



FUNDACIÓN  
**PASO DEL NORTE**

**2023**

ANNUAL REPORT

“

An important aspect of philanthropy is that it should be seen as an investment in our society, not just as a mere act of charity.

”

- Azim Premji



## MESSAGE FROM OUR BOARD CHAIR

**"Alone we can do so little, together we can do so much".**

**- Hellen Keller**

At Fundación Paso del Norte, it is essential to unite efforts to achieve much more, and during 2023 we were excited to surpass the 1,000 donors mark for the first time. This achievement is not just a number; it is a powerful affirmation of the trust and collective commitment of our community. With your invaluable support, we have managed to mobilize more than 20 million pesos for our various programs, funds, and charitable activities.

Thanks to the constant collaboration with other organizations and leaders in our region, our initiatives continue to touch the lives of people living in our region in a thousand ways:

The eighth edition of the Challenge Grant and the continuation of the MyMachine program stand out among our achievements, demonstrating the impact we can have when we join forces for social innovation and education. MyMachine has become a symbol of how the creativity of the youngest can inspire an entire generation to dream big, believe in their ideas, and work hard to make their dreams come true.

This year, we also celebrated the second edition of Juárez Giving Day, which in a huge demonstration of solidarity managed to mobilize more than 1.5 million pesos in donations. This campaign was so joyful and dynamic that some called a generosity party of nonprofit organizations in Ciudad Juárez.

Together, we have shown that the true power for change resides in collaboration, exchange, and constant work. Thank you to each donor, partner, and to all the people who join our mission.

Working tirelessly is our way of giving back and thanking you for your invaluable generosity.

**Alfonso Márquez**

Chairman of the Board

## OUR

## MISSION

Advance partnerships and initiatives to improve the quality of life of the people and community of Ciudad Juarez.

To be a leading organization that invests in the quality of life of Ciudad Juarez through a binational model of partnerships and charitable funds.

## OUR

## VISION

## BOARD OF DIRECTORS

**Alfonso Márquez** / Presidente | Novamex  
**Carlos Terrazas** / Vicepresidente | Crowe  
**Michelle Betancourt** / Secretaria | 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

Leaders, executives, and professionals from different industries in Ciudad Juárez and El Paso, serve on our Board and donate time, talent and resources to promote our mission in our region.

## STAFF

**Karen Yarza** - Executive Director  
**Luis Mendoza** - Chief Operating Officer  
**Jesús Valenzuela** - Program Officer  
**Yobana Cruz** - Organizational Development  
**Javier Ponce** - Accounting

**karen@fundacionpdn.org**  
**luis@fundacionpdn.org**  
**jesus@fundacionpdn.org**  
**yobana@fundacionpdn.org**  
**javier@fundacionpdn.org**

# OUR DNA

In 2015, Fundación Paso del Norte was established thanks to the vision and joint efforts of leaders from Ciudad Juárez and El Paso, who aimed to strengthen philanthropy in the region and improve the quality of life for the residents of our city. With the support of the Paso del Norte Health Foundation and a matching funds grant of 1 million dollars from the Woody and Gayle Hunt Family Foundation, our foundation was able to begin operations and establish local and international partnerships, quickly becoming one of the leading donor entities in Ciudad Juárez.

