



FUNDACIÓN
PASO DEL NORTE

ANNUAL REPORT

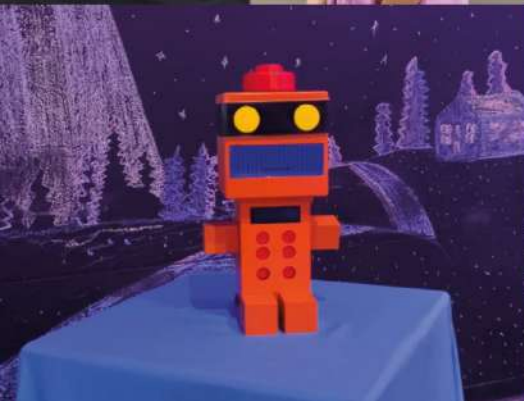
2022





ANNUAL REPORT

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What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.

- Nelson Mandela





MESSAGE FROM OUR BOARD CHAIR

**“If you want to travel fast, go alone...
If you want to travel far, let’s go together.”**

I learned about this African proverb a long time ago and its wisdom led me to reflect on what we achieved at Fundación Paso del Norte in 2022.

When we began our history as a foundation, our goal was never immediate success, but lasting impact. Now, our organization has entered a stage of maturity and strength that allowed us to see beyond the borders of our community and identify opportunities to connect with new organizations, companies, and people.

With this conviction to transcend, we started the My Machine program in Ciudad Juárez, a program born in Belgium that had never been implemented in Mexico. This program fosters the creativity of children and encourages them to dream without borders to improve their community. Later we traveled to Lima and Tarapoto in Peru, to train more than 400 teachers in the Coaches Across Continents methodology that is part of our Escuelas de Bienestar program, with this initiative we were able to share our success in other latitudes. We also launched the Juárez Giving Day campaign for the first time, to replicate the successful crowdfunding case carried out by our sister foundation, the Paso del Norte Community Foundation in El Paso. Finally, PGIM Real Estate and Terrafina –companies based in Mexico City–, established a designated fund at our foundation that allowed us to grow the impact of the Juárez en Acción program with a strong economic investment to equip a park in Parajes del Sur.

These opportunities gave strength and energy to the rest of our initiatives, which during this year continued to benefit children, youth, families, and nonprofit organizations, allowing us to impact the lives of more than 34,000 people. During 2022, we were able to connect with more than 170 donors, including companies, organizations, and individuals, to whom we owe our deepest gratitude. Your generous support allowed us to mobilize and invest in the community more than \$18 million pesos and allocate them to health, well-being, violence prevention, community development, education, and culture programs.

This annual report, in addition to being a summary of everything we have achieved with dedication, responsibility, and a commitment to excellence, is the manifesto of our gratitude and appreciation to each of our donors, to the Board of Directors, and to the staff of our foundation for doing all this possible.

To achieve more and travel even further, let’s continue to work together and innovate to raise the quality of life for families in our community who need it so much.

Alfonso Márquez
Chairman of the Board



About Us

OUR MISSION

To create partnerships and initiatives to improve the quality of life of the people of Ciudad Juárez.

OUR VISION

To be a leading organization by investing in the quality of life of Ciudad Juárez through a binational model of partnership and charitable funds.

BOARD OF DIRECTORS

Alfonso Márquez / Chairman | Novamex
Carlos Terrazas / Vice Chair | Crowe
Michelle Betancourt / Secretary | Imagen Diagnóstica
Estuardo Alvelais | Transtelco, Novamex
Ernesto Ávila | Sunflower Bank
Sandra Salinas | Grupo Axcel
Isabel Sánchez | Counselors International Abogados
Cristina Saracho | Saracho Juárez
Rafael Tirado | Núcleo Médico Hospitalario
Benjamín Torres Barrón | Baker McKenzie
Tracy Yellen | Paso del Norte Community Foundation

