



Ayuda en Acción México Annual Report



Message from Global Direction

Dear friends,

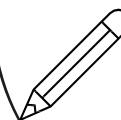
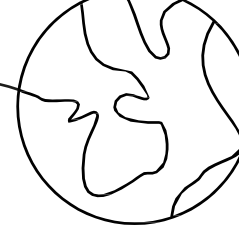
We know we are moving forward not only because we are getting closer to the goals already set but because we are able to see behind and realize about the distance we have run and the achievements we have got. Once again, by sharing this memory I am trying to summarize 1-year-work as a result of many people's effort; especially trust from those who have supported us and believe in our work and commitment.

I want to start this letter based on this trust granted to us as it represents our main wealth. On one hand, trust created among vulnerable communities we work with gives us the opportunity to stand by them and accompany them when designing and developing their life projects through actions taking to a positive change and sustainably helping them for years. On the other hand, trust we have been granted through our communications, which allow us to keep being supported by our current partners to add more people every day to reinforce our work.

The second aspect I would like to highlight are achievements, those all of us have got together within the framework of our 2015-2019 strategy. This strategic period of three years that started at the same time as the 2030 Agenda, an action framework involving 17 goals, known as Sustainable Development Goals, which demands governments, institutions and citizens to take action and commitment to achieve these goals.

During these 3 years and trust – trust, again – from thousands of people who supported us and support us, plus hundreds of institutions we work together with, we have performed interventions to ensure improvement of life conditions for millions of people all around the world. During this time, we have worked in 23 countries, Spain being one of them, and we have performed a direct investment in development and humanitarian projects of over 120 million Euros, benefiting 2 million people per year. We can state that 369.870 boys and girls have accessed a formal educational system, 157.860 families have seen their income increased, 128.771 boys and girls have improved their malnutrition condition and 592.857 people affected by crisis received humanitarian assistance. These are not figures to us, but these are people we have been working with to accompany them to achieve their goals. All of them have a history behind, however, what is more satisfying to us is the perspective of a more encouraging future.

I hope that, if you go through data of this memory, you can be able to see these 2019 achievements and that this letter can reinforce trust we need to keep helping the most needed. Thank you for trusting us, and thank you because all of us are #SomosAyuda.



Message from the Mexico's Direction

2020 was a year full of challenges to all of us, not only in terms of organization and among communities, but also for all of us. That was a year of meditation, where all of our capabilities were tested, and teamwork and solidarity played an important role at all levels.

From Ayuda en Acción México, we succeeded in adapting to circumstances, and so did communities we support. Pandemic provided us with a different vision, it allowed us to strengthen inside our team, look from a new reality where "World is different". This allowed us to make adjustments and plan the following steps for the new normal, where we are sure that it must be to achieve a fair and equal world for everybody. Likewise, we boosted remote training and mentorship, we preserved operations following safety protocols to follow-up initiatives at communities, we also offered information about contingency, we developed different awareness and supportive materials, remote mentorship was provided to children and young people, local consumption was promoted and we supported the health emergency by providing medical supplies at several hospitals from Mexico City.

In August 2020, we started with a project of humanitarian protection, where we mentored and strengthened three shelters for migrants, which stand out for their trajectory on human mobility: La 72 in Tabasco, Sagrada Familia in Tlaxcala, and Casa Monarca in Nuevo León, supported by the Agencia Vasca de Cooperación al Desarrollo.

We got our registration and now we take part in the Global Agreement, we received a certification on PCI for the safe data protection and management, as well as online transactions, which allows us to ensure our donors that their online donations and charges are under an optimal security management.

2021 will represent a year of strategic consolidation to the "new world"; however, I am sure that we all together will achieving the change we need more tan ever. Our priority is and will be attending and protecting childhood, quality education, creating opportunities for men and women from an equalitarian view, and we will keep promoting initiatives to protect environment.

I want to thank the Board, teamwork, community members we work with for your commitment, solidarity and support in a historic and very relevant time. I want to thank the social baseline of individual donors, volunteers, allies, companies, public donor, local authorities, and educational institutions as your valuable support and collaboration made this possible to continue.