## STRATEGIC OBJECTIVES

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

**Strengthen** the technical and financial capacity of nonprofits in our region.

**Create** opportunities that impact the development of the people of our community.

**Support** programs and initiatives that foster community development.

**Develop** strategic partnerships and charitable funds to respond to the needs in Juarez.

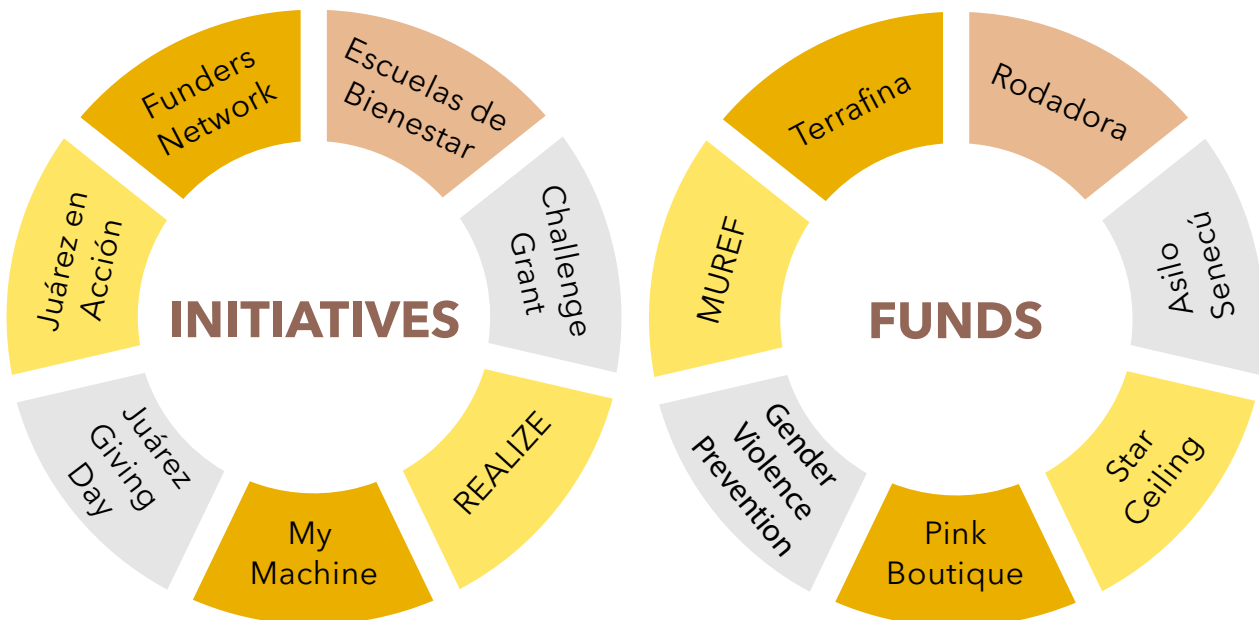


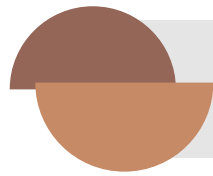
# OUR PRIORITY AREAS



## 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.





# SPOTLIGHT 2023

- For the first time, we surpassed the mark of 1,000 donors. Contributions from individuals, companies, and organizations allowed us to return more than 7 million pesos in subsidies and programs to the community.
- The eighth edition of our Challenge Grant was a complete success. With this initiative, we supported the fundraising strategies of 9 organizations, providing matching funds to increase funding for their programs. More than 3 million pesos were mobilized with this program.
- MyMachine continues to impact as a program to enhance the creativity and innovation of children and youth. In 2023, Desafío, A.C. joined this initiative as a backbone organization for this second edition. Thanks to an investment from Microsoft, more than 170 primary school children drew the machine of their dreams, and students from technical careers and universities made 4 of them come to life!
- We graduated the second generation of REALIZE Executive Juárez, consisting of 18 leaders and executives from NGOs and institutions in our community. REALIZE is a top-level experience designed to transform the leadership and skills of our community leaders.
- Juárez in Action remains the largest volunteer campaign in our state. Every September, we invite the community to engage in activities to rescue public spaces, volunteer, organize sport and play activities, and promote overall well-being. In 2023, 19,704 registered to participate.
- We held the second edition of Juárez Giving Day with incredible results. This year, more than 20 organizations participated, and thanks to the contributions of over 450 donors, partners, and the enthusiasm of the participating organizations, more than 1.5 million pesos in gifts, prizes, and contributions to the campaign were mobilized.







# CHALLENGE GRANT 2023

We conducted the eighth edition of this Challenge, a program that boosts the fundraising activities of civil society organizations dedicated to implementing programs that improve the quality of life in our community. Nine organizations participated with the goal of raising \$250,000 to receive a matching grant of up to \$125,000, aimed at funding their social projects. This program helps organizations not only to attract new donors but also to reactivate previous donations and open doors to new funding sources.