STAFF

Karen Yarza – Executive Director	karen@fundacionpdn.org
Luis Mendoza – Chief Operating Officer	luis@fundacionpdn.org
Jesús Valenzuela – Program Officer	jesus@fundacionpdn.org
Yobana Cruz – Organizational Development	yobana@fundacionpdn.org
Javier Ponce – Accounting Manager	javier@fundacionpdn.org

Our DNA

In 2015, Fundación Paso del Norte was founded thanks to the vision and joint efforts of leaders from Ciudad Juárez and El Paso, who sought to promote philanthropy in the region and raise the quality of life of our city's residents. With the support of the Paso del Norte Health Foundation and a grant of \$1 million in matching funds from the Woody and Gayle Hunt Family Foundation, the organization was able to begin operations and build local and international partnerships to quickly become one of the leading grantmakers in Ciudad Juárez.

Our organization has two main impact mechanisms: our projects or initiatives, and the funds that companies, individuals and organizations open in the Foundation to invest economic resources in their areas of interest.

Strategic Objectives

Our resources and efforts are focused on achieving four strategic objectives.



What are the areas of work of the Fundación?

Healthy Lifestyle

Strengthening of nonprofits

Children and Youths

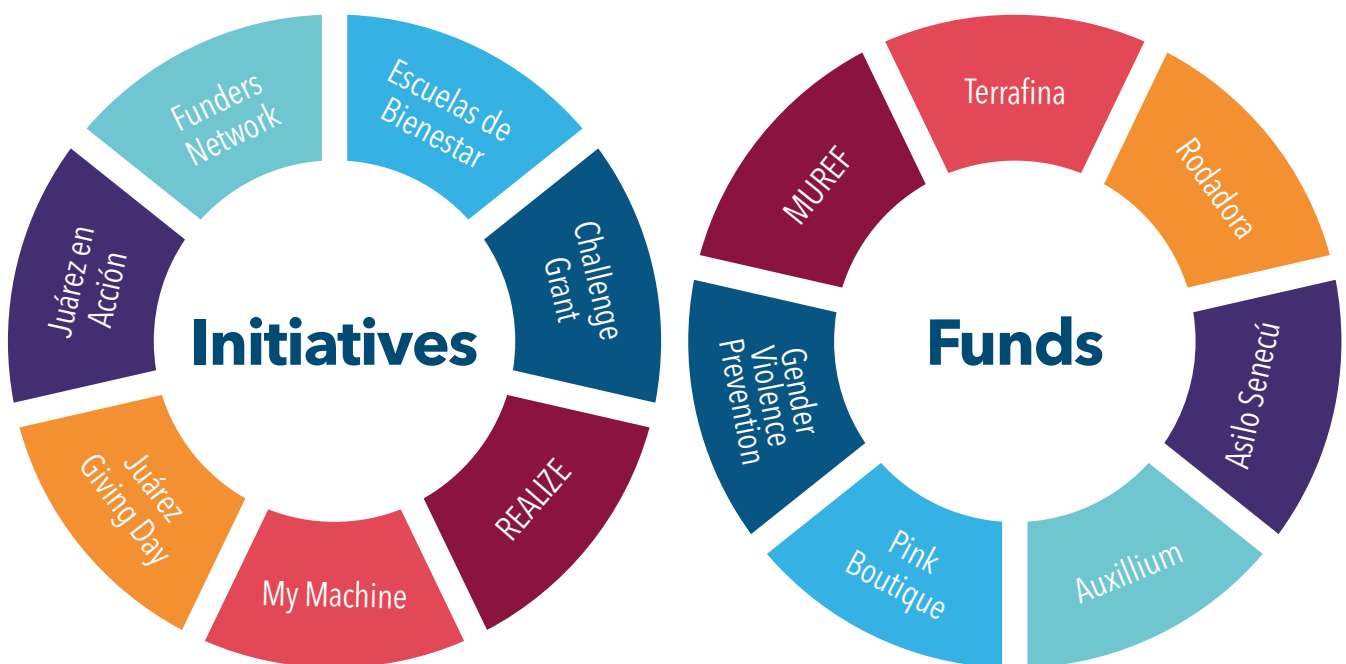
Community Development

Violence Prevention

Education and Culture

How does the Fundación impact these areas?

