



Title: FARMACIA PARA LA GENTE

PROYECT DETAILS

Project Objective:

Farmacia para la Gente is a sustainable humanitarian health initiative whose primary objective is to deliver free, specialized medical-humanitarian missions to at least 12,000 people per year in rural and underserved communities across Colombia.

To achieve this impact in a sustainable and scalable manner, the project establishes social pharmacies in Bogotá as a financial vehicle that generates permanent funding for monthly medical missions. Operating under strict ethical and professional standards, the pharmacies reinvest 70% of net profits directly into free healthcare delivery, transforming access to medicines into a self-sustaining engine for rural health equity.

This innovative model ensures continuity, independence from donations, and long-term social impact aligned with Rotary's sustainability principles.

Country/Location: Colombia

Focus Area: Prevención y Tratamiento de Enfermedades

Implementation Year: 2026

Total Project Budget: \$500,000.00 USD

Missing Funds: \$500,000.00 USD

Community Assessment:

Colombia faces profound and persistent challenges in ensuring equitable access to healthcare, particularly in rural and dispersed population centers. While major cities concentrate medical infrastructure and specialized services, thousands of small rural communities remain geographically isolated and structurally underserved.

Poor road infrastructure, long travel distances, difficult terrain, and limited public transportation significantly restrict access to healthcare services. In many rural regions, reaching the nearest health facility requires several hours of travel, often at high economic cost and under unsafe conditions. These barriers are further exacerbated by historical armed conflict, forced displacement, and security risks, which have reduced the permanent presence of healthcare institutions in remote areas.

The magnitude of the challenge is reflected in national indicators:

- Extreme poverty in rural and dispersed population centers affects 21.8% of the population, more than twice the rate observed in urban areas. The extreme poverty threshold is approximately USD 1.90 per person per day, an income level insufficient to meet even the most basic needs, including healthcare and essential medicines.
- Millions of people lack timely access to essential medicines, particularly in rural and remote territories.
- Only 3.99% of healthcare providers (IPS) are located in rural zones, and 552 rural municipalities have no permanent health facility at all, severely limiting access to both primary and specialized care.
- Approximately 12.5 million people live in rural areas, representing 23.9% of Colombia's total population.
- More than 8 million people live several hours away from the nearest healthcare service, especially in regions affected by displacement and armed conflict.
- Women in rural areas face significantly greater barriers to prenatal care and skilled birth attendance, increasing maternal and neonatal morbidity and mortality risks.
- Medical brigades and humanitarian health interventions depend largely on donations, which limits their scale, frequency, and long-term continuity.

For families living in poverty, the combined cost of transportation, medical consultations, diagnostic tests, and medications becomes an insurmountable barrier. As a result, preventable and treatable conditions are left unattended, disproportionately affecting children, pregnant women, women, and older adults, and perpetuating cycles of illness, vulnerability, and inequality.

This need is not theoretical. It has been directly validated through more than 15 years of continuous field experience by Fundación Alas para la Gente, a non-profit healthcare organization (IPS) that has conducted medical-humanitarian missions in hundreds of rural and marginalized territories across Colombia. Through these missions, the organization has consistently observed that lack of access to medicines and sustainable healthcare financing remains one of the most critical gaps in achieving long-term health outcomes for vulnerable populations.

Without a sustainable financing mechanism that ensures continuity and scale, access to preventive and specialized healthcare in rural Colombia will remain fragmented and insufficient. This reality underscores the urgent need for innovative, self-sustaining models that move beyond short-term aid and create permanent pathways to health equity.

Project Design:

Farmacia para la Gente is a sustainable humanitarian health project designed to deliver free, specialized medical-humanitarian missions to at least 12,000 people per year in rural and underserved communities across Colombia, through a financially self-sustaining model.

The project addresses one of the most critical gaps identified through over 15 years of field experience by Fundación Alas para la Gente: the absence of a permanent and reliable financing mechanism to sustain free healthcare services in remote and vulnerable territories.

Project Strategy

The project combines two complementary components:

1. A Sustainability Vehicle: The establishment of social pharmacies operating under ethical, professional, and financially sound standards in Bogotá.
2. A Humanitarian Health Objective: The continuous financing and execution of free, specialized medical-humanitarian missions in rural Colombia.

This integrated model ensures that humanitarian healthcare delivery is not dependent on sporadic donations, but instead supported by a permanent revenue-generating structure.

Component 1: Social Pharmacies (Sustainability Vehicle)

The project will establish two pilot social pharmacies in Bogotá, strategically located to ensure commercial viability and operational sustainability.

Key characteristics include:

- Fully licensed and compliant with Colombian pharmaceutical regulations
- Professionally managed under strict ethical and transparency standards
- Affordable pricing focused on low- and middle-income populations
- Transparent financial controls and annual audits

The pharmacies will generate recurring operational profits through the sale of essential medicines. Seventy percent (70%) of net profits will be reinvested directly into financing free medical-humanitarian missions, while thirty percent (30%) will be reinvested into inventory replenishment, operational stability, and gradual expansion.

