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LETTER FROM OUR EXECUTIVE DIRECTOR



One of the privileges of leading Yo quiero Yo puedo is having the ability to tackle a great diversity of issues from a common framework. Over the years, we have addressed a variety of issues, which we have classified into the areas of education, health, citizenship and productivity. Explaining how our theoretical framework and methodology apply to every area we address has not been easy.

In 2010, Susan Pick -our current Board President- did a research fellowship at Harvard University, which proved to be a unique opportunity to pause and write the history of how we have expanded to approach diverse issues across these four areas. She captured how all of it follows a common logic of facilitating people's empowerment through an internal process whereby they become agents of change.

An individual who is filled with insecurity, conformity, resignation, and hopelessness and faces barriers of shame and fear coupled with a lack of information and who after participating in a Yo quiero Yo puedo program achieves a first change, then she feels strong, capable of changing the context into which she was born and in which she lives. She is confident in herself, has the knowledge to improve her mental and physical health on a daily basis, and develops an internal strength that we call empowerment. This strength allows her to transform her life and positively influence those around her. This process, this change, is what we dedicate ourselves to at Yo quiero Yo puedo each day.

Each and every program that we implemented in 2019 was driven by this mission to facilitate our participants' self-empowerment (intrinsic empowerment), where they develop personal abilities and acquire practical knowledge in order to improve their quality of life.

How do we determine what practical knowledge participants need? In order to answer this question we take a two-pronged approach. First, we are guided by the Sustainable Development

Goals, which clearly reflect the issues at a global level. Second, is to specifically align these big issues with the needs of the communities with which we work, determined by needs assessments, interviews and on-the-ground observations with the communities.

In 2019 we contributed to the goals of No Poverty and Decent Work through our training program for youth entrepreneurs that was carried out in Jalisco, Hidalgo and the State of Mexico. We also worked towards the goal of Good Health and Wellbeing through our program to prevent obesity and diabetes among children in Chihuahua, our program that promotes physical activity and sports among children in Mexico City, and our addiction prevention program for teens in marginalized communities like Ecatepec. Additionally, we contributed to the goal of Quality Education through our school dropout prevention program in indigenous communities, and we contributed arduously towards the goal of Gender Equality as we ended child marriage in multiple communities in the mountains of Guerrero.

2019 and the political developments it brought for the country meant significant challenges and changes which forced us to pivot. We made a particular effort to increase awareness of our programs and share the impact that they are having across the country. For example, we held a cooking class with Palacio de Hierro, an upscale Mexican department store, which was taught by chef Mohamed Mazeh, and with the support of Credit Suisse held an auction in the Mexico City art gallery Gallery L.

My commitment was reaffirmed to fight for every person to reach their full potential and improve their quality of life and that of their family, contributing to creating a healthier society physically, mentally and economically.

We continue to witness new stories unfold that show how our 2019 programs have impacted the common good of our communities and the country. Thank you for being a part of our network: whether you work at Yo quiero Yo puedo, belong to our board, are a volunteer, an ally or a friend, or if you belong to the most important group --our participants-- who, after participating in one of our programs, proudly show us through the changes you make happen that this is the path to follow.

A handwritten signature in black ink, reading "Martha Givaudan Moreno". The signature is written in a cursive style with a horizontal line underneath the name.

Martha Givaudan Moreno

2019 MILESTONES

We finished our **“Pilot and scaling to strengthen rotational medical internships across Mexico” program with Rotational Medical Interns (MPSS)**. This program was focused on supporting the interns’ personal and professional development, and was implemented at a national level with the Gonzalo Rio Arronte Foundation and in partnership with the Secretary of Health, the National Autonomous University of Mexico and other universities that offer medical degrees.

The program **“Vesta: Walking together” was renewed**. This program focuses on strengthening the educational environment, academic achievement, eating habits and future-oriented thinking of children ages 3 to 12. These children go to school in areas near the operations of the Vesta company in Toluca, Ciudad Juárez and Huamantla.