Our organization has two major work mechanisms: our initiatives and charitable funds that companies, individuals and organizations establish at our foundation to invest economic resources in the areas of their interest.



2022

HIGHLIGHTS

- We connected with more than 170 donors through our projects, events and funds. This allowed us to invest more than \$18M pesos in nonprofit organizations and community interventions.
- We partnered with My Machine Global Foundation to bring their methodology from Belgium to Ciudad Juarez. With Microsoft's sponsorship we conducted a pilot in which 70 elementary school children drew the machine of their dreams. Four drawings were selected and university and technical career students worked in teams to build the dream machines.
- We transformed our partnership with FICOSEC into a permanent fund to support a comprehensive strategy to prevent gender violence and child sexual violence. We funded the projects of 7 organizations to address this problem, jointly investing more than \$9M pesos.
- For the seventh year in a row, we supported the financial consolidation and expansion of 8 nonprofit organizations through our Challenge Grant program. By matching funds raised by these organizations, we invested more than \$2.8M pesos in their social projects.
- We started the second generation of the REALIZE Transformational Leadership program. This program is aimed at leaders and managers of social organizations who receive 10 months of training and support to transform their leadership skills and strengthen their organizations.
- We organized the "Entrelazando Redes para una Vida Libre de Violencia" conference in alliance with FICOSEC to promote dialogue on the progress made with regard to gender violence. The forum closed with a keynote by Olimpia Coral Melo, recognized by TIME Magazine as one of the 100 most influential people in the world.
- We successfully promoted the seventh edition of Juárez en Acción. This year, the campaign registered 19,273 participants. In addition, with the support of Terrafina, we were able to invest more than \$160,000 pesos in equipping the Bahía Blanca linear park in Parajes del Sur.
- For the first time, we held a workshop with the organization Proyecto Cantera, based in Mexico City, for physical education teachers and coaches from our Escuelas de Bienestar program. This program provides them with tools to use games and sports to teach values and develop life skills. We also traveled to Peru to give a workshop on this methodology to more than 400 participants.

Challenge Grant

We held the seventh edition of our **Challenge Grant**, a program designed to support the fundraising activities of nonprofit organizations that implement programs to improve the quality of life in our community.

Participating organizations had the goal of raising \$250,000 pesos to qualify for up to \$125,000 pesos in matching funds to be used for their social projects.

Eight agencies participated in fundraising campaigns that attracted new donors, reactivated donations, and provided access to new sources of funding.



8 participating nonprofits

\$2.8 million pesos raised

12,298 beneficiaries

Organization	Raised funds	Fundacion Match	Total
Educación en Valores	\$ 265,537.00	\$ 125,000.00	\$ 390,537.00
CEIAC	\$ 426,700.00	\$ 125,000.00	\$ 551,700.00
CIDESSES	\$ 300.00	\$ 150.00	\$ 450.00
Fundación Integra	\$ 252,770.00	\$ 125,000.00	\$ 377,770.00
Fundación Zaragoza	\$ 173,990.00	\$ 86,995.00	\$ 260,985.00
Girasoles	\$ 358,937.00	\$ 125,000.00	\$ 483,937.00
IAEN	\$ 253,500.00	\$ 125,000.00	\$ 378,500.00
FEMAP	\$ 270,859.12	\$ 125,000.00	\$ 395,859.12
TOTAL	\$ 2,002,593.12	\$ 837,145.00	\$ 2,839,738.12

Gender Violence Prevention Strategy

Fundación Paso del Norte and **FICOSEC Juárez** have worked together since 2016, jointly funding projects to address and prevent gender-based violence in the southeast of Ciudad Juárez.

In 2022, this partnership became a **permanent fund** at our foundation, allowing us to support 8 projects implemented by 7 nonprofit organizations. These projects offer women and at-risk children psychological services, legal support, shelter, and entrepreneurship and empowerment programs.