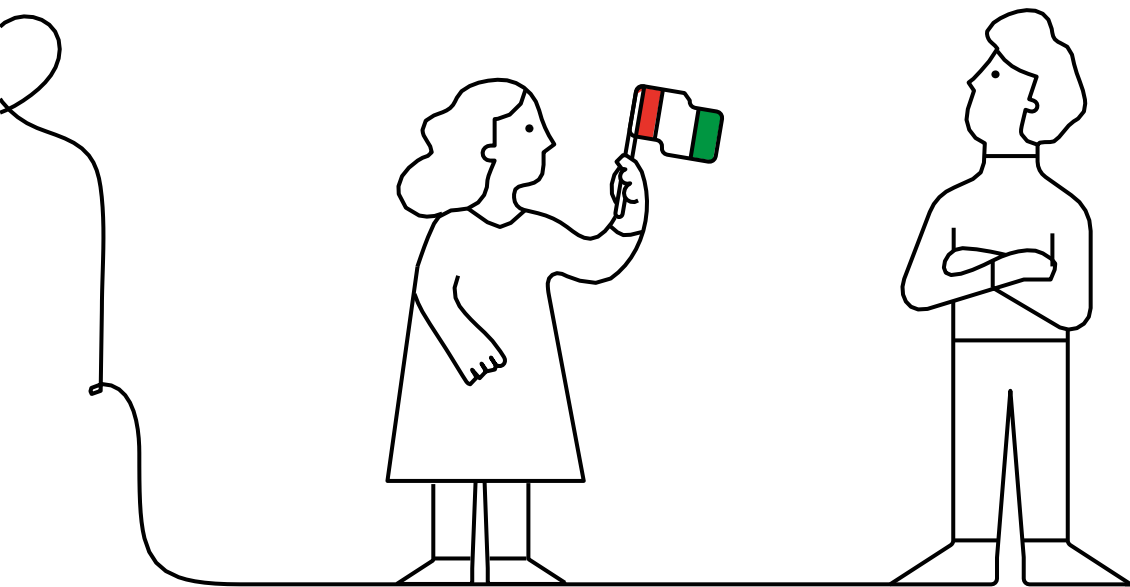
Mexico's team

Mission:

We promote people solidarity within a global world to foster childhood, their families and populations suffering from poverty, exclusion and inequality sustainably develop their capabilities to access a dignified life.

Vision:

We aim for a world without poverty, exclusion and inequality, where people could help each other, developing their capabilities, fully enjoying their human rights and taking part in order to become the players of their own development.



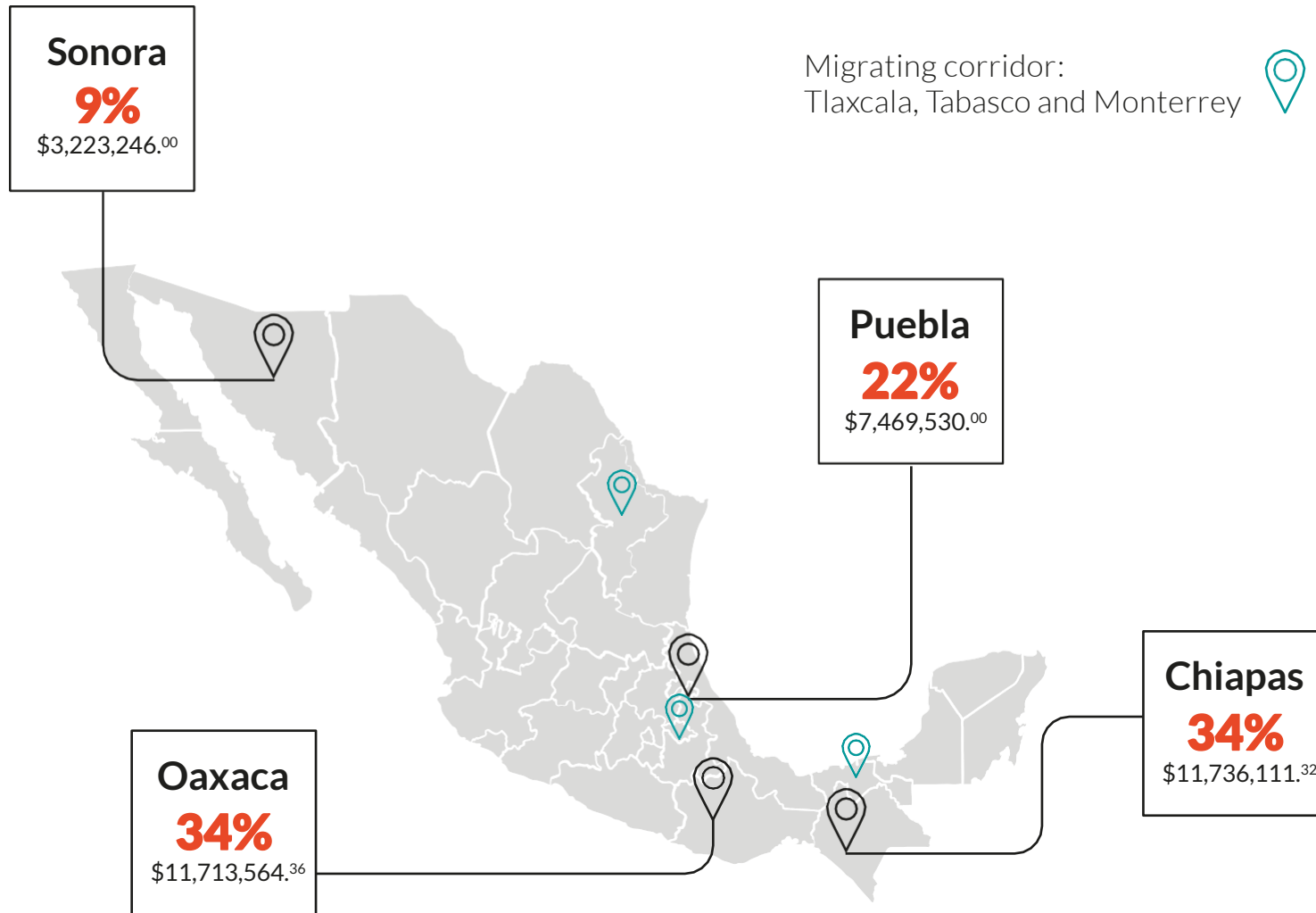
Team members:

Tania Rodríguez Zafra
María Luisa Salvador Cuatle
María de los Ángeles Gómez Vergara
Caritina Aguillón Velazquez
Diana Hernández Pacheco
Ramón Márquez Vega
Claudia Erika Espinosa Lara
Sylvaine Hanotel Pinzón
Karina Pérez Santiago
Oscar Daniel Becerra Pérez
José Héctor Madrigal Gómez
Mónica Razo Martínez
Isaac Obed Rosales Alonso
Lidia García Espinosa
Susuna Hernández Luna

Advisory Board:

Fernando José Mudarra Ruiz
Tania Rodríguez Zafra
Alejandra Elizondo Cordero
Ignacio Javier Fernández Morodo
Jaime Domingo López Buitrón
Jesús Alfonso Álvarez Morodo

Where we are?