**9 participating nonprofits**

**3 million pesos mobilized**

**19,942 direct beneficiaries**

ORGANIZATION	RAISED	MATCH	TOTAL
Programa Educación en Valores A.C.	\$91,400.00	\$45,700.00	\$137,100.00
Centro de Estudios para Invidentes, A.C.	\$618,894.77	\$125,000.00	\$743,894.77
Museo Interactivo La Rodadora, A.C.	\$265,740.33	\$125,000.00	\$390,740.33
Fundación Juárez Integra, A.C.	\$255,079.96	\$125,000.00	\$380,079.96
Fundación Gazpro, A.C.	\$139,930.00	\$69,965.00	\$209,895.00
Sumando Esfuerzos por Juárez, A.C.	\$40,006.50	\$20,003.25	\$60,009.75
Instituto de Atención a Niñas y Niños, A.C.	\$288,440.00	\$125,000.00	\$413,440.00
Orquesta Sinfónica Esperanza Azteca, A.C.	\$337,577.04	\$125,000.00	\$462,577.04
Fundación Comunitaria de la Frontera Norte, A.C.	\$165,491.97	\$82,745.99	\$248,237.96

**Total:  
\$3,126,974.81**

# ESCUELAS DE BIENESTAR

Since 2017, we established a strategic partnership with Coaches Across Continents and One World Play Project to start this emblematic play and sport for development program. This collaboration allowed us to impact thousands of children in preschool and elementary schools, reaching them through their Physical Education teachers.

The program was designed to offer intensive workshops and training, equipping participating teachers with a methodology to use play and sport as tools for the development of life skills and values. In addition, teachers received donations of soccer balls and other essential materials to enrich their classes.

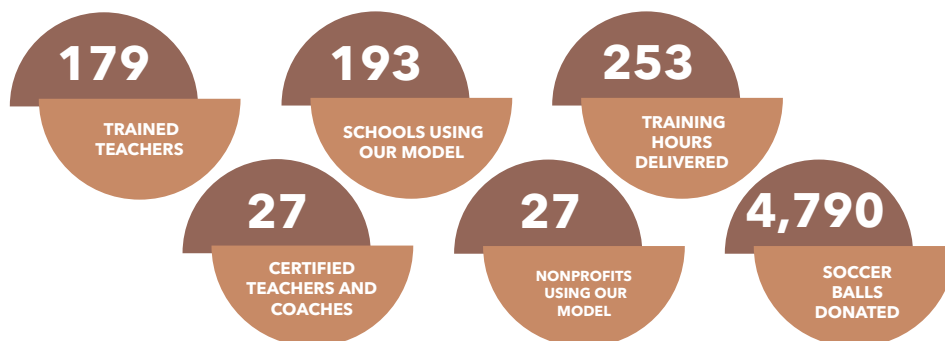
The year 2023 marked the closure of this initiative and it will be adopted by volunteer teachers who were certified in our model, who will be able to continue implementing workshops with the support of the Foundation.



## RESULTS 2023



## GLOBAL RESULTS



# REALIZE TRANSFORMATIONAL LEADERSHIP

We graduated the Second Generation of REALIZE, a cohort of 18 leaders from nonprofit organizations and institutions in our community who completed a transformative experience for their leadership. This program empowered them personally and professionally and created valuable networks among its participants, achieving significant collaborations for the benefit of Ciudad Juárez.

The 18 individuals who were part of REALIZE Transformational Leadership were selected from more than 54 nominations and experienced this unique model developed by the Paso del Norte Health Foundation.



18

PARTICIPANTS

10

MONTHS OF TRAINING

200

HOURS OF PERSONALIZED COACHING

90

HOURS OF IN-PERSON TRAINING



## REALIZE BOARD

Thanks to this initiative, we also delivered 4 specialized training sessions directed at individuals serving on Boards of Directors. These sessions were designed to equip participants with the skills and knowledge necessary to drive effective governance and contribute to the success and sustainability of their organizations.