In partnership with



7
grantees

\$9 million
pesos allocated

1,994
benefitted women

Organization	Total
CASA AMIGA CENTRO DE CRISIS AC – MUJERES	\$ 1,048,029.30
CENTRO CARITATIVO PARA LA ATENCION DE ENFERMOS DE SIDA AC	\$ 1,779,100.00
COLECTIVA ARTE COMUNIDAD Y EQUIDAD AC	\$ 1,048,800.00
CORRESPONSALIA DE MUJERES RESILIENTES EN CD JUAREZ AC	\$ 758,229.50
SALUD Y BIENESTAR COMUNITARIO AC	\$ 715,693.88
SIN VIOLENCIA AC	\$ 1,892,000.00
SALUD Y DESARROLLO COMUNITARIO A.C.	\$ 932,577.00
CASA AMIGA CENTRO DE CRISIS AC – INFANCIA	\$ 923,070.88
TOTAL	\$ 9,097,500.56

Conference “Entrelazando Redes para una Vida Libre de Violencia”

We organized a special conference in partnership with FICOSEC to facilitate dialogue between government and nonprofit organizations about the challenges and progress in gender violence prevention. The keynote speaker was Olimpia Coral Melo, advocate of the Olimpia Law and named by TIME Magazine as one of the 100 most influential people in the world.



Escuelas de Bienestar

In 2017, we teamed up with **Coaches Across Continents** and **One World Play Project** to launch a project that allowed us to reach thousands of girls and boys in preschool and elementary schools through their physical education teachers.

This program offers workshops and training for these teachers to learn a methodology that allows them to use **games and sports** to develop life skills and values. They also receive soccer balls and other materials that they can use to improve their classes.

1 workshop of **20** hours for **38** participants

20 new trained P.E. teachers

7 new trained community coaches



Proyecto Cantera

With the goal of sharing knowledge and methodologies, we held a special workshop for physical education teachers in partnership with Proyecto Cantera from Mexico City. This workshop is part of the collaboration strategies of the national REDDES network.

• Workshop for **17** participants

• **15** contact hours



Hello, Perú

As a specialist in sport for development, our Program Officer, Jesús Valenzuela, traveled to Lima and Tarapoto, Peru to give a workshop on the Coaches Across Continents methodology to more than 400 teachers.



Juárez en Acción

In September, we held our annual Juárez en Acción campaign to encourage the community to participate in activities and projects for cleanup, rescue of public spaces, sports, community outreach, and well-being. The response was impressive with more than **19,000 people registered**, setting a new participation record.

Juárez en Acción is the largest volunteer event in the state of Chihuahua. This movement aims to highlight the positive impact that these activities have on the city, so that more people join and become aware of these initiatives that contribute to building a better community.



Patrocinador Oficial 2022

19,273

**registered
volunteers**

59

**community
projects**

6

**corporate
projects**

119,988

**indirect
beneficiaries**



Closing Event

We ended our campaign accompanied by neighbors and volunteers at the Bahía Blanca Park in Parajes del Sur. Thanks to Terrafina's sponsorship, we were able to equip the park with an investment of more than \$160,000 pesos.



REALIZE

Transformational Leadership

In collaboration with the **Paso del Norte Health Foundation**, we launched the second generation of REALIZE, composed of **18 community leaders** selected from more than 54 nominations. Participants in this program will receive training and personalized coaching to promote their leadership and human development, concluding in 2023.

10 month-program

2 off-site retreats

90 hours of training

10 facilitators of global experience



Second Generation

Ana Espinoza
Carla López
Chrisitan Diego Diego
Daniela Almada
Elia Orrantía
Erika Ramírez
Guadalupe Sánchez
Irasema Orona
Jessica Luna
Jonathan Muñoz
Juan Manuel Gallegos
Luis Echeverría
Mariana Ramírez
Mónica Félix
Sandra Juárez
Silvia Aguirre
Verónica Carrillo

In collaboration with



**PASO DEL NORTE
HEALTH FOUNDATION**



My Machine

This year, we established a partnership with **My Machine Global Foundation** to bring its methodology from Belgium to Ciudad Juarez, promoting creativity and innovation in girls, boys, and university and technical careers students.