Results of Programs 2020



Summary of achievements

Results

Figures

We create opportunities

Sonora, Oaxaca and Chiapas

We promote quality education

Boys, girls and adolescents reinforced their knowledge through remote school mentorship to develop their skills in reading and writing, mathematics, and management of feelings in the context of pandemic, by using appropriate tools, easy to access and audiovisual materials as a didactic resource.

Allocated resource: \$ 3,265,730.55

94 promotoros and teachers strengthened to develop their skills of educational mentorship to boys, girls and adolescents (NNA), as well as ludic materials and tools in Chiapas, Oaxaca and Sonora.

Design and definition of physical and technological educational didactic materials reinforcing educational mentorship of boys, girls and adolescents (NNA) in order to strengthen their skills and knowledge.

Construction, conditioning and equipment of **5** classrooms in elementary and junior school level.

Incorporation of digital skills, connectivity and communication skills to ensure vocational continuation of boys, girls and adolescents.

2 connectivity improvements for academic sites.

38 training events and mentorship for teachers.

12 innovation projects and resume adaptation.

5 adaptations to classroom and school infrastructure and equipment.

3,458 boys, girls and adolescents have been involved in practices improving their education.

2,318 boys, girls and adolescents have achieved the minimum level of competences in Reading and mathematics.

Results of Programs 2020



Summary of achievements

Results

Figures

Creating opportunities

Sonora and Puebla

We promote employment and entrepreneurship

Development and strengthening of rural entrepreneurship initiatives by boosting goods and services fulfilling local needs and identity, which have allowed men, women, young people and families to improve their financial, organizational, technical and cognitive conditions for their positioning and dynamization of local markets.

Allocated resource: \$ 3,647,760.23

23 children and juvenile initiatives have continued with manufacture of nutritious products at a low price by incorporating moringa.

7 entrepreneurship initiatives are developed, reinforcing their cognitive, technical, organizational and trading skills to improve their family economy.

5 training and working sites already installed and working.

20 entrepreneurship boosted to create self-employment.

6 plans of technical training.

7 transformed products.

526 people benefited with actions to promote employment and entrepreneurship.

55 men and women access a better compensation over the minimum wage.

Oaxaca and Chiapas

We develop sustainable value chains

Development of value chains of rural initiatives, which have allowed to establish business and trading strategies in order to position products to improve men and women income, thus their family income.

Allocated resource: \$ 1,390,186.09

106 families improved their income by trading their products.

20 associations incorporated to the value chain.

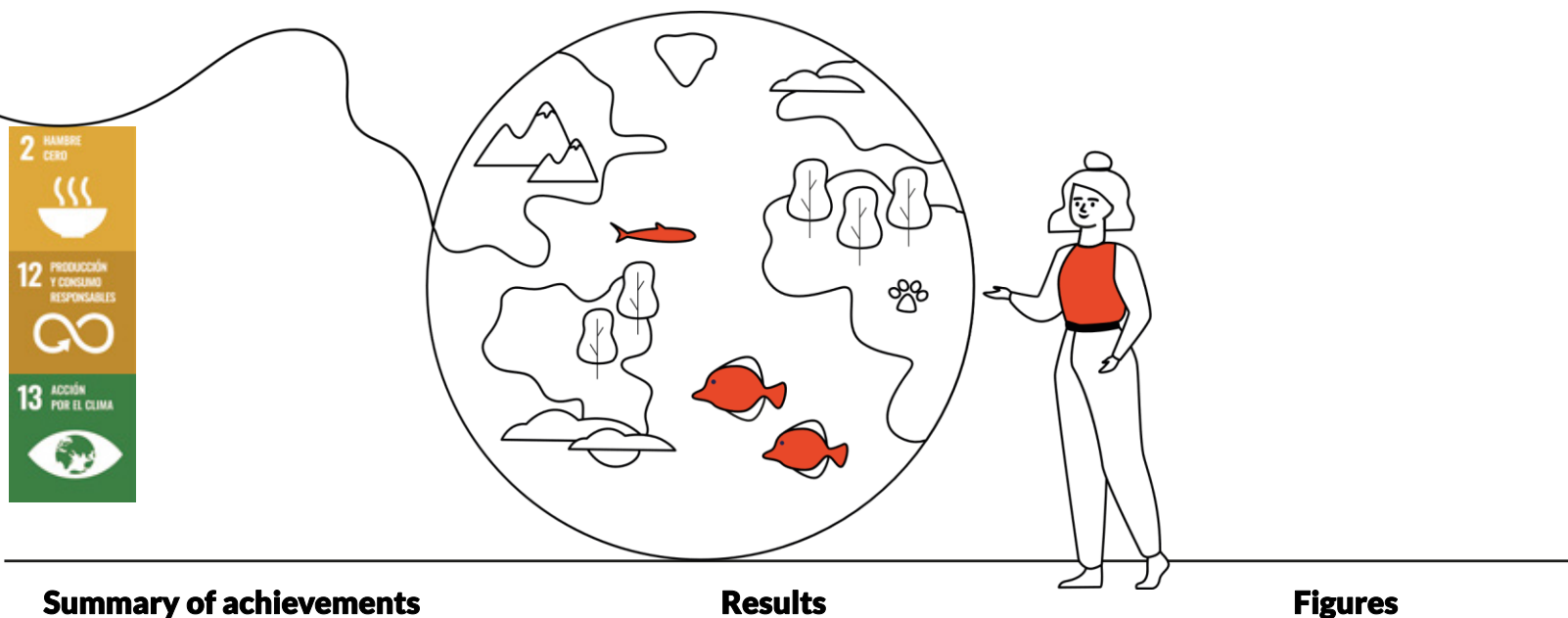
1 fair and trading events.

