

Coaching to Advance Social Purpose at

The Fundación Comunidad y Servicio

2024 Award Winner: Distinguished Coaching Catalyst



Every year, the International Coaching Federation (ICF) honors organizations with coaching programs that meet rigorous professional standards. The Coaching Impact Awards celebrate the best of coaching and ICF through various categories that encompass the multifaceted aspects of the profession.

The Fundación Comunidad y Servicio (the Fundación) is a volunteer organization with a mission to generate a positive impact on our society and the world. In collaboration with ICF-credentialed coaches, trained at the International Ontological Coaching Training Program at Newfield Network, the organization created coaching-based programs to support social development initiatives by adopting a human-centered mindset to address social challenges in vulnerable and underprivileged communities. Since 2018, the organization has been serving individuals and communities unable to afford coaching services, promoting core ICF values: Professionalism, Collaboration, Humanity and Equity.

The Fundación's 700 volunteer coaches reach more than 1,500 individuals annually.

The Fundación drives social development through coaching programs across eight countries in America and Europe, connecting over 700 volunteer coaches to more than 1,500 individuals annually. Its initiatives focus on creating a fairer, more equitable, and sustainable future for all with a focus on key areas including:



1. Education

The Fundación has collaborated with educational organizations to identify and overcome barriers to learning. This includes providing support to teams responsible for the care of children, adolescents and college students who are the first generation in their families to pursue higher education.

2. Health

In partnership with foundations and healthcare centers, the Fundación has provided coaching to health professionals to support their emotional and professional well-being. These interventions have been especially relevant in high-pressure contexts, such as during and after the COVID-19 pandemic.

3. Women's empowerment

Through programs focused on personal and professional development, the Fundación has supported women in vulnerable situations, equipping them with tools to strengthen self-esteem, leadership, and economic autonomy.

4. Community development

The Fundación has collaborated with local social organizations to train community leaders, facilitating spaces for conversation, reflection, and action that foster sustainable change from within communities.

For example, in Peru, Chile, and Mexico, volunteer coaches support over 500 vulnerable young people to develop skills that allow them to stay in school or find work. As a result, university dropout rates among the participating students dropped by 30%. Since 2017, the organization has also collaborated on a socio-emotional support program that resulted in a 98% retention rate in higher education, a 94% graduation rate, and successful employment for 83% of participants.

4. Gender equality

Multiple targeted programs have been developed to promote gender equality by challenging gender stereotypes, fostering female leadership, and supporting women's empowerment across all spheres of life. In female empowerment initiatives in Chile, Argentina, Spain, and Mexico, approximately 100 women—all of whom are of households in vulnerable situations—receive leadership, self-care, and support network tools

annually to advance in professional and private life. In doing so, the program supports these women in building a more secure future for themselves and their families.

5. Economic growth

Coaching programs by the Fundación have supported micro-entrepreneurs and organizations working for the economic development of vulnerable communities, enabling them to acquire relationship and emotional management tools. In Chile, Argentina, and Colombia, the Fundación supports small business owners through empowerment programs that focus on emotional and social tools that help entrepreneurs to persist in their businesses even in difficult situations. Among participating business owners, since 2022, business continuity grew from 70% to 100%.

6. Community programs for vulnerable and prison populations

As part of the Fundación's efforts to reduce inequality by improving access to resources and opportunities for marginalized groups, several programs have been introduced for adult and young prisoners who are in the process of social reintegration, including individual coaching and workshops to help them reintegrate into society. More than 50% of the participants do not return to prison, well below the general recidivism rate.

7. Inclusiveness

Several Fundación programs promote inclusive societies by fostering dialogue and conflict resolution, and by delivering tools for effective communication, which fosters more cohesive and harmonious communities. Additionally, community leaders and social organizations have improved their interaction with their key stakeholders, creating networks that open new possibilities. As a clear impact, the Fundación helped over 300 community leaders in Argentina, Chile, Peru, and Colombia to improve their leadership and teamwork skills. This helps them build fairer and overall stronger communities.

More than 50% of the Fundación's coaching program participants do not return to prison, which helps reduce overall recidivism.

As one recent specific success story, Cristián Ortega spent over 14 years in different penitentiary facilities in Chile. In 2018, six years into his sentence, he discovered the coaching workshops provided by The Fundación. Ortega started planning for a brighter future after his release that transformed his outlook. While typical reintegration programs focus on building skills for employment, The Fundación's program – as all their initiatives – is driven by coaching, which focuses on helping inmates to envision the future they want for themselves and then take steps to invest in making that future a reality.

Ortega's journey is a powerful reminder that lasting change is possible. From a past marked by crime and substance abuse to a present defined by stability and growth, he has rewritten his story through perseverance and purpose. His pursuit of higher education and his efforts to clear his criminal record reflect a deep commitment to continuing this positive path. Along the way, coaching has played a meaningful role in helping him stay focused, build confidence, and turn his goals into reality.

"The Fundación's coaching workshops helped me to be able to choose what is important in life" – Cristián Ortega, Fundación beneficiary on his successful reintegration into society.

Through all of these priorities, the organization's approach adopts a human-centered mindset. Based on the philosophy of ontological coaching, The Fundación's focus is on personal and collective transformation through the development of awareness and responsibility, leveraged by ICF-credentialed coaches and provided through team, organizational, executive, and individual coaching, as well as team workshops, offered in both virtual and in-person modalities. This range of approaches allows for greater flexibility and accessibility for participants. The program objectives are established collaboratively and designed to be flexible, allowing for agile responses to the emerging needs of the

participants. These coaching approaches closely align with the initiative's objectives by promoting well-being and sustainable development in vulnerable communities.

Initial meetings enable a deep understanding of the specific needs and contexts of each community, facilitating the creation of tailored and effective programs. Close collaboration with partner organizations also ensures coordinated and efficient program implementation, while careful selection of volunteer coaches—trained at Newfield Network—helps to achieve specialized and relevant support for beneficiaries.

Pioneers in Advancing Social Purpose through Coaching

Moving forward, the organization's primary objective is to further solidify their international presence, reaching an increasing number of beneficiaries across the globe. They aspire to gain recognition worldwide as pioneers in delivering coaching with a social purpose.

"Our goal is not only to be recognized but also to serve as role models and leaders in the global arena of social impact through coaching." – Alejandra López, Executive Director of Fundación Comunidad y Servicio Newfield Network.

This case study features one of the winners of the 2024 ICF Coaching Impact Awards – Social Impact.

About the ICF Coaching Impact Awards – Social Impact

This award recognizes individuals or organizations creating meaningful social change through coaching. Aligned with the UN Sustainable Development Goals and ICF's values, it highlights how coaching can drive lasting, positive impact in communities and beyond.

There are four award categories: **Coaches, Coaching Education, Organizations, and Social Impact.**

To learn more visit: coachingfederation.org/about/awards