The Mexican department store Palacio de Hierro, together with Chef Mohamed Mazeher from the restaurant Al-Andalus, offered two cooking experiences to raise money for our **“Help Them to Not Reach the Altar” campaign**. Additionally, the chef invited all participants to a meal and performance at the Lebanese Club in Mexico City. These events kicked off our awareness-raising and fundraising campaign to end child marriage. Also, this month the video “Frida and Luis’s Wedding”, https://youtu.be/f1BeQD_BX2k made by Home Films, received an award in the CICLOPE Festival.

JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



We completed a study to assess the **combined effects of our psychosocial risk prevention and entrepreneurship program with youth at risk of migration from the states of Hidalgo, Jalisco and the State of Mexico**. The study, undertaken with the support of the National Institute of the Entrepreneur (INADEM), found that our program decreases youth’s intention to migrate because they feel confident they can become entrepreneurial agents of change and create sources of income in their birthplaces.

The “I want to, I can... be a youth entrepreneurial agent of change” program **generated 2,017 jobs, of which 256 have already passed the 1 year milestone since creation, and their businesses created jobs for an additional 462 people**. We also held our Tenth Entrepreneur Expo, and with it hit 1,000 youth businesses reached by our Entrepreneur Expos in the State of Mexico, Hidalgo and Jalisco.

We launched the **Young Health Program together with AstraZeneca and Project HOPE**. This program uses a comprehensive strategy to promote health and prevent non-communicable diseases in youth from 15 to 29 years old. The program started in the municipality of Iztapalapa and, in the next two years we will expand it to Iztacalco, Azcapotzalco and Gustavo A. Madero, three other municipalities in Mexico City. We also released a new institutional video: <https://youtu.be/GIZkti3UN3E>

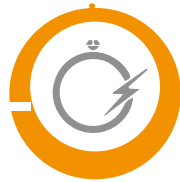
2019 MILESTONES

We began the first phase of our program **"Promoting play prescriptions"**, supported by the Lego Foundation. We will train health personnel in 7 states over the next 2 years, highlighting play as an instrument for learning, emotional attachment and early childhood development (0-6 years old). Once again, we are leaders in a field that has one of the highest rates of social return on investment.

JULY



AUGUST



We returned to 4 communities of the deeply marginalized Metlatónoc, Guerrero to carry out workshops, facilitate community assemblies and create local networks to renew and sign new Acts all to end child marriage. This same month, we were accepted to the global network of **Girls Not Brides**, which is a UN partner and consists of more than 1,000 organizations around the world, making us a pioneering organization in Latin America.

We continued organizing fundraising events for our "Help Them to Not Reach the Altar" campaign, this time with the support of **Credit Suisse and in partnership with Galeria L**, who held an "Epiphany of the senses" art event. Likewise, we received a donation from the **American Chamber of Commerce** to expand our work in the mountains of Guerrero.

SEPTEMBER



OCTOBER



We participated in the **7th Congress of Active Citizenship in the State of Mexico**, giving a talk on "Human development as a key factor in accomplishing the Sustainable Development Goals". Over 2,000 people and hundreds of not-for-profit organizations attended the talk. The goal was to promote the 2030 Agenda for Sustainable Development and support the professionalization of Mexican civil society.

We finished a 3 year work cycle with the company BSR.

We carried out workshops on empowerment and wellbeing with workers in BSR's sourcing companies in Guadalajara and Tijuana, specifically Flex, ManPower, Sonoco, Veritiv, Induspac and NEFAB. Through this experience and others working with large companies, we have broadened the scope of our work in the area of productivity.

NOVEMBER



DECEMBER



Laureus, a foundation created by Nelson Mandela and whose philosophy is that sports have the power to change the world, inspired us to continue innovating to stay at the forefront of this field, **enriching our approach to addressing psychosocial problems and strengthening our organization as a whole.**

OUR PHILOSOPHY

Today more than ever, the global challenges that we face must be overcome in order to **create a better future.**



The **Sustainable Development Goals** guide our work: from tackling extreme poverty and gender inequality, to promoting quality education and decent work opportunities.



We strive to **have a country full of agents of change.** A country that protects the rights of children, ensures that children can play and be healthy, where students can develop their talents and youth can become successful entrepreneurs.