5 business plans.

2,173 took part in actions linked to the value chain.

106 families increased their income.

Results of Programs 2020



We adapt to face climate change

Oaxaca, Puebla and Sonora

We ensure sustainable food access

Families improved food access coming from their work and applying at least one technique of the agroecological method. Due to this year's financial and sensitivity causes, the number of families that sowed corn drastically increased. They also harvested squash, cob, pigweed, grasshopper, amaranth leave, among other crops which have been added to their family diet. They are currently harvesting peach, red plum, pear, avocado and vegetables through a comprehensive use of soil, garden and handling of backyard birds.

Allocated resource: \$ 401,726.00

179 modules and backyard gardens produce healthy and easy-to-access food for families.

30 production systems with clean agriculture.

2 Phylogenetic banks of native seeds.

179 families were involved in actions promoting agroecological practices.

1 recovered ancestral practice.

752 men and women can access sustainable food for their family.

Results of Programs 2020



Summary of achievements

Results

Figures

We protect from violence and intolerance

Sonora and Oaxaca

We promote protection and attention systems

We foster actions for mothers and fathers, organizations and communities to be aware of childhood rights promoting prominence and healthy relationship in childhood by enjoying their rights, and preventing violence within family and community environment.

Allocated resource: \$ 1,166,550.78

Family relationship is strengthened among community lockdown spaces to take care of children.

50 persons take part in the awareness program for parents and organizations.

50 persons take part in actions to protect childhood.

7 communities have protective systems for childhood.

385 boys, girls and adolescents (NNA) trained in violence and bullying prevention.

Results of Programs 2020



Summary of achievements

Results

Figures

We save lives

Sonora, Oaxaca, Puebla and Chiapas

We provide effective response

In the context of COVID-19, financial, food and violence damages made a great impact. For this reason, there was a food contribution to meet family needs as they were not able to access products of the basic food basket. For this reason, they were provided with tools and materials to produce their field to reactivate economy, people who had suffered any kind of violence received psychological support, and some materials to inform and prevent likely COVID-19 infection were created.

Allocated resource: \$ 4,418,169.68

Conditions of food, financial, psychological and informative vulnerability were reduced among community families and people.

623 people got food from Ayuda.
623 persons received service in the event of a COVID-19 crisis.
14 awareness spots and videos on rights due to COVID-19.
3 infographics and 1 leaflet about the right to information and health.
4 cartoons about participation rights.
14 preventive spots due to COVID-19 and care habits.
55 persons received psychological support.
35 parents got trained on how to manage stressful situations.
147 families have fumigation equipment to reactivate their economy.
8 farmers have fertilizers to treat their lands and reactivate their economy.
 This impacts up to **5,000** people supported within the COVID-19 context.

International programs 2020

Migration



2020 was undoubtedly a year when, from Ayuda en Acción de México, we bet to consolidate a strategic working vision towards human mobilities in our country. This way, we started in September a humanitarian protective project for migrating population, refugees and asylum seekers, which was financed by the Agencia Vasca de Cooperación al Desarrollo (AVCD) for 1 year. Within our global strategy to save human lives, we bet to attend and alleviate humanitarian crisis and forced displacement by accompanying and strengthening the work performed by three shelters located throughout the dangerous migrating route of the Gulf. La 72, A refugee shelter for migrants, it is located at Tenosique (Tabasco), very close to the border with Guatemala, and it's one of the main migrating gates of Central America. La Sagrada Familia is located in Apizaco (Tlaxcala) at street level of the train rail, and it's an oasis for transmigrating people heading to the North; and Casa Monarca is located in Monterrey (Nuevo León), it's a new Project of shelter under construction, which is focused on attending acknowledged refugees and in-transit population to border. Apart from their different views about how to work migration, these three organizations share a priority approach for humanitarian support and human right promotion.

When this proposal was provided to the Agencia de Cooperación Vasca in early March 2020, pandemic was beginning in Mexico, and we were not aware of the impact nor how this would affect migrations in our country. Prior dialogues with involved actors, where we assessed if the essence of the project would change due to the new COVID-19 variable, we decided to start on September 1st with field activities, fully compelled that humanitarian involvement was more convenient and necessary than ever.

During the first term of the project, we noted how human mobility started gradually reactivating, mainly driven by natural disasters caused by Eta and Iota hurricanes in Central America, and the hope for a more humanitarian migration politics after the Joe Biden's election; both events occurred on November 2020. By 2021, we foresaw mass migrating flows.