### Topics:

- Effective Board Meetings and the Partnership with the Executive Director
- Effective Governance: Roles and Structure
- Fundraising for Boards
- Strategic Planning

Supported by



# Juárez

EN ACCIÓN

— 2023 —

We have established September in our community as a month to spring into action. In 2023, we held our annual Juárez in Action campaign, extending an invitation to the community to join a series of activities and projects with social impact: cleaning, rescuing public spaces, promoting play and sports, volunteering, and promoting overall well-being.

Juárez in Action is a campaign to demonstrate the collective impact of individual actions and to make these efforts visible, inspiring more people to get involved, stay informed, and actively contribute to building a community of action.



**19,704**

**REGISTERED PARTICIPANTS**

This is the largest volunteering campaign in Chihuahua.

**17**

**PUBLIC SPACES CLEANUPS**



**10**

**PLAY AND SPORT**



**63**

**PROJECTS**



**WELLNESS**

**15**



**CHARITY AND VOLUNTEERING**

**21**

# JUÁREZ EN ACCIÓN CLOSING EVENT

We not only encouraged the participation of thousands of people from Juárez in this campaign, we also took action ourselves! Every year, we conclude this movement by choosing a community park for rescue. In this edition, we went to Santa Cruz Park in the Parajes del Sur neighborhood, a community we have worked with over the last three years.

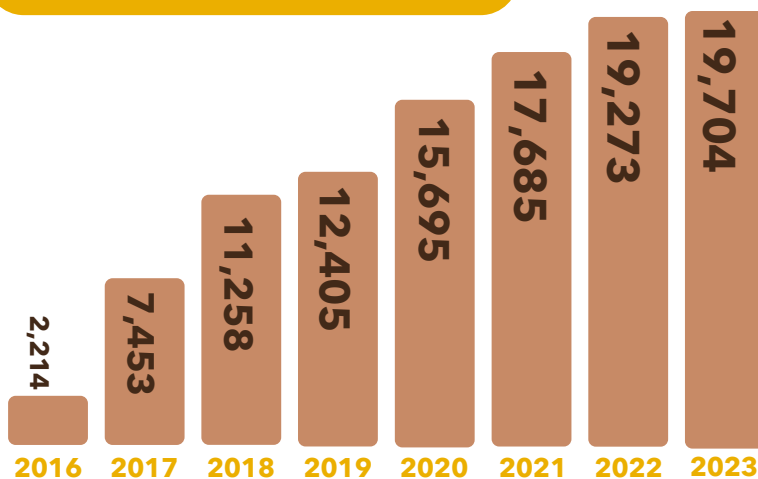
The closure of our campaign brought together neighbors, volunteers, and members of our foundation in a great community effort to revitalize this space for the community. Thanks to the generous sponsorship of Terrafina, more than \$140,000 pesos were invested in rehabilitating this vital space where children, youth, and adults spend their free time, play, and engage in sports.



## ACTIVITIES:

- Cleaning of trash, weeds, and rubble
- Rescue and painting of planters and benches
- Creation and painting of a mural with a community message
- Workshop on reusing tires to create planters and paths
- Science station by the Astronomy Club of UACJ
- Self-esteem workshop for children from the Municipal DIF in the Mobile Unit of CIITA

## A MOVEMENT THAT GROWS EVERY YEAR



THANK  
YOU



Official Sponsor of  
Juárez en Acción 2023

JOIN US IN 2024

[juarezenaccion.com](http://juarezenaccion.com)



