Program and other social initiatives.

Sustainable T-Shirt Breathe Again

This year, we collaborated with Dona Kolors and Icaria Foundation on the first sustainable project to raise funds for AWASUKA.

The Breathe Again T-shirt utilizes 100% sustainable materials. The garment feels soft, comfortable and durable, ensuring a long-lasting wardrobe staple.

The subtle yet impactful design, incorporating the Breathe Again logo and a message of clean air advocacy, further elevates the T-shirt's appeal.

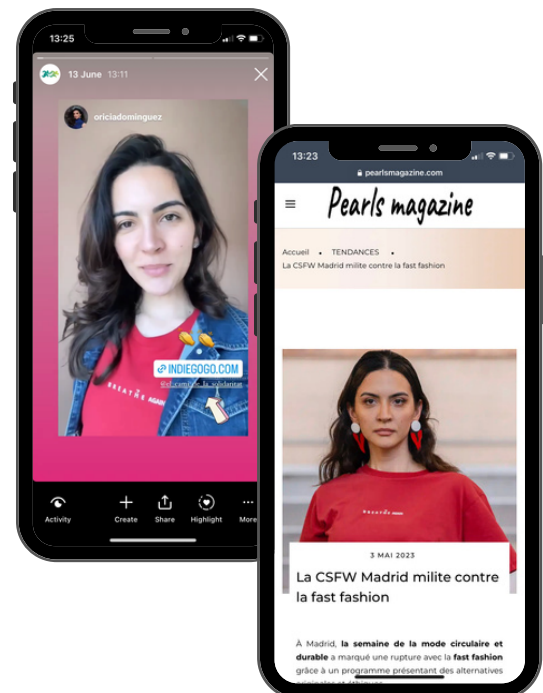


Promotion

In terms of promotional initiatives, El Camí has established a **partnership with Miss Universe Portugal, Orisia Dominguez**. Her acceptance to participate in our campaign for our sustainable T-Shirt Breathe Again has greatly enhanced the favorable response and overall success of the promotional campaign.

We were honored to take an active part in **Sustainable Madrid Fashion Week**, where we presented our T-shirt as a contribution to the AWASUKA charity program. This action was not only in line with the company's commitment to sustainability, but also demonstrated its commitment to social responsibility. In addition, the model chosen for our T-shirt not only graced the runway, but also caught the attention of **Pearls Magazine**, resulting in an article covering Sustainable Madrid Fashion Week, which highlighted our T-shirt.

This recognition not only increased the brand's visibility, but also emphasized its commitment to making a **positive impact on both the fashion industry and society as a whole**.



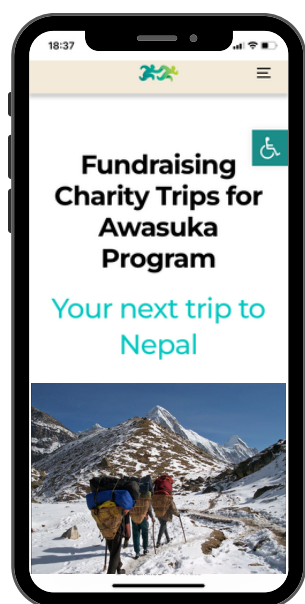
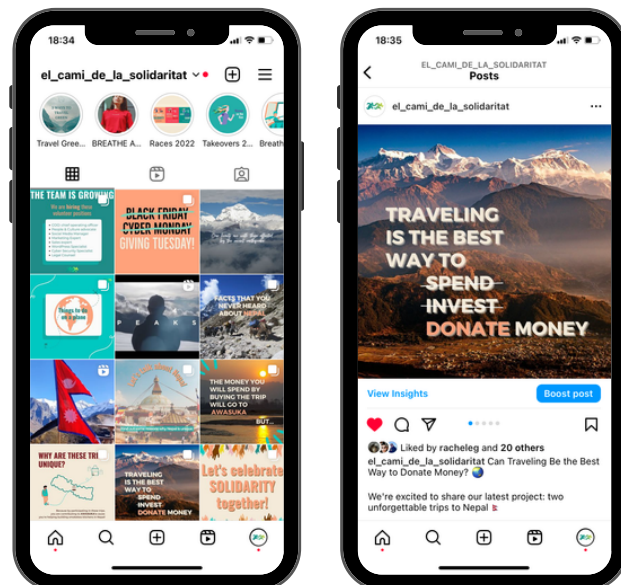
TRIPS CAMPAIGN

In 2023 we organised two trips to Nepal.

In terms of promotions, we have launched a new social channel, TikTok, where we uploaded weekly material to increase engagement as well as awareness on the topic of our new campaign for our Nepal Trips.

As we moved forward, we not only selected engaging content for our new social media channel, but also kept our main Instagram and Facebook channels by promoting our trips to Nepal.

