

Máximo Cuñado Alonso

With great regret I receive the news of the death of Maximo Cuñado Alonso, a businessman of extraordinary capacity for work, drive and entrepreneurial vision, a good man who knew how to put to the service of others his business skills and in particular his personal qualities, in planting an inexhaustible generosity, initiative, expertise and desire to encourage institutions and projects in support of the most vulnerable to contribute with his high sense of civic responsibility to solve real problems and serve society.

For twenty years, I have been privileged to share with Maximo different responsibilities on the Board of the Foundation Social Promotion of Culture. During these years, Max has been for me and for everybody that has enjoyed his friendship, his enormous and efficient working capacity and his extraordinary personal qualities, a referent of what is a citizen with a high sense of social responsibility, committed to serving others.

In 1987, Máximo along with Pilar Lara Alén and other professionals, joined to the adventure of starting a foundation with clear social vocation and international renown. The Foundation was born small and very limited in human and economic resources. Máximo in those early years and later did not fail to bring to this project his entrepreneurial vision, his initiative, his generous dedication of time (until his health allowed it, he did not fail to attend and participate year after year in meetings of the Board) and also his keen intuition to find the most appropriate solutions with efficiency and high professional sense.

If in anything he stood out was in the simplicity with which he praised and recognized the achievements of others. A businessman with the prestige that he had already reached, stopped and admired successes, then still small, that were achieved in the Foundation. Often he repeated that he learned much from what the technical team of the foundation made, when aid for a project was achieved, or the results of efficient management of resources were verified or private donations were increased, for example.

He was very generous; magnanimous... when for example he sent to the foundation, as a Christmas gift, for each of the people working in it, excellent "Christmas baskets", where there was everything and exquisite. The staff of the Foundation waited for the "Máximo basket" with the illusion that a child awaits a Christmas present. In some file it will be recorded the many letters they wrote to thank him for this affectionate gesture.

He had a universal interest in supporting everything that refers to the improvement of people, their quality of life, or the access to culture, music, etc. And in this field he never forgot his roots, Burgos, beginning with his beloved Mecerreyes, small and beautiful city in the Ruta del Cid to which Maximo always felt united and a grateful debtor. He generously helped but did not talk about these things because his elegant Castilian sobriety prevented him.

His generosity was shaped into details such as to achieve to take the Board out of the Foundation to hold the meeting at a place surrounded by art and good food; inviting us to meet in Lerma with visits to Covarrubias, where through the FPSC he sponsored contests on nursery rhyme "Fernan Gonzalez" and children's stories "Infantes de Lara" - and of course Mecerreyes.

He was very grateful. I remember the enthusiasm with which he accepted a small gift I offered him after I made a trip to Jordan to attend the inauguration of a project for disabled launched by the Foundation with the aid of Spanish Cooperation. I found a silk tapestry embroidered and framed as a small box. I was sure he would like it.

On hearing the news of his death, I felt regret over the loss of a friend and an exemplary protector, but I take comfort in knowing that he has reached the goal, and that the Virgen del Camino to which Máximo, as strong and good Christian, expressed his affection with elegance and quiet, will have accompanied him to receive the ultimate prize.

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Teresa María Pérez Payán

Vicepresident FPSC