

yoquiero  yopuedo

Facilitating human, social and economic development

Annual Report



2018



Facilitating human, social and economic development

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A LETTER FROM OUR DIRECTOR

"To end poverty, protect the planet, and assure the prosperity of all people, the international community unanimously agrees to launch 17 Sustainable Development Goals (SDGs) to be fulfilled by 2030." (United Nations, 2015).

For more than 30 years, our work has targeted what are now known as the Sustainable Development Goals. **In Yo quiero Yo puedo, we strive for a country that invests in childhood**, where girls and boys can grow up free from violence and where they have the opportunity to develop their talents and enjoy school. This year, we continued our ceaseless endeavor to enable learning opportunities for all: through our elementary school Life Skills program, which reduces school dropout, and our middle- and high-school programs to **prevent different types of risks including obesity, addictions, and teenage pregnancy.**

In 2018, we contributed to **ending poverty in all its forms.** Of note was our **ecotechnologies program for nutritional security in Cochoapa.** Cochoapa is one of the most marginalized municipalities in the world, located in the mountains of Guerrero. Also of critical focus in the mountains of Guerrero are the women and girls who are being forcibly sold into marriage—and not only those who live in the mountains of Guerrero, but also in other communities across Mexico. **Our programs have a transversal focus on gender equality, rights, and the empowerment of each community especially of its women and girls.**

In 2018 we also brought to the fore our commitment to marginalized youth, supporting their development in a way that also respects nature. This year, we trained more than 2,000 youth who then created or strengthened more than 750 companies in Ecatepec in the State of Mexico and in Jalisco and Hidalgo states. **All to promote inclusive and sustainable economic growth and creating decent work.**

To make this possible, we have expanded our partnerships in all sectors. We see that it is indispensable to continue expanding those programs that have proven results, in so doing making social investments more efficient. We offer these programs to businesses, government, schools, and NGOs in formats that are aligned with their needs.

Lastly, I want to thank our team for their daily effort; our Advisory Board for opening the door to new opportunities; our donors and partners; and especially our **more than 34,000** participants, who in 2018 became **agents of change.** I am confident that every single one of them will contribute to a better world, positively impacting their families and communities.



Martha Givaudan Moreno



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL BEING 	4 QUALITY EDUCATION
5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS 			

2018 Milestones

January

Educators promoting early childhood care

We completed awareness-raising workshops for educators as part of the Born Learning: Healthy Environments program, a collaboration with the United Way to improve early childhood care in 244 educational centers in Mexico City, State of Mexico, Guanajuato, Hidalgo, and Jalisco.



February

Enabling change through ecotechniques

We implemented a program to fight hunger in Cochoapa, Guerrero, which meant a new institutional challenge of integrating life skills and empowerment training with ecotechnique construction with 1,265 people in one of the most impoverished communities in Mexico.



March

Life skills for better medical care in 20 states

We implemented the "Life skills model to improve the primary health care given by medical interns with a focus on community medicine," which meant scaling the 2017 pilot to what neared a national level.



April

We celebrated Children's Day by playing

We celebrated Children's Day with students and educators from 6 elementary schools that participate in the "Play More" program in Mexico City. We are thankful for the collaboration with the Nike Community Impact Fund and with PROED, which made this possible; together we are expanding the program to reach an additional 25 schools.



May

Creating a digital strategy, starting with one program

We initiated the design of a digital strategy to strengthen our services and learning processes, with advising from Accenture and Youth Business International, incorporating new technologies to best serve the needs of our participants.



June

We improve lives hand-in-hand with businesses

Hand-in-hand with our donors Vesta and Harley Davidson, the "Life Skills" program was implemented with students in elementary schools neighboring the companies' operations.

The evaluation of our "School Dropout Prevention" program in 17 schools in Acaxochitlán, Hidalgo, led us to extend the program to a third year thanks to the continued support of The Resource Foundation.



July
Partnerships to reach more than 10,000 children in Chihuahua

We concluded the first school year of the "Obesity and Diabetes Prevention" program supported by the World Diabetes Foundation, which we implemented in 187 schools across Chihuahua in order to reach 10,000 students and 360 teachers. At the same time, we analyzed initial results and prepared the program's continuation for its second year. *We are actively looking for additional partnerships for this cause.*



August
We prevented risks with more and more youth

Through responsible decision-making in their lives, young people are able to prevent unplanned pregnancies and dating violence. Thanks to the support of The Firestone Trust, Estée Lauder, and Proequidad, we continued expanding the reach of these programs; in 2018, we managed to train 363 promoters and reach 3,632 high schoolers in Chihuahua, State of Mexico, Hidalgo, and Jalisco.



