

ACTIVITY
REPORT
2025



MANOS DE AYUDA SOCIAL
FIGHTING FOR PEOPLE'S RIGHT
TO DAILY NUTRITION

INTRODUCTION

Every day at Manos de Ayuda Social, we strive to ensure that no one has to choose between being able to eat and being able to move forward. This report reflects yet another year of collective effort, commitment, and support for families and individuals going through difficult times.

Behind every number there's a story, and behind every story, a team who believe that dignity starts with the basics: food, guidance and personal support.



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OUR COMPANY



MANOS DE AYUDA SOCIAL | ACTIVITY REPORT 2025

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BRIEF HISTORY

Manos de Ayuda Social was founded in 2011, driven by a group of people committed to social justice. The first big step was the establishment of a family meal center in the Ventas neighbourhood, in the Ciudad Lineal district of Madrid, thanks to the donation of premises and the selfless support of volunteers and partner companies.

After months of work, the Ventas Family Meal Center opened its doors in November 2012. For six years, they continuously supported more than 1,400 people and distributed over 157,000 meals.

In 2018, the Community of Madrid provided new premises in the Puente de Vallecas district, allowing for expanded and enhanced support. In 2021, a third space was added, consolidating the growth of the project.



OUR JOURNEY

Since its establishment, Manos de Ayuda Social has evolved, adapting to the social needs of the times.

2011 – Manos de Ayuda Social is founded.

2012 - Opening of the Ventas Family Meal Center in Ciudad Lineal.

2018 – Relocation of the Family Meal Center to Vallecas and creation of the “Getting Ahead” food program.



“GETTING AHEAD” FOOD PROGRAM

“Getting Ahead” is much more than a food program. It’s a comprehensive support model that combines a family meal center, employment guidance, and professional social care.

Our aim is not just to meet an immediate need, but to help people regain stability, confidence and the tools to rebuild their lives. Our goal is that families do not stay at a standstill; rather, that they move forward until they no longer need our resources, or any other, to make ends meet.

SERVICE 1

INFORMATION AND SOCIAL GUIDANCE



Every day we offer personalized support, listening and providing close guidance to everyone who comes to us. To achieve this, we work in coordination with other professional services, such as specialized resources for women who are victims of trafficking and sexual exploitation, Social Services, health centers and others, ensuring a comprehensive, compassionate and respectful approach.

LEGAL ADVICE: We have the valuable support of law firm Ashurst, who offer free legal advice to our users. This collaboration is essential, as many people come to MAS seeking guidance and legal support in sensitive situations such as gender-based violence, employment issues, immigration matters or other procedures that cause them uncertainty and concern.

PROFESSIONAL SOCIAL WORK: Personalized support is offered every day to guide people, in coordination with other professional resources.

SERVICE 2

EMPLOYMENT GUIDANCE



At Manos de Ayuda Social, we dedicate our daily efforts to supporting, uplifting and dignifying individuals and families going through difficult times. Our work is born from a deep conviction: kindness is not just a gesture, but a shared responsibility that can transform lives. That's why we organize food support programs, spaces for active listening, social guidance and community initiatives that aim to meet immediate needs while also strengthening the independence and hope of those we support. Every delivery, every conversation and every initiative we drive reflects our human and professional commitment to social justice, equality of opportunity and collective well-being. We are an organization that acts with proximity, respect and sensitivity, understanding that behind every story there is a person who deserves to be treated with dignity. And that's why we're here, working with dedication to ensure no one feels alone when facing adversity.

SERVICE 3

FAMILY MEAL CENTER / FOOD DISTRIBUTION



The Manos de Ayuda Social Association stands out for its genuine and ongoing commitment to the well-being of people in vulnerable situations.

In everything we do, we show a deep concern for meeting the basic needs of those who need it most, promoting the values of kindness, dignity and social justice.

Through initiatives such as food distribution, community support and personalized care, Manos de Ayuda Social not only provides material assistance, but also nurtures hope and strengthens the human fabric of our society.

Our work reflects an altruistic vocation that puts people at the center, recognizing their worth and their right to a fulfilling life.

TOY DISTRIBUTION – 3 JANUARY 2025

Thanks to the generous support of Bank of America employees, every year we're able to give our children new toys that are especially chosen for them. This way, we make sure the magic of the Three Wise Men reaches every child, bringing smiles and creating unforgettable memories.

SCHOOL SUPPLIES DISTRIBUTION

This is one of the most highly valued initiatives of our organization. We know that going back to school can be a big challenge for many families, which is why we offer school supplies to help lighten the load and support the future of little ones. This action is possible thanks to the collaboration of the Higher Technical School of Building Construction at the Polytechnic University of Madrid.

DELIVERY OF BABY PRODUCTS

Throughout the year, we support families with babies by providing essential items such as diapers, baby food, milk and supplements, among other necessities. This offers support, reassurance and a sense of closeness during such an important stage of life.

BOOK DISTRIBUTION – WORLD BOOK DAY

To celebrate World Book Day, we share books with children and adults as a way to make reading accessible to everyone and inspire a love of culture. We believe that a book contributes to education and offers new opportunities, which is why we take special care of this initiative.

OTHER INITIATIVES





THANKSGIVING

At Manos de Ayuda Social, we celebrate the spirit of Thanksgiving, a holiday that encourages us to recognize and appreciate what we have, as well as to strengthen community bonds. With this in mind, we organized a special meal where we prepared traditional dishes such as stuffed turkey, cranberry sauce, vegetables, mashed potato and sweet potato, as well as a fluffy pumpkin sponge cake that added a sweet touch to the menu.