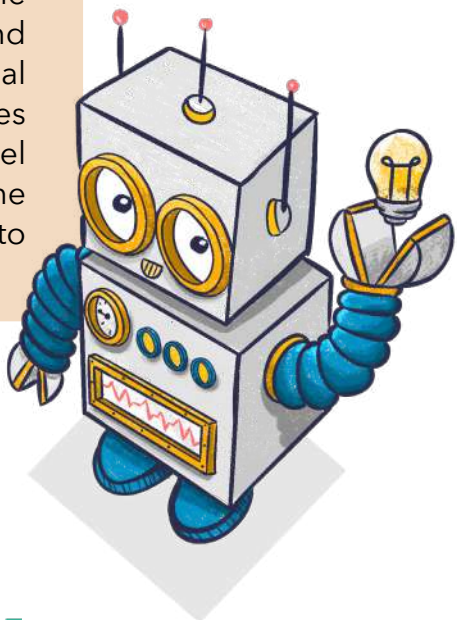
This program continues to make an impact by enhancing creativity, innovation, and teaching children and youth the power of their ideas. In 2023, the organization Desafío, A.C. joined our initiative as a backbone organization and coordinated this second edition.

The results were spectacular: 170 elementary school children drew the machine of their dreams and selected 4 to turn into reality. These drawings were handed over to university students who faced the challenge of creating a design that would make their construction possible, and finally, students from technical careers worked to build them and bring them to life.



**DID YOU KNOW?**

This program was created in Belgium by the MyMachine Global Foundation in 2008 and has received more than 40 international awards. It is present in nearly 50 countries across 3 continents. Fundación Paso del Norte is the first official partner to bring the complete MyMachine experience to Mexico.



Supported by  **Microsoft**

WITH THE COLLABORATION OF



## What is your dream machine?

That question is the beginning of the entire process and impact model of MyMachine, which globally has created more than 500 dream machines born from the ideas of girls and boys around the world, including in Ciudad Juárez!

The program aims for the girls, boys, and youth who participate to break barriers that hinder their creativity and rebuild their creative confidence. They learn through the creation of a project and collaborate across generations to solve problems and exchange dreams and ideas.

### DREAM MACHINES 2023

They started as a drawing, and young students from technical careers and universities designed and built them until they became a reality and fully functional.



### MEET OUR PARTNER



Desafío is a nonprofit social organization that started as a social project in 2011. The organization is dedicated to youth training to expand opportunities for social mobility, employability, and self-development for vulnerable young people.



Marco, Jaqueline, Iker, Alfredo

**DREAMERS  
2023**

# JUÁREZ GIVING DAY:3

The second edition of Juárez Giving Day had incredible results. This year, more than 20 organizations participated throughout the month of November, collecting online donations for their projects. Thanks to over 450 donors, partners, and the enthusiasm of the organizations, \$1.5 million pesos were mobilized.

Juárez Giving Day took place throughout November and, in addition to the opportunity to collect online donations, we offered participating organizations various incentives, matching funds and prizes to increase resources for their social projects.



ORGANIZATION	TOTAL RAISED
Organización Popular Independiente	\$ 293,451.16
Centro de Estudios para Invidentes	\$ 238,219.10
Mesa Exatec Ciudad Juárez - El Paso	\$ 196,313.06
Las Hormigas Comunidad en Desarrollo	\$ 158,104.29
Banco de Alimentos de Ciudad Juárez	\$ 135,998.58
Comunidad de Restauración Familiar Semilla	\$ 120,560.68
Darenka para Niños con Cáncer	\$ 80,072.54
Amor por Juárez	\$ 48,463.91
Crecimiento Humano y Educación para la Paz	\$ 47,293.06
Programa Educación en Valores	\$ 44,227.94
Por la Juventud	\$ 34,875.97
Fundación para la Educación de Mujeres y Niños	\$ 34,398.85
Salud y Bienestar Comunitario	\$ 30,078.69
Asociacion Amigos de la Orquesta Sinfónica Esperanza Azteca	\$21,700.17
Fundación Comunitaria de la Frontera Norte	\$ 8,919.31
Centro de Educación e Integración Familiar	\$ 6,473.54
Centro de Estudios Industria 4.0	\$ 4,869.62
Espacio Interactivo La Rodadora	\$ 2,270.77
<b>Gran total</b>	<b>\$1,507,305.11 pesos</b>





# A CELEBRATION OF GENEROSITY

Juárez Giving Day became an opportunity to strengthen philanthropy in our city, connect the community with social causes, and support the work of civil society organizations.