September
We enabled reconstruction through empowerment in Oaxaca

After a year of reconstruction, we implemented educational fairs in the communities of Oaxaca that were affected by the September 19, 2017 earthquake. We promoted tools to strengthen community action plans, along with empowerment through strategies for coping with natural disasters.



October
We expanded empowerment within Mexican factories

We expanded the Flex community "Training for Empowerment" program to 6 new factories in Guadalajara. The program develops the personal and professional life skills of workers in factories that are suppliers of Flex.



November
Hosts of the Latin American Summit on Youth Entrepreneurship

We hosted the regional Youth Entrepreneurship Program Summit in Guadalajara, Jalisco, which took place within the framework of our "I want to, I can ... be an agent of entrepreneurial change" program. Participants came from 9 Latin American countries, representing the different youth entrepreneurship programs financed by the IDBLab of the Inter-American Development Bank.



December
We strengthened Mexican Civil Society Organizations

We completed the "Institutional Strengthening Certification Course" which we offered to 9 NGOs involved in the prevention and treatment of cancer and multiple sclerosis, with support from the Roche Foundation.



About Yo quiero Yo puedo

Mission Facilitating human, social, and economic development.

Vision Our commitment is to empower individuals in order for them to develop their skills and become agents of change in their own lives and their communities.

Priorities in 2018

EDUCATION



School Dropout



Physical Activity and Sports

CITIZENSHIP



Natural Disaster Preparation



Violence

HEALTH



Addictions



Obesity and Diabetes



Teenage Pregnancy



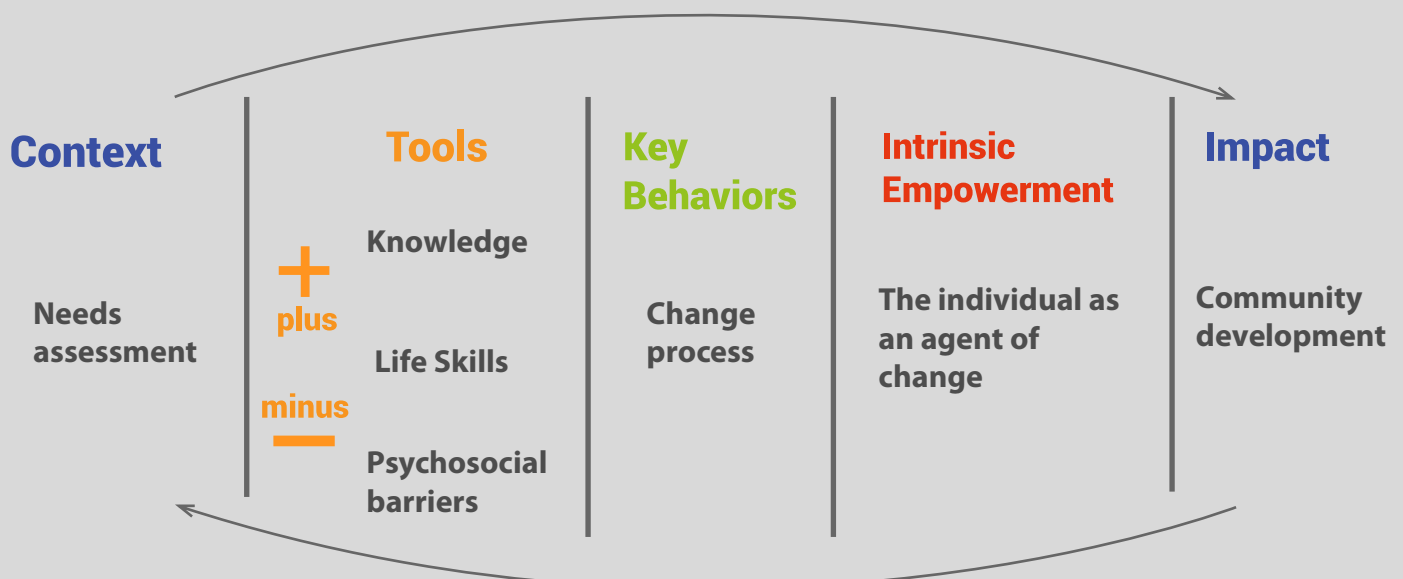
Care for the Environment

PRODUCTIVITY



Entrepreneurship

Theory of Change



2018 in numbers

22

States of Mexico that participated in "Yo quiero, yo puedo" programs.

27

Projects implemented.

1,151

Experiential workshops and 69 interactive conferences.

16,331

Students.

919

Teachers.

452

Youth promoters.