This celebration reflects our commitment to the advocacy of values such as gratitude and kindness. We share this moment with all our users to create a space for connection, closeness and gratitude, especially for those going through more vulnerable situations. In this way, Thanksgiving becomes an opportunity for us to come together, connect, and offer support to our community.



CHRISTMAS 2025

Christmas is a particularly special time. At MAS, we believe that, in addition to meeting material needs, it's essential to offer care, comfort and warmth during the most difficult times. That's why we take care of every detail to create a welcoming, homely atmosphere, where those who we help can feel the joy and warmth of a household during this time of year.

As part of this initiative, we share special menus featuring lamb, sweets, cheeses, cured meats, Christmas hampers, Three Kings cake, chocolates and treats, and we also enjoy a heart-warming visit from Father Christmas. All this allows us to keep the Christmas spirit alive and continue strengthening the bonds of kindness that unite us.

TARGET DEMOGRAPHIC



We support individuals and families affected by unemployment, job instability, business closures, redundancy, furlough schemes and the rising cost of living, as well as migrants in the process of entering the workforce.



ACTIVITY CALENDAR

	FREQUENCY	OBJECTIVES	ACTIVITIES	DIRECT BENEFICIARIES
FOOD SERVICE	MONDAY TO FRIDAY (EXCEPT ACTIVITIES ON INDICATED DATES)	1. PROVIDE SUPPORT WITH FOOD AND/OR BASIC NEEDS	1. DISTRIBUTION OF HOMEMADE MEALS 2. DISTRIBUTION OF NON-PERISHABLE AND FRESH FOOD 3. DISTRIBUTION OF TOILETRIES/CLEANING PRODUCTS/CHILDREN'S PRODUCTS 4. CHRISTMAS BASKET DISTRIBUTION 5. DISTRIBUTION OF TOYS ON JANUARY 5 6. DISTRIBUTION OF CHRISTMAS GIFTS ON JANUARY 5 7. DISTRIBUTION OF "BACK TO SCHOOL" SUPPLIES 8. BOOK DISTRIBUTION ON "WORLD BOOK DAY"	260
INFORMATION AND SOCIAL GUIDANCE SERVICE	MONDAY TO FRIDAY	2. PROVIDE SOCIAL CARE AND COUNSELING 3. PROMOTE CULTURAL/SOCIAL INTEGRATION	1. INTERVIEWS WITH THE SOCIAL WORK TEAM 2. LEGAL ADVICE INTERVIEWS	155
EMPLOYMENT GUIDANCE SERVICE	MONDAY TO FRIDAY	4. PROVIDE CAREER GUIDANCE	1. WORK ORIENTATION INTERVIEWS 2. EMPLOYMENT WORKSHOPS	91

2025 RESULTS

• Direct beneficiaries of the Food Program	260
• Social Guidance Service	155
• Baby products	2.810
• Employment Guidance Service	91
• Meals delivered	20.106
• KG of food	30.507
• Toiletries and cleaning products	4.032



VOLUNTEER COMMITMENT



The strength of our organization comes from the commitment and dedication of our volunteers, the true driving force behind the continuity and impact of our work. Our inspiration is based on the biblical principle: "it is more blessed to give than to receive", which guides everything we do.

Thanks to a stable and cohesive team, Manos de Ayuda Social (MAS) has experienced solid and sustained growth over time. Our activities take place throughout the week with specialized teams in different areas — our kitchen, food collection and transportation, resource management, cleaning, our warehouse, and IT, among others — who work with dedication, responsibility and a strong sense of service.

Although we have some temporary volunteers, it is the ongoing involvement of dedicated long-term volunteers that ensures we accomplish our mission and maintain the quality of everything we do.



AWARDS AND RECOGNITIONS

2nd TELVA Charity Award in the National Category

FINANCING AND SUSTAINABILITY

PREMISES PROVIDED BY THE COMMUNITY OF MADRID: Manos de Ayuda Social (MAS) has been granted the use of three premises by the Community of Madrid, which provide key support for the development of its social work. These spaces house the family meal center, the social services offices and the warehouse, allowing us to offer comprehensive, personal and effective support to the people we assist.

PRIVATE SUPPORT AND BUSINESS COLLABORATION:

Although Manos de Ayuda Social does not receive public funding, its work is made possible thanks to strong support from the private sector and the collaboration of numerous partner organizations, including Fundación Rocapin, Amazon, Mercadona, Fundación "la Caixa", Fundación Caser, Fundación Gómez-Pintado, Mercamadrid, Bank of America, Fundación Ebrofoods, Fundación Reale, Afronta, Ipanema, Congelados Delfín, The Swiss Ladies Association, The British Ladies Association, Envases Sena, Fundación Sacyr and suppliers of Sodexo Ibérica, among others.

All of them are supportive organizations that have believed in our project from the very beginning and continue to drive our growth. Over time, new collaborators have joined us, both corporate and individual, and together with a dedicated and committed team of volunteers, they make it possible for us to help hundreds of people in a professional, approachable and effective way, always promoting personal independence and providing real, transformative support.

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PINTURAS LAGUN SL
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POPPY BOTTLES
PROVEI GLOBAL SL
PYMES PLATAFORMA COMERCIAL
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