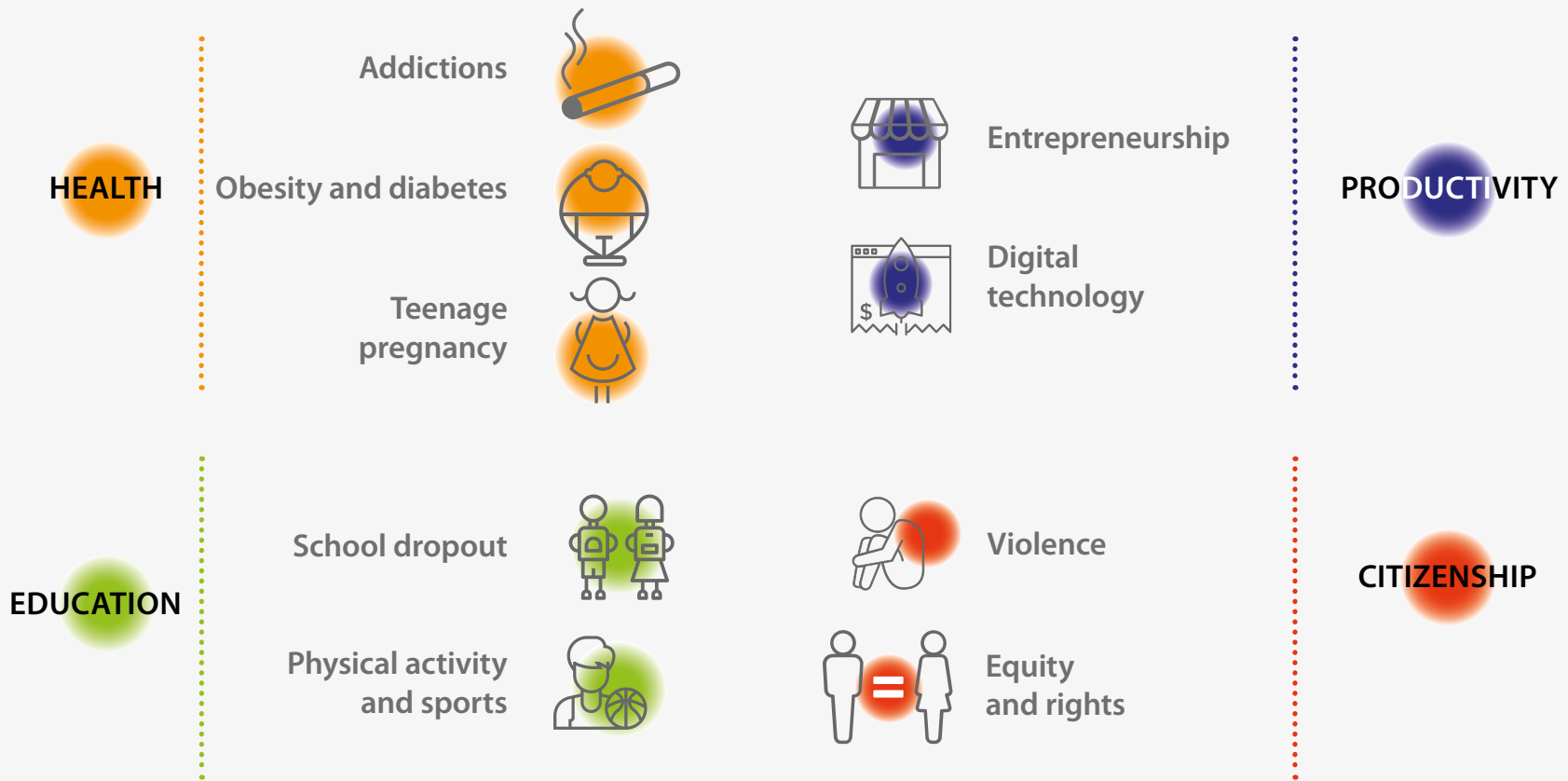


We know that **partnerships are the key** to activating the transformational power of our proven programs in communities across Mexico. We are committed to continuing our collaboration with the private sector, government and other non-profit organizations that share our values and goals.