International programs 2020

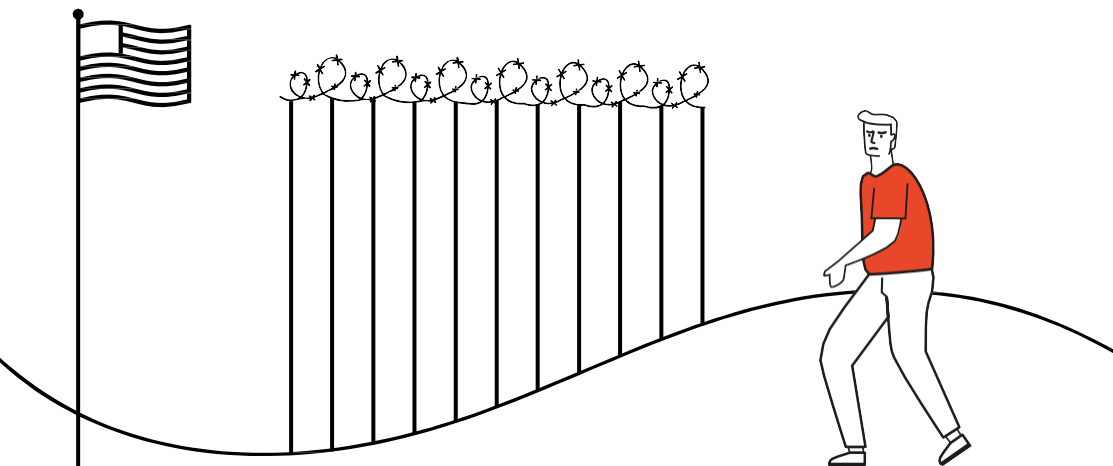
Migration

The number of people benefited from the project was reduced due to the pandemic impact, the temporary closure of one of the shelters due to quarantine, and sometimes limited access to some services.

Populations benefited during the first four months of the project were in-transit migrants, applicants for asylum and refugees, as well as Mexican population of asylum-seeker communities, which were seriously affected by pandemic:

- **6,439** people received protection and **humanitarian support**. **4,515 men** and **1,894 women**. From total people assisted, **752** were **underage**, from which **58** were not accompanied.
- **1,181** people received informative sessions on **human rights**, safety in migrating route and gender-violence prevention.
- **515** people received **legal advice** in matter of refugee, crime and **violence** in the route, or migrating standardization.

We will keep strongly betting in **2021** for the **humanitarian** protection, while we work in developing and implementing new ways to know how to face new realities of human mobility in Mexico.



Volunteering

SACYR

Food support to improve life conditions of families at State of Hidalgo

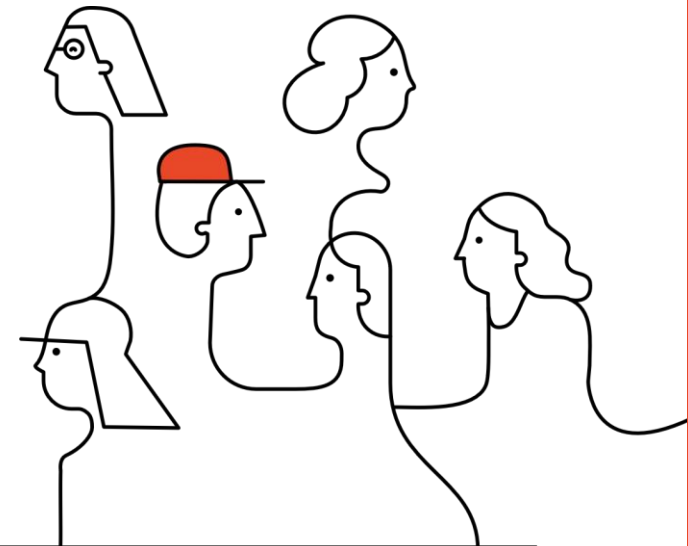
Last July 30th 2020, at Singuilucan, State of Hidalgo, a food support delivery was performed to benefit 200 families, 850 people affected by the COVID-19 situation. For the first delivery, representatives of 27 families were scheduled by the Municipal Head. Team members of SACYR, Municipal authorities and Ayuda en Acción personnel attended this event.

The Municipal President, Dr. Mario Hugo Olvera Morales, expressed the support of companies in the Singuilucan municipality and reinforced the value added by SACYR within the territory. From Ayuda en Acción México, Diana Hernández, responsible for Communication and Marketing, mentioned the importance of being solidary in these emergency times. Likewise, Héctor Madrigal, Responsible for Volunteering and Solidary Liaison, expressed his gratitude to authorities, volunteers and allies for their support to take this benefit to communities.

Alejandro Ríos, Director of Communication from SACYR, expressed the Company's commitment with the development of communities where they have projects. He also showed his interest on families affected by COVID-19. Yunuen López, Director of the Railroad from Pyramids-Tulancingo-Pachuca, invited beneficiary people to take care of their health and drive safely to prevent accidents. Latter words were given by Dr. Mari Cruz Aguilar Flores, Director of Municipal DIF, expressed her gratitude to everyone involved in the project, and she delivered the first pantry.

Communities benefited with food support and hygiene kits were:
La Gloria, La Lagunita, Las Palomas, Matías Rodríguez, Aguayutla, Tecoco and Jalapilla.

We are grateful to SACYR for its commitment with communities and families affected by COVID19.



Corporate partners and donors

Universidad Popular Autónoma de Puebla (UPAEP): it sums up as a partner for the mutual collaboration to take actions of liaison, studies and research, professional practices and thesis projects, as well as for the development, organization and Educational Program teaching linked to entrepreneurship initiatives, strategies and educational tools for childhood.