To encourage the community to donate and to boost the participating organizations in their fundraising campaigns, the Foundation, together with FECHAC and the Rosario Campos de Fernández Foundation, invested \$362,500 pesos in prizes and incentives.



## PRIZES

To recognize the work of the organizations, prizes were awarded to those that achieved significant milestones such as a high number of donors, the highest number of donations, the most distant donation, or the most reactions on social media.

## POWER HOURS

On November 15th, International Day of Philanthropy, we had 4 special hours during which we matched the donations received by the organizations.

## INCENTIVES

Organizations received incentives for conducting in-person promotion in the community, achieving the first donation of the campaign, the highest number of votes, or the final donation of the day.



## JUÁREZ GIVING TANK

This incredible dynamic gave organizations the opportunity to present their project to a panel of investors consisting of representatives from FECHAC, Rosario Campos de Fernández Foundation, and Fundación Paso del Norte. Each investor could choose to support the projects presented with additional donations for their campaigns and it was a great learning experience for the organizations.

Note: Our investors distributed \$90,000 pesos among the organizations that presented their projects.

Program supported by





# TESOROS DE CHIHUAHUA

Our traditional Annual Gala was a celebration of the flavors, textures, and shapes that make Chihuahua a region of wonderful experiences. The gala serves as an opportunity to connect with donors, partners, and friends of the Foundation, and it provides a setting for us to come together and thank the community for its support.

Around 200 special guests attended the event at the Interactive Space La Rodadora, enjoying a three-course dinner, an art exhibition, a Chihuahuan handicraft bazaar, and live music.

Presented by



With the support of



# STORIES TO TELL

We knew about Fundación since it started operations in Juárez, but we had never actively participated in its projects. I was nominated and accepted into the REALIZE program and everything changed! Personally, it was a transformative experience that opened the door for us to collaborate on other programs, and we are happy with what we have achieved

We also participated for the first time in Juárez Giving Day, a campaign that took us out of our comfort zone, and we turned out to be the organization that raised the most funds for our projects!

## **Daniela Almada**

Director of Operations, Organización Popular Independiente

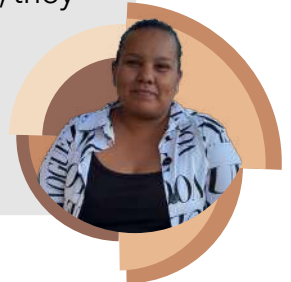


Fundación Paso del Norte has been supporting us for 3 years. With their help, we painted, removed trash, cleared rubble, and now only about half the work remains... Cleaning the Santa Cruz Park helps us a lot because that is where neighbors can go out with their children, gather there, and play. Mostly, it's for the children's leisure.

I invite everyone to support because the Fundación does come to clean, they bring us paint, tools we need, but we still have a lot to do.

## **Irene Gutiérrez**

Resident of Parajes del Sur



Our partnership with Fundación Paso del Norte has been for almost nine years. We started by mainly participating in their Challenge Grant which has helped us greatly because it opened doors, boosted our initiative, and helped us in seeking new donors. These resources have directly impacted the population we serve through the care we provide, therapies, counseling, and other services.