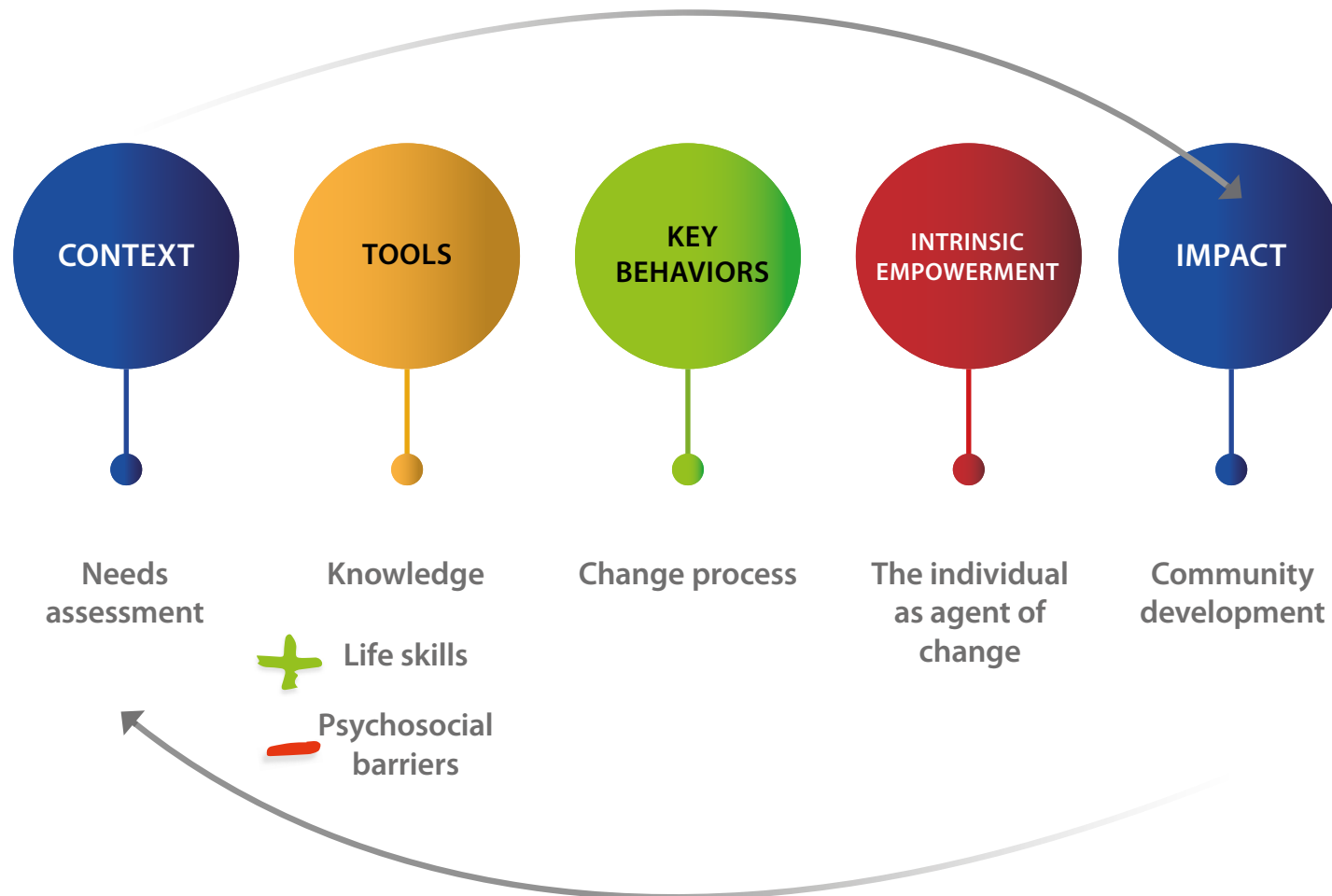
We are **proud to be part of Mexico's civil society**, sharing our program materials with the government, training public health employees using our methodology, and enabling the private sector to meet their social responsibility targets.