The pharmacies are not designed as profit-maximizing entities, but as social enterprises whose primary purpose is to finance humanitarian health impact.

Component 2: Free Medical-Humanitarian Missions (Core Objective)

The core objective of the project is the execution of at least 12 free, specialized medical missions per year, reaching a minimum of 12,000 people annually in rural and hard-to-reach communities across Colombia.

Each mission includes:

- Multidisciplinary medical teams composed of volunteer specialists
- Free consultations, diagnostics, treatments, and follow-up care
- Free delivery of essential medicines
- Health education and prevention activities

Medical specialties include, but are not limited to:

- General Medicine
- Pediatrics
- Gynecology and Cervical Cytology
- Dermatology
- Optometry
- Physical Therapy
- Otolaryngology (ENT)
- Dentistry
- General and Gynecological Surgery

Through long-standing alliances with medical institutions, volunteer specialists, and public entities, Fundación Alas para la Gente has demonstrated the ability to reduce the real cost of a specialized medical mission in 65%, maximizing the social return of each dollar invested.

Component 3: Health Education and Community Engagement

Each medical mission integrates a strong preventive and educational component, including:

- Patient education on treatment adherence
- Preventive health education
- Sexual and reproductive health education
- Community leadership and health awareness sessions

This approach strengthens long-term health outcomes and empowers communities to actively participate in their own well-being.

Implementation and Governance

The project will be implemented by Fundación Alas para la Gente, a legally registered non-profit healthcare organization (IPS) with

over 15 years of experience delivering free medical services in remote regions of Colombia.

Governance and implementation will include:

- Clear separation between pharmacy operations and humanitarian execution
- Financial transparency and annual audits
- Quarterly impact and financial reports to Rotary
- Oversight and strategic alignment with the Rotary Club Bogotá Chicó

Sustainability and Replicability

The pilot in Bogotá will serve as a controlled environment to:

- Validate the financial performance of the social pharmacy model
- Measure health impact and operational efficiency
- Generate learnings for future scaling

Once validated, the model is designed to be replicated in other Colombian cities and potentially adapted for other countries, positioning Rotary as a pioneer in sustainable humanitarian healthcare financing.

Direct Beneficiaries:

Annual Impact Indicators

? 12+ free medical-humanitarian missions per year

? 12,000+ people receiving specialized care in:

- General Medicine
- Pediatrics
- Dermatology
- Optometry
- Physical Therapy
- Gynecology
- Cervical Cytology
- Otolaryngology (ENT)
- Dentistry
- General Surgery
- Gynecological Surgery

? 3,000 veterinary treatments and surgeries in rural communities

? 50,000+ free medicines delivered

? 12+ vulnerable rural communities served

? 200+ volunteers engaged

Each dollar invested generates multiplied and measurable social value.

Sustainability:

Financial Sustainability

- Pharmacies generate recurring operational profits
- 70% of net profits finance free medical missions benefiting 12,000 people per year
- 30% reinvested into inventory, operations, and expansion
- No dependency on future donations

This structure guarantees long-term, autonomous impact and full alignment with Rotary's sustainability framework.

LONG-TERM VISION

- Scalable and replicable model
- Expansion to additional Colombian cities
- Strengthened Rotary–community partnerships
- Permanent funding stream for humanitarian healthcare
- Model adaptable to other countries and contexts

Once validated, the model is designed to be replicated in other Colombian cities and potentially adapted for other countries, positioning Rotary as a pioneer in sustainable humanitarian healthcare financing.

Collaborators:

Colombian National Police

- Security and logistical support
- Helicopter and secure ground transport to high-risk rural areas
- Medical tents and operational personnel

Avianca Airlines

- Donation of 200 airline tickets annually for medical professionals
-

Evaluation and Monitoring:

Pendiente

PROJECT CONTACTS

Host Club: Bogotá Chicó (District 4281)

Contact: Luis Manuel VASQUEZ ARDILA - luismanuelvasquez@yahoo.com

PROJECT FINANCE SUMMARY

Finance Calculator

Funds Sources (Requested / Committed)

Source	Club (Cash)	District (DDF)	Match + 5% Fee	Total
Bogotá Chicó (Cash)	\$0.00 USD	-	-	\$0.00 USD
Distrito 4281 (FDD)	-	\$0.00 USD	\$0.00 USD	\$0.00 USD
N/A (Cash)	\$0.00 USD	-	-	\$0.00 USD
Distrito Intl N/A (FDD)	-	\$0.00 USD	\$0.00 USD	\$0.00 USD
TOTALS	\$0.00 USD	\$0.00 USD	\$0.00 USD	\$0.00 USD

**** Required FDD ****

\$0.00 USD

Total Requested Budget	\$500,000.00 USD
Total Obtained Funds	\$0.00 USD
** Funding Gap **	\$500,000.00 USD
Total 5% Cash Fee (info only)	\$0.00 USD

DOCUMENTS, PHOTOS & FILES (CLICK TO OPEN)

No documents or files were attached to this grant application.