Centro de Bachillerato Tecnológico Agropecuario (CBTA): Due to this alliance, it will be possible to work on educational development, perform supportive programs and academic exchange between both institutions to favor teaching training on research, technological development and scientific and technological broadcast within their competence fields. All this aims stimulate populations' development and quality of life for the deployment of productive processes and sustainable practices.

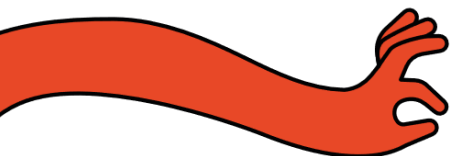


Universidad Tecnológica de Izúcar de Matamoros (UTIM): This alliance consists on performing projects, works and actions in matter of common interest in the Sierra Nevada region of Puebla, linked to promoting entrepreneurship initiatives and deployment of sustainable practices.



We thank all the companies that supported our communities

STANDARD
& POOR'S



Certificates received in 2020

Global Agreement

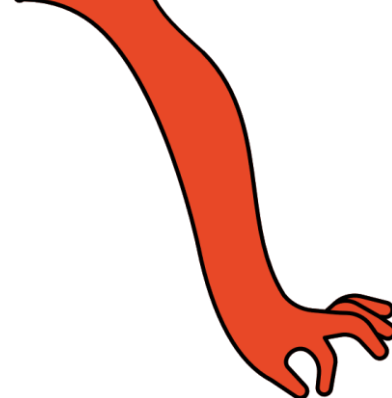
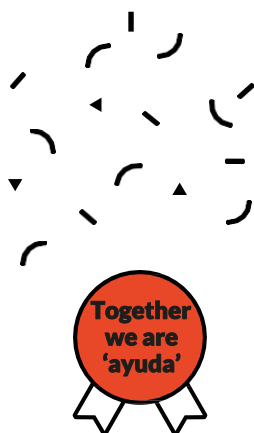
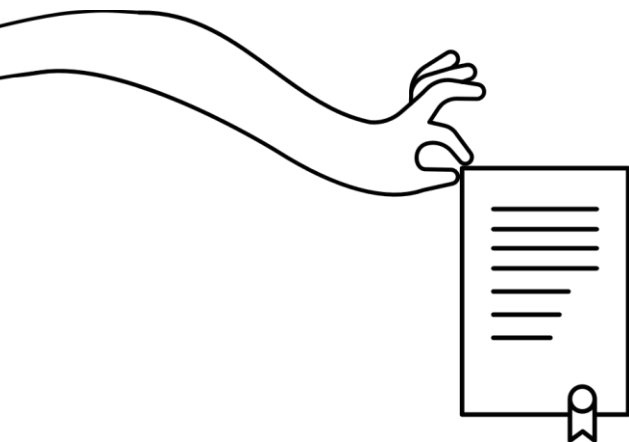
Ayuda en Acción México now is part of the Global Agreement.

Cemefi:

Ayuda en Acción México ha sido reconocida desde el 2019 por el Centro Mexicano para la Filantropía (Cemefi) con el distintivo de Transparencia e Institucionalidad.

PCI:

We have been accredited in 2020 by PCI in the safe management of transactions for our individual donations. This certification ensures data protection and online transaction safety, and it's fostered by main global credit card companies.

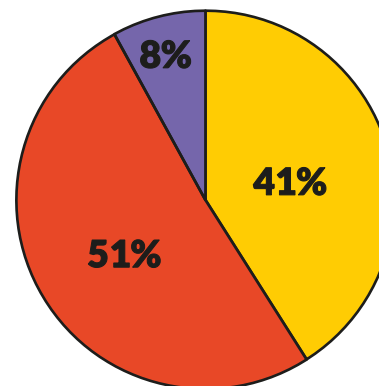


We are already more than people in action!

6000

Elizabeth Fernández Jimenez
Barbara Salcedo Bandala
Yazmín Herrera Garrido
Narda Ivannova Guadalupe Martínez Campos
Eligio Rodríguez Hernández
Perla Marina Pérez Padilla
Roberto Mendez Oviedo
Gabriela Guerrero Brunet
Ana Romina Gómez Silva
Perla Alejandra Tello Balderas
Cecilia Morales Ponce
Juan Gerardo García Salazar
Claudia Olivieri Cauduro
Luis Enrique Isidro Dominguez
Marcia Hidalgo Wadllimar
Rosa Isela Lugo Martínez
José Ramón Gutierrez Cruz
Hilda Belen Escobar Wilson
José Daniel Pérez Badillo
Reyna Beatriz Martínez Rendiz
Michelle Navarrete Marcellin
Eduardo Rafael López Castillo
María Fernanda Valero Piña
Rose Nicole Dominique Reich Sapire
Sandra Mónica Ricalde Herrera
Raquel Hernández Urbano
Alejandra Artigas Cervantes
Lorena Coral Sanchez Jimenez
Carlos Felipe Ortega Pérez
Carmen Fariña González
Marcelo Akbal López Rodríguez
María Dolores Padilla Rougon
Sugey Anabell Murillo Gutiérrez

