

# VAMOS MEXICO FOUNDATION

ANNUAL REPORT 2019



vamos  
MÉXICO



# A MESSAGE FROM OUR PRESIDENT



My commitment has always been and will continue to be directed towards social work. From a very early age, the approach to the different facets of empathy by the environment in which I lived thanks to my father, who was a doctor, generated in me a need to serve others. That need has resulted in a whole adventure of great discoveries.

Since I started Vamos Mexico Foundation, almost two decades ago, I have not stopped learning about the diversity that abounds in human experiences. Each life story has been a constant learning experience, a new vision of reality from which I have been able to observe, with great dedication and clarity, which are the paths to the development of a better quality of life for Mexicans.

The enormous amount of stories that reach us, or those that we look for directly throughout our beautiful country, are of great fascination. All the cases we have attended are equally exceptional, each one forming part of the foundations that build our mission, vision and projection towards a future full of love.

Of course, none of these achievements would have been possible without the support of the entire team that makes up this noble institution. From the entire staff of Fundación Vamos México, to the associations of different causes that concentrate resources, time, perseverance and struggle to bring thousands of people forward.

I am grateful to each and every one of those who cross our lives in each and every one of the continuous advances we make in the Vamos Mexico Foundation. Thanks to our great partners, donors, volunteers and the staff who guide every action, strategy and care of this, our humble home. A home in which everyone is welcome and always will be.

  
**MARTA SAHAGÚN**

President of Vamos México Foundation





# ABOUT US



**"REAL TRANSFORMATION IS BUILT FROM THE HEART."**

**OUR PHILOSOPHY IS:** "Joining forces, transforming lives".

**OUR MISSION:** Is to transform and improve the quality of life of people who live in vulnerable conditions through the sum of collective efforts directed towards actions of integral attention in health, education, community support, as well as connectivity and professionalization of other social organizations, contributing to diverse causes of high impact at state and national level.

**OUR VISION:** Is to become a leading institution attending the integral development of people, and at the same time create connectivity and support between civil associations, recognized nationally and internationally by its wide capacity of management and attention with excellence in quality and humanitarian sense.

**OUR VALUES:** Love, compassion, commitment, transparency, discipline and respect.

***"JOINING FORCES, MULTIPLYING RESULTS"***



# HEALTH



In Mexico there are more than 5 million people with some kind of disability, a situation that is compounded by environments of violence, malnutrition and economic hardship.

Our priority in the area of health has led us to the creation of the San Miguel de Allende Integral Rehabilitation Center for the care of children and adults, as well as partnerships with other foundations to offer all required services.

Our programs focused on health:





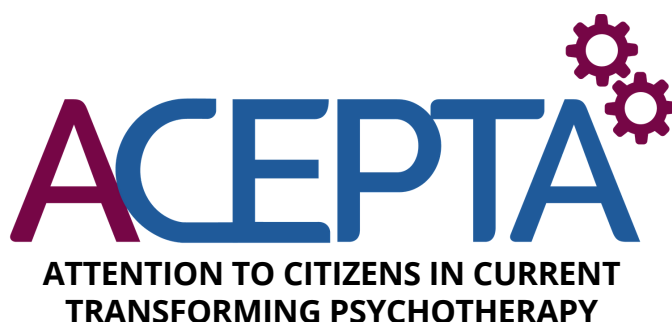
# COMMUNITY



Our spirit of help is as great as the joy of receiving a smile.

These are the causes on which we focus our efforts, joining forces with civil associations, transforming lives and impacting on child development

For this reason we have 3 programs focused on the community:







# LEADERSHIP



Leadership training is one of our major goals. We work with young volunteers from rural communities and growing civic organizations, whom we support through our leadership programs.

Our objective is to help in the professionalization of the work of civil society organizations, as well as the personal and professional growth of human capital.