Priorities in 2019



ABOUT YO QUIERO YO PUEDO

THEORY OF CHANGE



NOTEWORTHY PROGRAMS OF THE YEAR

PLAY MORE - ACTIVE SCHOOLS

To promote early positive experiences around sports and physical activity in kids ages 7 to 12, Yo quiero Yo puedo implemented the Play More – Active Schools program in collaboration with NIKE and with the support of other partners such as Proeducación, Instituto Esporte e Educação (IEE) and Foundation NEMI. This initiative was created in 2017 and focuses on promoting physical activity and sports in Mexico City's public elementary schools to create a generation of children in movement. Using theoretical and practical resources, the program facilitates reflections and actions to increase children's and youth's access to games, sports and physical activity, making movement a driving force in comprehensive and inclusive education.

Program Activities

- Training of physical education teachers, through an initial 16 hour training and two follow up trainings
- Donation of sports equipment to schools and physical education teachers, and provision of teaching materials and NIKE products to physical education teachers
- Physical education classes led by trained teachers, implementing the new educational focus
- Creation of school action plans to promote physical activity, developed by the physical education teachers and approved by the school administration and parents
- A large, annual sporting event that brings together children, teachers and parents to participate in various physical activities



Results

After participating in the program, teachers recognized their role as promoters of sports and physical activity in the school community, felt more motivated and were sharing best practices. The students were undertaking more physical activity in and outside of the school environment, as well as had better academic achievement and socioemotional development. Finally, the school administrators and other community members developed a strong motivation to practice and/or promote sports and physical activity.

During the 2018-2019 school year, the Play More – Active Schools program was implemented in 31 elementary schools in Mexico City, and for the 2019-2020 cycle, we will scale the program to 53 schools, with 125 physical education teachers reaching 17,000 children.



YOUNG HEALTH PROGRAM

Yo quiero Yo puedo, together with AstraZeneca and Project HOPE, are implementing the “Young Health Program” in Mexico to prevent youth ages 10 to 24 from practicing risky behaviors as a result of developing their knowledge, skills and abilities; to develop more youth-friendly health services; and to create supportive public policies. The program will begin in the municipality of Iztapalapa for the first year and then, in its second year, will be implemented in the municipalities of Gustavo A. Madero, Iztacalco and Azcapotzalco.

The key risk behaviors that the program seeks to change are: poor physical activity, alcohol use, tobacco use and unhealthy eating. Empowerment is the guiding framework of this program.

Program Activities

- Workshops to train 460 youth peer educators (currently enrolled in high school, university or the Youth Institute) who will then replicate the workshops with 46,000 middle and high school students and their communities.
- Conferences and play-based activities with 520 parents, community leaders and other community members.
- Awareness-raising sessions for 50 medical personnel in order to promote respectful patient care, high quality of care and youth-friendly services.
- A communications campaign to raise awareness and motivate communities to create a safe and supportive environment that facilitates healthy behaviors among youth.



Results

This year, through initial activities in four public IEMS high schools in the Iztapalapa borough, we were able to reach 307 students who expressed interest in becoming youth peer educators, of whom 108 committed to being actively involved. Another 460 students participated in the subsequent replicated activities. Additionally, we created 97 community contact points and trained 13 teachers to become agents of change alongside their students. In total, we reached 885 people between September and December, creating a community that is actively involved in the program topics, changing their lives and positively impacting their environment.



SUCCESS STORIES

SCHOOL DROPOUT

“The community is a bit closed off, some parents only send their kids to elementary school and that’s it. With the “I want to, I can” program, these kids realized that just going to elementary school was not enough and that they had to aim further.

Thankfully, of all the students we worked with, all of them continued on to middle school, which is an achievement that will go down in history.

The program reaches the most remote and abandoned communities. The “I want to, I can” program has been very useful to our community. The workshops were very dynamic and that helped us then teach the information we learned. Everything is so dynamic it keeps kids’ attention, they participate more, they like to play and run.



They don’t just sit there while we dictate information, they like to participate. Of the students who participated in these workshops, many were girls.

We helped them empower themselves, to realize that they are not just waiting to be married off by their parents as is the custom. We began to show them that they can feel comfortable making their own decisions.

It’s a lot of work because you must change the girls’ mindsets and, obviously, that of their parents. We are now in the process of replicating these workshops in middle schools and we are already seeing the benefits.”