Juan Diego Balderas Fernandez
Ana Rosa Ojeda Ibañez
Irasema Avitia Sánchez
Abril Vázquez Rivera
Paola Mandri Figueroa
Héctor Hernández Escobar
Adolfo Parra García
Esubiel Baltazar Orozco Soria
Matilde Eugenia Huerta González
María Fernanda Hornedo Renovale
María José Pinillos Montaña
Mónica Isela Castro Alejo
Eduardo Del Villar Treviño
Marco Antonio Castillo Ríos
Lusiana Cuaik Briones
Joaquín Matuks Sassine
Jorge Luis Moreno Hess
Jaime Fernando Mariscal Erives
Alejandra Sanchez Polo
Lorena Judith Tolumes Villapaña
María del Carmen León Chávez
Belinda Elizabeth González Díaz
Bertha Cecilia Torres Bautista
María Martha Florencia Quezada Dominguez
Aldolcina Bautista Vásquez
Oscar Guillermo Muriel Garibay
Haydee Antonieta Zorrilla Gonzalez
José Antonio Fernandez Ortiz
Josue Calleja Luna
Irma Rosa Valle Salazar
José Bustamante Hernández
Maite Cevera Ceberio



Total baseline: 6805

Men: **41%**

Women: **51%**

Companies: **8%**



Financial balance

ASSET MXN 7.584.833

Current asset	7.158.124
Cash and cash equivalent	5.148.840
Other accounts collectible	2.009.284
Security bond	102.304
Furniture and equipment	324.405

ACCOUNT OF RESULTS

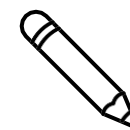
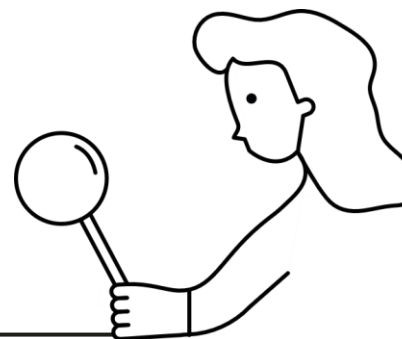
INCOME	34.682.915
Donations received	2.779.845
Other income	25.400

EXPENSES	26.744.318
Donations granted	9.190.491
Operative expenses	13.149.448
Expenses in raising	3.855.263
Administrative expenses	549.116

Accounting heritage at the beginning of the year	5.879.515
Heritage at the end of the year	1.060.611

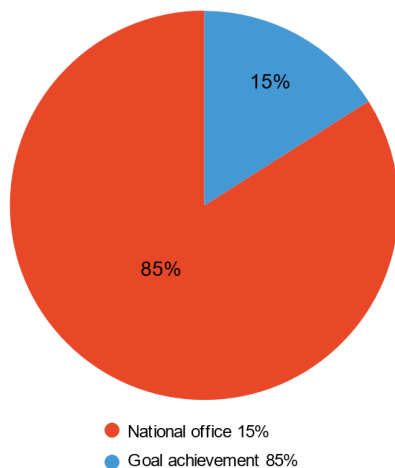
LIABILITY AND HERITAGE MXN 7.584.833

Current liability	440.881
Taxes payable	203.826
Accounting heritage	6.940.126
Remains of previous fiscal years	5.879.515
Result of the fiscal year	1.060.611