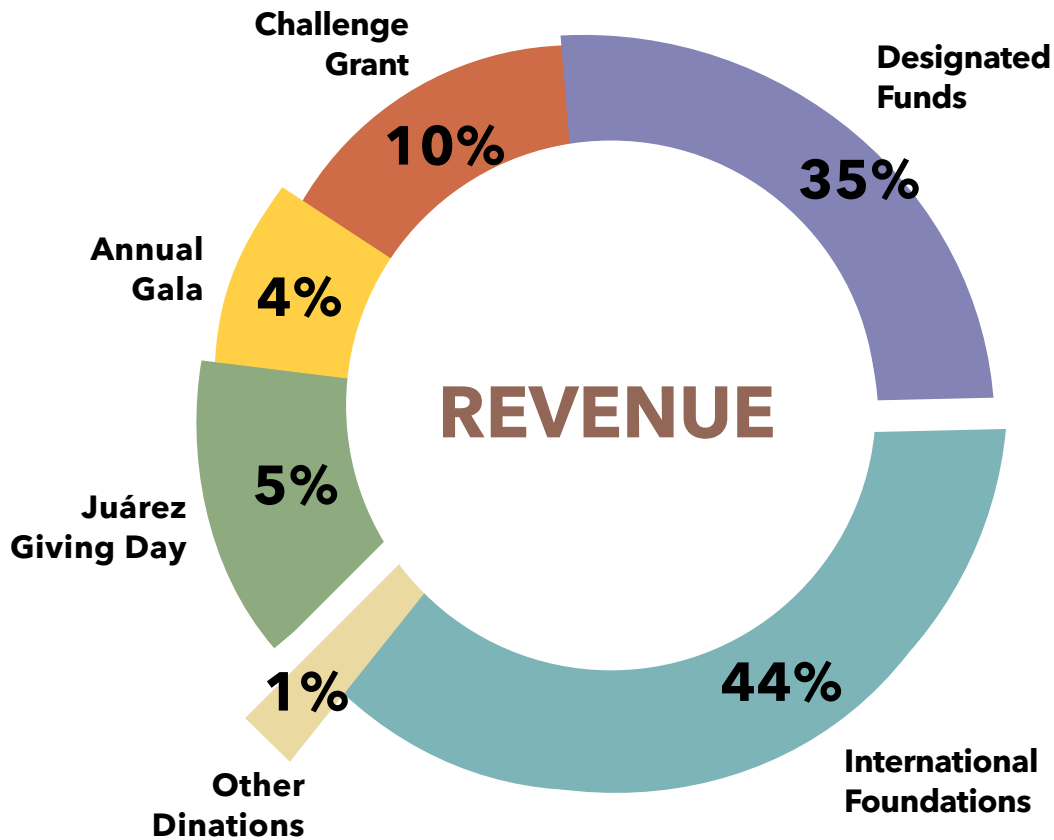
We hope to continue participating in their initiatives and everything they do to strengthen organizations, because when you train an organization, you give it the tools to fly forever. Thanks to the Fundación for these initiatives and we hope to continue hand in hand for more years to come.