The San Miguel de Allende Comprehensive Rehabilitation Center, as a health project of the Vamos Mexico Foundation, is committed to providing physical rehabilitation services to children and adults with disabilities who, due to their socioeconomic condition, cannot count on these services. Our model of comprehensive care is aimed at developing and promoting the capacity for independence of patients.

On October 6, 2019, after 2 years of having donated the land for the construction of the new CRISMA facilities, and after 1 year of having started the construction, and an investment of more than 50 million pesos, the doors of the first stage of the new CRISMA facilities were opened, which were inaugurated on November 6, 2019 in the presence of the Governor of the State of Guanajuato, Diego Sinhue Rodríguez Vallejo. This new home has a minimum capacity of 500 patients.

The services currently offered by CRISMA in its new facilities are Adult Physical Rehabilitation, Pediatric Physical Rehabilitation, Hearing and Speech Therapy, and Psychology. The hydrotherapy tank will be operational by February 2020.

In the municipality of San Miguel de Allende and surrounding municipalities, a large number of people living with physical disabilities and requiring rehabilitation services have been identified. Our patient population grew by **24.52%**, starting with **265 patients** and ending with **330** among children and adults, providing a total of **17,224 therapy sessions** provided among the 4 services throughout the year.

***At CRISMA there is nothing stronger than the union of a volunteer's heart with the cause.***





# CRISMA

INTEGRAL REHABILITATION CENTER  
SAN MIGUEL DE ALLENDE







In January, Fundación Vamos México A. C., in collaboration with Sam Caster, president and founder of MannaRelief, introduced the new nutritional product of the MANOS (Mexico Activating Nutrition with Social Objectives) program, The Hope Blend, a unique powdered product that works as an immune system stimulant to reduce the frequency of infectious diseases. Made from rice bran and aloe vera, Hope Blend provides children and older adults with effective protection against respiratory and gastrointestinal diseases.

During 2019, **172,000** daily doses have been given to children and older adults with malnutrition problems and/or infectious diseases, giving priority to those who, due to their socioeconomic conditions, are unable to acquire an optimal diet or the correct prevention and treatment of infectious diseases by themselves. The MANOS program, through non-profit associations, has managed to reach thousands of children and elderly people in 8 states of the Mexican Republic as they are: Zacatecas, Michoacán, Jalisco, Nuevo León, Puebla, San Luis Potosí, Coahuila and mainly in Guanajuato, ***benefiting 7,356 people and delivering 550 kilos of nutrition.***

The Hope Blend nutritional powder has been delivered to 27 institutions in the areas of:

***Orphanages / 5 institutions =207 people benefited = 4 cities benefited***

- Alfán
- Friend Daniel's House
- Kan Etznab
- House of Jesus Leon
- House of Jesus SLP

***Hospitals and Health Centers / 6 institutions =668 people benefited =2 cities benefited***

- CRISMA
- Alucca
- Fiquis
- Erandi
- Ostomates
- Congregación Hijas del Sagrado Corazón de Jesús y María



**MEXICO ACTIVATING NUTRITION  
WITH SOCIAL OBJETIVES**



***Nursing homes / 1 institution = 30 people benefited = 1 city benefited***

- Tepeyac Home

***Reintegration Centers / 2 institutions = 570 people benefited = 2 cities***

- Hijo Pródigo

- Cristo Vive

***Institutions focused on community development / 13 institutions = 5,881 people benefited = 10 cities benefited***

- Cipec

- DIF Romita

- DIF Abasolo

- DIF Victoria

- DIF Jerécuaro

- DIF San Felipe

- DIF Comonfort

- Cendis Puebla

- Posada de José, María y Jesús

- Grupo Unido de Madres Solteras, A.C.