In addition, strategic conversations are currently underway with potential influencers to enable joint promotions planned for 2024. These collaborative efforts ensure our continued presence and influence on the digital landscape, solidifying our commitment to sharing the essence of our meaningful travel adventures.



Nepal Tour and Annapurna-Poon Hill Trek

We provide sightseeing visits to Kathmandu and Pokhara and then trek through the natural wonders of Nepal.

We will also provide experienced guides to lead you on the Annapurna-Poon Hill trekking route, offering the best views of Annapurna and the neighboring Himalayas. On this trip, you can enjoy the local hospitality and cultural splendor of Gurung Bandipur village and visit Chitwan National Park with its incredible flora and fauna. The trip also includes a visit to the AWASUKA project area in Bhimphedi.

Everest Base Camp and Kala Patar Trek

We offer to get close to the highest peaks on the planet.

The trip includes experienced guides who will take you through the Sherpa lands of Solukhumbu, up the Dudh Kosi River and into Sagarmatha National Park. The trip will culminate with a visit to Everest Base Camp, where travelers will find themselves among the mountain peaks.

Before descending, there will be a visit to Kala Pataar (5.545 meters), which offers stunning views of Everest, Lhotse and Nuptse.

The trip also includes a visit to the AWASUKA project area in Bhimphedi.



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



Providing intimate personalised tours to ensure their clients get the very most out of each trip

COACHING SESSIONS

Starting from September 2022 and until the beginning of 2023, our team (in particular the communicators and those in a leadership position in the NGO) engaged in a program of several coaching sessions led by **Laia Massagué**, a professional coach.

Professional Coaching Program

During these amazing coaching sessions with Laia Massagué, she helped us to discover more and to work on **communication** between teams and people in the NGO and on different styles of **leadership** and how to use them in the teams. She used **team building techniques** and exercises to make us conscious about our leadership and communication styles, and who we are in terms of components and leaders of a team.



Laia Massagué



She is a coach, trainer and consultant. She has accumulated 20 years of experience in organizations and people development throughout her professional career as a Marketing Director, Consultant, Coach and Systemic Facilitator. With expertise in team leadership, business projects, talent development and change management, she excels in guiding individuals through their personal and/or professional transitions.

APPENDIX: FINANCIAL STATEMENTS

Income Statement

Company	00104 - El Camí de la Solidaritat	Date listed	31/12/2023
Observations		Period	January - December

2023

A) SURPLUS FROM ACTIVITY

1. Incomes from own activity €11.032,81

1.1	Income	€5.666,20
1.1.1	Events	€0,00
1.1.2	Corporate Donor	€2.500,00
1.1.3	Competitions	€0,00
1.1.4	Personal Donations	€3.166,20

1.2	Sales trade income	€5.366,61
1.2.1	T-shirts sales	€5.366,61

1.3	Subsidies	€0,00
1.3.1	Subsidies from Cambrils City Councils	€0,00

4. Supplies €-3.237,05

4.1	Supplies	€-3.237,05
4.1.2	T-shirt supplies	€-3.237,05

7. Expenses of activity €-948,95

7.1	Expenses of events	€0,00
7.1.2	Expenses of race	€0,00

7.2	Banking and similar services	€-145,51
7.2.1	Banking services of la Caixa	€-80,73
7.2.2	Donation commissions for PayPal	€-53,28
7.2.3	Digital certificate	€-11,50

7.3 Advertising, promotions and public relations €-803,44

7.3.1	Web page	€-222,64
7.3.2	Song production	€-0,00
7.3.3	Coach	€-580,80
7.3.4	Travel expenses	€-0,00

APPENDIX: FINANCIAL STATEMENTS

Income Statement

Company	00104 - El Camí de la Solidaritat	Date listed	31/12/2023
Observations		Period	January - December
			2023
A.1) SURPLUS FROM ACTIVITY			€6.846,81
(1 + 2)			
DONATIONS TO OTHER NGOs			€-6.846,81
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** 31/12/2023

Observations **Period** January - December

ASSETS		2023
A) NON-CURRENT ASSETS		€0,00
B) CURRENT ASSETS		€12.016,77
II. Inventory		€6.412,81
III. Accounts and other receivables		€788,41
VII. Cash and cash equivalents		€4.815,55
1.Banks and credit institutions, euro		€4.815,55
TOTAL ASSETS (A + B)		€12.016,77

EQUITY AND LIABILITIES		2023
A) EQUITY		€0,00
A-3. Grants and donations		€0,00
C) CURRENT LIABILITIES		€12.016,77
V. Commercial creditors and other accounts payable		€0,00
1. Providers		€0,00
2. Other payables		€12.016,77
2.1 Pending donation and expenses		€12.016,77
6. Tax authorities for tax concepts		€0,00
TOTAL NET EQUITY AND LIABILITIES (A + B + C)		€12.016,77

THANK YOU FOR YOUR SUPPORT!



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