934

Health professionals.

530

Workers in factories and other companies.

1,414

Adults.

1,413

Youth entrepreneurs.

9,699

Adolescents.

2,246

Parents.

We reached a total of

33,938

participants.



A Glance at Some of Our Current Projects



Strengthening rotational medical internships in 20 Mexican states

In 2017, together with the Gónzalo Río Arronte Foundation and the Ministry of Health, we created a pilot program in the state of Morelos to improve the quality of medical care and comprehensive promotion of health, working with medical interns. Then in 2018, national implementation of this program was approved to reach 20 states in Mexico. In addition to the aforementioned objectives, the national program seeks to diminish burnout, improve the relationships between advisors and interns, and improve the administrative management of the internship program with a focus on family medicine. 805 medical students and 493 doctors have participated in this program.

A key result is the 51% increase in the quality of medical care given by interns. Patients reported a better patient-doctor relationship, higher satisfaction with the medical care they received and an increase in adherence and follow-up. The interns commented that they had never before received feedback regarding their consults and much less regarding the quality of care they provide to their patients. Thanks to the program, they realized the importance of how they treat patients and the relevance of primary care, in addition to the program providing critical emotional support and guidance to the interns.

As a result of the program's success, the Ministry of Health's state liaisons are requesting its continuation for the next class of interns. For this, we are searching for financial partnerships for the future operation and continuance of the program.





"I had forgotten the dreams and motivations that I had during my medical studies, yet I have regained them."

- Laura, 26 years old -



Adopt a School

Since 2016 we have worked in collaboration with Vesta, a company that builds industrial parks. Out of commitment to its surrounding communities, and as a reflection of its social responsibility, Vesta decided to promote the comprehensive development of students in schools located next to its facilities. In 2016, we developed this program in five states in Mexico, reaching more than 2,000 girls, boys, parents, and kindergarten and elementary school teachers.

In 2018, another three schools in three different states participated. The program helps to detect and develop students' talents through new learning strategies. We designed a "Vesta Educational Kit," which promotes the development of life skills and academic motivation within the school community.

The results show an increase in the application of these life skills to real life, including students' increased capacity to make decisions in an informed and responsible manner, improved critical thinking, and greater creativity. Additionally, teachers increased their knowledge on talent nurturing and violence prevention; today children as well as teachers are able to clearly identify different types and forms of violence and they have the personal tools to prevent them.





“I learned that by improving my communication and empathy skills, I was better able to impart life skills to my students.”

- María, elementary school teacher -



Empowering children to prevent obesity and diabetes

In 2017 we began implementation of the "I want to, I can.... improve child nutrition and prevent diabetes" program in the school communities of Ciudad Juárez and Chihuahua, Mexico, with the support of the World Diabetes Foundation. The program promotes healthy lifestyles among fourth and fifth graders in order to prevent obesity and diabetes.

We lead participatory, experiential workshops for the teachers, who, in turn, replicate the workshops with their students. We also hold awareness-raising conferences for the students' parents. In 2018, we trained 240 teachers, who replicated the program with 6,000 children and 500 parents. We established partnerships with the Ministry of Education and Sports and we renewed contracts with educational authorities to continue the program into the next school cycle.

The first results have been encouraging and guarantee the success of the program: parents are highly satisfied and believe that this program will be helpful for their family's health. They comment that the conferences provide them with the tools to improve eating habits and prevent obesity and diabetes. Children now exercise, understand that soda is not necessary during meals, and consume less junk food and unhealthy products between meals.

These results, illustrated in participant testimonies, show us the importance of expanding the program to a national level.



 Project reach





“My family and I now weigh and measure ourselves and eat healthy foods.”

- Manuel, 8 years old -



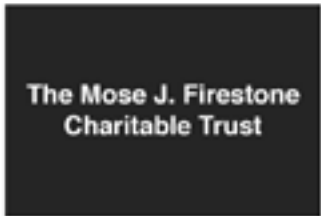
Risk prevention in adolescence as a fundamental element of a life plan

In October 2015, we began training high school youth in 18 schools in Jalisco, State of Mexico, and Hidalgo, Mexico, building their skills to combat risks such as violence, STIs, and teenage pregnancy. This is part of the larger “I want to, I can... grow and develop for self-employment” program which is already implemented in these same states with the support of the Mose J. Firestone Charitable Trust. Particularly valuable for schools is that the program contributes to the objectives and activities that are proposed in the National Strategy for Preventing Teenage Pregnancy.

To date, 530 youth promoters have participated and replicated the program with 5,560 adolescents, who, in turn, have shared it with 24,360 more individuals.