- Unidad Popular, Libertad y trabajo

- Escuela Padre Jacobo

- Desarrollo Comunitario, Zacatecas

In March, a collaboration agreement was signed with the Association of Nutritionists of León, A.C. to support social organizations with training in nutrition. This is how we were able to incorporate new spaces to participate in health and nutrition issues such as the "III Interdisciplinary Symposium on Breastfeeding Based on Evidence" which was added to the framework of World Breastfeeding Week, the "Workshop on Hygienic Food Management" organized by the sub-commission of Nutrition of the State of Guanajuato and given by COFEPRIS in the municipalities of Celaya, Valle de Santiago, Dolores and León. These spaces allow for the professionalization of civil organizations members and have generated significant changes, since topics such as healthy menus, nutrition, breastfeeding, and hygienic food handling are now part of their organizational culture.

***In MANOS we take care of the childhood, preserving their health and feeding their dreams.***





MEXICO ACTIVATING NUTRITION  
WITH SOCIAL OBJETIVES







At Fundación Vamos México, through the ARCA (Let's Roll With Love) program, we were provided independence and mobility to people with motor disabilities through wheelchairs. More than delivering chairs, we give them the freedom to create new opportunities and achieve a higher quality of life as a family.

In 2019, we gave more than **400 conventional wheelchairs and 15 special chairs for infant cerebral palsy**. We were present in the states of ***Colima, Michoacán, Jalisco, Zacatecas and Guanajuato, and soon in Nayarit and Tlaxcala***, where we saw how transcendental and significant it is for each family to receive the support of a wheelchair, where the stories of daily struggle, of parents dedicated to the care of their child who suffers from a disability, always reach our hearts.

We know children, young people and adults who fight daily battles for their physical conditions that make their mobility impossible. A wheelchair that means hope, progress, quality of life, improvement and accompaniment on the road. The message from Vamos Mexico Foundation's to all the families that receive a wheelchair is that they are not alone, there is a group of people all over the world trying to reach them, compassion and empathy do exist, and that they can get ahead.

***In ARCA the world turns through a wheelchair and our world turns for you.***



# ARCA

LET'S ROLL WITH LOVE







DEVELOPING COMMUNITY REACTIVATING  
OPPORTUNITIES



As part of our CEDRO (Developing Community Reactivating Opportunities) program, we launched the 2019 winter campaign by providing shelter to the communities with the lowest temperatures in the municipalities located in the state of Guanajuato, which correspond to Ocampo, San Felipe, San Luis de la Paz, San José de Iturbide, Victoria, Santa Catarina and San Francisco del Rincón, in addition to the communities of Metlatónoc in Guerrero and Jalpan in Querétaro.

A total of **1,045 blankets** and **1,000 pieces of warm clothing** were given to support children and adults during this cold season, which they received with much gratitude.

The blankets and warm clothing were distributed as follows:

***OCAMPO, GTO.***

Communities: 20 de noviembre, El Colorado, Loma Alta y Arrona

100 blankets and 100 pieces of warm clothing for children's.

***VICTORIA, GTO.***

- Communities: Mesa de Cantera, Ojo de Agua, Tunas Blancas, Mesa de Ortiz

100 blankets and 120 pieces of warm clothing for children's.

***SAN FELIPE, GTO.***

- Communities: El Tejocote, Domingo, Huapanal de Leque, Jaral de arriba.

100 blankets and 100 pieces of warm clothing for children's.

***SAN JOSÉ ITURBIDE, GTO.***

- Communities: Medina y Arroyo de Medina.

70 blankets and 80 pieces of warm clothing for children's and adults.

***SANTA CATARINA, GTO.***

- Communities: El Nogal, El Copudo, Corral blanco y Paredes

100 blankets and 120 pieces of warm clothing for children's.

***SAN LUIS DE LA PAZ, GTO.***

- Nursing Home and Children's Town

40 blankets and 50 pieces of warm clothing for children's.

***SAN FRANCISCO DEL RINCÓN***

- San Cristóbal: 100 blankets, and to different Communities of this municipality: 105 blankets





DEVELOPING COMMUNITY REACTIVATING  
OPPORTUNITIES



**GUERRERO, GRO.**

Metlatónoc: 80 blankets and 100 pieces of warm clothing for children's.