Testimony of Omar Martínez Hernández, Elementary school teacher in the town of San Juan Acaxochitlán, Hidalgo state, Mexico

REDUCING RISKS



“This year I had the opportunity to participate in the “I want to, I can” program which I have really enjoyed because I have been able to understand, grow and enjoy each of the topics that were included. For example: healthy eating, emotions, health, etc.

All these things relate to my life and it has helped me understand that I have to exercise and eat well in order to have a lot of energy and continue my studies and my life. And that way, little by little, I will work to accomplish all my dreams and goals.

This is why I believe that all kids should participate in this program, so we all learn and become interested in our health, so we all have the opportunity to study and succeed and have a successful life, and, in turn, be able to change our society and become a better Mexico.”

Testimony of Karyme Vargas, 5th grader from Ciudad Juárez, Chihuahua state, Mexico

CHILD MARRIAGE

Catalina and Alfonso got married in October of 2019. Catalina was born in La Juquila, a town in the municipality of Metlatónoc, the only daughter of the 9 children her parents had. She met her now husband at a town celebration and they fell in love. Some time later, he proposed and asked her parents for her hand in marriage. With the emotion of the moment, they decided to get married that same day.

Even though this story seems normal, it is completely different from the norm. Her parents, Candelaria and Alfonso, decided that their daughter would not be sold into marriage, even though this is the custom in the region.

Here and in neighboring towns, community members decided to change their social norms to end child marriage. At the end of November, an official Act was drafted that impedes the sale of women and girls.

This document was signed by the local authorities in the presence of men and women who seek to respect women for who they are: human beings, free to decide for themselves.

This idea was born after the community participated in Yo quiero Yo puedo's awareness-raising workshops.

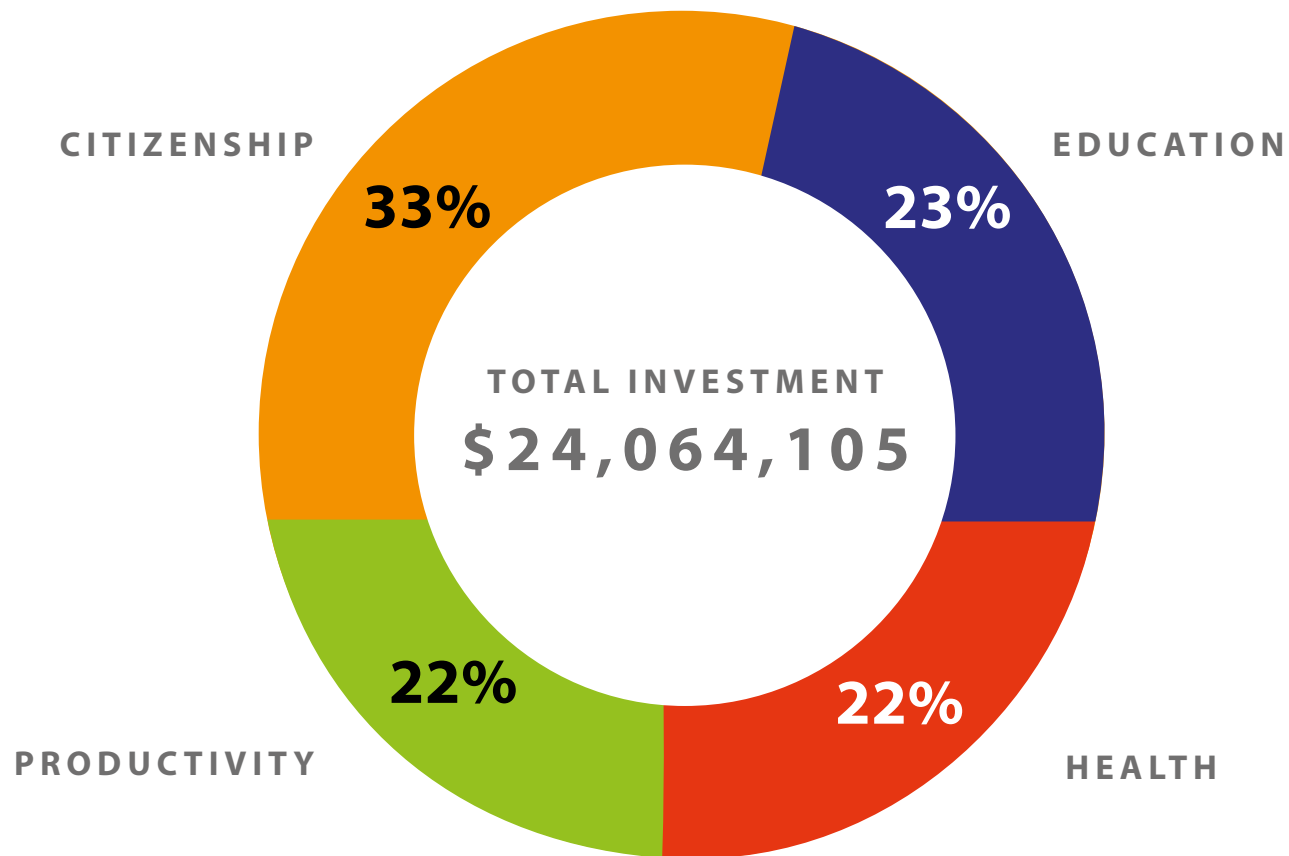
And as a result, Catalina's father, Alfonso — who bought four of his daughters-in-law to marry his sons — decided that his family would no longer participate in nor encourage this tradition.