## **Otilia Herfter**

Executive Director, Centro de Estudios para Invidentes



# FINANCIAL INFORMATION

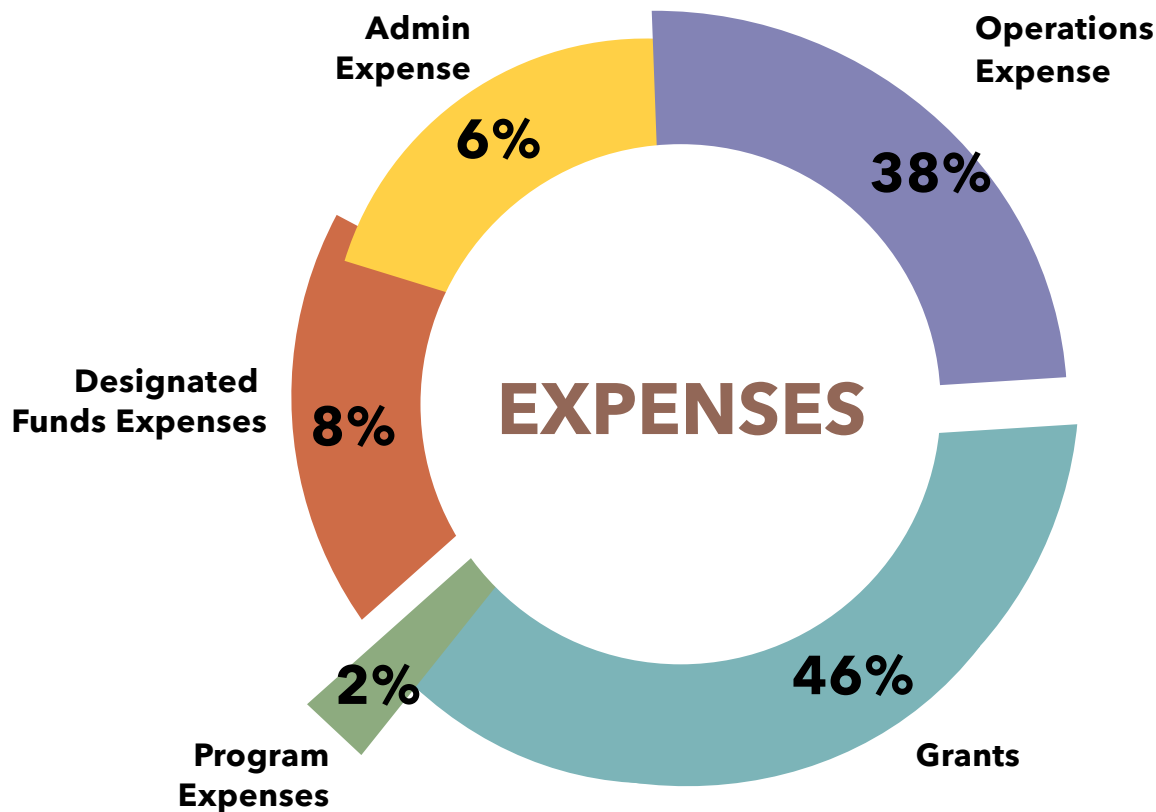


## REVENUE DETAIL (Amounts in pesos)

International Foundations	\$ 9,349,682.94
Designated Funds	\$ 7,431,686.74
Challenge Grant	\$ 2,202,560.57
Juárez Giving Day	\$ 1,132,611.50
Annual Gala	\$ 860,592.04
Other Donations	\$ 281,619.73
<b>Total</b>	<b>\$ 21,258,753.52</b>

The Fundación does not receive or manage public funding.

**We are externally audited.** The results and opinion of the audit of the financial statements corresponding to the year 2023 will be available on our website starting in July of this year in the Transparency section.



**EXPENSES DETAIL** (Amounts in pesos)

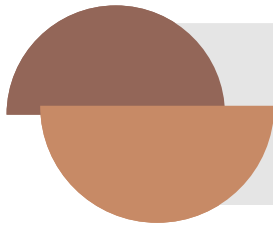
<b>Grants</b>	<b>\$ 5,260,960.51</b>
<b>Operations Expense</b>	<b>\$ 4,312,986.24</b>
<b>Designated Funds Expenses</b>	<b>\$ 897,839.81</b>
<b>Admin Expense</b>	<b>\$ 732,619.68</b>
<b>Program Expenses</b>	<b>\$ 232,405.37</b>
<b>Total</b>	<b>\$ 11,436,811.61</b>

The Foundation's expenses that are related to our social impact are the donations and grants given to other nonprofits, the donations that come from our designated funds and direct spending on social programs.

As a policy and in compliance with fiscal regulations, the Fundación maintains an annual administrative expense of 5% or less.

*Our organization holds the CONFÍO distinction and accreditation, awarded to organizations that adhere to the best practices in transparency and accountability.*





# GET INVOLVED

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 are allocated to programs that benefit the community. Visit our website and become part of our mission.

[fundacionpdn.org](http://fundacionpdn.org)



## Open a designated fund

We can help you achieve your philanthropic goals. Set up a designated fund where you invest and additional resources can be raised to support the social causes that inspire you.

[karen@fundacionpdn.org](mailto:karen@fundacionpdn.org)



## Help us build partnerships

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

[luis@fundacionpdn.org](mailto:luis@fundacionpdn.org)



## Donate your time and talent

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

[jesus@fundacionpdn.org](mailto:jesus@fundacionpdn.org)

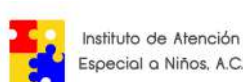
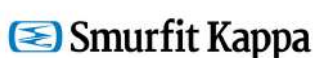
# THANK YOU

Our donors and partners make our work possible.

**We offer special thanks to the**



Thank you for your vision, generosity, and trust since the beginning of our operations. Your support has allowed us to increase the impact of our initiatives to improve the quality of life in our community.



fundacionpdn.org

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