**QUERETARO**

Jalpan Qro.: 283 pieces of warm clothing for children's.

150 blankets for CRISMA patients

80 blankets and 50 pieces of warm clothing for children's to people from another programas of Vamos Mexico Foundation

In addition, within the activities of the CEDRO program, more than 200 recreational activities were carried out for older adults, among which cultural activities such as dance classes, commemorative festivities such as September 15, Grandparent's Day and Día de Muertos. There were also educational activities such as drawing and reading classes, sports activities such as psychomotor exercises, physical conditioning, as well as informative activities on health prevention.

Among the recreational activities and in collaboration with Cinépolis we carried out 2 visits to the cinema; among the prevention activities on health issues we held the forum "Listen to your kidneys" with more than 300 attendees.

In the month of December, to celebrate our December traditions, we held a contest in which all the inhabitants, educational institutions and social groups were invited to participate in the 1st Piñata Contest, which had 32 individual participants and 6 group participants. There were two categories: traditional and artistic, which were part of the temporary exhibition in the archery area located in the Fox Center facilities.

***At CEDRO we encourage developing communities to believe in their dreams.***






DEVELOPING COMMUNITY REACTIVATING  
OPPORTUNITIES







In our CASA (Citizens Attended in Health and Accompaniment) program, we served the most vulnerable population with direct support and canalization to different health institutions.

We assisted **471 cases** directly and through canalization in various problems, such as support for hemodialysis sessions, delivery of wheelchairs or walkers, clinical studies, support in the purchase of medicines and supplies for medical treatment, economic support for the purchase of hearing aids, psychological care; we also supported the delivery of adult and child diapers for people from different rural communities.

Thanks to the work with different institutions such as "Salud Digna", more than **100 patients** were supported with clinical laboratory studies, in addition to supporting more than **150 people** with studies for the detection of visual ailments, through our work with the "Veamos Mexico" Foundation.

More than **400 people** participated in the "Listen to your Kidneys" Forum, held on June 20, 2019, which consisted of an informative forum whose objective was the orientation of patients on renal pathologies, from their prevention to their diagnosis and treatment.

***At CASA we accompany you in various situations to heal and leave a positive mark.***

# CASA

CITIZENS ATTENDED IN HEALTH  
AND ACCOMPANIMENT



Vamos Mexico Foundation, in connection with the Youth Integration Center of León and the different educational institutions of the community of San Cristóbal, we have carried out a program that allows a coordinated attention in the matter of Prevention of Addictions and Promotion of Integral Health, to attend the population in the subject of prevention; through training and orientation to the different community groups from the preschool age to young people who study in high school as well as to groups of parents.

During this year, these services have been provided:

9 groups from Lucas Ortiz Primary School, 12 talks to the 292 students, 8 groups of Telesecundaria Andrés Henestrosa, 18 talks to the 270 students, 6 groups of Video bachillerato SABES, 6 talks to 160 students, 4 talks to the parents and family of the students attended by a total of 160 people.

The topics were:

Human Development, Leadership, Prevention of violence and addictions, School context, School desertion, Family values and Solidarity work.

We culminated our activities in 2019 with the event of the HEALTH FAIR AND A RALLY, in which 350 students from different schools in the community of San Cristobal participated, with the participation of the young athlete Edgar Ramirez Rios, who represented our state in the University Games of Italy 2019 and a talk on suicide prevention. We have the participation of the Youth Integration Center, Centro Fox and the units of Health, Crime Prevention, Ecology, COMUDE, Youth Care, Education, Municipality of San Francisco del Rincón. In addition to this, we channeled 3 people for health care at the Regional Hospital of Leon, 3 people to the Dif Municipal de Leon for family orientation and 2 people for adoption orientation to VIFAC.

