FUNDACIÓN
JOSÉ ANTONIO
LLORENTE

A TRANSFORMATIONAL LEGACY

2024 Annual Report

This year has been a **significant transformational** year for our organization, with Antonio's legacy **evolving** into a new chapter, centered **focus on young people** and **digital education**, and a **refreshed Board of Trustees**.

It has been an honor for me to take on the role of Chair of the Foundation José Antonio Llorente, a foundation that has made **Marketing** and **Corporate Affairs** its mission, with the goal of making change. I'm always at least somewhat nervous when I step into a new role, but thanks to the values José Antonio instilled in it from the very beginning.

I'm committed to keeping José Antonio's legacy alive, but we can't do it through my lens and perspective. That means opening doors to new voices and perspectives, with the challenge **young people** and **children** have today, which are very different from those we faced.

José Antonio and I weren't just a partnership in life and work—they were a partnership in everything. We shared a passion for technology, but we weren't just unlocking new possibilities; we thinking about how it could be used to make a positive impact. We shared a common purpose. That's why we're working to **bring his vision to fruition through the enriching entrainment filled with** the people he cared about most, and with the kind heart whose **Because** that's why we're working to **bring his legacy with pride and gratitude.**

We're deeply proud of the impact we achieved in 2024. Through programs focused on training and the personal development of young people, we reached **1,517 people** and trained **30 different organizations** — a 25% increase in participation from last year. We also expanded our digital footprint, with a 1,860% increase in engagement of **367 volunteers** across all of our programs.

One project I were so tangible is our global initiative **Future Voices**. It's

Carta de la Presidenta

Irene Rodríguez

where we see real transformation in hundreds of young people who, thanks to the **generosity of our volunteers**, have discovered new tools and skills that have had a transformational impact on their lives.

We're also thrilled to have launched a new strategic partnership for 2025 at Almaderal that **IE - Fundación José Antonio Llorente Scholarships** initiative called **Empowering young people** and gives them the opportunity to learn from their peers and develop a strong sense of community and shared purpose. Young people are the future, and we want to provide them with **emotionally and close motivation** and the tools they need.

At its core, the Foundation is an expression of what LLYC stands for: that just because it's driven by the people of LLYC, it doesn't mean it **represents the values José Antonio passed on to us** — values that continue to shape our culture and our collaborative spirit, and that we will continue to honor as we move forward.

We are very proud of our achievements, but we know there's still work to do. We're creating positive impact, and staying true to the values and commitments that **José Antonio Llorente left us.**

The transformational leadership...

Of José Antonio Llorente

José Antonio Foundated LLYC in 1995. He is widely recognized as one of the most influential Spanish figures in the world of communications.

He dreamed of building a firm that would be a "transformational" company, transformed twice — leaving a lasting mark on everyone who became part of LLYC.

...that understood the power of technology to drive transformation

He saw potential in the Internet when it was still in its infancy. He understood early on the power of technology, and used it to create new opportunities, thus increasing the company's reach and impact. He was a visionary, ahead of his time, and he was a pioneer. That's why we're working **to bring his vision to fruition through the enriching entrainment filled with** the people he cared about most, and with the kind heart whose **Because** that's why we're working to **bring his legacy with pride and gratitude.**

...and created growth opportunities for young people

José Antonio saw young people not only as the future of LLYC but as a constant source of innovation and energy for society as a whole.

Now, our foundation carries his name

José Antonio Firmly believed that communication fosters understanding and bridges deeply rooted prejudices and inequalities — essential elements for economic and social progress.

To continue his legacy, powerful legacy, Irene Rodríguez has stepped into the role of Chair. Her close connection to José Antonio and alignment with his values make her perfectly suited to continue to carry forward his legacy.

This space is a **tribute to our Founder** and the vision he left behind.

"We want a better society. And we're convinced that a better society can be built with communication that is **honest, intelligent, effective, and innovative.**"

José Antonio Llorente
Founding Partner, LLYC

A vision that drives change

Inspired by José Antonio Llorente's vision, we connect young people across Europe, the United States, and Latin America who are eager to make a positive social impact — particularly through the responsible use of technology — to help build a more human-centered world.

We do this through our expertise in **Marketing and Corporate Affairs**, and through the talent and creativity of the LLYC volunteers who bring our initiatives to life.

The transformative power of youth

In 2024, we focused our efforts on preparing the positive young people as the propagandists of change. We equipped them with tools to harnes their creativity, critical thinking, and responsibility so they are ready to lead a true transformation in society.

Our goal is to support initiatives that promote a healthy digital culture among youth, raise awareness about the importance of using technology wisely and ethically.

We contribute to the following Sustainable Development Goals (SDGs)

4 QUALITY EDUCATION

10 REDUCED INEQUALITIES

17 PARTNERSHIPS FOR THE GOALS

Global Transformation

Our commitment to creating social value has allowed us to expand our impact across 12 countries, driving meaningful change in the lives of many.