The main results include the increase of life skills, knowledge, attitudes, norms, and behaviors that are required for living a healthy life. We were able to change key behaviors such as: self-efficacy in order to buy condoms, communication on sexuality with friends and family, organization in order to achieve goals, communication, positive leadership with peers, weekly financial savings, intrinsic empowerment, and personal agency.

In two years, this strategy has unleashed the creation and/or strengthening of 203 companies developed by young people, in addition to creating jobs. The growth of healthy and productive youth helps to break the cycle of poverty in these communities.



 Project reach





“I learned that I can manage peer pressure and that I don't have to do what everyone else does if I don't want to.”

- Roberto, 16 years old -

Our Partners and Donors in 2018

Donor Organizations

Accenture S.C.
C&A Foundation
Danone Ecosystem Fund
Estée Lauder Companies Charitable Foundation
Flextronics Manufacturing México, S.A. de C.V.
Fondo Unido I.A.P.
Fundación Gonzalo Río Arronte I.A.P.
Fundación Pepsico México A.C.
GlobalGiving
Hewlett Packard Enterprise
Inmobiliaria San Emeterio S.A. de C.V.
Inter-American Development Bank (IDBLab)
Johnson & Johnson
Laureus Sport For Good Foundation
Leicestershire Fire and Rescue Service
Megacable Comunicaciones de México, S.A. de C.V.
Mexican Institute of Social Security
Minera Peñasquito S.A de C.V.
National Electoral Institute
National Institute for Women
Nekutli, S.A de C.V.
Productos Roche S.A. de C.V.
Sistemas Agropecuarios Recen S. de P.R de R.L.
The Grossman Family Foundation
The John B. Firestone Charitable Trust
The Levi Strauss Foundation
United Nationsl Program for Development
Vesta Management, S. de R.L. de C.V.
World Diabetes Foundation
Youth Business International

Institutional Partners

BSR
IIE
Gendes
Nike
Proed
The Resource Foundation

To become a donor, please contact informes@yoquieroyopuedo.org.mx





Finances

Investment in
citizenship
\$344,023 USD



Investment in
productivity
\$887,719 USD



Investment in
education
\$620,567 USD



Investment in
health
\$708,341 USD



Total investment
2018
\$2,560,790 USD

Expenses 2018
\$2,496,770 USD

Our Board

Board of Directors

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Patricia Andrade Palos - 2nd Vice President, Treasurer
Sonia Aida Clara Weiss Pick - Financial Secretary

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Laura Cervantes de Meszaros - Jones Lang La Salle
María Isabel Castillo Báez - Embassy of the Dominican Republic in Mexico
Martha González Saravia - Coaching consultant
Mónica Stillmann - Independent consultant
Nancy Hernández Yáñez - Independent communications consultant
Pablo Alejandro Limón Mestre - Limón Mestre Office
Tonatiuh Rodríguez - Banco Azteca

Gifts with Impact

Yo quiero Yo puedo, in partnership with PBL, developed #GiftsWithImpact to support the education of indigenous girls.

Hidalgo is one of the states with the greatest educational lags in its indigenous primary schools, which leads to extremely high levels of school dropout. In rural Acaxochitlán, Hidalgo, 18% of girls between 12 and 14 years of age do not attend school.

By buying #GiftsWithImpact at any point during the year, you are helping an indigenous girl from Acaxochitlán, Hidalgo have a better future. 10% of your purchase will go towards a girl's participation in the "School Dropout Prevention Program." Below we share some of the gift options. Please contact us for the complete catalogue.



Contact:
Alexa Tacher
E-mail: alexa@pbl.com.mx
Cell: 5543862860
Office: 52218915

Opportunities to Collaborate in 2019

Support a program for youth entrepreneurial agents of change



Support a comprehensive development program in the poorest municipality in Mexico

Support a program for girls and boys to have a healthy lifestyle starting in childhood



Adopt a school

Help end child marriage in Mexico



To join us as a partner in these projects, contact gina@yoquieroyopuedo.org.mx.

All donations are tax deductible.

HELP US MAKE THE CHANGE

Visit our website.

BECOME A FRIEND OF YO QUIERO YO PUEDO

Help us change lives with a monthly donation

FINANCE A PROJECT

Together we'll select the topic and the community

EXPAND OUR PROGRAMS

So that successful programs reach more regions


GIVE CORPORATE GIFTS


A gift with social impact for your clients and employees


SUPPORT US SO THAT WE CAN CONTINUE ACHIEVING OUR MISSION


Don'te any amount today
apoyó en honor a la educación de 5 niñas indígenas de Hidalgo, México.




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