***In ACEPTA we walk by your side in your process of growth and mental health.***







TRAINING NATIONAL ORGANIZATIONS AND  
ORIENTING PATHWAYS WITH EFFORT



Supporting the personal and professional growth of human capital involved in Civil Society Organizations, through the CONOCE program (Training National Organizations and Guiding Pathways with Effort) we offer, in 2019, **11 Workshops**, with topics such as Social Marketing, Corporate and Fiscal Aspects, Corporate Social Responsibility, Negotiation and Public Relations, Sustainability through services and products, with an attendance of more than 450 members of social organizations with causes such as Care for children with cystic fibrosis, care for cancer patients, care for orphans, care with prostheses and orthoses, care in visual health, care for the elderly, care for drug addiction, support for the integration of the down, support for working mothers, support for training in trades, support for the development of marginalized areas, among others.

In addition, a workshop was held in conjunction with the General Directorate for the Social Reintegration of Adolescents in the city of León, in which persons under 18 years of age who have committed a crime or violation of the law are imprisoned and tried to correct their criminal behaviour. The workshop provided **28 adolescents** with tools to design a life project, where they identified their ambitious life goal, made a matrix that leads them step by step until they achieve a positive life change.

Starting in September, Vamos México Foundation, through the CONOCE program, joined forces with the Ministry of Social and Human Development of the State of Guanajuato. This alliance provides training workshops in different municipalities of the State of Guanajuato, thus bringing professionalization closer to organizations. In this way, we were able to improve the actions of the 3rd. sector, professionalize the active members of the Civil Society Organizations and generate connections between them. Thanks to this connection, we were able to benefit more than **200 organizations** in the state of Guanajuato and surrounding states.

*In CONOCE we take your organization to reach his potential, we join your cause.*




# CONOCE

TRAINING NATIONAL ORGANIZATIONS AND  
ORIENTING PATHWAYS WITH EFFORT







Thanks to the partnership with UCSD (University of California, San Diego), Reality Changers and Academic Connections, Vamos Mexico Foundation has given scholarships to more than **50 young leaders** from different communities in the ALAS (Activating Leaders in Social Action) program, which consists of an academic-cultural exchange that takes place in the city of San Diego within the UCSD Campus with a three-week duration with the objective that our young people from different communities live a unique experience to promote their leadership and personal development.

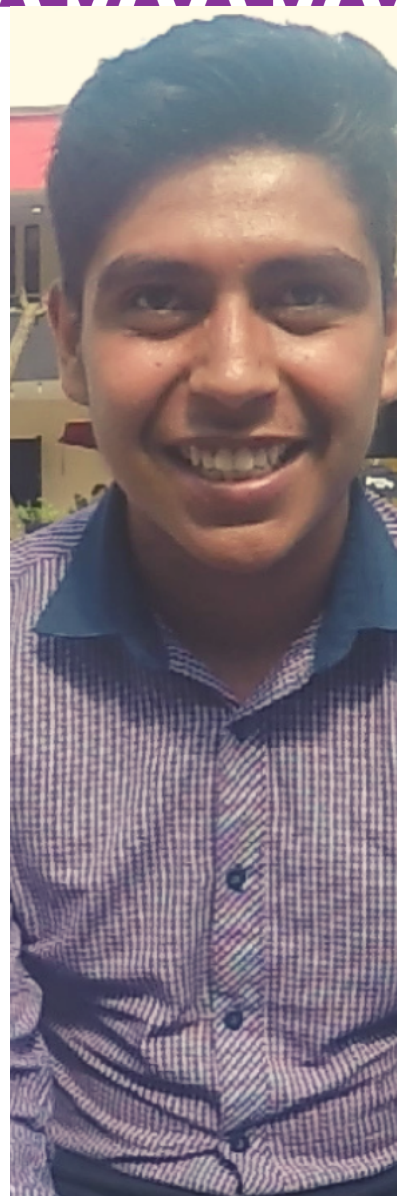
During 2019, more than **110 projects** were received focused on different topics such as education, sports and environment from young people from different communities such as San Cristóbal, La Sandía, Jesús del Monte, El Mezquitillo, Los Ramírez and Santa Anna, who committed themselves to develop this social project during a year looking for the improvement of their community, culminating in the acquisition of the scholarship for a summer at UCSD. Of all the projects submitted, **41 were selected**, of which 12 of the 15 students belonging to the 4th generation already lived the 3-week experience on the UCSD campus in July 2019 and the 26 selected from the 5th generation will travel to San Diego in July 2020.