1,517 PEOPLE REACHED +15% vs. 2023	30 PARTNER ORGANIZATIONS	3 SIGNATURE PROJECTS	367 VOLUNTEERS
25% SENIOR PROFESSIONALS	+1,860 HOURS CONTRIBUTED		

Stories of transformation

Future Voices

Global Project

5° Edition

Hundreds of young people in vulnerable situations have gained communication and soft skills that will help them face their personal and professional futures with greater confidence.

1,002 YOUTH PARTICIPANTS +15% vs. 2023	13 PARTNER ORGANIZATIONS	34% SENIOR PROFESSIONALS
145 VOLUNTEERS +10% vs. 2023	912 HOURS OF TRAINING	

Partners in 12 countries: Fundación Cimientos (**Argentina**), Plano de Menina (**Brazil**), Fundación Cerro Navia Joven (**Chile**), Fundación Stop (**Colombia**), Fundación Ecuadorian Footprint (**Ecuador**), Fundación Nuevo Periodismo Iberoamericano (**Mexico**), Fundación Ciudad Bolívar (**Venezuela**), Fundación Cuidando Mundos (**Panama**), Fundação Cidade Mãe (**Portugal**), Fundación Generando Sonrisas (**Dominican Republic**), Lotus Bloom (**Peru**).

"We're proud to help build bridges and shape a better future for young people — but more than anything, we learn from them and draw inspiration."

Renata Sánchez
Volunteer, Dominican Republic

"I've learned to believe in myself and my abilities so I can build a solid foundation for the future. It's been a wonderful experience!"

Joan
Future Voices participant

IE Scholarships

Fundación José Antonio Llorente

We launched the IE - Fundación José Antonio Llorente Scholarships in partnership with the IE Foundation to support the education of talented young people and invest in their potential to drive change.

2 FULL SCHOLARSHIPS PER YEAR

100% TUITION COVERAGE

INTERNSHIP AT LLYC AFTER GRADUATION

OPEN TO STUDENTS FROM ALL 13 LLYC COUNTRIES

THREE MASTER'S DEGREES:
Master in Creative Direction, Content & Branding
Master in Corporate Communication
Master in creative direction, content & branding

Storytelling For Social Impact

Global Project

7° Edition

We bring together social impact organizations and students from the IE University Master in Creative Direction, Content & Branding to co-create awareness campaigns. LLYC professionals mentor the students, helping amplify the reach and message of these organizations.

12 NONPROFIT PARTNERS +9 vs. 2023	72 STUDENTS

Participating organizations: Fundación Ahí, Fundación Cuidando Mundos, Fundación Cuidando Corazones, Fundación Capacis, Asociación Aldeas, Fundación Africa y Guatemala, Fundación Oleoplanet y Desafío, Eisai, Fundación Cimientos, Fundación Cerro Navia Joven, Arcopoli y Fundación Diversidad.

"Working with the students has had a very positive and powerful impact on our mission, and everyone joining with their diverse perspective helped us express our mission more effectively."

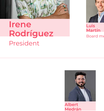
Catherine Vega Lastra
Head of Communications, Fundación Capacis.

Year-end Volunteer Initiatives

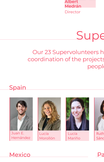
Global Project

Our volunteers shared moments of joy and inspiration with youth in vulnerable situations through creative activities that sparked imagination and built self-confidence.

515 PARTICIPANTS	104 VOLUNTEERS	11 PARTNER ORGANIZATIONS



Board of Trustees



Irene Rodríguez
President

Board member
Board member
Board member
Board member
Board member
Board member
Board member
Board member

Team

Director
Senior Consultant
Senior Consultant

Supervolunteers

Our 23 Supervolunteers have been the driving force behind local coordination of the projects that are transforming the lives of young people around the world.

Spain: Cristina Fernández, Natividad Gómez, Nicolás Martín, Ana Belén Sánchez, Ana Fary

Portugal: Sofia Simões

U.S.: Cristina Coutiño

Chile: Ignacio Ajenjo

Mexico: Fernanda Franco, Andrea Gutiérrez, Lorena Elizarraz

Panama: Lorena Lemon, Maria Mendieta

Peru: Ana Lola Cruz, Fernanda Mendoza

Brazil: Thaysa Cortes

Colombia: Patricia Pérez, Natalia Torres, Juan Sebastián Rodríguez

Ecuador: Paola Pinto

Argentina: Catalina Cardoso

Dominican Republic: Ana Rosario Pichardo, Renata Ángeles

Social Partnerships & Memberships

Centro Mexicano para la Filantropía (Cemefi) Actualmente Miembro

Universidad de Santiago de Compostela (USC) Cátedra Fundación José Antonio Llorente

Asociación Española de Fundaciones

Awards

Summit Awards

Category
Government / Non-Profit Marketing

Campaign
Puertas de Esperanza

AVA Digital Awards

Category
Digital Marketing
Sr. Social Campaign

Campaign
Transparentes

21 Agentes de cambio

Category
Testaverde TLX y Lentes Purpura A.C.

Campaign
Puertas de Esperanza

We continue building legacy...

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LLYC