This program is an intergenerational experience of creativity and learning. Elementary school children begin by drawing the machine of their dreams. This drawing then goes to university students who must make a functional design, and finally, this design is given to students of technical careers who are tasked with building these dream machines.



my@machine[®]
CHIHUAHUA



Dream



Elementary school children draw their dream machines

Design



University students make a functional design

Build



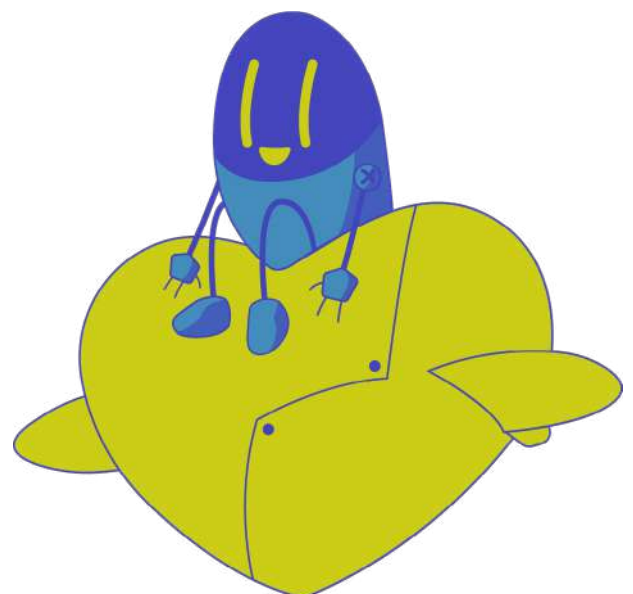
Students of technical careers build the dream machines

70 children of **4** elementary schools participated in our Creativity Workshop

20 students from **2** universities designed and built the machines

268 hours of work

4 dream machines built



Juarez Giving Day

We conducted for the first time **Juarez Giving Day**, a crowdfunding campaign to support nonprofit organizations to raise funds through **HIPGive's** digital platform and contribute to their different projects and social programs.

Juarez Giving Day was held during November and 11 organizations joined this pilot, collectively raising more than **\$330,000 pesos**.

In partnership with



11 participating nonprofits

We provided training and support

\$332,593 pesos raised in funds

\$300,000 invested in matching funds



Organization	Raised funds	Fundacion matching funds
Centro de Estudios para Invidentes	\$ 67,883.09	\$ 57,586.55
Centro de Derechos Humanos Paso del Norte	\$ 1,845.00	\$ 105.78
Centro de Educación e Integración Familiar	\$ 26,443.77	\$ 15,996.36
FELIPA	\$ 1,684.28	\$ 21,554.52
Fundación Comunitaria de la Frontera Norte	\$ 5,957.03	\$ 6,731.59
Fundación Pedro Zaragoza Vizcarra	\$ 14,325.77	\$ 12,300.00
Instituto Promotor para la Educación del Estado de Chihuahua	\$ 4,322.43	\$
Integrando Corazones Desarrollando Comunidades	\$ 210.74	\$
Las Hormigas Comunidad en Desarrollo	\$ 144,938.54	\$ 121,992.84
Programa YMCA de Desarrollo Comunitario y Asistencia Social	\$ 307.50	\$ 317.34
Techo Comunitario	\$ 64,675.45	\$ 52,040.89

*Amounts are in pesos

Magic Moon Night

After COVID-19 interrupted our traditional annual galas, in 2022, we were able to reconnect in person with donors, partners, and friends of our foundation.

For this return to in-person events, we hosted a Magic Moon Night for more than 200 guests, who enjoyed a three-course dinner, music, and interactive experiences involving the moon and the universe. A clear sky and a calm night allowed our guests to use telescopes to take a closer look at the moon and nearby constellations.