***At ALAS we train international leaders for a world of opportunities***



# ALAS

ACTIVATING LEADERS IN SOCIAL ACTION







TRAINING ACCOMPANYING, MOTIVATING  
AND INNOVATING OUR ORGANIZATIONS



The CAMINO program (Training, Accompanying, Motivating and Innovating Our Organizations), as part of Vamos Mexico Foundation, and in connection with the Tecnológico of Monterrey, carried out an accompaniment to structure and strengthen the work of five social institutions, through guidance in strategic planning, fiscal frameworks, legal frameworks, institutional development and resource management; the organizations benefiting from the CAMINO program are:

- **ALAD:** Asociación Leonesa de Adaptación del Down, which seeks the inclusion of people with Down syndrome in social, school and work environments.
- **Alucca A.C.:** Accompanying children with cancer through clinical services and the fulfillment of dreams.
- **Posada José, María y Jesús:** Providing food to low-income families, homeless, and people living on the streets.
- **Imagina:** Institution that provides spaces of knowledge, research and learning in children, young people and adults of limited resources.
- **Olaez Women's Renewal Center:** Better known as Casa de Jesús, it provides a home, education and training for girls in distress.

These institutions receive support from the Vamos Mexico Foundation and students from the Tecnológico de Monterrey to improve administrative processes. By getting involved in the activities of the institutions, students contribute their knowledge and skills and, above all, are aware of and sensitive to social needs.

*In CAMINO we immerse ourselves in the growth and transformation of your social causes.*



# CAMINO

TRAINING ACCOMPANYING, MOTIVATING  
AND INNOVATING OUR ORGANIZATIONS





# DRESS TO GIVE FASHION DAYS

SAN MIGUEL  
DE ALLENDE

In the beautiful city of San Miguel de Allende, Guanajuato, we held the sixth and seventh edition of the first fundraising event involving fashion called "Fashion Days San Miguel de Allende", whose objective was to raise funds for CRISMA.

Bringing together more than 500 attendees in each edition, to be part of the great works of the best national designers thus supporting the national talent and generating a fundraising for CRISMA with the aim of through fashion we can all support children and adults living with disabilities so they can continue their therapies with the subsidy of the Foundation Vamos Mexico A. C.







## Golf Tournament with Cause for CRISMA's Benefit

In 2019 we had two big tournaments in San Miguel de Allende:

**The 6th edition** of the CRISMA Golf Tournament held on March 6th at the Ventanas Golf Club in San Miguel, with the objective of promoting a culture of inclusion, raising awareness, as well as raising funds to care for our children and adults living with a disability who are patients of CRISMA. We had as a special guest, the best Mexican golfer of all times, "Lorena Ochoa", and we had the presence of **144 players** from all over the country.

**The 7th edition** of the CRISMA Golf Tournament was held last August 3rd at Ventanas Golf Club in San Miguel de Allende in alliance with the Houston Methodist Hospital, we had the presence of more than **80 players** from all parts of the republic as well as special guests Cathy Easter from the Houston Methodist Hospital, Luis Alberto Villarreal Municipal Mayor of San Miguel de Allende and Maria Teresa Matamoros Secretary of Tourism of the state of Guanajuato.









# "JOINING FORCES WE MULTIPLY RESULTS"



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