Catalina is a clear example of this change in thinking. She is currently in law school in the nearby city of Tlapa, where she lives with her husband who supports her to finish her studies. Her brothers and her mother — who herself was bought by Catalina's father — are sure that no girl in the next generation of their family will be sold nor bought.



Testimony of Catalina and Alfonso, couple from the community of La Juquila, Metlatónoc, Guerrero

FINANCIAL TRANSPARENCY



OUR DONORS AND PARTNERS

The following institutions made it possible for us to do our work and change the lives of our participants in 2019:

American Chamber of Commerce of Mexico
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Fondation Chanel Inc.
Gonzalo Río Arronte Foundation
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High-Tech Farms S.A de C.V.
High-Tech Gardens S.A de C.V.
Inter-American Development Bank (IDBLab)
Johnson & Johnson

Laureus Sport for Good Foundation
The Lego Foundation
Marilyn & Mike Grossman Foundation
Megacable Comunicaciones de México, S.A. de C.V.
Pan American Development Foundation
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TECM Services Company S. de R.L de C.V.
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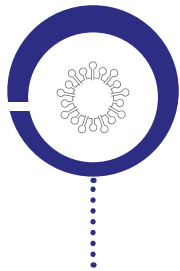
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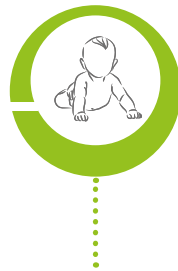
WHERE WE ARE HEADED

2020: Combating extreme poverty

Our 2020 programs challenge us to play more, move more, and to comprehensively approach the broad range of prevention programs that we have in Yo quiero Yo puedo:



Driven by the COVID-19 pandemic, preventing communicable diseases has become critical. In Mexico, there is a lack of basic knowledge and access to handwashing and generally a low sense of risk. **In 2020, we will reach more than 1 million people** in dense, low-income neighborhoods of Mexico City with a virtual program to change behaviors during this public health crisis.



Early childhood is crucial for a person's physical, cognitive, social and emotional development, and play is so important for a child's development that it has been recognized as a right of children. During the next two years, **we will be driving Mexican children's development through the transformational power of learning through play.**



A child should be in movement a minimum of 90 minutes each day for his or her optimal social and educational development. However, on average, Mexican children barely get 15 minutes of activity each day. This year we will strive for a new goal with the Play More program, which will be implemented **in 52 Mexican schools. Our program will shape a generation of active girls and boys, both in and out of the school environment.**




Non-communicable diseases make up 80% of all deaths in Mexico. Youth engage in riskier behaviors and therefore are those who suffer the most. In the next three years, **we will reach more than 100,000 people in marginalized municipalities of Mexico City** to change this trend.


These are among the more than 10 programs that we will be implementing this year.



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