220
guests

\$1,088,662
raised funds
in pesos

Title sponsor

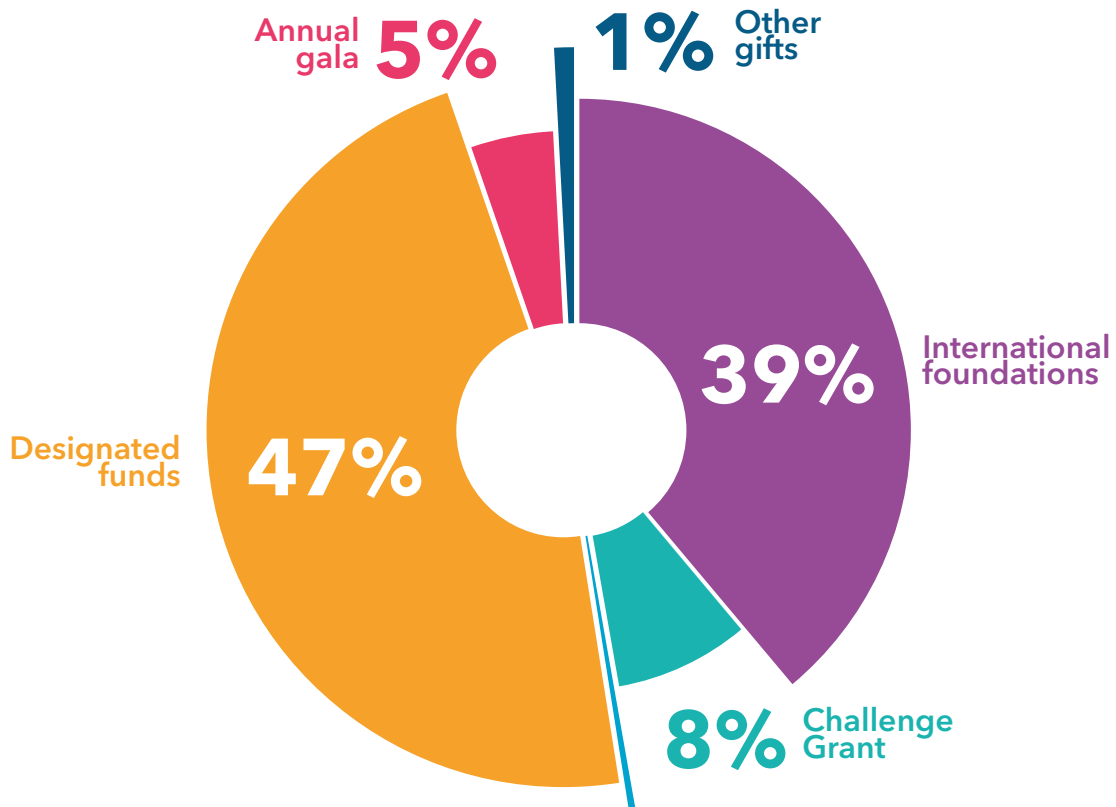


Supported by



Revenue

Amounts shown in Pesos

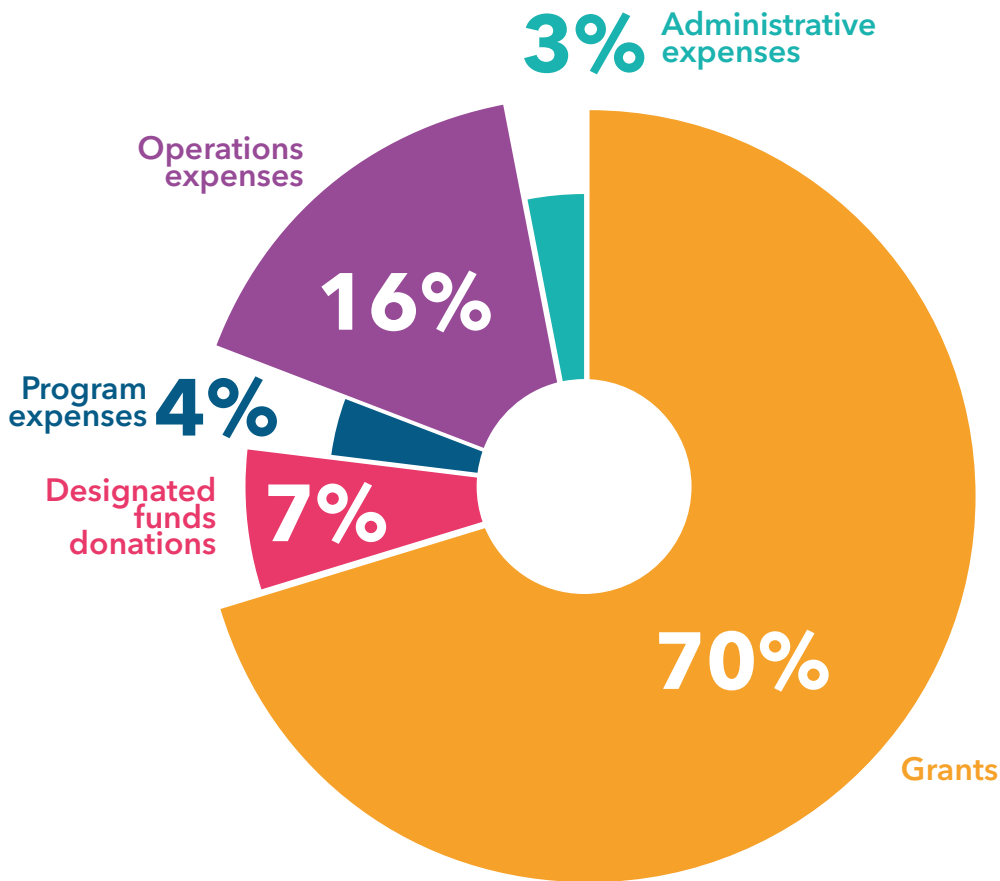


International foundations	\$ 9,229,622.75
Challenge Grant	\$ 2,002,593.12
Local partnerships	\$ 78,000.00
Designated funds	\$ 11,128,525.72
Annual gala	\$ 1,088,662.89
Other gifts	\$ 157,348.66
Total	\$ 23,684,753.14

100% of our revenue comes from private sources

Expenses

Amounts shown in Pesos



Grants	\$ 16,051,467.92
Designated funds donations	\$ 1,509,509.98
Program expenses	\$ 882,848.22
Operations expenses	\$ 3,663,105.36
Administrative expenses	\$ 677,982.72
Total	\$ 22,784,914.20

More than 80% of our funds are returned to the community in grants, programs and charitable expenses.

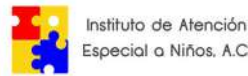
THANK YOU

With their contributions, each donor becomes a crucial part of our mission and allows us to continue working to improve the quality of life in our community.

We extend our special gratitude to



For having renewed their support and trust in our foundation with a matching funds grant of **ONE MILLION DOLLARS** for the period 2021-2025. Thank you for your vision, generosity, and trust.



JOIN IN

Our work is possible through collective work and the confluence of talent and resources. There are many ways to support our mission and help us improve our region's quality of life.

SUPPORT US WITH A DONATION



Your contributions are tax-deductible and go to programs that benefit the community. Visit our website and be part of our mission.

fundacionpdn.org

OPEN A DESIGNATED FUND



We can help you meet your philanthropic goals. Set up a charitable fund in which you invest and raise additional resources to support the social causes that inspire you.

karen@fundacionpdn.org

HELP US BUILD PARTNERSHIPS



We are recognized by the local, national and international partnerships we have established to increase our impact. Help us connect with organizations and donors to work together.

luis@fundacionpdn.org

DONATE TIME AND TALENT



New hands and ideas are always needed to work for our community. Join our social initiatives and explore different volunteer opportunities.

jesus@fundacionpdn.org

fundacionpdn.org

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