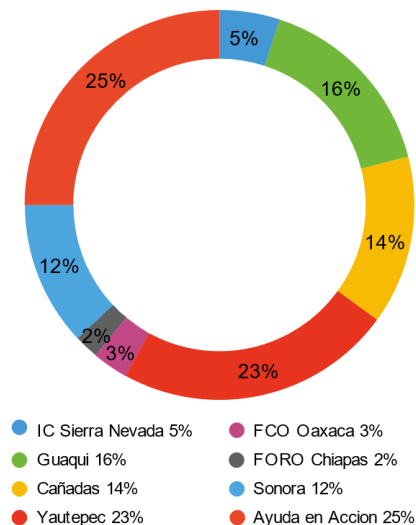


Financial balance

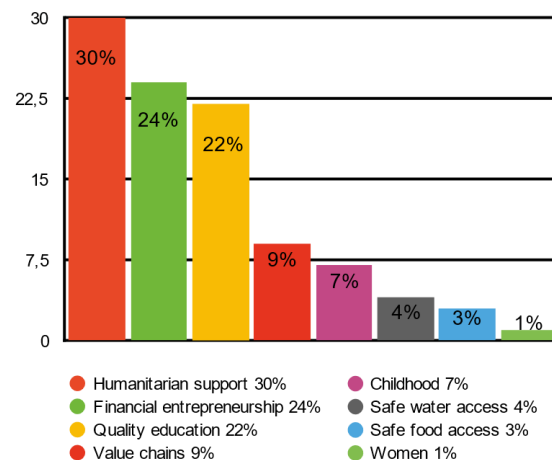
Fund application



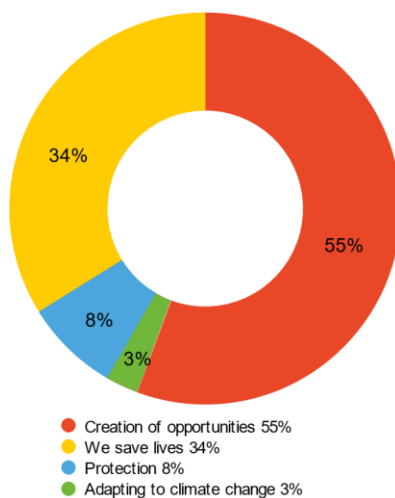
Social actors



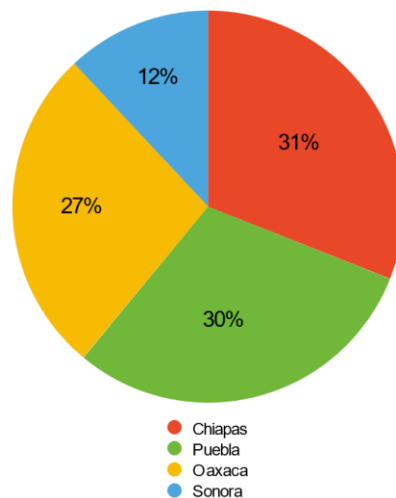
Working lines



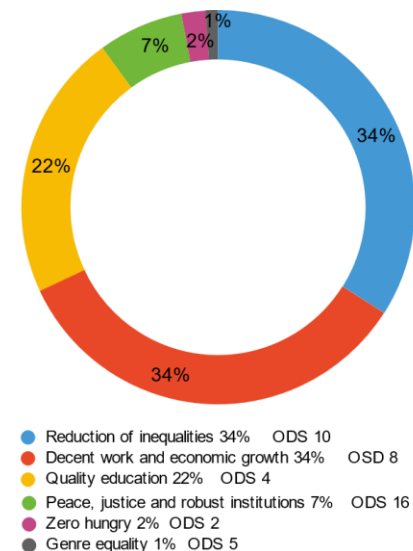
GAPS



Presence by territories



ODS



We are transparent:

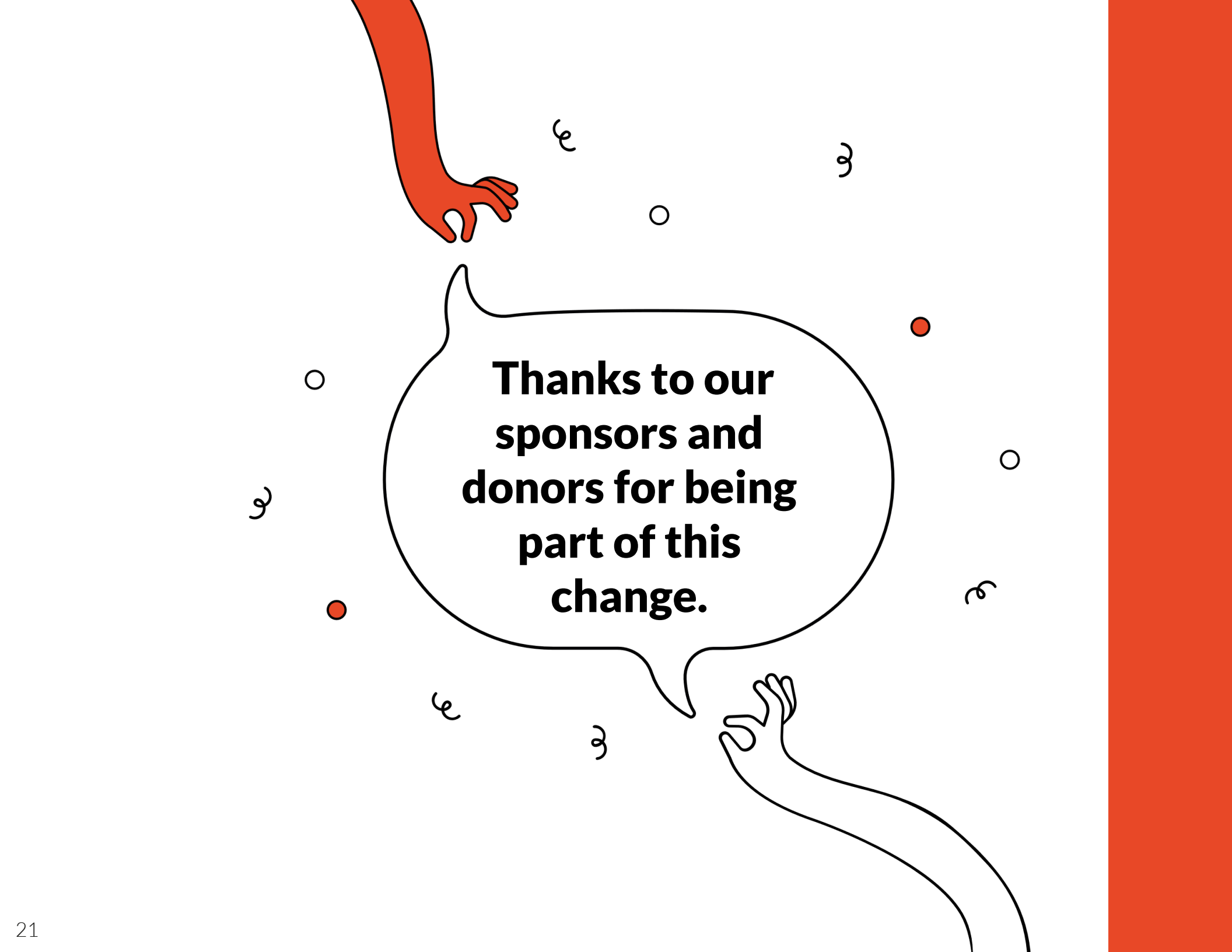


Network Corporate partners:



Partnership with Universities:





**Thanks to our
sponsors and
donors for being
part of this
change.**

Contact

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☎ 5585 565675

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